KAYZAA NUUR AZURAA

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Fresh Graduate Information Systems student at Universitas Indonesia with hands-on experience in ERP products and B2B segment. Specializing in user research, product requirement, and end-to-end UI design process. Experienced in translating business and technical constraints into user-centered design solutions through structured research, design systems, and cross-functional collaboration with engineers and stakeholders.

EDUCATION

UNIVERSITAS INDONESIA Depok, West Java

Bachelor of Information Systems, Faculty of Computer Science **Jun 2022 - Aug 2026**

Relevant Coursework: Programming Foundations 1 & 2, Human-Computer Interaction, Information System Analysis and Design, Digital Product Development, IT Project Management, Enterprise Application Architecture & Programming, Platform-Based Programming, Database

Skills/Tech Stacks: Figma, Wireframing, Rapid Prototyping, User Experience, User Scenarios, User Journey, User Acceptance Testing (UAT), Qualitative Research, Market Research, Competitive Analysis, Motion Design, Next JS, HTML/CSS, git, Python, Java, Javascript, SQL, Microsoft Clarity, Microsoft Office

EXPERIENCE

- **UKIRAMA (ERP Software)** **Feb 2026 - Jul 2026**

  Product Designer Intern

  - Improved product reliability by 30% through User Acceptance Testing (UAT) for 8 major updates, including Next.js migration on Sales and Bonded Zone modules. Identifying and refining over 10 interaction and design elements prior to deployment.
  - Designed the Import Duty (Bea Cukai) module from initial research and prototyping to final testing. Aligned government API requirements with user-centric design to streamline complex tax workflows and decrease operational errors for ERP users.
  - Used Microsoft Clarity to uncover user behavior insights, guiding a targeted redesign of the mega menu, feature pages, and animated hero sections that increased web impressions by over 1,000 monthly visitors.
  - Designed a 'Quick Action' feature that saved users 15-20 minutes daily by leveraging data from competitive research and interaction cost analysis to identify and eliminate workflow friction.
  - Maintained a 95% UI consistency rate across all ERP features by validating over 70 design components against system guidelines, eliminating inconsistencies and minimizing errors to improve overall product quality.
  - Designed a User Guide template for the Customer Service team; conducted end-to-end design by mapping technical requirements to user flows, establishing component styling, and documenting feature guidance to improve support efficiency.
  - Enhanced the ERP's visual identity by upgrading the UI component library to a new design system, ensuring a consistent brand identity and high interface standards across all product modules.

- **TELKOM INDONESIA - ENTERPRISE BUSINESS & SERVICES DEPARTMENT** **Aug 2025 - Jan 2026**

  Researcher Intern

  - Conducted deep-dive user and market research for B2B infrastructure products (CDN services), mapping out user needs, technical architecture constraints, and using Microsoft Excel to analyze market pricing structures to minimize product risks.
  - Ensured product requirements and feature concepts aligned with country-specific compliance mandates, IT regulatory frameworks, and international data standards like ISO guidelines.
  - Transformed raw research and market data into decision-ready documentation, providing practical inputs for Business Requirement Documents (BRDs), high-level use cases, and product scope definition.
  - Designed and evaluated user journeys for Telkom's B2B product catalog and pricing structures (such as business Wi-Fi packages), defining clear user flows and component logic that satisfied cross-directorate technical and compliance constraints.

- **RISTEK FASILKOM UI** **Mar 2025 - Mar 2026**

  Lead of Digital Product Design

  - Led end-to-end product design execution for internal and external digital products (including a law firm corporate website) with agile using scrum workflows and design thinking, translating business needs into shippable design solutions.
  - Translated user stories and business requirements into user flows, wireframes, and low-to-high-fidelity prototypes through user story mapping, ensuring strong alignment between user needs and business goals.
  - Delivered developer-ready designs via Figma handoff, design reviews, and reusable UI components & design tokens, enabling accurate implementation and consistent cross-project delivery.

PROJECTS

- **DR. CIPTO MANGUNKUSUMO HOSPITAL** **Feb 2025 - June 2025**

  KPI Management Information System - Internal Website

  - Delivered end-to-end product design outputs for an internal hospital information system, including information architecture, user flows, and low-to-high-fidelity UI for KPI dashboards, document management, and internal communication modules.
  - Designed the solution using Design Thinking within a Scrum-based workflow, aligning user stories with system analysts and frontend/backend engineers to address inefficiencies and complex internal use cases.
  - Executed and iterated designs across 3 development sprints, providing developer-ready artifacts through Figma handoff, design reviews, and continuous sprint feedback to support efficient implementation and adoption.