

NAILAH ARJEYITA MAHDIYYAH, S. Ars

MULTIDISCIPLINARY DESIGNER | UI/UX | CONTENT CREATOR

Depok, West Java | 0887730353885 | nailah.a.m15@gmail.com

<https://naepop.com/> | www.linkedin.com/in/nailaham

SUMMARY

Multidisciplinary designer specializing in UI/UX, branding, and digital content, with over 2 years of experience. Graduated with a Bachelor of Architecture at 20 years old and hold an IELTS Academic score of 8.5. Led 15+ branding projects and delivered 40+ digital assets that enhanced user engagement. Designed an AI-powered digital management prototype at IUL Technologies, and directed creative work for 2 websites at PT Indokrisna Teknologi. As the founder of Sunshine Tonic, produced 600+ handcrafted products, secured major orders, and led a 25-participant workshop. Co-managed BookClan's TikTok, growing it to 15K+ followers through Gen Z-focused content. Passionate about advancing Indonesia's creative economy through design, technology, and entrepreneurship.

EDUCATION

Bachelor of Architecture (S. Ars)

Aug 2020 - Aug 2024

Universitas Indonesia- Faculty of Engineering

- Majored in Interior Architecture and graduated with **GPA of 3.42 out of 4.00**
- Thesis: "Simulating Narrative Space through Filling in Incomplete Narrative by Performing Reader," under development for publication in the international journal DIMENSI: Journal of Architecture and Built Environment (expected mid-2025).

WORK EXPERIENCE

Product Designer | IUL Technologies

Dec 2024 - Present

- Led UI/UX design for an AI-driven digital asset management prototype, focusing on seamless file organization and retrieval.
- Designed intuitive workflows and an AI-integrated dashboard for enhanced user experience.
- Contributed to brand philosophy and name ideas for the IndoBuild AI program, assisting in conceptual development.

Founder & Creative Director | Sunshine Tonic (Handmade Accessories Brand)

Aug 2023 - Present

- Built brand identity and packaging, driving 100+ sales and secured 500+ unit wedding souvenir order worth IDR 4.73M in revenue.
- Collaborated with 4 organizations, generating IDR 5.6M+ revenue and engaging 600+ potential customers across 5+ events.
- Led a hands-on workshop for 25+ participants, enhancing brand engagement through storytelling.
- Boosted digital presence with 4,900+ post views and 200+ interactions through event collaborations.

Freelance Interior Designer | Naskopi Café

Jan 2023 & Jan 2025

- Designed layouts for 2 Naskopi cafés, seating 25–30+ patrons while maintaining comfort and flow.
- Increased seating by 10+ in the original space through optimized, non-structural planning.
- Created 2 mood boards, 4 layout plans, and 10+ mockups to align branding with budget-friendly design.
- Reused 90%+ furniture and fixtures to cut redesign costs while ensuring visual consistency.

Visual Communication Intern | PT. Indo Krisna Teknologi

Sep 2024 - Dec 2024

- Expanded branding guidelines, ensuring consistency across 20+ company posts by creating 10+ templates for platforms like Instagram, Facebook, LinkedIn, and YouTube.
- Edited 2+ reels and designed logo animations, enhancing video content and branding.
- Led a team photoshoot and video shoot for professional branding.
- Developed wireframes and UI designs for 2 major web projects: Only2Bali and Indokrisna's Company Website, designing 20+ pages and 40+ assets to enhance user experience and branding.

VOLUNTEER & ORGANIZATION EXPERIENCE

Volunteer Graphic Designer & Content Creator | Bookclan

Feb 2023 - Nov 2024

- Edited 2–3 TikTok videos weekly using Gen Z humor, growing BookClan's TikTok to 15K+ followers in 4 months and increasing weekly offline participants up to 50%.
- Directed the BookClan 2.0 Rebrand, creating 3 new templates that improved visual consistency across 15+ Instagram posts and merchandise packs used as prizes for 3+ collaboration events

Vice Head of Creative & Decoration | Architecture Fair (AFAIR) UI 2024

Mar 2023 - Jan 2024

- Led the design of talk show venue decor, creating an impactful experience for 100+ attendees.
- Directed 8 creatives to develop brand identity and design standards across 3 platforms, 50+ posts, and 10+ physical decoration assets.
- Streamlined workflows for 5+ major projects by delegating tasks and ensured high standards across 20+ design and documentation outputs through quality control measures.

WORKSHOPS & SEMINARS

Generative AI for Film, Media and Content Creation

Oct 2024

By StorySage (Attended as representative of PT Indo Krisna Teknologi)

- Explored AI-driven trends in storytelling, visual production, and branding across film and gaming industries.
- Built professional connections and promoted PT Indo Krisna Teknologi during networking sessions.

IndoBuild AI Program

Feb 2025

By East Ventures (Attended as representative of IUL Technologies)

- Attended technical workshops led by AWS, Alibaba, and Google, learning about AI application building, generative AI adoption, and multimodal AI technologies.
- Connected with innovators across Indonesia's tech ecosystem and promoted IUL Technologies' presence in the AI community

PERSONAL PROJECTS

TikTok Content Creation - Fashion & Design

2022-2024

- Built a growing TikTok channel focused on fashion and design, gaining 1.1K followers and 65K likes, with plans for future collaborations and content expansion.

ADDITIONAL

- **Technical Skills:** UI/UX (Figma, v0, cursor); Design, Video Editing, & Motion Graphics (Adobe Creative Suite, Canva, CapCut); Architectural Design (Rhino 3D, AutoCad, SketchUp, Twinmotion); Entrepreneurship, Visual Branding
- **Languages:** Bahasa Indonesia (Native), English (**8.5 band score in IELTS Academic**).
- **Awards:** Winner for Gores Pena Design Competition (KAPA FTUI 2021), Best Staff of Entrepreneurship Division Quarter I & IIIA (IMA FTUI 2021), Credit in Science, Computer Skills, and Writing (UNSW International Competitions And Assessments For Schools 2012)