

Shelamines Julianni Putri Sagala

B.Eng. Electrical Engineering (Telecommunications) · UI/UX Product Designer · iOS Prototyping (SwiftUI)

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Electrical engineering graduate trained in communication systems and antennas, and a product designer who both designs and builds, from user research and interaction design to SwiftUI apps on iOS and watchOS. Leading the app and web redesign of Zenius, an Indonesian edtech platform. Applying to M.Sc. programmes in Usability Engineering / Human-Computer Interaction and in Electrical / Communication Engineering, to ground my design practice in formal HCI methods and deepen the technical side of reaching students in Indonesia's smaller cities.

PERSONAL DETAILS

Full name	Shelamines Julianni Putri Sagala
Date of birth	25 July 2001
Nationality	Indonesian

EDUCATION

Jul 2019 – Aug 2024	Bachelor of Engineering (B.Eng.) / Sarjana Teknik (S.T.), Electrical Engineering, Universitas Pendidikan Indonesia (UPI) , Bandung · GPA 3.33 / 4.00 · 144 SKS • Thesis: Design and Implementation of a Wearable Antenna with a Universitas Pendidikan Indonesia Logo Patch for RFID Applications at 2.45 GHz · Supervisor: Prof. Dr. Enjang Ahmad Juanda, M.Pd., M.T. • Telecommunications coursework: communication systems, antennas and propagation, mobile and wireless communication, optical communication, radar, information theory, digital signal processing, data communication • Computing coursework: computer and programming, digital system design, microprocessor and embedded systems, computer networks
2018 – 2019	SMAN 3 Tangerang , Tangerang · Natural sciences track (IPA) · Graduated 2019
2017	SMAN 1 Ternate , Ternate · Natural sciences track (IPA)

WORK EXPERIENCE

Sep 2025 – present	UI/UX Product Designer, Zenius (PT Zona Akselerasi Pendidikan) , Jakarta · Full-time · Leading the redesign of the Zenius learning app (Android, iOS) and web platform for students from primary school to university entrance, around video lessons, practice questions and try outs • Bank Soal (question bank): designed the end-to-end interaction flow across 3 school levels (SD, SMP, SMA): level selection, one-question-at-a-time solving with a question navigator and time tracking, and a performance report • Try Out (exam simulation): designed the landing page, try-out list and score report for UTBK university-entrance preparation • Homepage: restructured the information architecture of all 7 sections on a new visual system; designed a premium-content badge and upgrade modal compliant with Google Play billing policy • Also shipped: Skul.id, the Schoolplan landing page for schools, the About Us page and a bookmark feature, for 7 shipped features across app and web • Evaluation and engineering handoff: run user interviews, usability tests and A/B tests to validate design decisions with data; maintain shared components and write implementation specs with frontend and mobile engineers
Dec 2024 – May 2025	Freelance Product Designer, Kanggo , Jakarta (remote) · Designed a foreman (mandor) booking feature for Kanggo's home-repair app • Interviewed a welding foreman to map how foremen hire workers and get paid; synthesised findings into a client persona, problem-solution map and information architecture (site map) • Designed mid-fidelity flows for project-size selection, booking, daily progress logs with photo proof, and transparent worker payment
Apr 2024 – Aug 2025	Freelance Content Creator , YouTube @marutinez and Instagram @shelamines · Planned, filmed and edited video and photo content; also assisted Instagram creator @ameviaap with content planning and production

Jan 2024 – Mar 2024	Marketing & Communication Intern, Ecoxyztem, Jakarta (remote) · Led a full website redesign based on customer segmentation and competitor research; website leads rose 35% • Ran end-to-end content production (ideation, copywriting, design) for 25+ Instagram posts at ~10% average monthly engagement
Oct 2023 – Nov 2023	Graphic Designer (contract), PT Seiso Esa Indosolusi (@uptownbrew), Jakarta (remote) · Rebuilt the visual hierarchy of 20+ Instagram posts; shares rose 40% and interactions 15%
Jul 2023 – Aug 2023	UI Designer, PT MRT Jakarta, MRTJ: Enhancing User-Experience Hackathon (hybrid) · Designed DIAS, a one-tap assistance request for passengers with disabilities and the elderly, in a 6-person team • Ran field research at MRT stations and 5 user interviews; key pain points were communication barriers, safety concerns and lack of assistance • Designed the iOS passenger app and the macOS staff dashboard (request queue and statistics) • The system located each request by station area and floor using BLE beacons and altitude tracking; built with SwiftUI, Firebase and Swift Charts
Mar 2023 – Dec 2023	UI/UX Designer, Apple Developer Academy @ BINUS (Cohort 6), South Tangerang · Selected among ~2.5% of 8,000+ applicants nationwide · Challenge-based learning in app design, SwiftUI development and user research • Ran 20+ user interviews and usability tests to shape user-centred app designs • Shipped 4+ SwiftUI apps to TestFlight and 1 to the App Store, including an IoT-connected app and a watchOS app; collaborated with 20+ learners on 6+ app features • Pitched 3 final apps to 15+ mentors and Apple evangelists; presented solutions to Apple and BINUS leadership
Feb 2022 – Jul 2022	Content Development Intern, Zenius / ZenPro (PT Zona Edukasi Nusantara), Jakarta · Kampus Merdeka certified internship • Co-created @seharimedia, a myth-busting Instagram media (team of 4), reaching 31.6k accounts and 420 followers in 90 days; copywrote ZenPro content averaging 8.3% engagement • Solved 81 functional-programming exercises in Clojure (4Clojure), set by the CEO as logic training

TEACHING, MENTORING AND EXTRACURRICULAR ENGAGEMENT

Feb 2022 – Jul 2022	Mentor, Reasoning and Argumentation Training, Debate Club by Cania (Zenius internship) · Coached 10 mentees in math, logic, verbal accuracy and argumentative debate
Oct 2021 – Nov 2022	Graphic Designer, Design & Creative Division, Indonesia Youth Foundation (remote) · Designed social media content, templates and illustrations, 3+ posts a week · Certificate ↗ • Revamped Instagram, website and e-newsletter visuals around accessibility and storytelling; engagement up 35% • Graphic designer for the Indonesia–Korea Youth Friendship Forum 2021; video and documentation coordinator for BISF 2022 and a Kyrgyz–Indonesian cultural event • Named best member of the division (Mar–Apr 2022); the division was named best division of the 2021/2022 board

TECHNICAL AND DESIGN PROJECTS

2026	Api Jahat (team game, 5 members)	Game on illegal waste burning, a hidden driver of Jakarta's air pollution that any resident can act on. Players learn its impact and respond by warning the neighbour, putting out the fire, or reporting it to the authorities, which the game rewards · Designing Games for Learning & Social Impact · Case study ↗
2024	Wearable RFID antenna (thesis)	Designed and implemented a wearable antenna with a UPI-logo patch for RFID at 2.45 GHz
2023	FocusFlow (team)	Pomodoro productivity app for iPhone and Apple Watch, built entirely in SwiftUI with 6 native Apple frameworks: WatchKit for the watchOS companion, HealthKit for heart-rate tracking, Swift Charts for focus analytics, Core Data for persistence and CloudKit for cross-device sync; added haptic feedback and dark mode · Requirements doc ↗ · Code ↗
2023	DIAS – MRT Jakarta	One-tap assistance request at every MRT-J station, located by area and floor with BLE beacons and altitude tracking, with a staff dashboard for incoming requests · Case study ↗

2023	SkinSense	Skincare matching app with a skin-scan feature; research, UI and usability testing · Prototype ↗
2023	Aquacare	Helps beginner aquascapers detect water conditions and keep the ecosystem healthy, through an app paired with an IoT water sensor · Case study ↗
2023	BuddyBoost	3-day build: interest-based friend finder in SwiftUI with Core Data and PostgreSQL
2023	Rock Paper Scissors	First SwiftUI game, designed in Figma and documented as a beginner build log · Article ↗

TRAINING AND CERTIFICATES

Year	Certificate	Issuer	Link
2026	Designing Games for Learning & Social Impact (9–11 Sep 2026)	Apple Developer Institute @ BINUS University	View ↗
2023	Full programme completion, Mar–Dec 2023	Apple Developer Academy @ BINUS	View ↗
2023	Participant, MRTJ: Enhancing User-Experience Hackathon	PT MRT Jakarta	View ↗
2022	Certificate of Participation – Content Development Intern (ZenPro), Kampus Merdeka Certified Internship Batch 2 (21 Feb – 22 Jul 2022)	Ministry of Education, Culture, Research and Technology × Zenius Education	View ↗
2022	Best Division: Design & Creative, board term 2021/2022	Indonesia Youth Foundation	View ↗
2022	Best Member, Design & Creative Division (Mar–Apr 2022)	Indonesia Youth Foundation	View ↗
2021	Graphic Designer, Indonesia–Korea Youth Friendship Forum 2021	Indonesia Youth Foundation × Peace and Public Diplomacy Corps	View ↗

LANGUAGES

Indonesian	Native	Mother tongue
English	C1	IELTS Academic 7.0 (Listening 8.5 · Reading 7.5 · Writing 6.0 · Speaking 6.5), 3 Feb 2025 · TRF no. 24ID513801SAGS017A · Test report ↗

SKILLS

Engineering foundations	Communication systems, antenna design, signal processing, digital and embedded systems, IoT-connected apps, BLE beacons
HCI and UX research	User interviews, field research, usability testing, A/B testing, personas, competitive research, customer segmentation
Interaction design	Information architecture, user flows, wireframing, prototyping, design systems, accessibility, visual design
Software development	Swift and SwiftUI (iOS, watchOS), Core Data, CloudKit, HealthKit, WatchKit, Swift Charts, Firebase, PostgreSQL basics, basic Clojure
Tools	Figma, Sketch, Xcode, TestFlight, Excalidraw, Unity, Canva
Ways of working	Agile/Scrum, cross-functional handoff with engineers, presenting to stakeholders

Jakarta, October 2026



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