DAFFA ADRIKAL

+62 8117670303 | daffaadrikal@gmail.com | LinkedIn (https://www.linkedin.com/in/adrikal)

Pekanbaru, Riau, Indonesia

Human-centered technologist with a master's in design Innovation Management and a bachelor's in information technology (Honors). Specializing in UI/UX design and business development, I combine technical expertise with creativity to deliver user-centric solutions. Passionate about strategy games and storytelling, I excel in analytical thinking and driving impactful results for innovative organizations.

EDUCATION

ASIA PACIFIC UNIVERSITY OF TECHNOLOGY AND INNOVATION *Kuala Lumpur, Malaysia*
Master of Arts in Design Innovation Management   February 2024 – February 2025
GPA: 3.93

ASIA PACIFIC UNIVERSITY OF TECHNOLOGY AND INNOVATION *Kuala Lumpur, Malaysia*
Bachelor of Science (Honours) in Information Technology   September 2020 - September 2023
GPA: 3.54

SMAN 4 PEKANBARU (Highschool) *Pekanbaru, Riau, Indonesia*
Science   April 2017 - March 2020

EXPERIENCE

Freelance - Hybrid *Pekanbaru, Riau, Indonesia*
User Interface and User Experience Designer September 2023 - Present

- Created clean, intuitive interfaces for web and mobile applications
- Transformed complex issues into user-friendly design solutions
- Developed user-centered designs using wireframes, prototypes, and mockups
- Collaborated with teams to align designs with user needs and business goals

Asia-Pacific Institute for Broadcasting Development *Kuala Lumpur, Malaysia*
Research Delegate October 2024 - September 2024

- Participated in a global media and content creation summit, engaging in panel discussions about emerging technologies and storytelling. Networked with industry experts and gained insights into innovation and growth in the media sector while representing Asia Pacific University

UNESCO Chair Apprenticeship and Rapporteur Program *Kuala Lumpur, Malaysia*
Rapporteur and Research Delegate April 2024 – May 2024

- Documented and synthesized key insights, discussions, and outcomes from stakeholder dialogues on education, sustainability, and innovation
- Engaged with diverse experts and leaders to understand regional challenges and collaborative solutions
- Strengthened skills in critical thinking, communication, and real-time analysis
- Contributed to initiatives aligned with global sustainability goals

PT. Bank Riau Kepri Syariah (Internship) *Pekanbaru, Riau, Indonesia*
Tech Consultant and Project Manager Aug 2022 – Nov 2022

- Automated user input processes by developing Excel macros with Python
- Built an E-learning website with HTML, JavaScript, and CSS
- Designed client and executive meeting diagrams using Canva and Figma

PROJECTS

LOX TCG Market (Website Design) *South Bridge, Singapore*

January 2025 – April 2025

- In response to the rise of Singapore's Trading Card Game (TCG) players, a website was developed to cater to the TCG market's needs. It allows enthusiasts to connect and engage with various TCG content and resources. This initiative reflects the popularity of TCGs in the region and the demand for a centralized platform for the growing player base.

Clear Impact Framework (Thesis) *Kuala Lumpur Malaysia*

November 2024 – February 2025

- A seven-phase model to guide companies in adopting transparent, innovative, and sustainable practices. Findings emphasize technology's role in building consumer trust and supporting Malaysia's sustainability goals.

Replate (National Competition – Bronze Awardee – Kancil Awards 2024) *Kuala Lumpur, Malaysia*

October 2024 - November 2024

- A mobile application that empowers individuals and businesses to reduce food waste and promote sustainable living. By connecting people with surplus food, RePlate fosters a community-driven approach to food consumption

Interactive Whiteboard Module for E-Learning Platforms (Final Year Project) *Kuala Lumpur, Malaysia*

May 2023 – August 2023

- A final year project that helps students and educators to learn more intuitively within an online platform that specializes in an Interactive Whiteboard Module

GCG (Online Gift Card Store) *Kuala Lumpur Malaysia*

May 2023 - August 2023

- A project of developing a gift card store that accommodates customers on gift cards for purchasing and gifting

Annual Audit Report and Insider Analysis *Pekanbaru, Riau, Indonesia*

August 2022 – November 2022

- Designed and developed an annual report and analyzed numerous aspects of Bank Riau Kepri Syariah throughout the year 2022

TECHNICAL SKILL SET

Figma
User Interface and User Experience design, mobile application mock-ups, and primarily web design

Microsoft Office Suite
Advanced research level MS Word capability, Expert PowerPoint slide and template designer, and advanced Excel macro development for efficiency tuning

Adobe Creative Suite
Capable of editing videos in Adobe Premiere Pro, photos in Adobe Photoshop, and concept illustrations in Adobe Illustrator

Visual Studio Code (Python, C, Front-end Web Stack)
Capable of developing simple yet functional programs with Python and C programming languages, excel mainly in Front-end development within the web stack with HTML, CSS, and JavaScript. .NET Framework based.

Canva
Designed a multitude of slides for meetings and project presentations, mainly in template development and design

SOFT SKILL SET

Leadership
Led many successful projects and coursework in the past 4 years, mainly in research projects and practical design principles

Communication and Public Speaking
Connected with many people at events such as competitions, stakeholder summits, and research delegate gatherings

Problem-Solving
Capable of solving complex problems within the context of design, user experience, and business management

Adaptability
Capable of adapting seamlessly when given tasks that are new or within changing circumstances

Collaboration
Capable of collaborating with diverse teams across different countries and institutions

Analytical Thinking
Could process information and provide insights and comments tailored to address the issues

LANGUAGE PROFICIENCY

- Indonesian - **Native language**
- English - **Fluent**
- Malay - **Fluent**
- Korean - **Read and write**