



Mudrikah Nasyiah



CREATIVE | DESIGN | INNOVATION | ENTREPRENEUR | RESEARCHER

WORK EXPERIENCES

- **Darisini (Social network apps) – UX Researcher**
(September 2022 – now)
- **Tomps.id by Telkom Indonesia – UI/UX Specialist**
(July 2022 – Juni 2023)
- **Telkom digital amoeba – UX Researcher**
(Juni-Juli 2022)
- **Master of Ceremony, Moderator, and Public Speaker**
(freelancer)

BUSINESS EXPERIENCES

- **Hijabinya official 2022 – now**
Founder and CEO
- **Haaypiness.id 2022 – now**
Founder and CEO
- **Haayka Kitchen 2016 – now**
Founder and CEO
- **Hear.id 2020 – 2021**
Co-founder and CFO
- **Haaybanana 2018 – 2019**
Founder and CEO

EDUCATION HISTORY

Bachelor's Degree of Information System

ESQ Business School | 2019-2023

- Most outstanding student 2022
- Most outstanding student 2021
- 2nd Most Inspiring student 2021
- GPA 3.86/4.00

CERTIFICATION

- **Udemy** – UX Writer
- **Binar Academy** – UI/UX Researcher and Designer
- **Oracle Academy** – Database design, database programming and java foundation.

Profile

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Tangerang Selatan, Indonesia

[Linktr.ee/mudrikahnasyiah](https://linktr.ee/mudrikahnasyiah)

Talent DNA

Explorer, harmony, forgiving, personalizer, courageous, collaborator, strategizer, noble, developer, visionary

SKILLS

collaborative

Leadership

Content Creating

Social Media Marketing

Design thinking

Influencing

time management

Public Speaking

UI/UX Specialist

Creative & Innovative Thinking

Graphic designer

Social Media Management

Conceptor & Excecutor

Communication

Coaching

Team Building

Research

TRAINING

- **Amazing You 2**
- **Amazing You 3**
- **Amazing You 4**
- **ESQ total action**
- **ESQ Team collaboration Booster**
- **ESQ self-controlling and collaboration**
- **ESQ quantum excellence (you can win)**
- **Mission and character building**
- **Training ESQ new chapter**



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ORGANIZATION EXPERIENCES

- **Forum Indonesia Muda** - Alumni Communication and Development Division (2023)
- **Forum Indonesia Muda Regional Jakarta** - Head of Creative Media Division (2023)
- **Alumni FIM 24** - Creative Media Division (2023)
- **Indonesian Student Youth Forum** - Event Director (2023)
- **Ahlan School** - Social media specialist & divisi acara (2021 - 2023)
- **BEM ESQ Business School Kabinet Akusara dan Kabinet Abipraya** - Head of Visual Design, Communication and Information Bureau (2020-2022)
- **SPEAK ESQ Business School** - Public relation and designer (2022)
- **LDKS Islamic club ESQ Business School** - Deputy head of the creative media division (2019-2020)
- **ikatan Alumni SMA Al-Hasra** - Public Relation - (2019-2020)
- **Forum OSIS Jawa Barat** - Member - (2018-2019)
- **Forum Pelajar Indonesia** - Member - (2018)
- **Paguyuban Pelajar Istimewa** - Member and social media specialist - (2018)
- **Pramuka SMA Al-Hasra** - Organizer - (2017-2018)
- **OSIS SMA Al-Hasra** - Chairman - (2017-2018)
- **IT Club SMA Al-Hasra** - Treasurer- (2017-2018)
- **Karya Ilmiah Remaja Al-Hasra** - Member - (2017-2018)
- **OSIS SMA Al-Hasra** - Member of IPTEK Division - (2016-2017)
- **PASKIBRA Zhi-force 24 SMA Al-Hasra** - Member - (2017-2019)
- **OSIS SMP AL-Hasra** - Treasurer- (2014-2015)
- **PASKIBRA Zhi-Force 24 SMP Al-Hasra** - Member - (2014-2016)
- **Pramuka SMP Al-Hasra** - Member - (2014-2015)

ACHIEVEMENTS

- **The most outstanding student** ESQ Business School 2022
- **Participant & Delegation** in the Forum Indonesia Muda 2022
- **The most progressive UI/UX Students** at independent study binar academy by independent campus 2022
- **Best idea** in the Da'wah idea challenge organized by Ngslow 2022
- **Best UI/UX Case study** in Binar Academy UI/UX class, independent campus independent study 2022
- **3rd Favorite Winner** in the UI/UX Challenge competition at in4matics, Yarsi University 2022
- **The most outstanding student** (information system) ESQ Business School 2021
- **2nd The most inspiring student** ESQ Business School 2021
- **Favorite winner** on startup innovation contest young entrepreneur day UI 2021
- **The Best Leader bureau** of BEM ESQ Business School cabinet akusara 2021/2022
- **The best BEM member** at Akusara of the month : September , BEM ESQ Business School Akusara Cabinet 2021/2022



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ACHIEVEMENTS

- **Best bureau of** BEM ESQ Business School Akusara cabinet 2021/2022
- **Best bureau of** BEM ESQ Business School cabinet akusara 2020/2021
- **First winner** in the video marketing competition organized by the ESQ Business School 2020 anniversary
- **Participants** in the 2020 Megamic Malang Business Case Competition
- **3rd The most outstanding student** (information system) ESQ Business School 2020
- **DKI Jakarta delegation** at the 2019 future leader summit in the technopreneur field
- **Full scholarship Gold Generation** STIMIK ESQ 2019 from Ary Ginanjar Agustian Foundation
- **The best graduate** majoring in Science at SMA Al-Hasra 2019
- **Depok city delegation** at Girls Can Lead 2019
- **Depok city delegation** at the 2018 West Java OSIS Chair Gathering
- **Participant** in the 2018 city-level science olympiad in chemistry
- **West Java Delegation** at Nusantara Student Leadership Camp II 2018
- **West Java Delegation** at the 2018 Indonesian Student Forum
- **West Java Delegation** at the 2018 Special Student Association
- **Participant** of the 2017 UI National Level Science Olympiad in chemistry