

HAMMADA
FAWZI JIDDAN

DATA ANALYST & UI/UX DESIGNER

Major
Digital Business

School
BINUS University

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SUMMARY

Data-driven Digital Business student at BINUS University (GPA 3.76/4.00) with hands-on experience in data analytics and UI/UX design. Completed a 118-hour data science bootcamp, built a repeat-purchase prediction model with 80-90% accuracy on 10,000 records, and designed an n8n workflow meant to cut a client's order processing from days to minutes. Created three Figma prototypes (461 frames), including a 2nd-place entry at a national UI/UX competition. Skilled in Python, SQL, Excel, Tableau, RapidMiner, n8n, and Figma. Comfortable moving between analysis and design, with a focus on turning data into business value.

SKILLS & EXPERTISE

1. Data Analysis & Visualization – Microsoft Excel, Google Sheets, Tableau, data cleaning, interpretation, and dashboard
2. Graphic Design & Data Visualization – Figma, Canva, Photoshop, GIMP, visual communication, and data presentation
3. UI/UX & Prototyping – Wireframing, user flows, and interface design to support user-centered solutions
4. Digital Marketing & Analytics – Content strategy, campaign analysis, SEO, performance tracking, audience insights
5. Project Coordination & Tools – Trello, Asana, Notion, Coda, Microsoft Teams, team management and collaboration
6. Automation & Workflow Tools – n8n, Baserow, Gmail API-based workflows

PROJECTS

DATA & ANALYTICS

Predictive Maintenance System — ML Capstone Project January 2026 - May 2026

Nalar Data Science & Analyst Bootcamp *(Python, Regression/Classification, Deployment)*

- Built a machine learning system to predict machine failure before breakdown, enabling factories to prevent downtime and reduce maintenance cost.
- Applied the full data science pipeline — EDA, preprocessing, model building, and deployment; scored 80/100 on capstone evaluation.

Crustea Order Fulfillment Automation March 2026 - May 2026

4-person team project, BINUS University *(n8n, Google Sheets, Gmail, Google Calendar)*

- Interviewed Crustea's operations and sales team to map a fully manual order fulfillment process for this Indonesian smart aquaculture startup.
- Designed a 6-phase, 21-node n8n workflow covering validation, stock check, quotation, scheduling, logistics, and customer notification.

Customer Repeat-Purchase Prediction — Data Mining Project March 2026

Individual project *(RapidMiner / Altair AI Studio)*

- Analyzed a 10,000-row customer dataset to predict repeat purchase behavior for a retail use case.
- Built and compared Decision Tree, Naive Bayes, and Linear Regression models; best-performing model reached 80–90% accuracy.
- Applied K-Means clustering for customer segmentation and handled preprocessing, including nominal/numeric type conversion.

AI-Integrated Learning & Student Innovation Readiness — Research Project May 2026 - July 2026

4-person research team *(SmartPLS, PLS-SEM)*

- Investigated how AI-integrated learning shapes student readiness for innovation using an explanatory sequential mixed-methods design.
- Simplified an original 5-construct mediation model to a 2-predictor direct-effects model after identifying discriminant validity issues; both resulting hypotheses were supported ($R^2 = 0.597$).
- Prepared the manuscript to MDPI Systems journal submission standards.

UI/UX DESIGN

Tana.me — Agriculture Marketplace App May 2025 - July 2025

286 frames | 2nd Place, National UI/UX Competition (TECHFEST 2025) | *(Figma)*

- Designed a full-flow prototype connecting farmers to personal and industry buyers, including crop monitoring and farm-supply purchasing (fertilizer, tools).
- Covered complete user journeys from onboarding and login through ordering and checkout.

LiftKuy — Logistics Management App June 2025

64 frames | *(Figma)*

- Designed a prototype connecting personal and industry clients to delivery services, with a driver-side flow for applying and managing deliveries.
- Built end-to-end screens covering shipment requests, tracking, and driver onboarding.

LivelyBite — Personalized Healthy Food App November 2025 - December 2025

111 frames | *(Figma)*

- Designed a prototype for adjustable, health-goal-personalized meal ordering, from onboarding through topping customization and checkout.
- Included nutrition-focused product detail screens (protein, calories, fat, carbs per item).

WORK EXPERIENCE

Freelance Graphic Designer January 2025 - November 2025

BINUS Online *(Part of BINUS UNIVERSITY, an experienced ICT-based education institution since 2009.)*

- Created and edited design materials to promote BINUS Online programme.
- Acted as a backup graphic designer, supporting the design team as needed.

Freelance Graphic Designer April 2024 - November 2025

Al Ahmadi Entrepreneurship Centre *(A company providing entrepreneurship education in Batam, Indonesia.)*

- Created daily content about entrepreneurship for social media to educate and engage the target audience.
- Designed marketing materials to build brand awareness and attract potential clients.
- Promoted events and programs through digital channels to increase participation and visibility.
- Managed content distribution across various channels, including social media, to ensure consistent messaging.

Content Designer Internship July 2023 - December 2023

PT Global Talentlytica Indonesia *(A startup providing assessment tools and consultancy for talent management.)*

- Created unique, user-friendly content to engage and inform the target audience.
- Designed graphic content such as website assets, social media posts, and event posters to support marketing efforts.
- Edited and proofread new content before publication to ensure accuracy and quality.

ACHIEVEMENT

2nd Place UI/UX Design National Competition TECHFEST 2025 13 June 2025

held by HIMTI Organization of BINUS University

1st Place National Business Plan Competition SRE FEST 2025 02 August 2025

held by Telkom University

1st Place National Business Plan Competition MABIES FEST 2025 31 August 2025

held by UIN Sunan Kudus

2nd Place National Business Plan Competition D'IMPACT 2025 01 September 2025

held by IMCB Organization of BINUS University

ORGANIZATIONAL EXPERIENCE

Organization	Role	Period
1. AISEC Future Leaders	Participant	Winter 2024
2. Himbidi	Management Team	2024-2025
3. IMCB	Member	2024-2025
4. MT Al Khawarizmi	Member	2024-2025

EDUCATION

Digital Business Study — BINUS Business School Since August 2024 until Present

BINUS University @Semarang POJ Avenue, Semarang City, Central Java

REFERENCE

Nurul Aini	(Digital Business Lecturer at BINUS University)	**+62 811-2881-418**
Bernadeta Susi	(Lecturer and Student Development Advisor at BINUS University)	**+62 856-2961-351**