

Ruzeilawati Wasi'atu Lathifah

Available for new project remotely

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Summary

A more than 4 years of experience designer with landscape architecture roots who is delving into human-centred design. Well-versed in tackling a wide range of design challenges and supervising a team of 12 designers. Also, analysing and benchmarking issues to optimise product performance at Ruangguru. Thrilling to have received the Most Human-Centric of Roboguru CHIEF Award in June 2021 and March 2023.

Core Competencies

Hard skills: Figma, Adobe Illustrator, Adobe Photoshop, Google Suites

Soft skills: Continuous development, analytical thinking, time management, problem-solving, interpersonal communication

Experience

PT RUANG RAYA INDONESIA (RUANGGURU)

Senior Graphic Designer

October 2021 - present (3 years 5 months +)

Jakarta, Indonesia

Demonstrated Team Management:

- Supervised the Roboguru team with up to 12 designers to devise illustration assets, brand design, marketing, and sales content
- Monitored the team performance by setting their goals, 1-on-1 meetings, and review
- Benchmarked strategic and design issues to optimise product performance
- Enhanced team skills through boot camp, sharing sessions, and online course recommendations
- Promoted to Senior Graphic Designer
- Awarded as the Most Human-Centric of Roboguru CHIEF Award in March 2023

Proven Graphic Design Expertise:

- Designed creative guidelines to maintain style consistency in both educational illustration, marketing, and brand
- Crafted educational illustration assets and other design needs with an average of 43 designs per month and less than 7% revision overall
- Collaborated with teammates from business and creative marketing teams to gain more awareness and engagement through graphic design for any deliverables

PT RUANG RAYA INDONESIA (RUANGGURU)

Graphic Designer – Person in Charge

February - September 2021 (8 months)

Jakarta, Indonesia

Demonstrated Team Management:

- Directed two teams of Roboguru and Ruanguji with up to 11 designers to create and manage illustration assets
- Built project tracker to help other teams and designers keep on the timeline with sheet formulas
- Facilitated graphic design boot camp for team's skills improvement
- Awarded as the Most Human-Centric of Roboguru CHIEF Award in June 2021

Proven Graphic Design Expertise:

- Coordinated with teammates from Research and Development and the K12 graphic design team to sync and build design guidelines for Roboguru's needs
- Illustrated 3053 educational illustration assets for video solution projects and exam projects with around 2-7% revision overall

FREELANCE

Graphic Design

August 2019 - present (4 years 11 months +)

Remote

- Conceptualised creative briefs for a design system
- Created design based on the creative brief
- Visualised design into a prototype by the deliverable

IPB UNIVERSITY

Undergraduate Teaching Assistant – Landscape Architecture

September 2020 - February 2021 (6 months)

Bogor, Indonesia

Class: Theme Park Design (In-Depth Course)

- Organised practicum class and student assignments
- Documented and reported the class activity to the lecturer and department

FREELANCE

Specification Project Assistant

March - September 2020 (7 months)

Remote

Project: Renovation of Bank Indonesia Representative Offices in Jember and NTB

- Identified detailed engineering designs of the project master plan
- Devised landscape architectural specifications in Construction Specific Institute (CSI) format

LPPM IPB

Landscape Architect Assistant

December 2019 - May 2020 (6 months)

Jakarta, Indonesia

Project: Planning of Open Green Space for the Srengseng Urban Forest, Jakarta

- Coordinated with teammates to craft ideas and client inputs into the final design
- Redesigned existing landscape to solve the functional issue
- Planned parking lots, bollards, irrigation systems, and bins placements
- Devised detailed engineering design and construction budget plan

Education

IPB UNIVERSITY

Bachelor of Landscape Architecture (S.Ars.L)

September 2016 - December 2020

Bogor, Indonesia

- **GPA:** 3.79/4.00 (Cumlaude Predicate, Best Landscape Architecture Graduate)
- **Undergraduate Theses:** Landscape Redesign of 0 Km Monument Indonesia Through the Post Tsunami Human Behavior Approach in Sabang City Aceh Province
- **Scholarship:** Yayasan Goodwill International 2019 - 2020
- **Competition:** E-Landscape Design of Jembatan Merah Area Bogor City (Runner Up | 2018) – Global Ideapreneur Week at Cyberjaya, Malaysia (Top10 Consolation Prize 11th - 20th | 2018)
- **Coursework:** Sketch Drawing, Landscape Design Theory, Landscape Design, Landscape Studio Project, and Theme Park Design

Publication

Ruzeilawati Wasi'atu Lathifah and Dewi Rezalini Anwar (2022) "Redesain Lanskap Tugu 0 Km Indonesia Melalui Pendekatan Perilaku Manusia Pasca Tsunami di Kota Sabang Provinsi Aceh", *Jurnal Lanskap Indonesia*, 14(2), pp. 50 - 59. doi: 10.29244/jli.v14i2.39097.

Additional Information

- **Talks:** Speaker of Alumni Career Talks: Landscape of The Olympia (2022), Speaker of Barbar Vol.3: If I'm Not A Landscape Architect, What Will I Be? (2021)
- **Organisation:** Yayasan Prasetia Luhur Indonesia (*Alumni Contributor / present*), The 5th IPB Business Festival (*Design and Decoration Manager / 2019*), Landscape Architecture Student Association IPB (*Information and Secretariat Staff / 2017 - 2019*), Center of Entrepreneurship Development for Youth IPB (*Vice Manager of Information and Technology Division / 2017 - 2018*)
- **Language:** Indonesia (native), English (upper intermediate)
- **Online Course:** Figma Master Class: Design & Prototype Your First Mobile App Idea, UI/UX Design: Explore Basic Principles & Tools, Graphic Design for Good: Design a Personal Manifesto, Professional Development: Communication Skills, Professional Development: Critical Thinking, Creative Thinking, Emotion Management, Effective Conversation, Self Leadership