# TALIDAH NUR KEYESA

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Surabaya

Final-year Informatics Engineering student with a strong foundation in data-driven projects, machine learning, and system development. Known for strong communication, adaptability, and the ability to deliver quality results both independently and in teams.

## Professional Experience

**FruityLogic Design** - Surabaya, Jawa Timur                                     Sep 2025 - Present
*Web Developer Intern*

- Designed and deployed 3 company profile websites (epaper.co.id, sumas.id, paintprotections.com) within 4 weeks, meeting client expectations and tight deadlines.
- Improved SEO and web performance metrics by analyzing accessibility, loading time, and meta structure — increasing average page quality score from ~60% to 85%+ across all sites.
- Engineered a custom WordPress plugin and MySQL database for paintprotections.com, automating vehicle price checking and post generation for 200+ vehicle types, saving 10+ hours of manual work weekly.
- Collaborated with a cross-functional team of 5 designers and developers, ensuring alignment between SEO strategy, user interface, and client branding.

**Freelance** - Surabaya, Jawa Timur                                     Aug 2023 - Nov 2023
*Research & Development Assistant for E-Diary DM (Diabetes Mellitus Notes App)*

- Assisted lecturers in developing a mobile health tracking app for diabetes mellitus patients, used by 50+ pilot users during prototype testing.
- Conducted system design, feature validation, and usability testing, improving UI efficiency by 30% based on user feedback.
- Supported patent documentation and co-authored a SINTA 4 journal paper, contributing to the publication process and data interpretation.

**Branding Fakultas Vokasi** - Surabaya, Jawa Timur                                     Jan 2024 - Jun 2024
*Social Media Department Staff*

- Produced 10+ multimedia contents (photo & video) aligned with faculty campaigns, resulting in 2× increase in engagement across social platforms.
- Managed the TikTok account and boosted impressions by 100% within 3 months through trend-based content and performance analytics.
- Improved overall content consistency and relevance by conducting quality checks on 100% of weekly posts.

## Education Level

**Universitas Airlangga** - Indonesia                                     Aug 2022 - Aug 2026 (Expected)
*Bachelor of Informatics Engineering, 3.70/4.00*

- Relevant Coursework: Database, Database Programming, Machine Learning, Artificial Intelligence, Enterprise Resource Planning
- Participated in the writing of a SINTA-accredited paper titled "Optimizing Self-Management for Prevention and Control of Diabetes Mellitus Through Self-Monitoring Practices and the Diary DM Application", 2025.
- Awarded Best Paper at the National Vocational Conference (KNV) for the research titled "Stroke Disease Management System Using the K-Nearest Neighbor (KNN) Algorithm", 2024.

## Organisational Experience

**HIMA (Himpunan Mahasiswa) of Informatics Engineering** - Indonesia                                     Feb 2024 - Dec 2024
HIMA (Himpunan Mahasiswa) of Informatics Engineering is the student association in the field of Informatics Engineering.

- Served as Head Secretary, coordinating 8 departments and streamlining document management with 100% task completion rate on schedule.
- Led documentation and event planning for HIMTIFEST, a university-level event attended by 50+ participants.
- Moderated "Webinar Talkshow Intern Mastery", engaging 50+ students and fostering peer learning on professional readiness.

**Majelis Muda Jawa Timur** - Indonesia                                     Jun 2022 - Mar 2023
Majelis Muda Jawa Timur stands as a youth council or assembly representing the young generation in East Java, Indonesia.

- Organized monthly meetings for 20+ active members and ensured structured reporting to the central youth assembly.
- Contributed to 3 regional initiatives promoting youth participation and digital empowerment, including the Kejar Mimpi Community Festival 2024.

## Skills, Achievements & Other Experience

- **Hard Skills** (2025): Python, SQL, NoSQL (MongoDB), HTML, CSS, Laravel, Flask, Go, GoFiber, MySQL, WordPress Plugin Development, SEO Optimization, Data Analysis, Postman, Visio, Figma
- **Soft Skills** (2025): Analytical Thinking, Problem Solving, Communication, Collaboration, Time Management
- **Interest** (2025): Information and Technology, Artificial Intelligence, Project Management, Data Analyst, Enterprise Resource Planning
- **Certification** ✅ (2025): BNSP Certified Associate Data Scientist (Kominfo - Digital Talent Scholarship, VSGA)
- **Projects** ✅ (2025): Indonesian Cuisine Classification Using Machine Learning - Analyzed 2,000+ recipes and trained classification models with TF-IDF + SVM, achieving 89% accuracy.
- **Projects** ✅ (2024): Breast Cancer Prediction System using Python Flask (coursework) - Built and deployed a Flask-based diagnostic web app using Random Forest and Naïve Bayes, achieving 92% model accuracy.