

Portfolio & Study Case

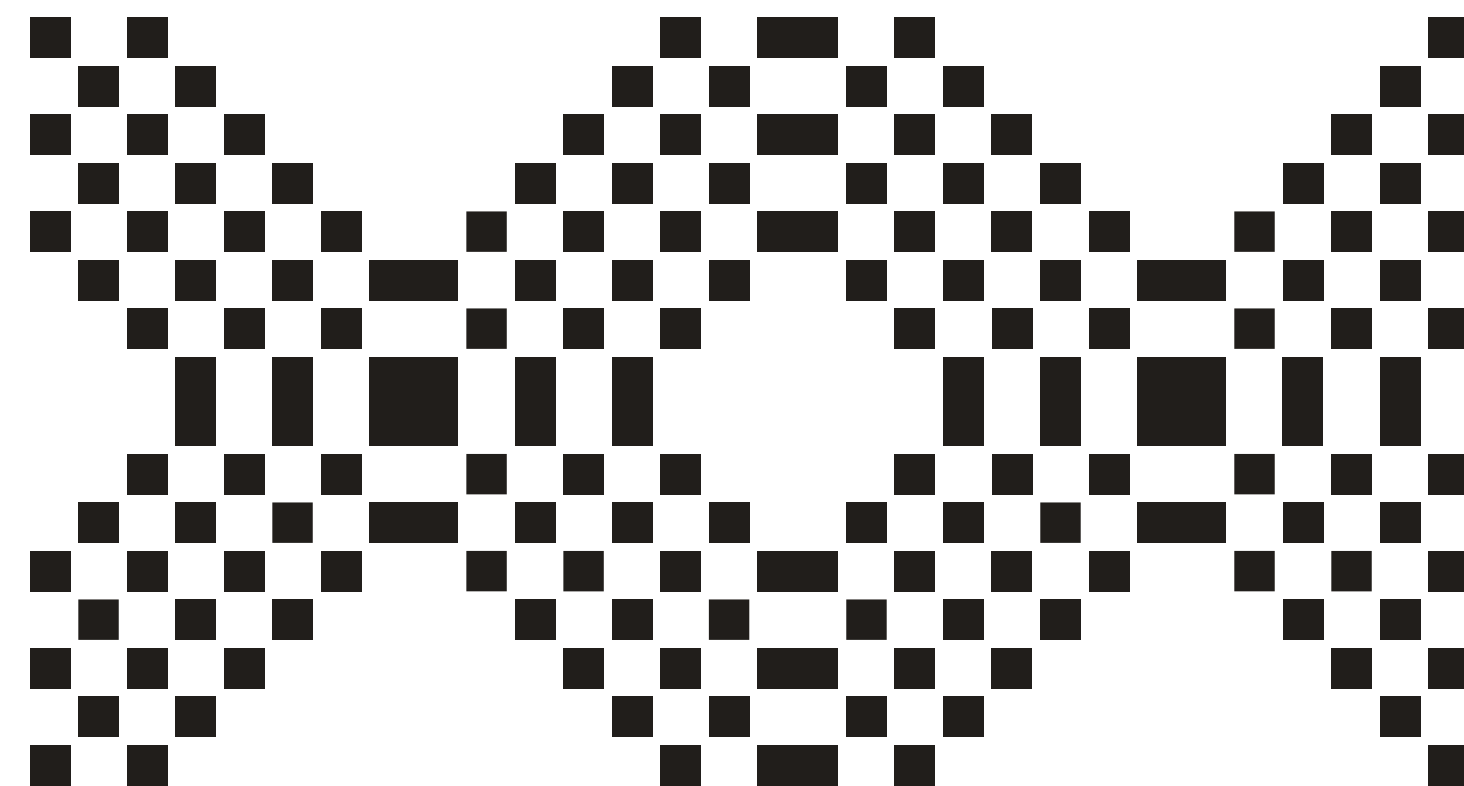
Presentation

by

Chaliza Aziz

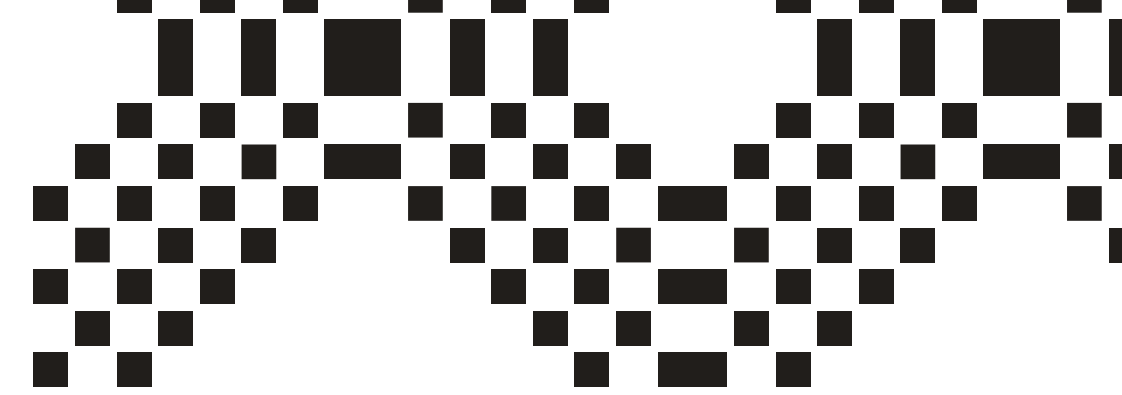


intended for professional roles
application



About

Chaliza Aziz

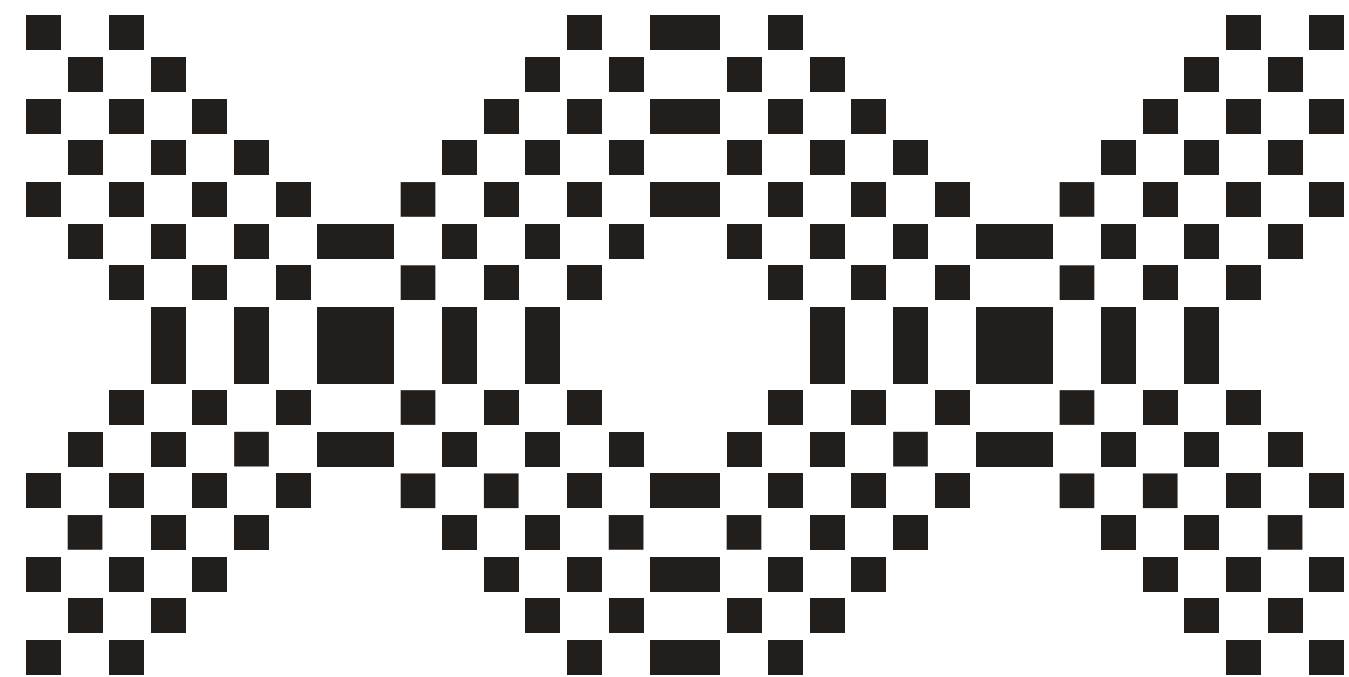


Computer Science Graduate from International Undergraduate Program
@Universitas Gajah Mada

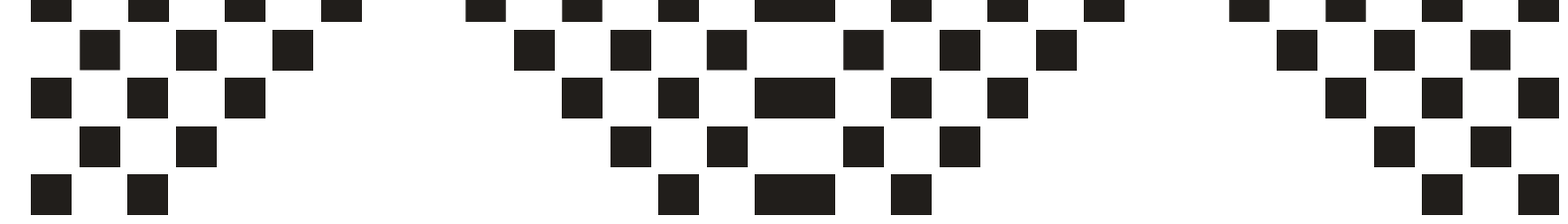
Accumulated over **20+ experiences** with participation in various international exposure programs across **more than five countries** With management experience in **15+ organizations** and comprehensive web portfolio

Excel in working under pressure and thrive in both **remote** and **in-person** team settings.



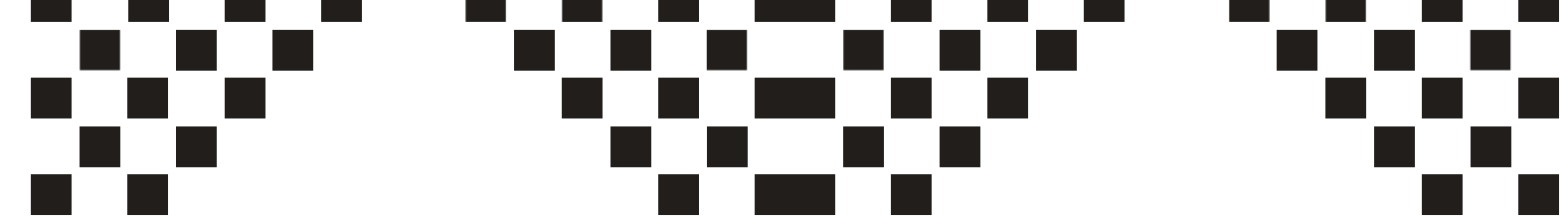


Brands & Web Under
Management



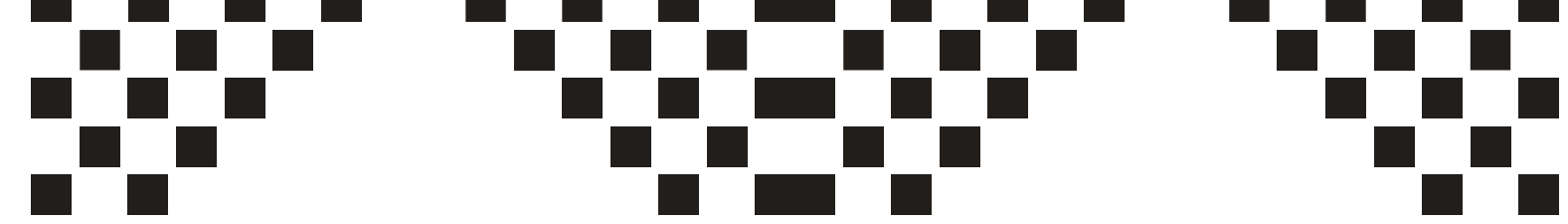
Brands & Web Under Management

INSTITUTION	INDUSTRIES	PERMALINKS	STATUS & SCOPES
KSP Arthaguna	Finance	https://ksparthaguna.com	Active - Provides savings, loans, and investment services for community members.
Chaliza Aziz	Personal Portfolio	https://chalizaaziz.com	Active - Showcases professional experience and skills in product management and branding.
Office of International Affairs UGM	Education	https://oia.ugm.ac.id	Active - Manages international partnerships and exchange programs at Universitas Gadjah Mada.
Admission UGM	Education	https://admission.ugm.ac.id	Active - Provides information on new student admissions at Universitas Gadjah Mada.
Balairungpress	Student Media	https://www.balairungpress.com/	Active - Student press delivering news and articles on campus and national issues.
Sidowayah Tourism Village	Tourism	https://sidowayah-klaten.desa.id/	Active - Offers attractions like Umbul Kemanten and Kampung Dolanan in Klaten, Central Java.
Kulkul Tech	Technology	https://kulkul.tech	Active - Tech solution provider specializing in software engineering and blockchain.



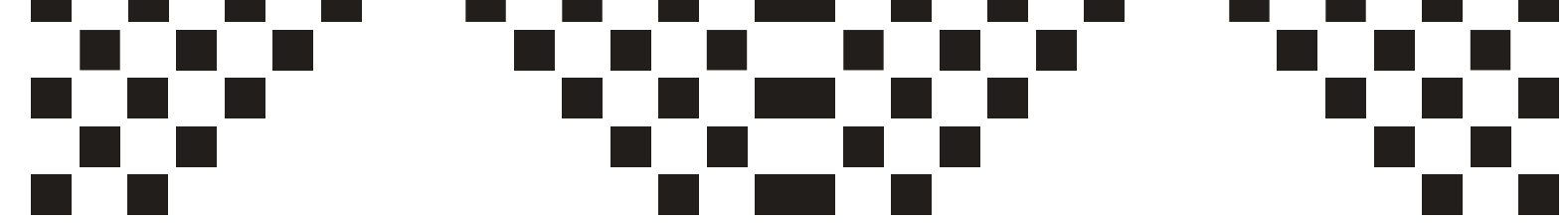
Brands & Web Under Management

INSTITUTION	INDUSTRIES	PERMALINKS	STATUS & SCOPES
Kinarya	NGO	https://kinarya.org	• Active - NGO supporting various causes.
Alam Bijak	MSME	https://alambijak.com	• Active - MSME selling Indonesian spices with an export-oriented approach.
Notaris Rosita Yuwanasari	Legal Services	https://notarisrosita.com/	• Active - Professional notary and PPAT services in Indonesia.
PBM Group	Real Estate and Hospitality	https://pbmgroup.id	• Active - Manages properties like Yuan Garden Hotel and apartments in Jakarta.
Yuan Garden Hotel	Hospitality	https://yuangarden.pbmgroup.id	• Active - A luxury hotel in central Jakarta offering a premium stay experience.
Gajah Mada Robotic Team	Research (Student Organization)	https://gmrt.ugm.ac.id	• Active - Student robotics research group at UGM focused on global competition-oriented projects.
Mosaikayu	Wooden Crafts	http://mosaikayu.com/	• Defunct - Frozen in time; previously focused on handcrafted wooden products.



Brands & Web Under Management

INSTITUTION	INDUSTRIES	PERMALINKS	STATUS & SCOPES
Opportunist	Edutech Startups	https://www.opportunist.id	Defunct - Frozen in time; provided educational and tech solutions for startups.
Ngelaw	Legal Services	https://ngelaw.com	Defunct - Frozen in time; offered digital legal consultation services.
Teater Cahaya	Performing Arts	https://teatercahaya.com	Defunct - Frozen in time; hosted student theater productions and cultural performances.
Hult Prize at UGM	Entrepreneurship Competition	https://hultprizeatugm.site	Defunct - Frozen in time; supported entrepreneurship initiatives and student-led projects.
International Summit on Renewable Energy	Events (Renewable Energy Competition)	https://iysre.com	Defunct - Frozen in time; organized events promoting sustainable energy practices.
SimplyBest Indonesia	Tailor and Custom-Made Services	https://simplybest.co.id	Defunct - Frozen in time; specialized in tailored clothing and custom-made services.

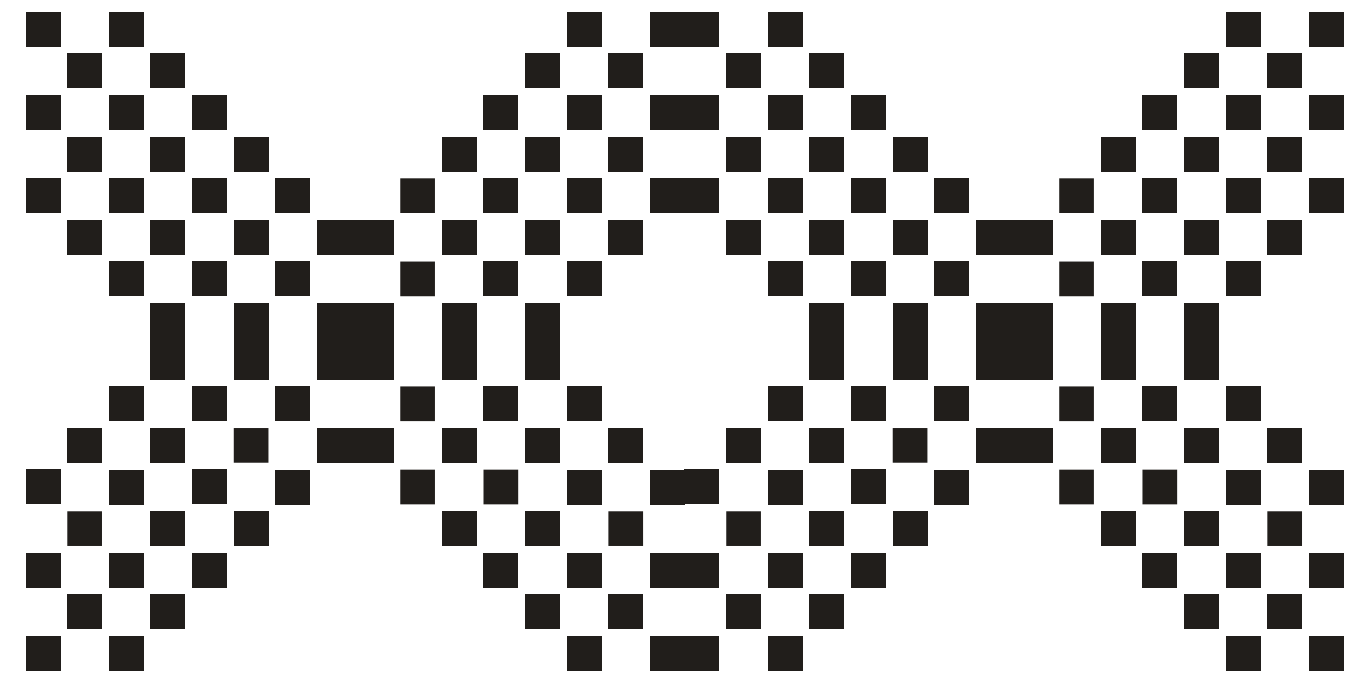


Brands & Web Under Management

INSTITUTION	INDUSTRIES	PERMALINKS	STATUS & SCOPES
GDSC UGM	Technology Community	https://gdscugm.com	• Defunct - Frozen in time; supported tech enthusiasts through Google Developer Student Clubs programs.
BEM KM UGM	Student Movement - Organization	https://ajarmasbemkmugm.com	• Defunct - Frozen in time; served as a platform for student leadership and organizational activities.
Harmonia Magz	Student Media	https://harmoniamagz.com	• Defunct - Frozen in time; published articles and stories by students on schools topics.
Moonzapps	Application Development	https://moonzapps.com	• Defunct - Frozen in time; focused on mobile and web application development.



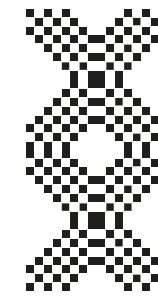
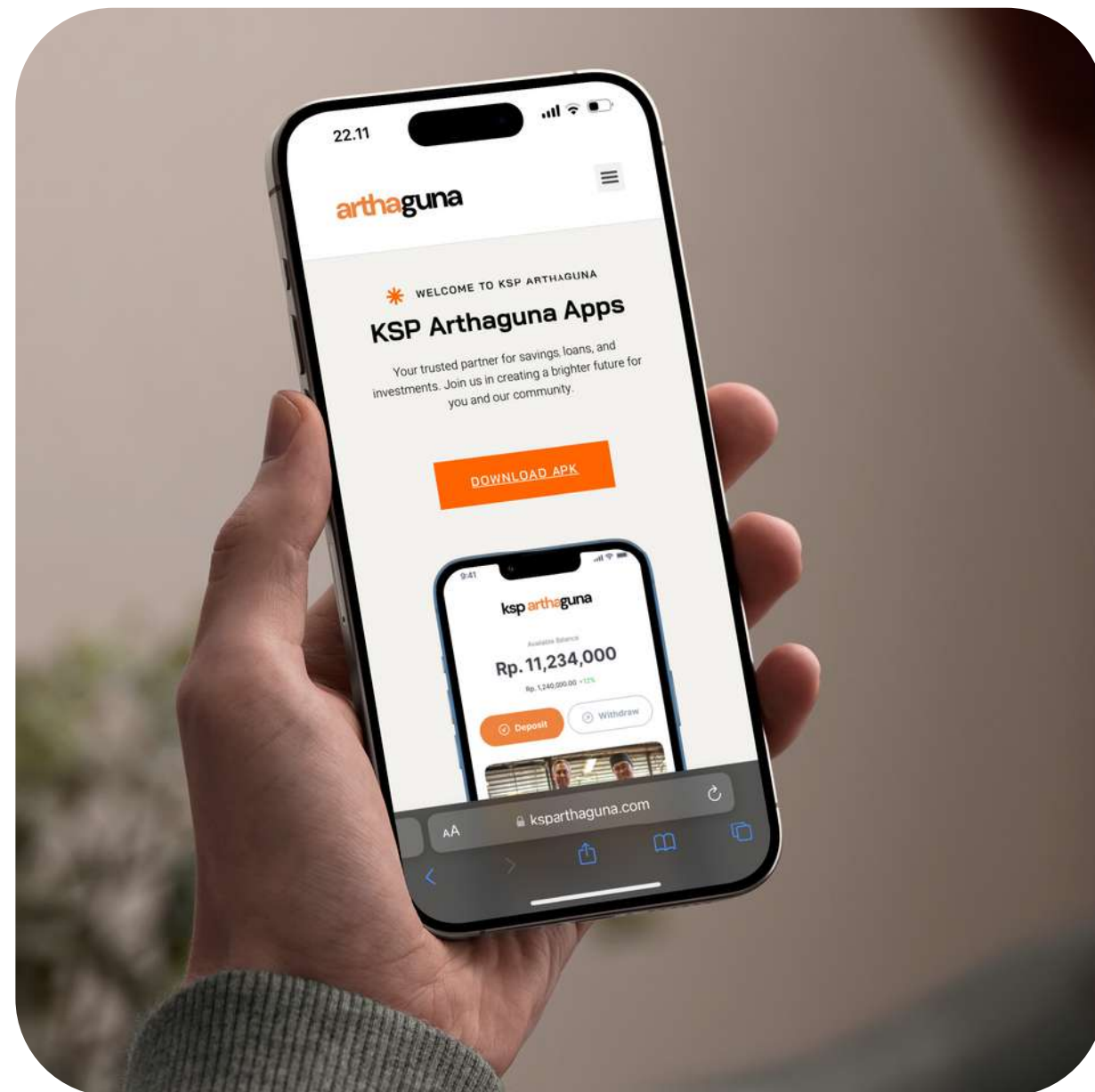
Case Studies



ksp arthaguna

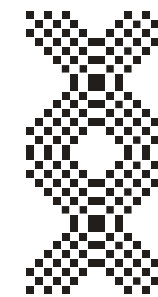
A Microfinance Company

ksparthaguna.com



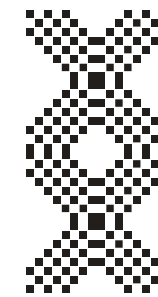
Executive Summaries

I developed all digital products for KSP Arthaguna, covering branding, social media design, mobile app UI/UX, and the website at KSParthaguna.com.



Challenges & Strategies

This project was part of my thesis and a family business effort. Given its traditional setup, I handled everything independently, starting with a branding concept based on the color yellow and gradually exploring all aspects by myself.



Key Output & Results

I successfully crafted an extensive branding strategy, earning an "A" for my thesis. This process established a strong and inspiring brand image, aligned with leading financial institutions and banks.

ksp arthaguna
A Microfinance Company

ksparthaguna.com

Primary Colours

#ee833e

#562d2a

#fff4e9

#000000

#dcb98a

Logo Variations

ksp arthaguna

Primary
Orange Background

ksp arthaguna

Secondary
Dark Background

ksp arthaguna

Alternate
Light Background

DM Sans

Font
Style

Primary Font

**ZEBRAS CAOLHAS DE JAVA QUEREM
PASSAR FAX PARA MOÇAS
GIGANTES DE NEW YORK**

The quick brown fox jumps over the lazy dog
1234567890&\$#@!~

Inter

Font
Style

Secondary

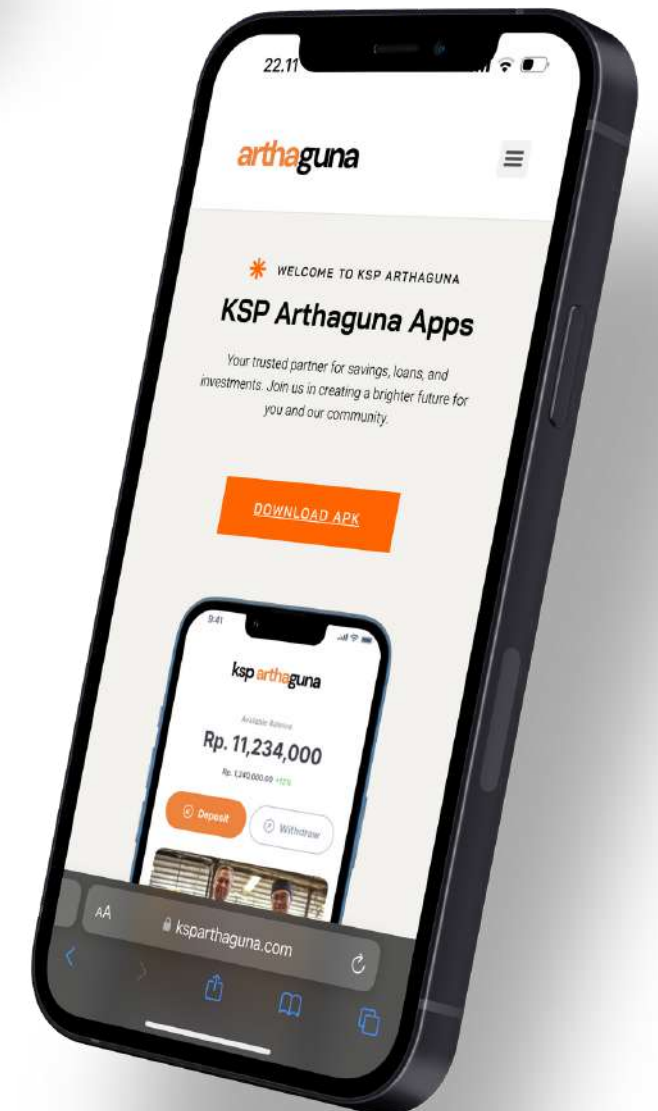
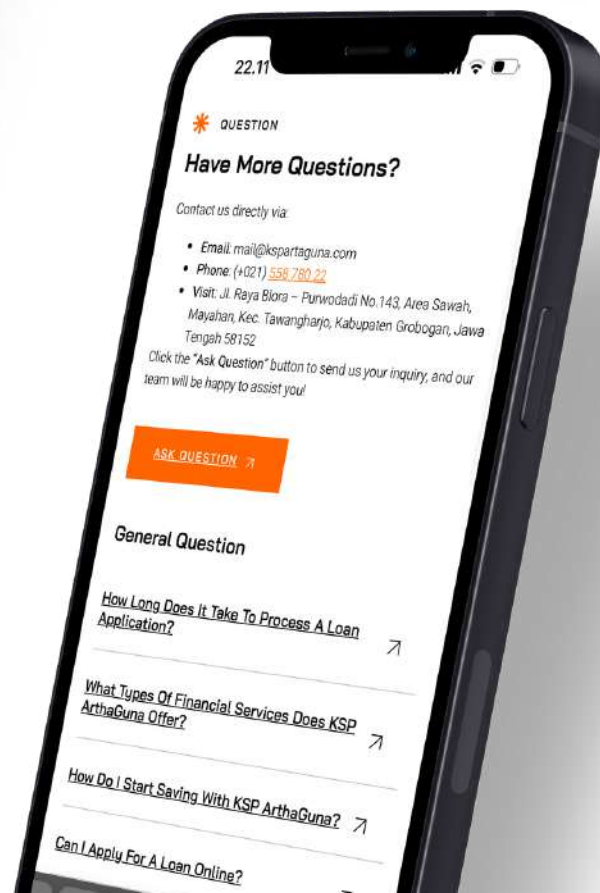
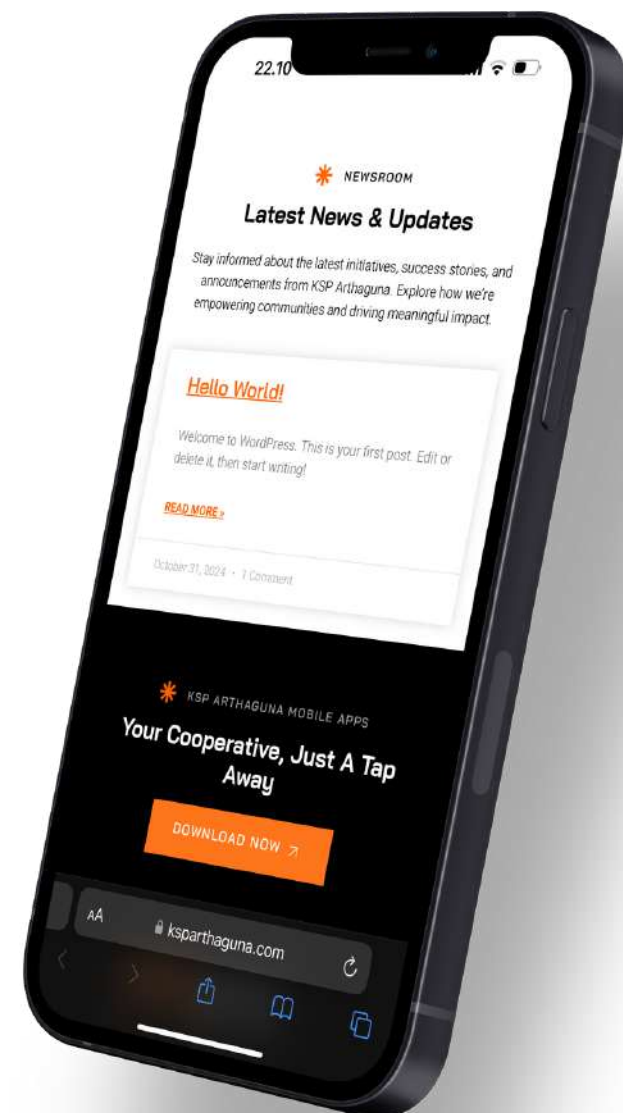
**ZEBRAS CAOLHAS DE JAVA
QUEREM PASSAR FAX PARA
MOÇAS GIGANTES DE NEW YORK**

The quick brown fox jumps over the lazy dog
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ksp arthaguna

A Microfinance Company

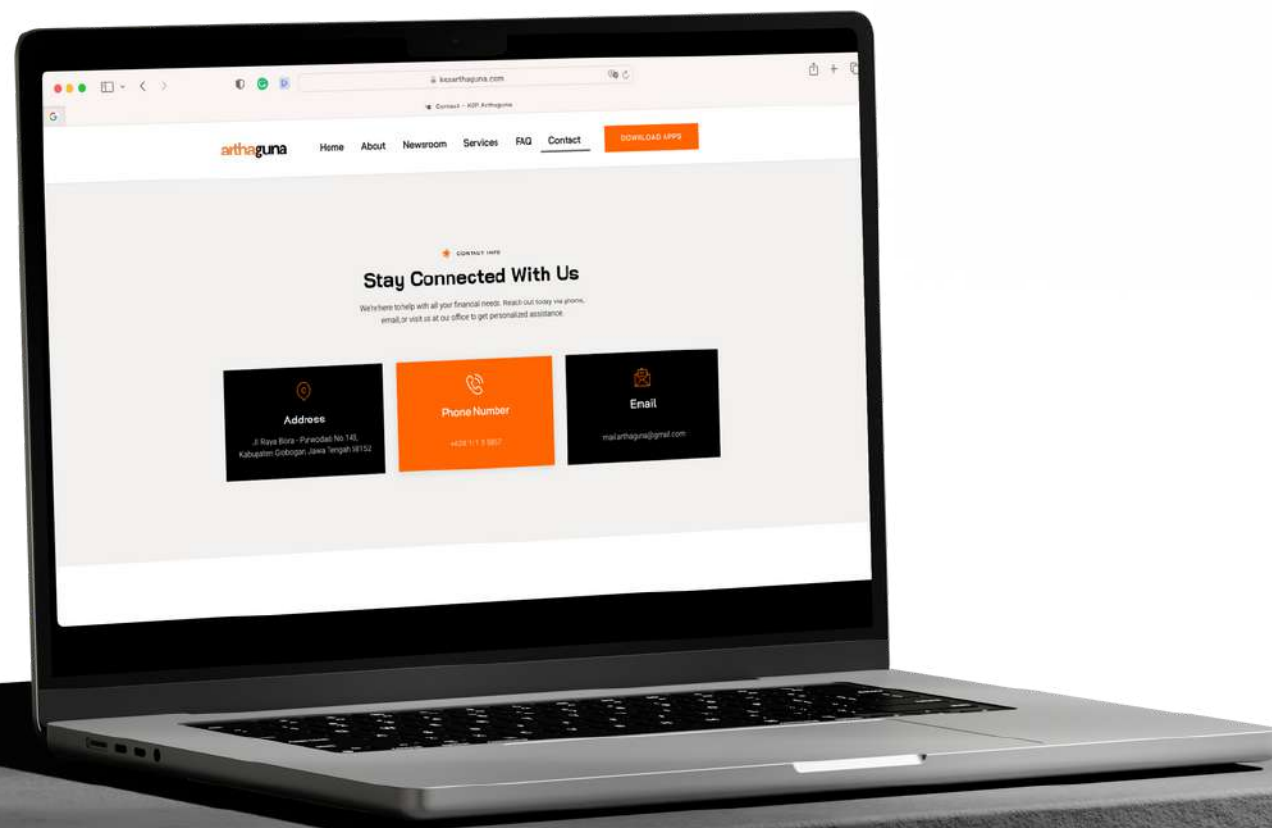
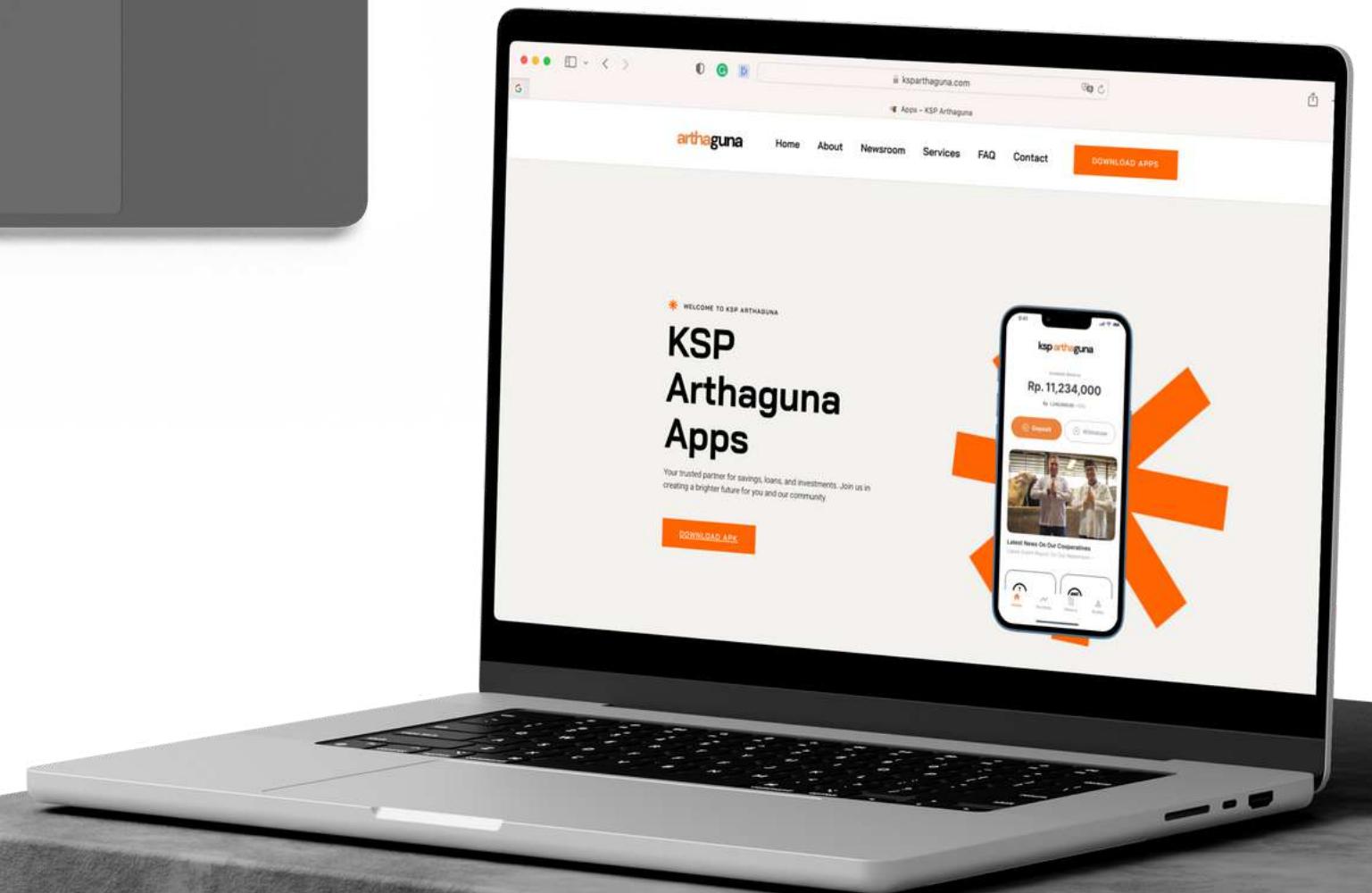
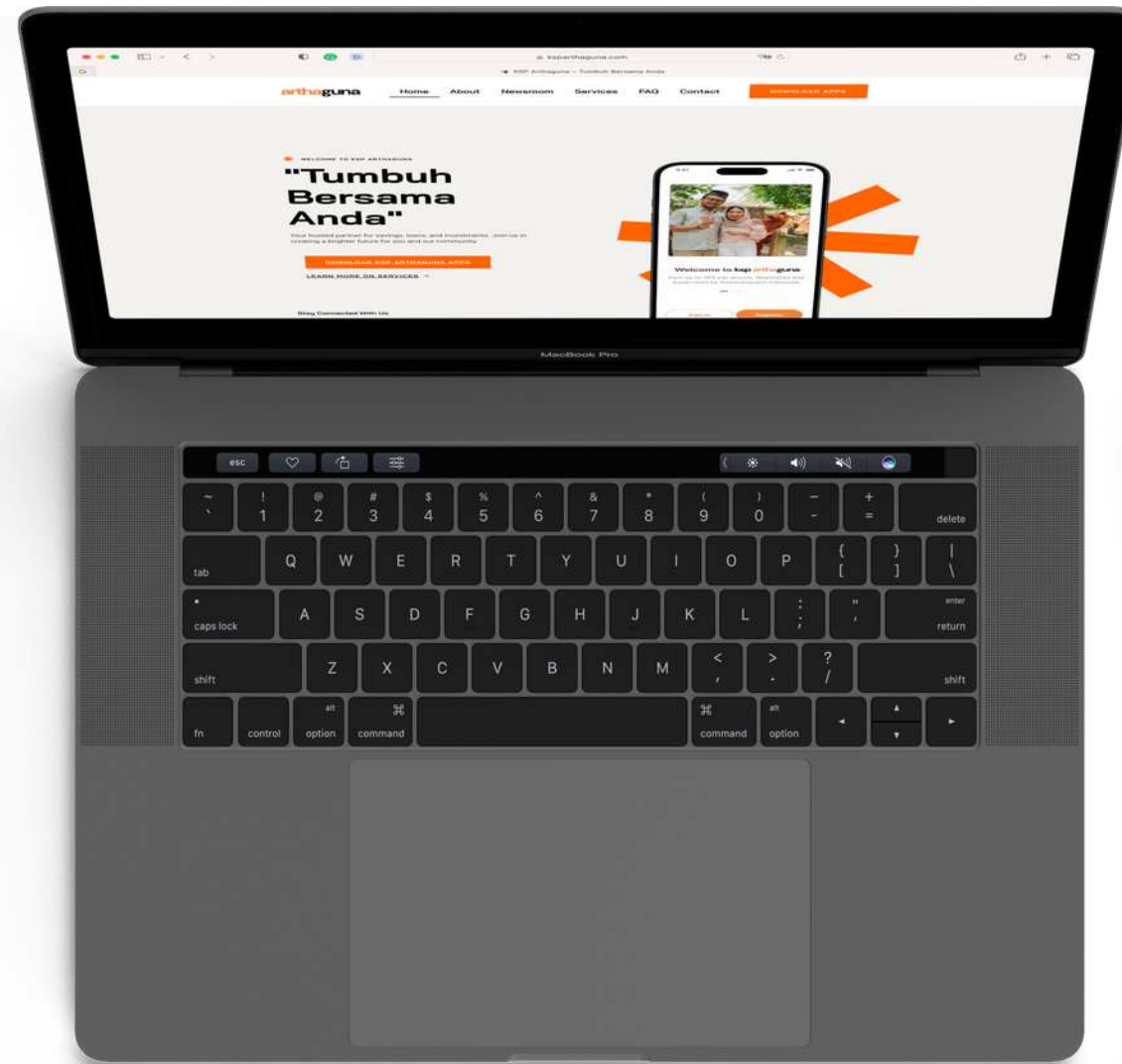
ksparthaguna.com



ksp arthaguna

A Microfinance Company

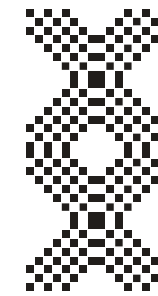
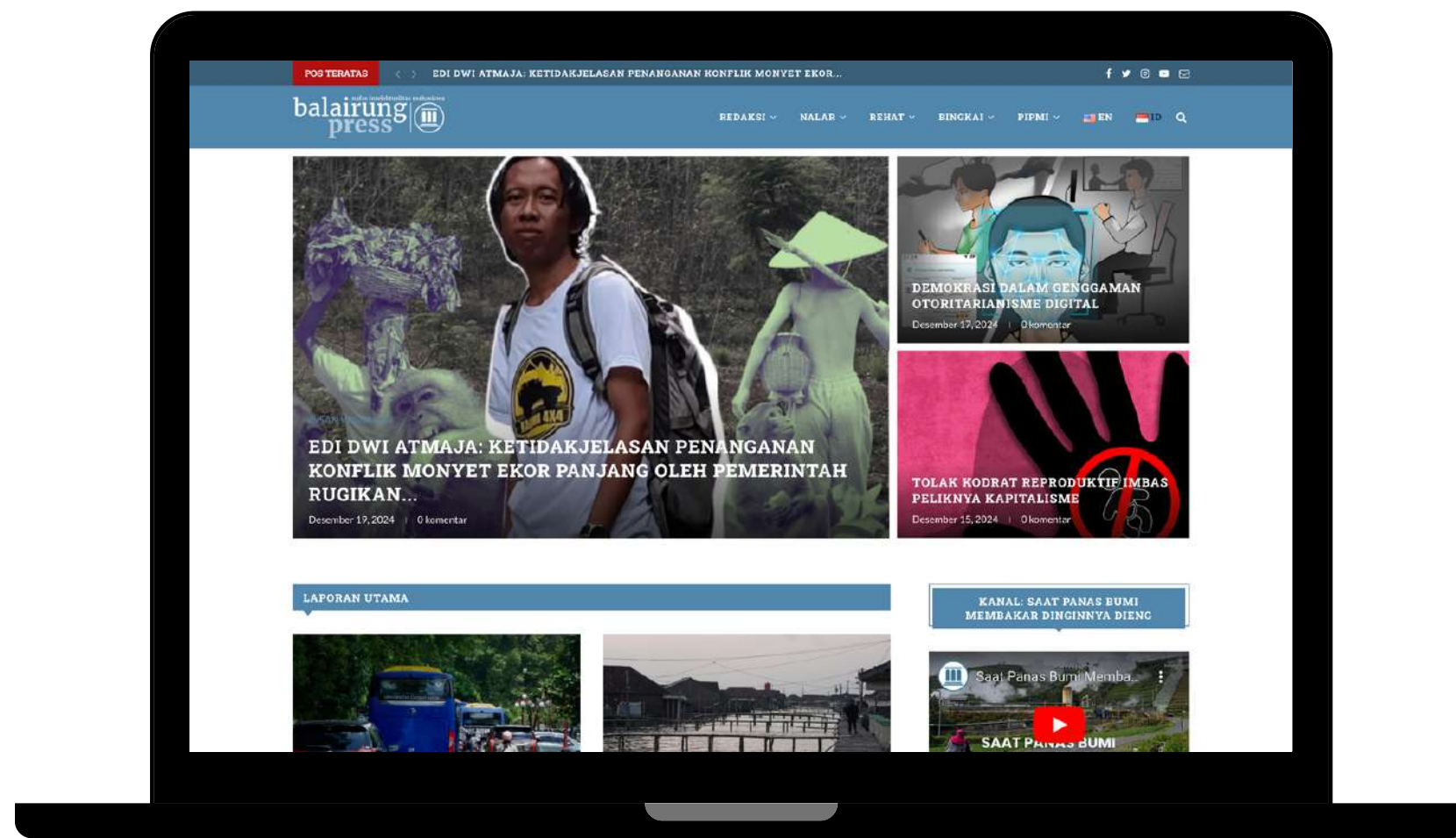
ksparthaguna.com





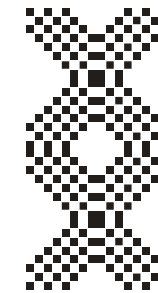
A Leading Student Pers In Indonesia

balairungpress.com



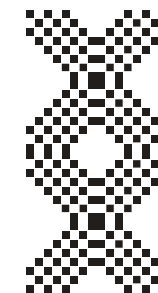
Executive Summaries

I handled website maintenance, oversaw Google Analytics, and aligned Balairung's digital products, including the website, social media, and others.



Challenges & Strategies

Some strategies included addressing the outdated CMS version, Google Universal Analytics which was deprecated in 2022, and outdated infrastructure hosting package that still used a standard from 2009.



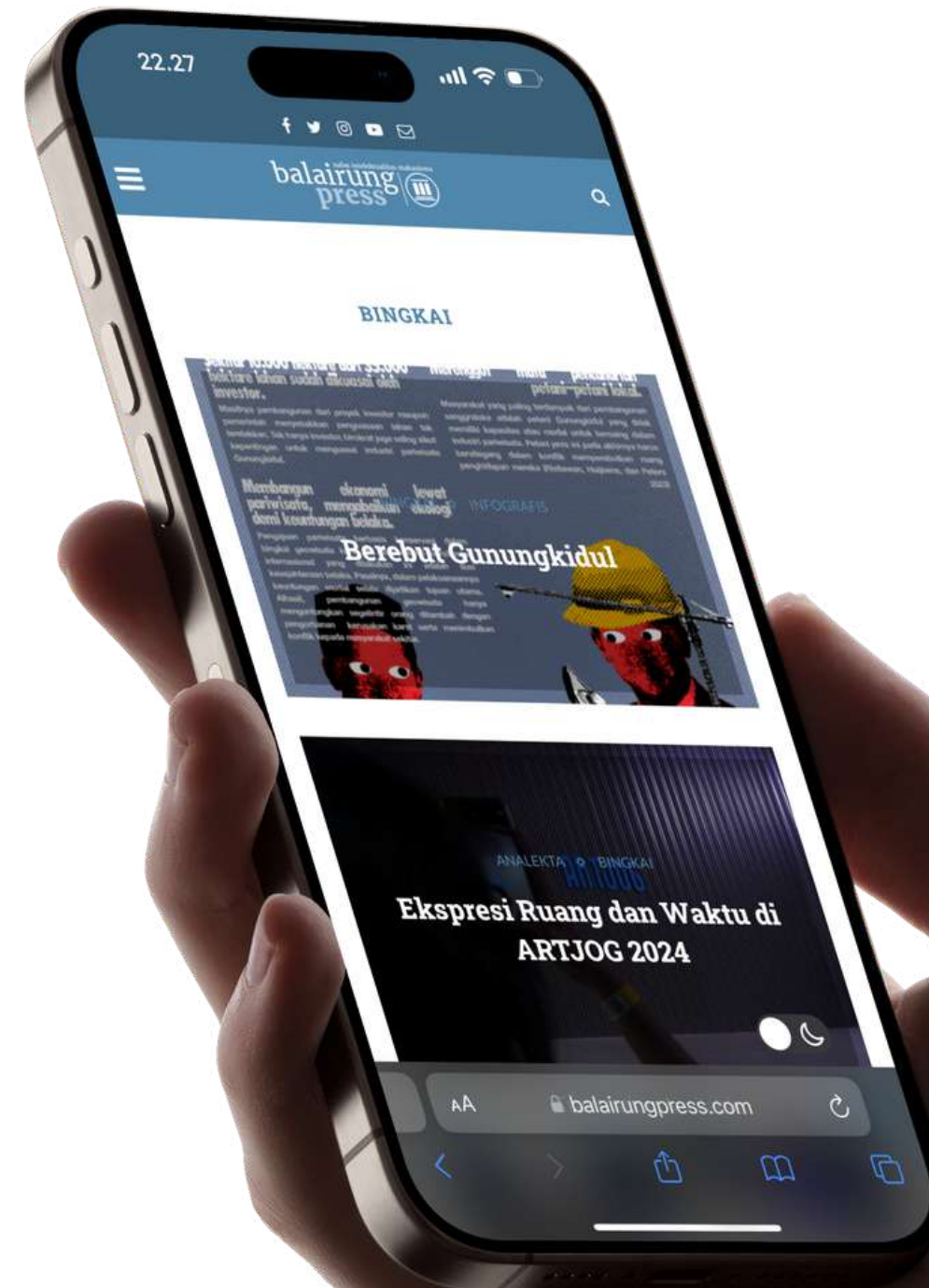
Key Output & Results

- Resolved all concerns, migrated to Google Analytics 4 with Site Kit
- Implemented Google AdSense
- Implemented the first ever Dark Mode
- Migrated the Hosting Infrastructure
- Implemente



A Leading Student Pers In Indonesia

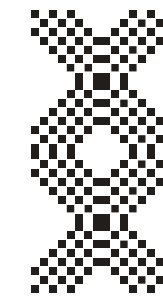
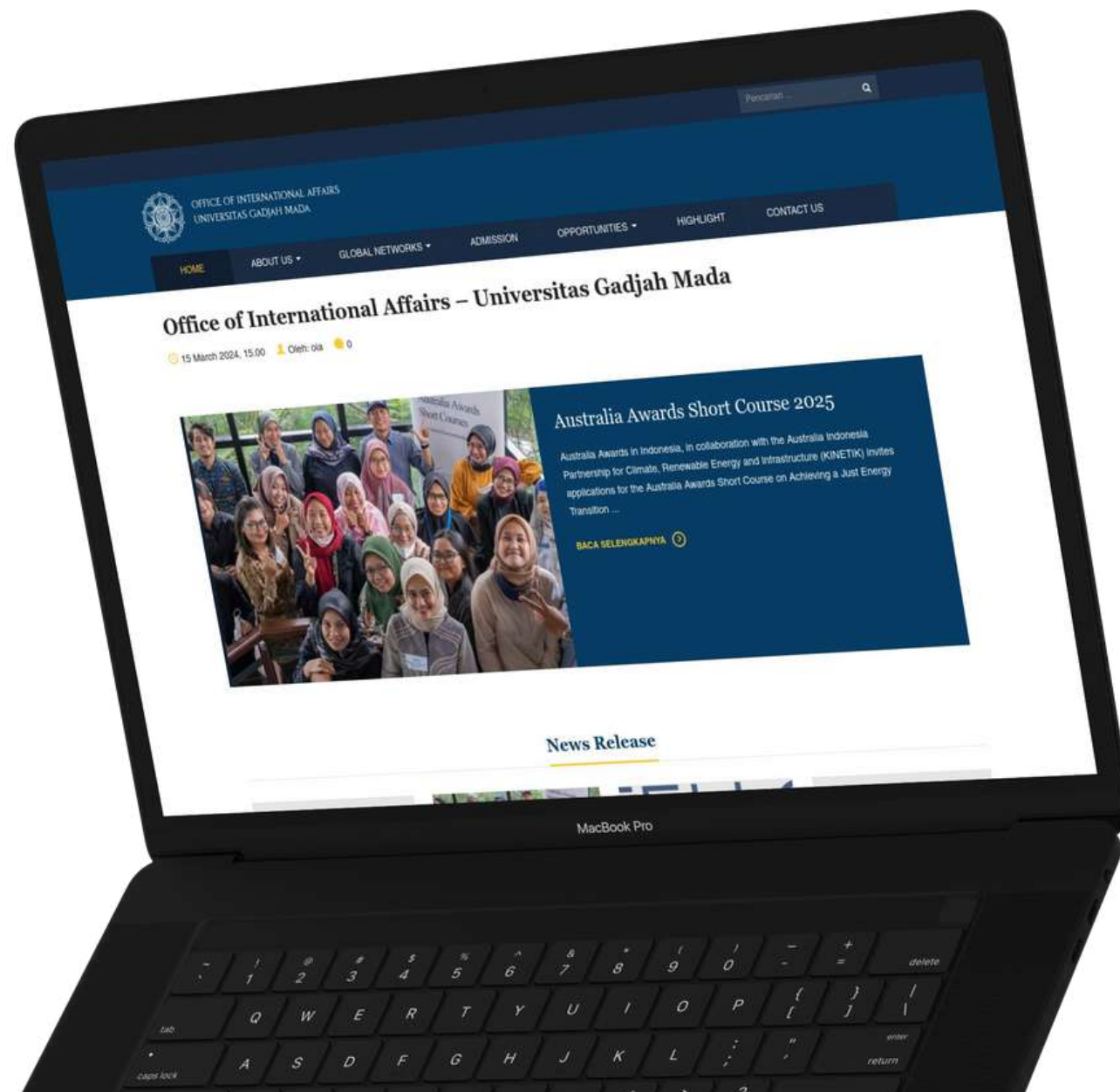
balairungpress.com



Office Of International Affairs @UGM

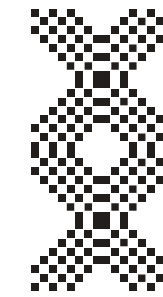
oia.ugm.ac.id

admission.ugm.ac.id



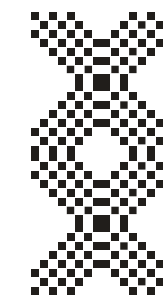
Executive Summaries

As an IT intern at UGM's Office of International Affairs, I managed content creation and updates for outbound programs, ensuring compliance with DSSDI and coordination with PICs.



Challenges & Strategies

Handling social media, I noticed repetitive inquiries and an unappealing website still using the outdated UGM template. During COVID, we adapted creatively to develop a more informative and engaging web presence for the academic community.



Key Output & Results

We created a new footer from scratch, revamped the homepage, and built over 20 new pages using Elementor. All pages were designed to ensure responsiveness across desktop, mobile, and tablet devices, enhancing the user experience significantly.

Office Of International Affairs @UGM

oia.ugm.ac.id

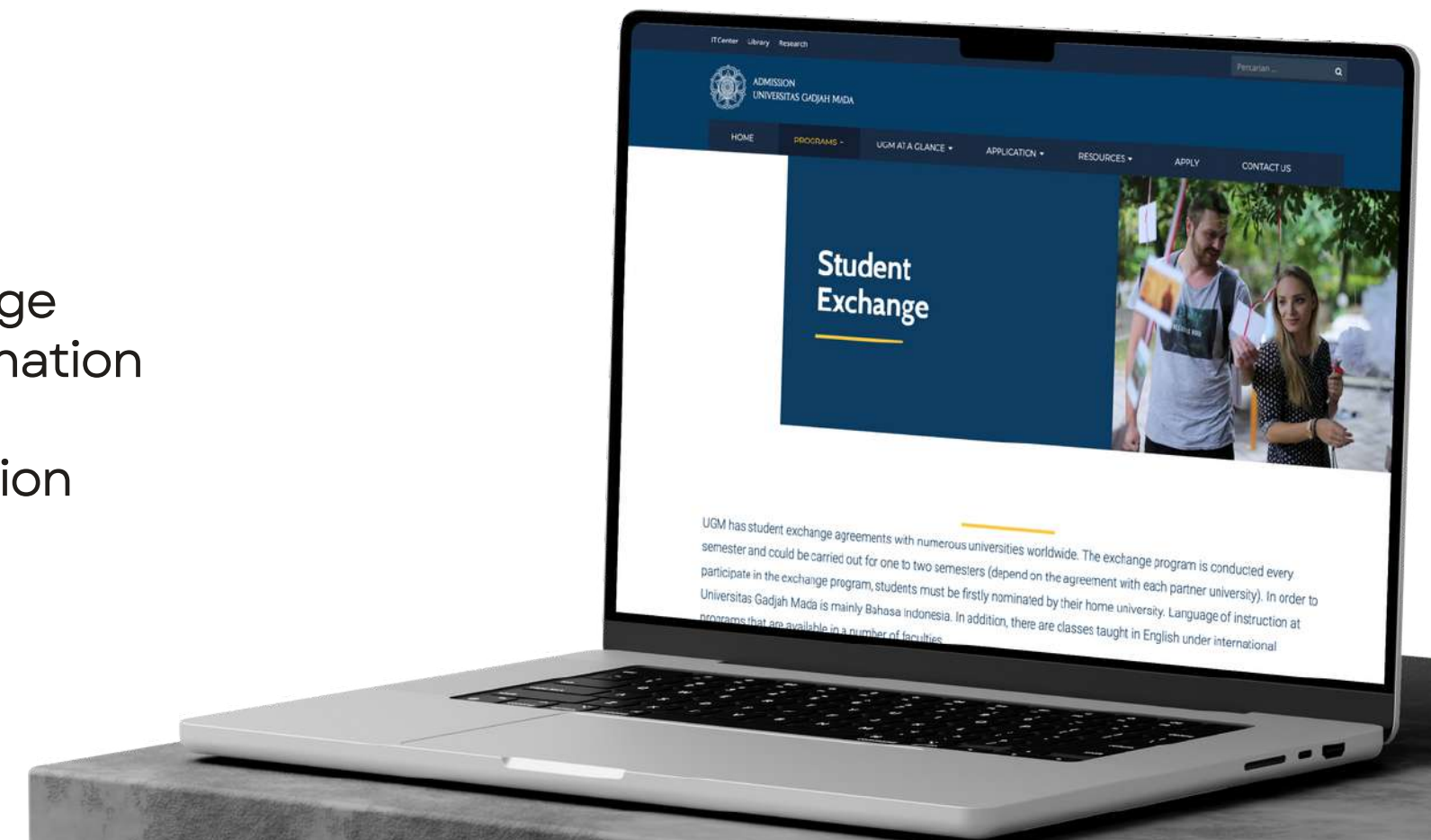
admission.ugm.ac.id

FAQ Sections for:

- International Undergraduate Program
- Regular Undergraduate Program
- International Postgraduate Program
- Regular Postgraduate Program

Pages Added :

Tuition Fee
How to Apply
Selection Process
Revamped Landing Page
Study Exchange information
Internship information
Short Course information

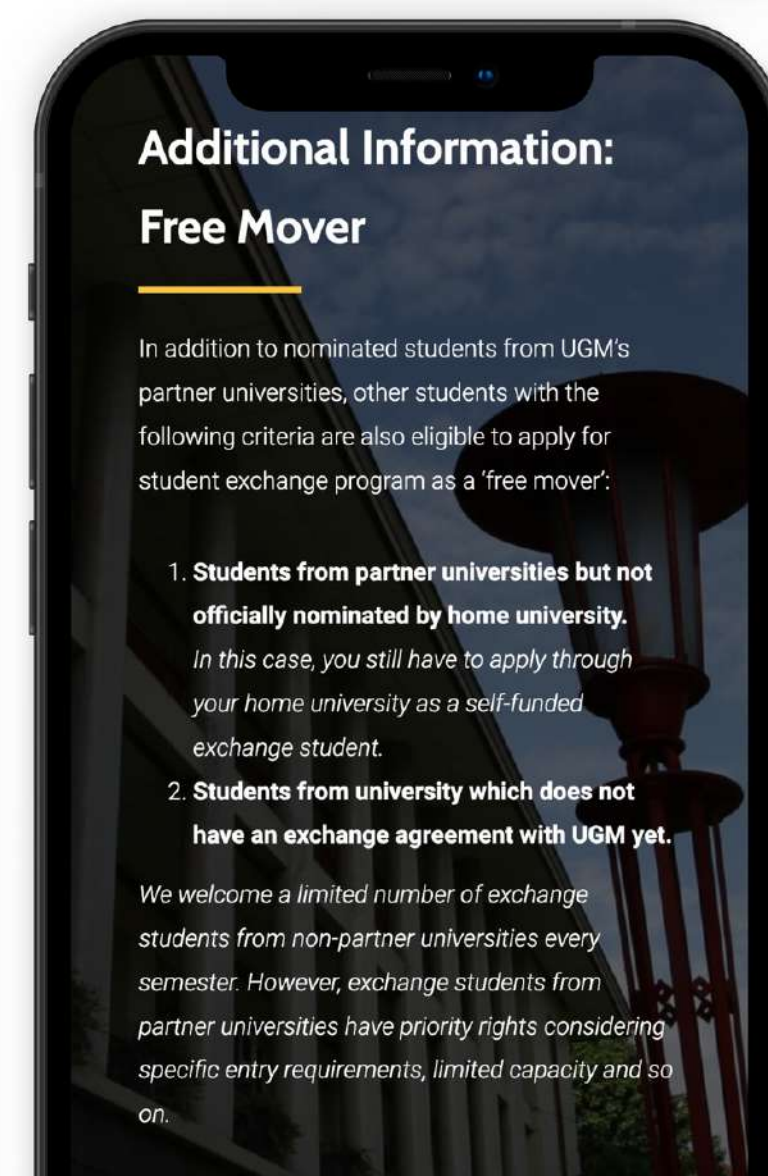
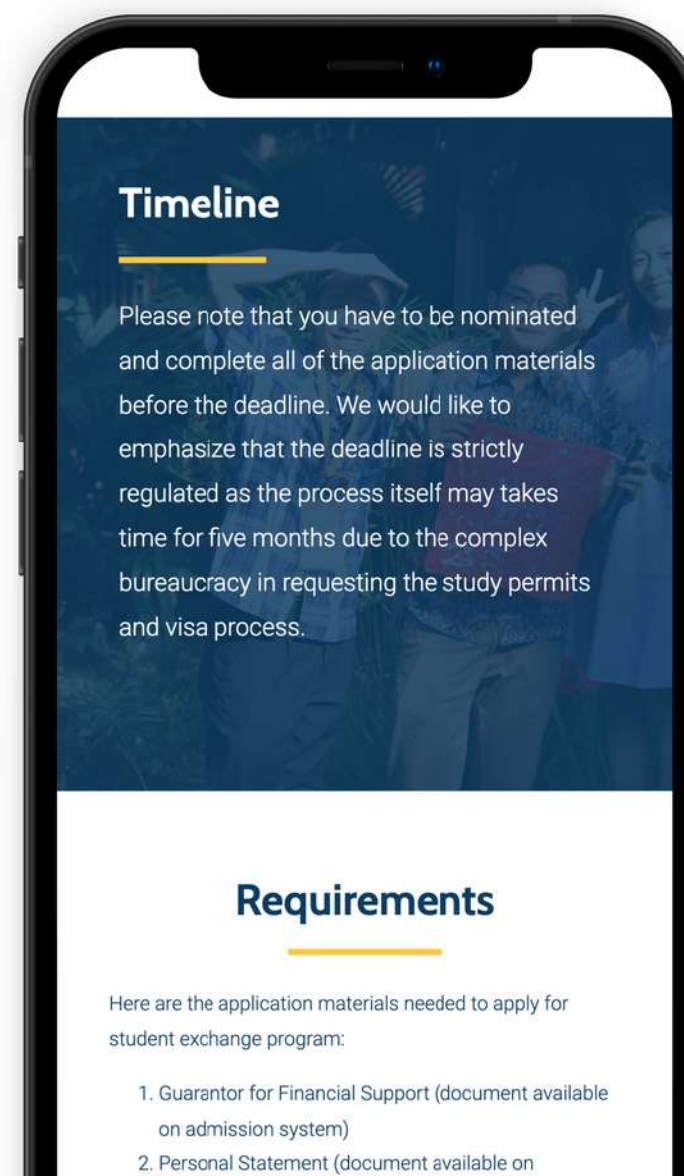
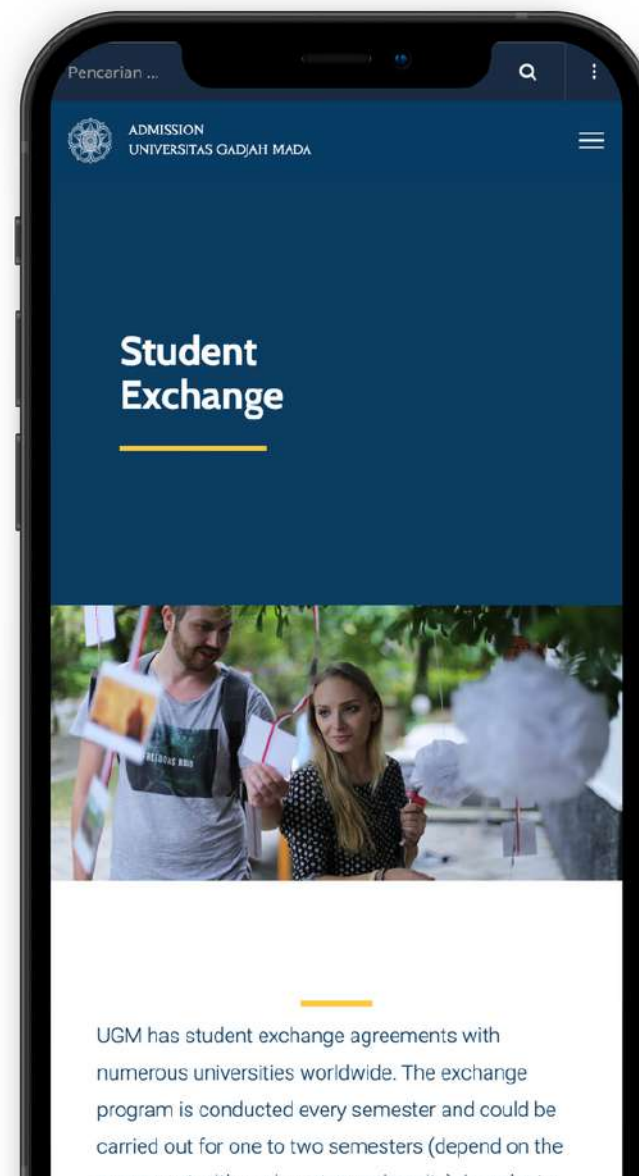
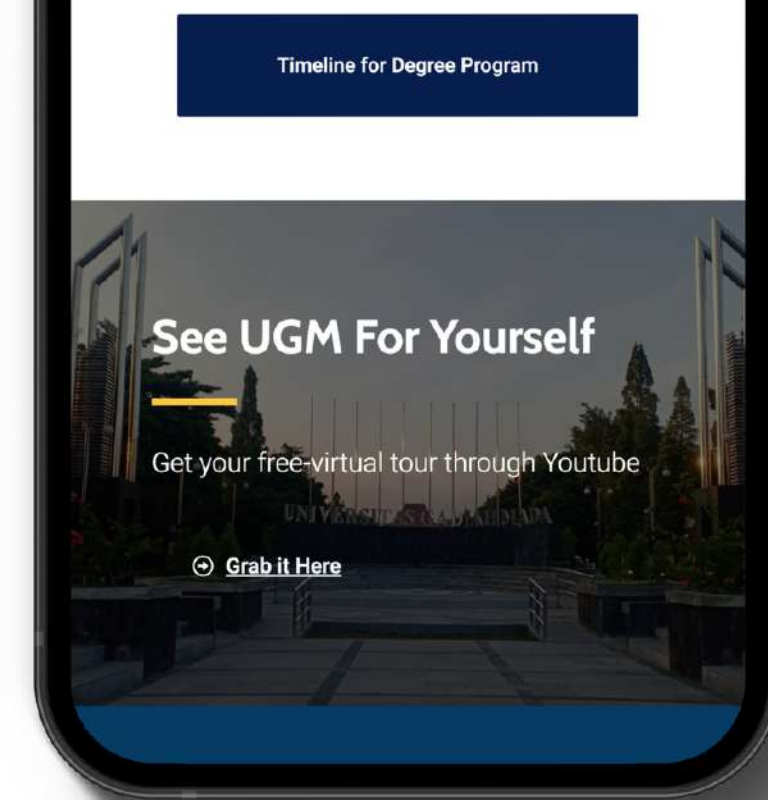




Office Of International Affairs @UGM

oia.ugm.ac.id

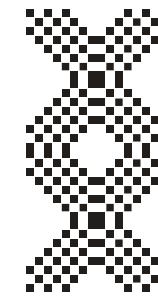
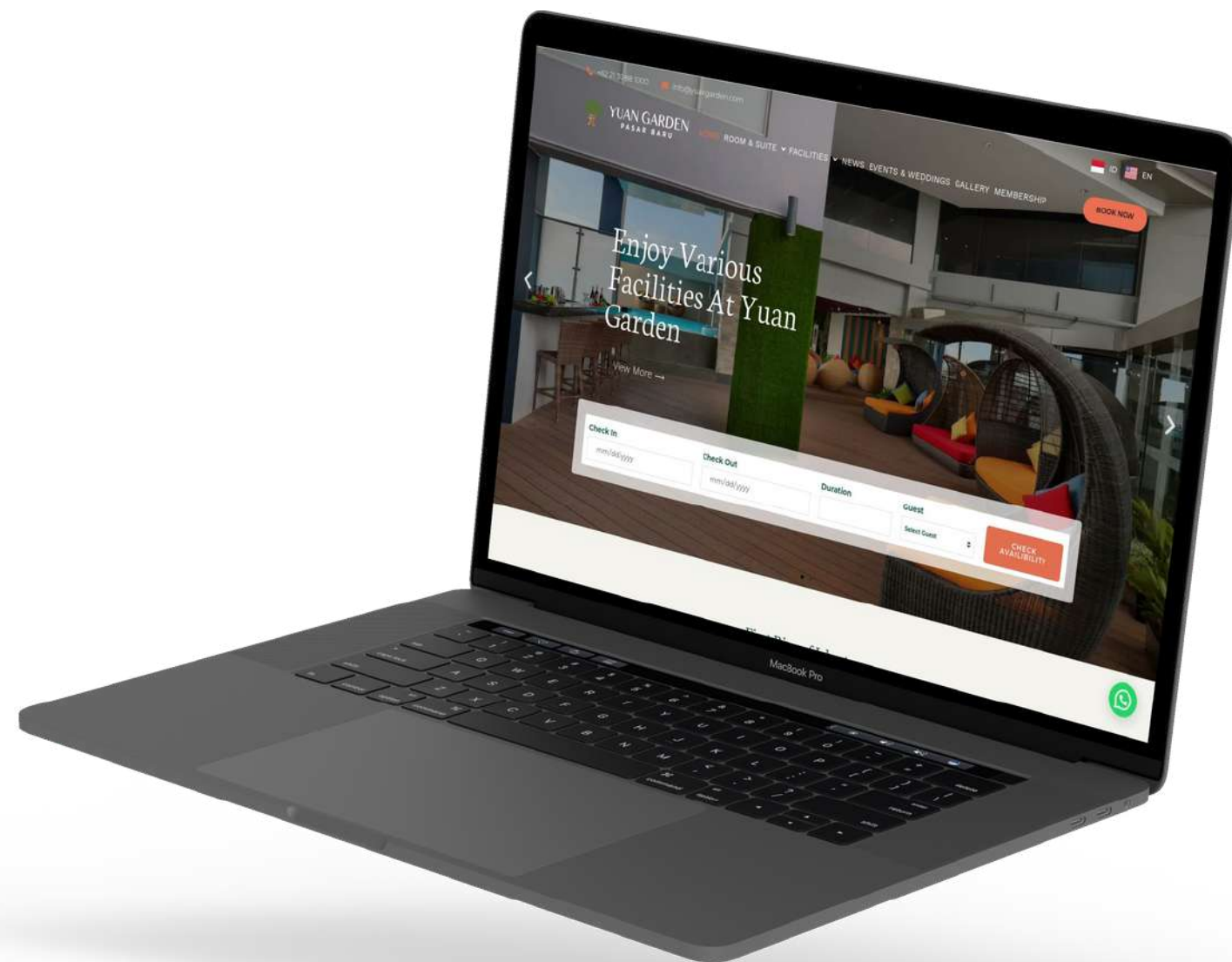
admission.ugm.ac.id





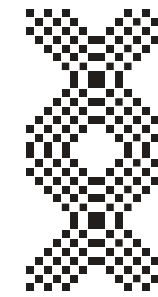
4 Star Hotel in Jakarta Barat

yuangarden.pbmgroup.id



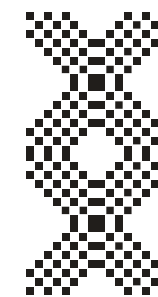
Executive Summaries

A 4-star hotel in West Jakarta offering a variety of rooms, ballrooms, and packages aligned with annual agendas needed a comprehensive website transformation.



Challenges & Strategies

The existing website content was outdated and incompatible. We built over 120 custom-made, bilingual pages, ensuring responsiveness across devices. On-device testing and prototyping were used for faster and more reliable results.



Key Output & Results

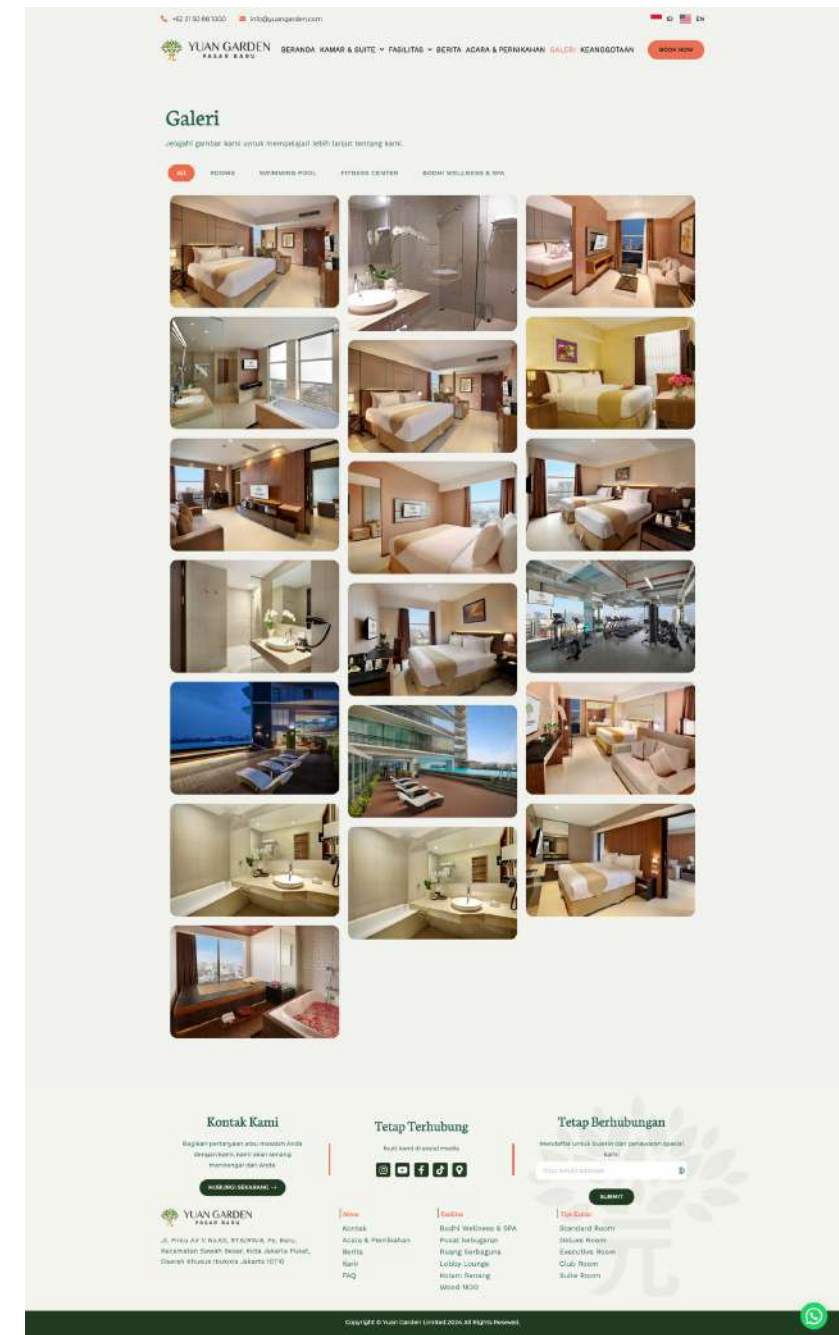
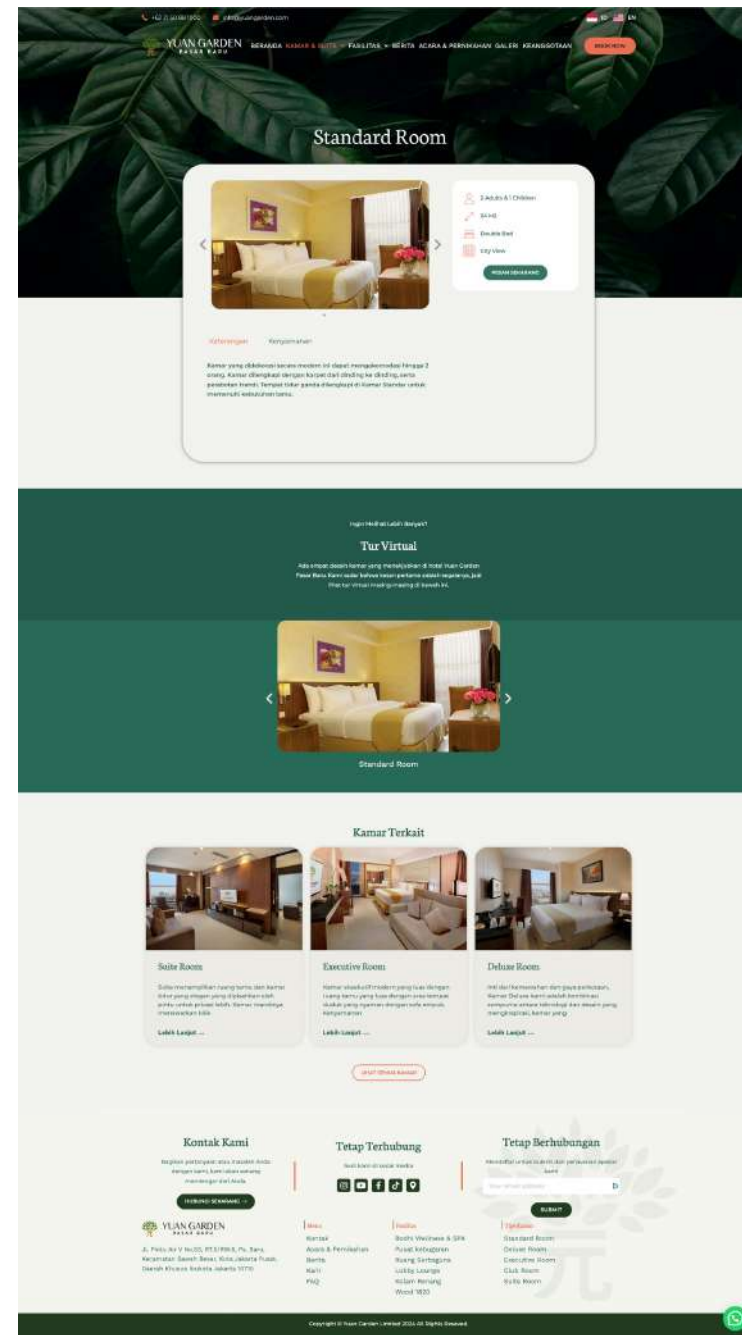
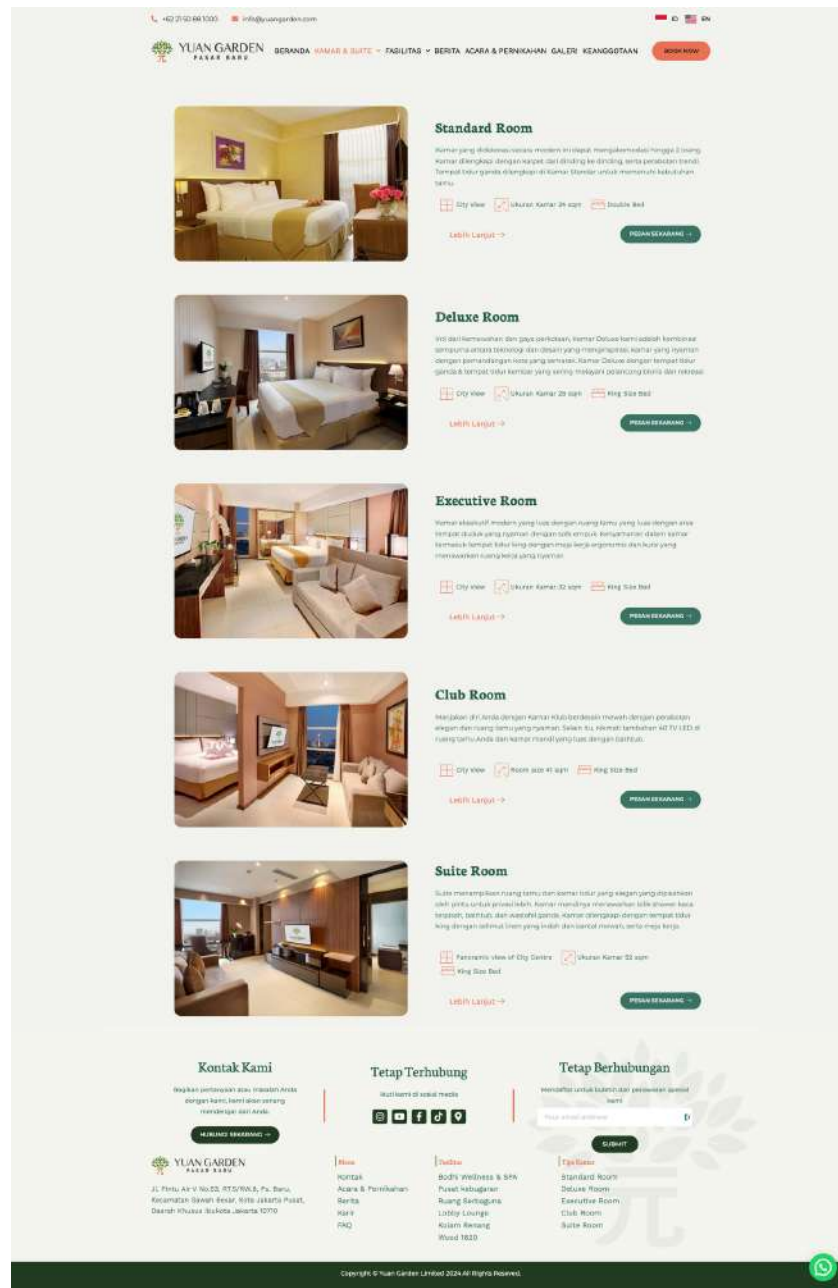
The bilingual website was completed in 3 weeks using Polylang for English content. We also developed a custom plugin to integrate the Hotel Management Service with the booking widget, delivering a seamless experience.



YUAN GARDEN
PASAR BARU

4 Star Hotel in Jakarta Barat

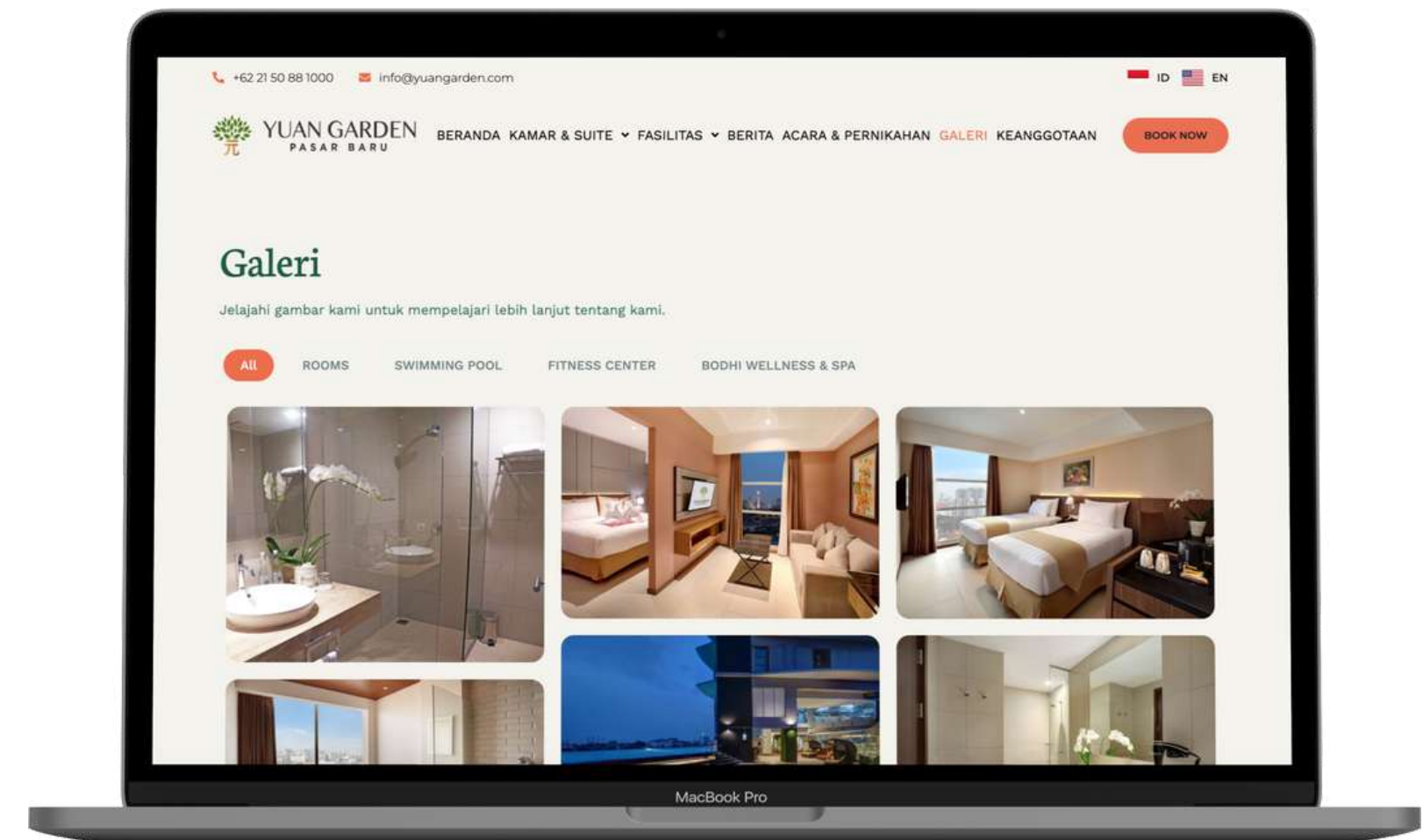
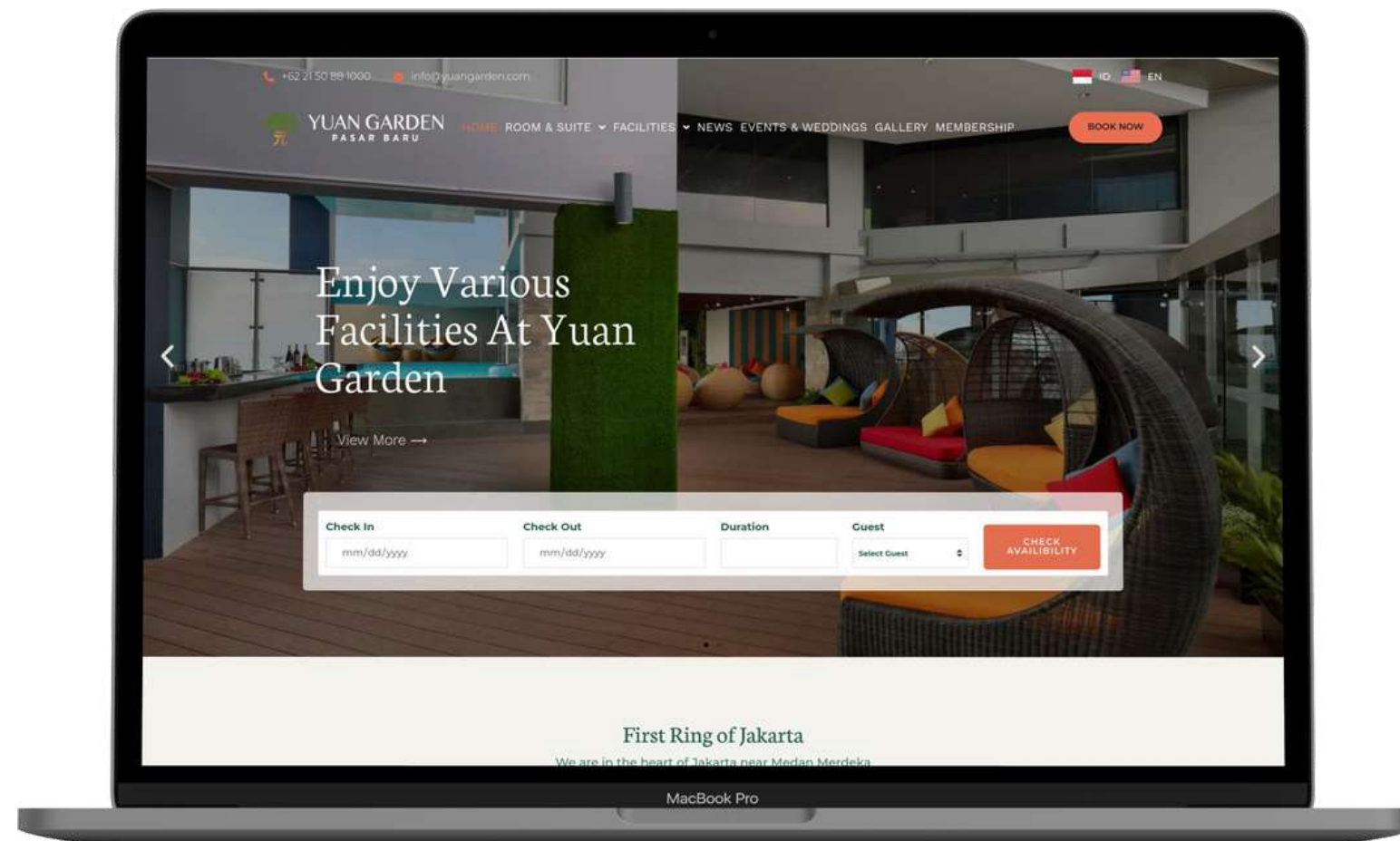
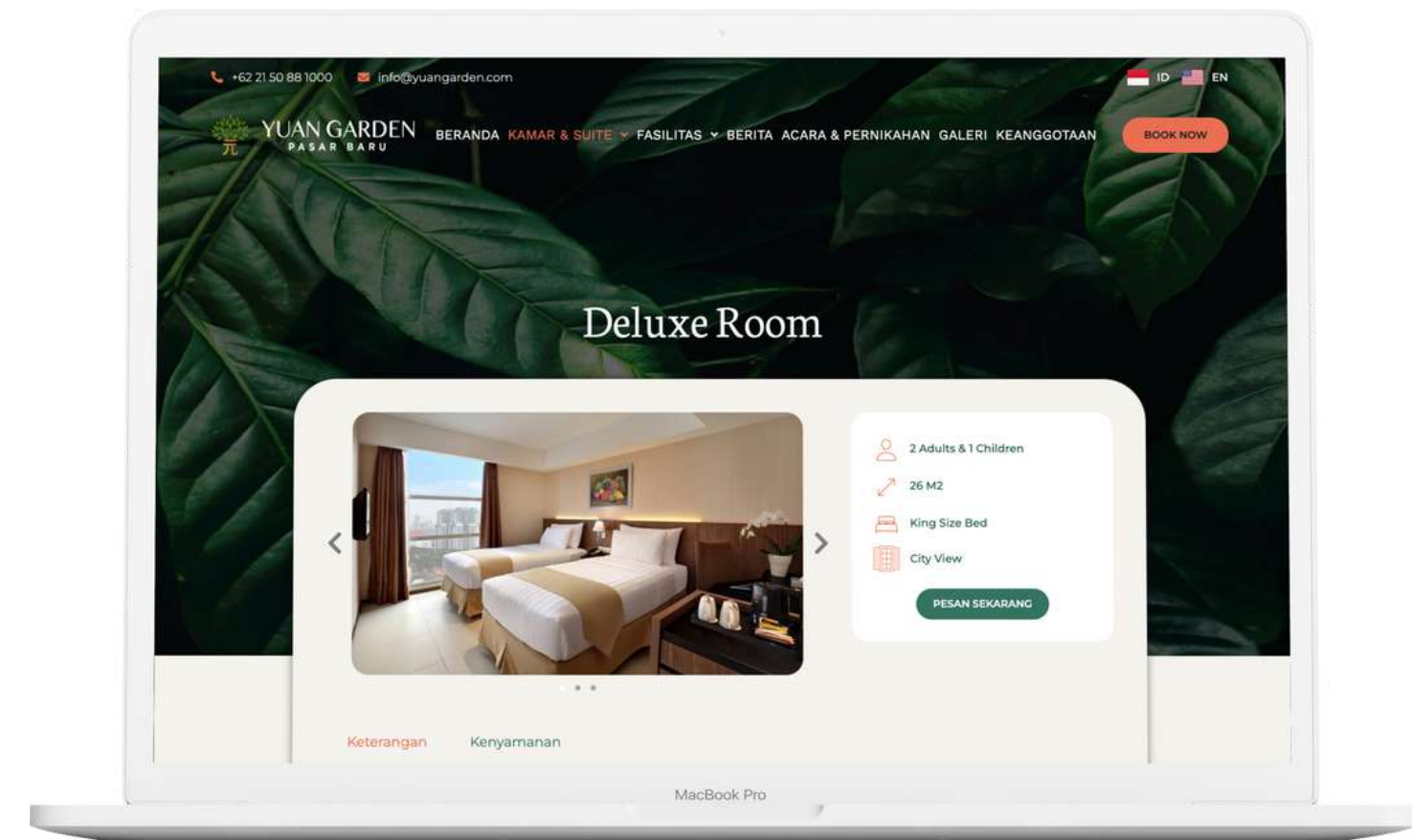
yuangarden.pbmgroun.id





4 Star Hotel in Jakarta Barat

yuangarden.pbmgroup.id





YUAN GARDEN
PASAR BARU

4 Star Hotel in Jakarta Barat

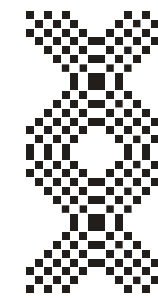
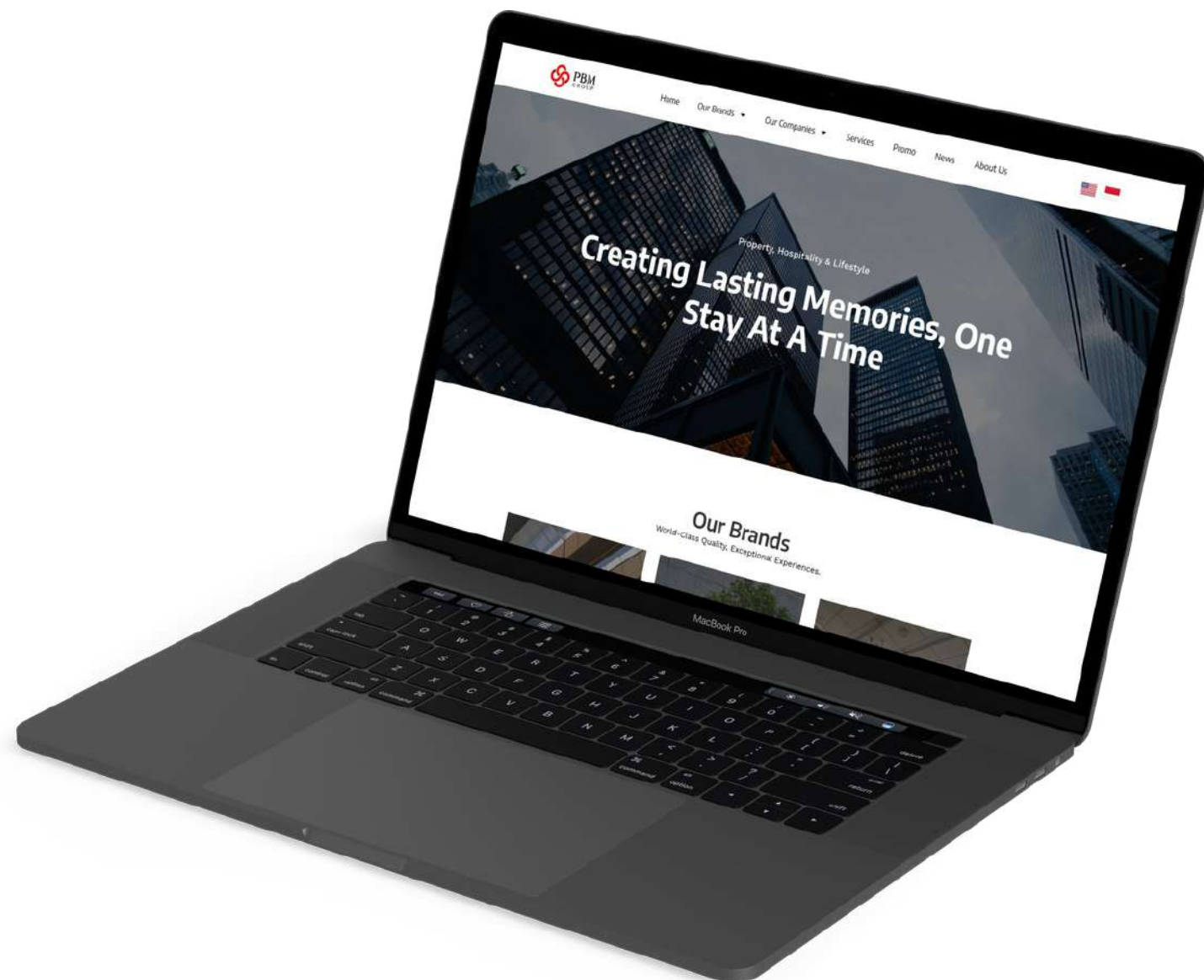
yuangarden.pbmgroup.id





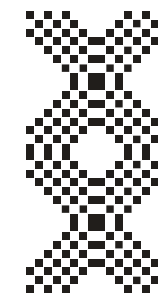
A Multiindustries Holding Company

pbmgroup.id



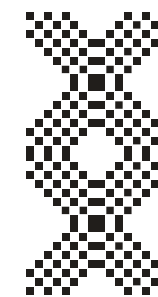
Executive Summaries

A holding company managing various businesses, primarily in property, required a website to showcase its business lines, including a newsroom concept, blog, and press release section.



Challenges & Strategies

With no design guide provided, we worked from a logo and general thematic cues, applying an observe-modify-implement approach. Though wireframes were provided, we created responsive designs independently.



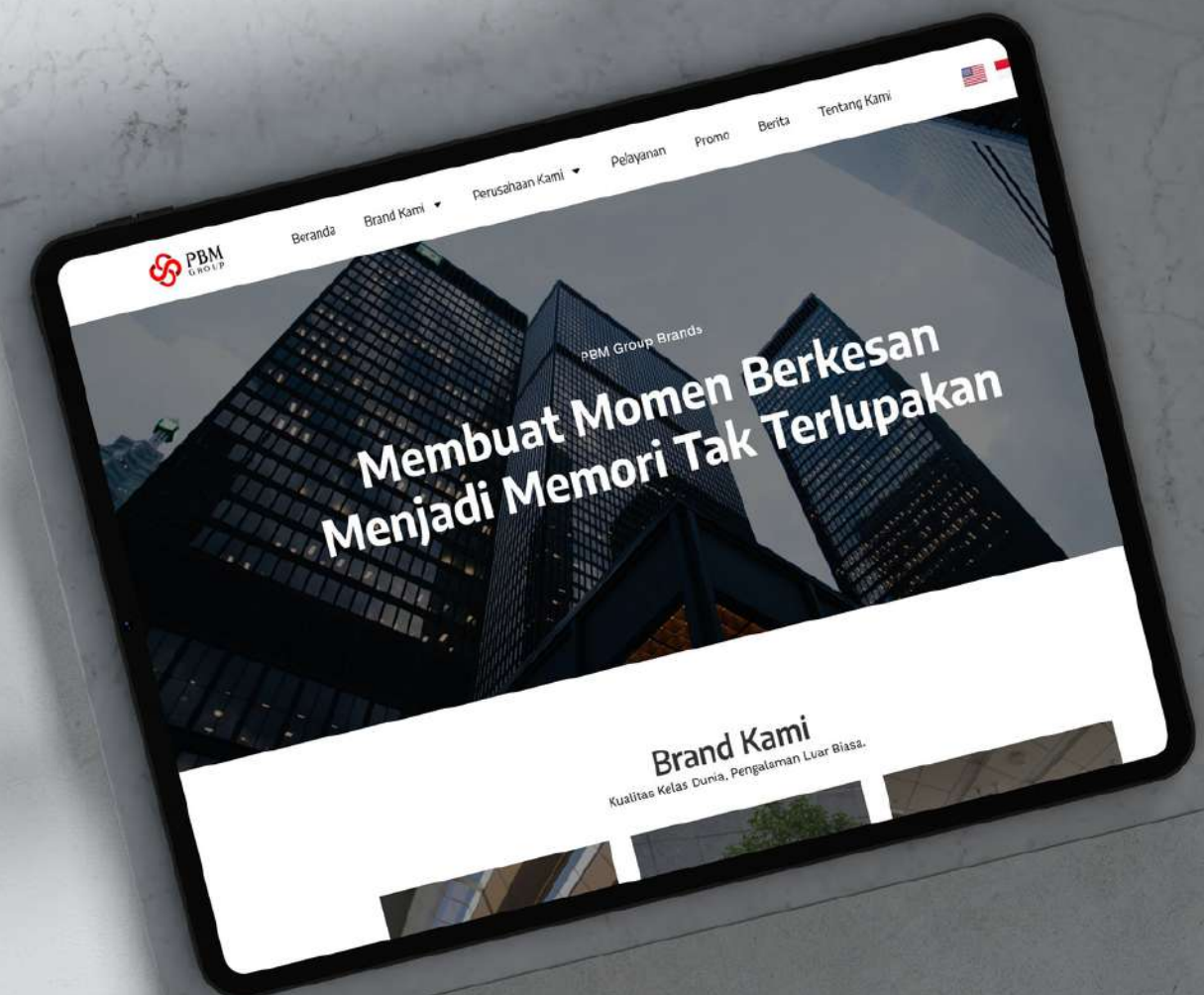
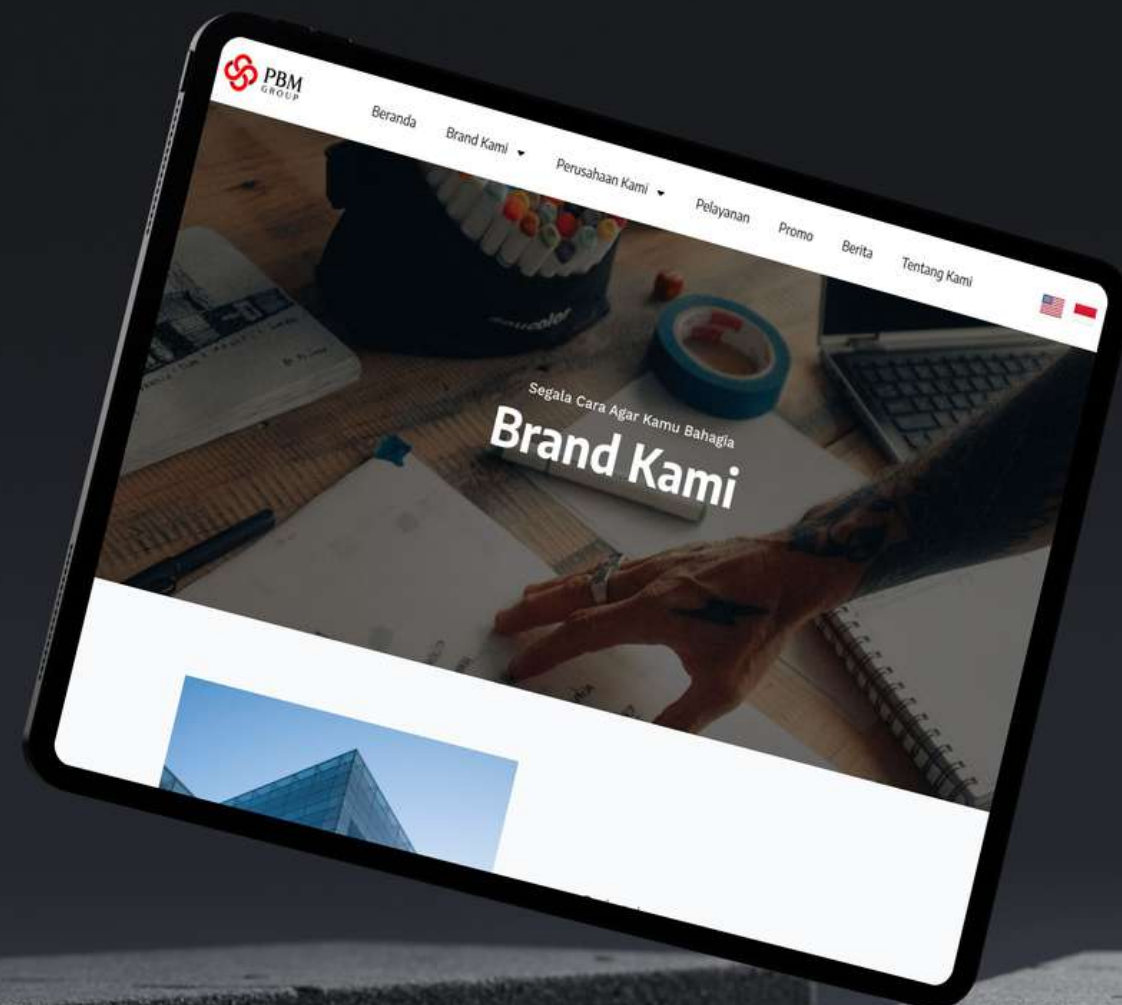
Key Output & Results

The initial development took about a week. Continuous maintenance was provided, despite placeholders awaiting client input, ensuring the final publication followed proper approval protocols.



A Multiindustries Holding Company

pbmgroup.id





A Multiindustries Holding Company

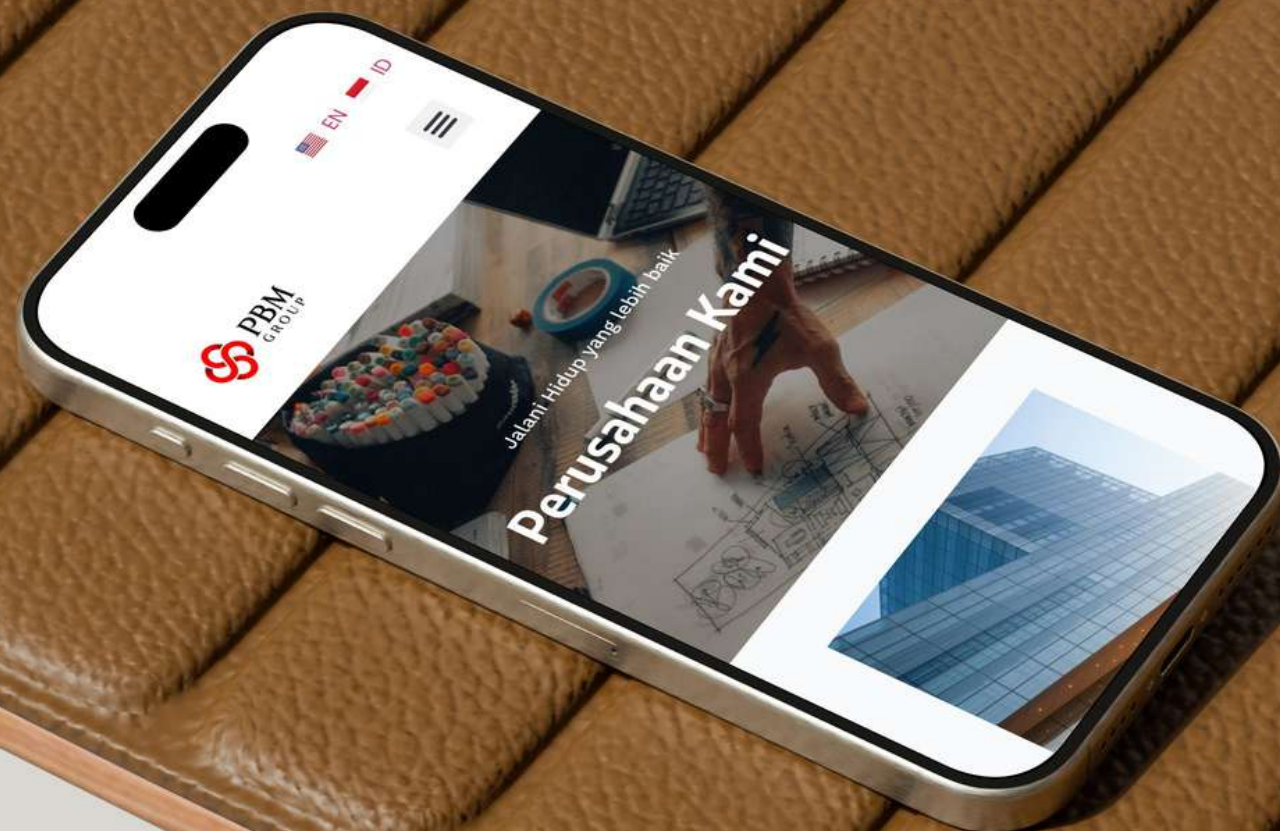
pbmgroup.id

Perkenalan

Tentang Kami



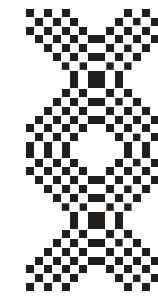
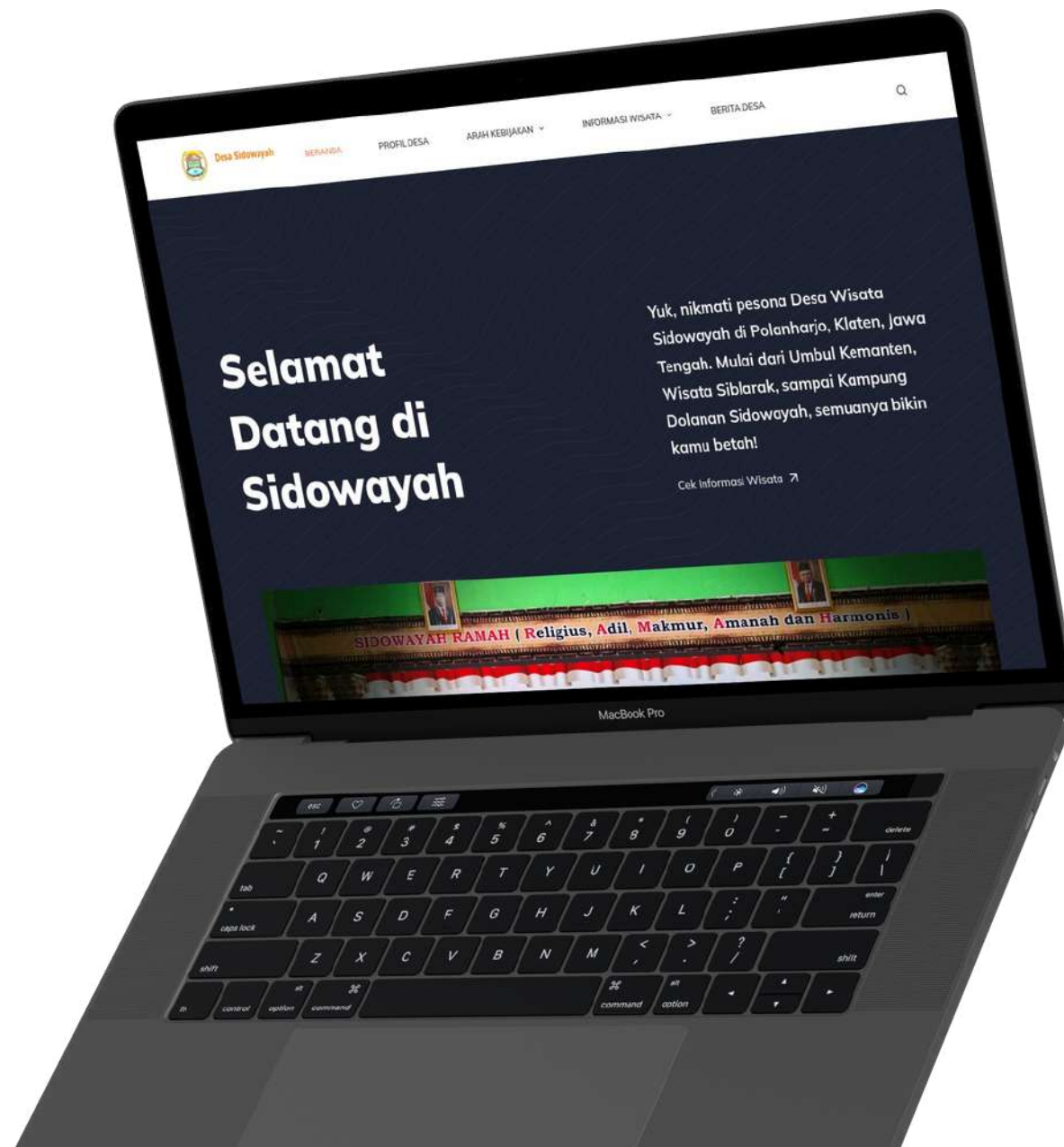
Pbm Group Adalah Perusahaan





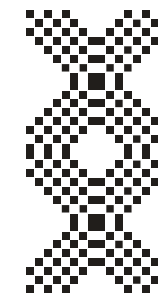
Desa Sidowayah, KKN-PPM @UGM

sidowayah-klaten.desa.id



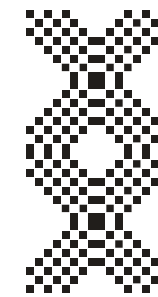
Executive Summaries

This project, part of a KKN program, aimed to digitize basic information about Desa Sidowayah in Klaten, including details about village officials and designs, ensuring the village appears in Google searches.



Challenges & Strategies

The main challenge was the absence of branding. We created a responsive website by following prototyping approaches and referencing previous KKN social media content. We adapted the design language to fit the website's needs.



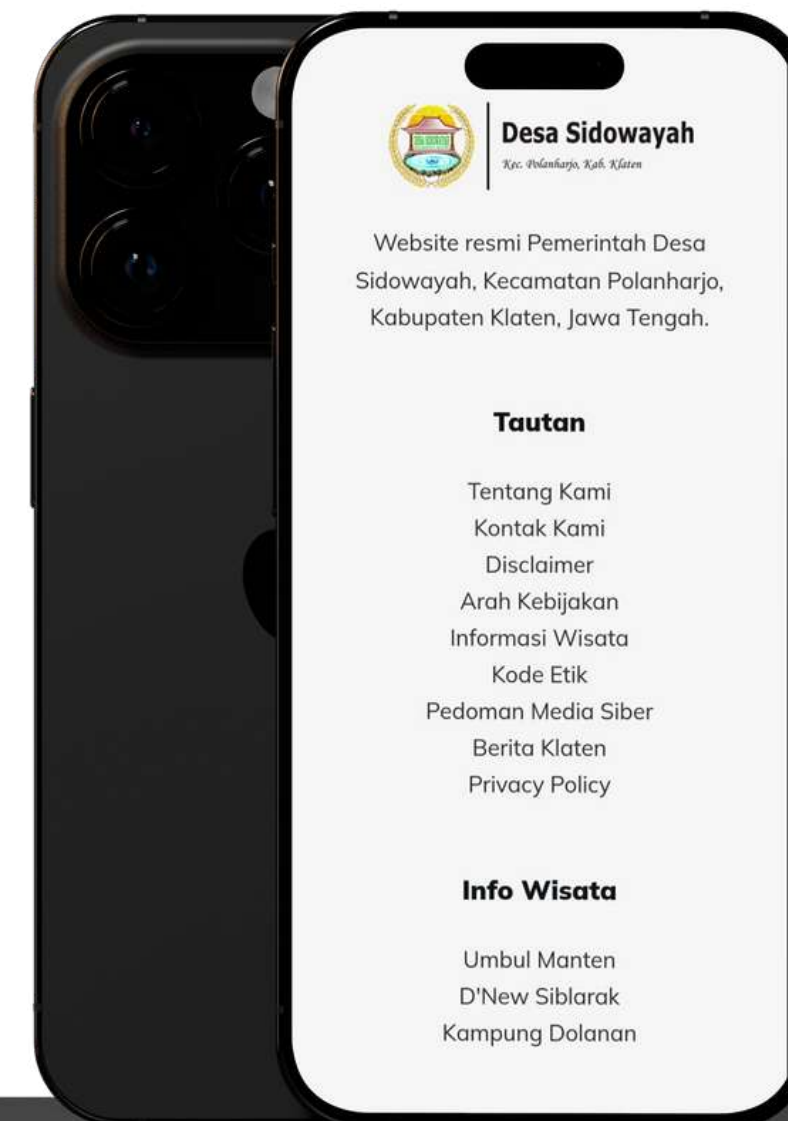
Key Output & Results

The website was completed in one week, ensuring responsiveness for both existing and newly created content. We also developed appropriate content to fill missing sections and enhance user experience.



Desa Sidowayah, KKN-PPM @UGM

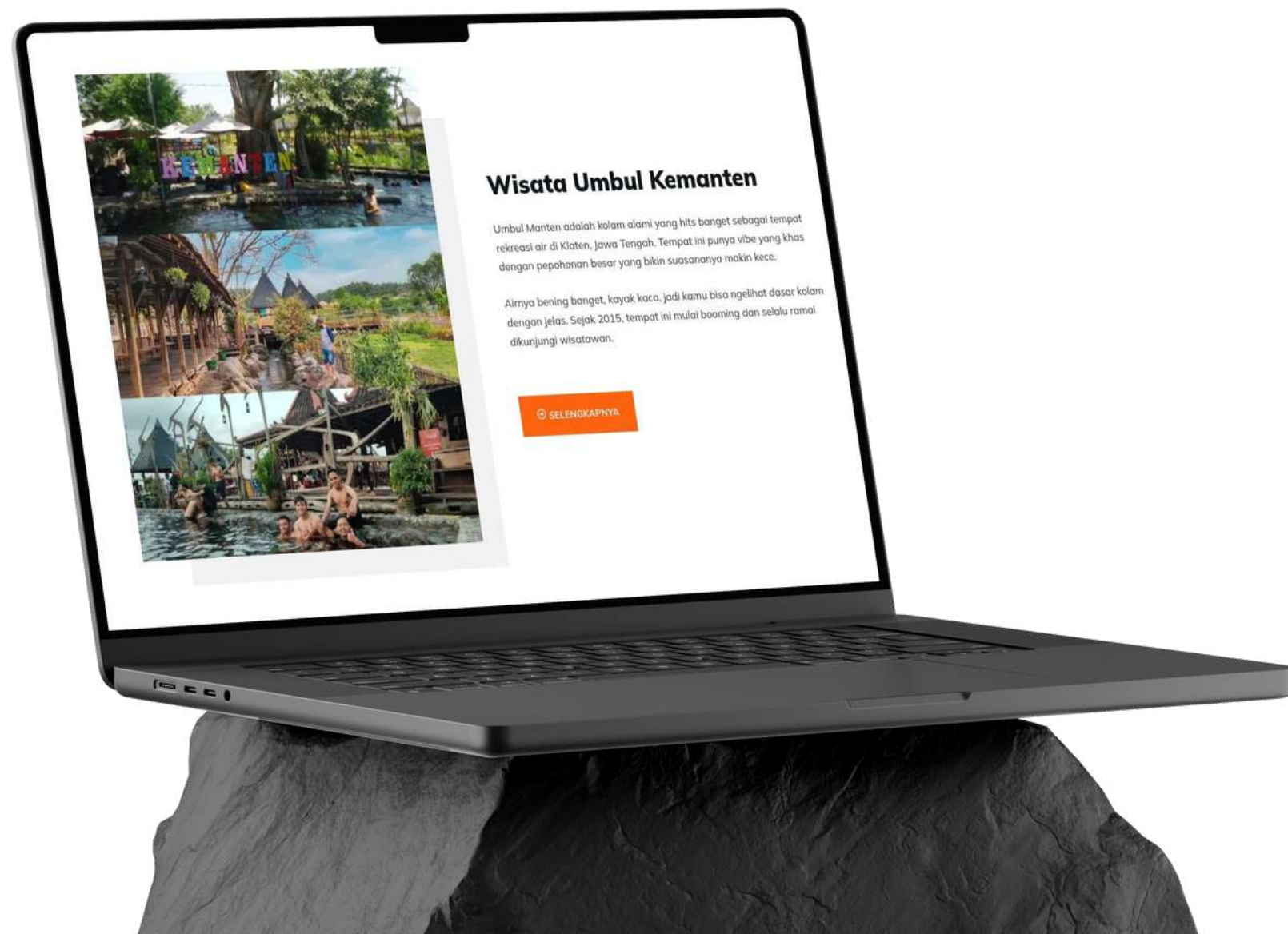
sidowayah-klaten.desa.id





Desa Sidowayah, KKN-PPM @UGM

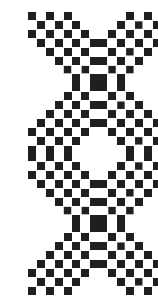
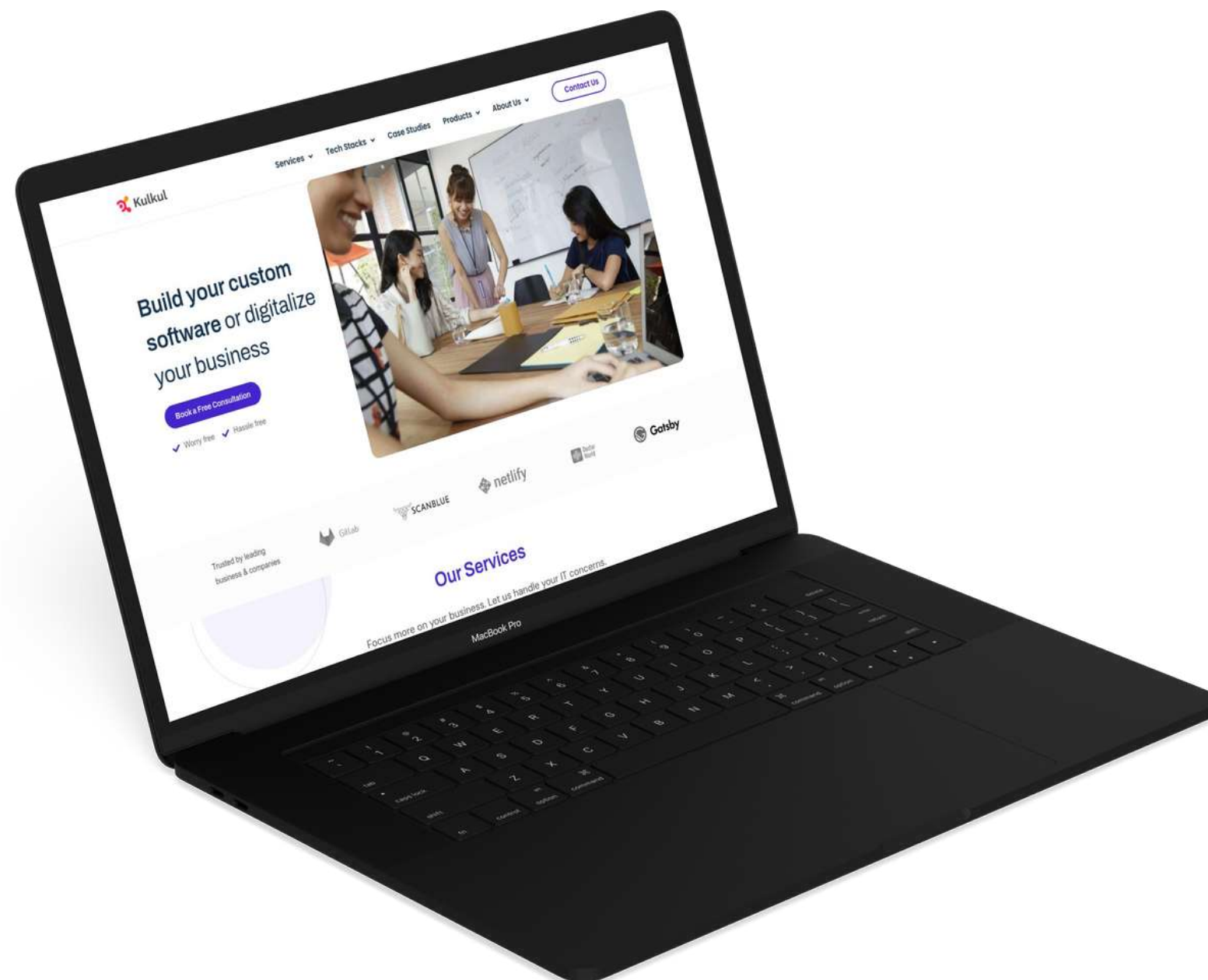
sidowayah-klaten.desa.id





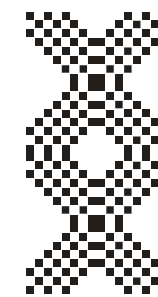
Solutions Provider on Engineering & Blockchain

kulkul.tech



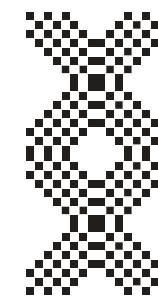
Executive Summaries

We provided solutions for websites, app creation, and later pivoted to a blockchain agency, while also developing in-house marketing tools. My role focused on rebranding the website.



Challenges & Strategies

Given the outdated website, I used the provided brand guidelines and a landing page template to enhance it, adding pages to support service sales and continuously innovating.



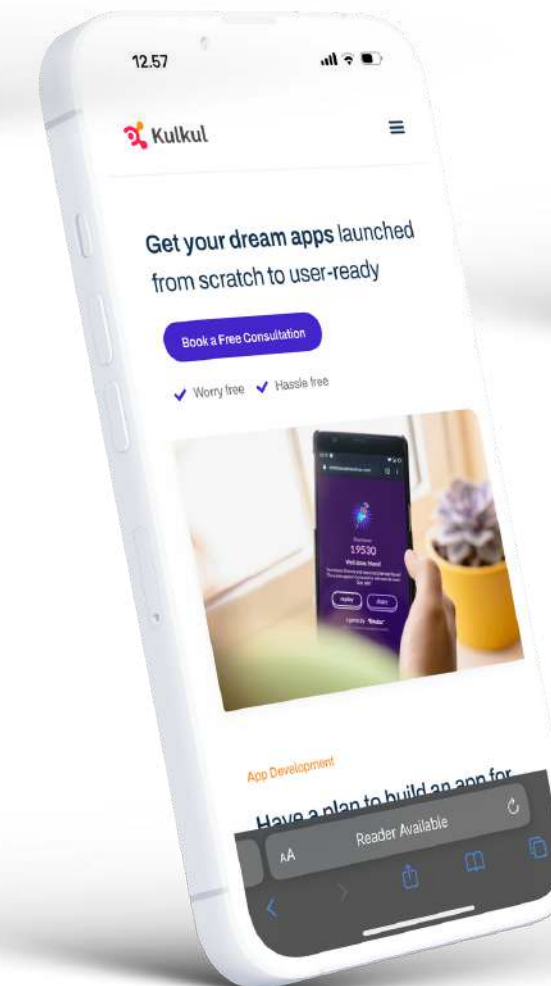
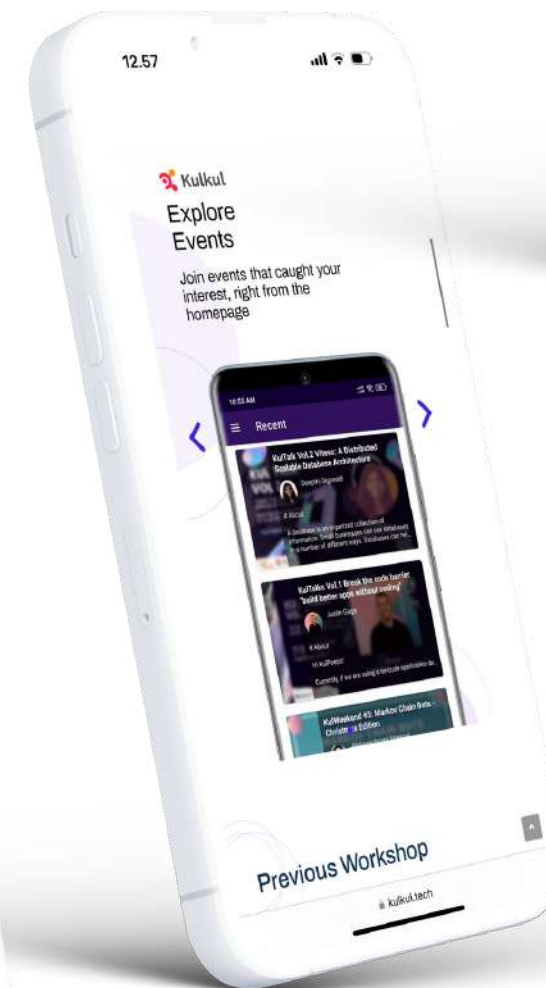
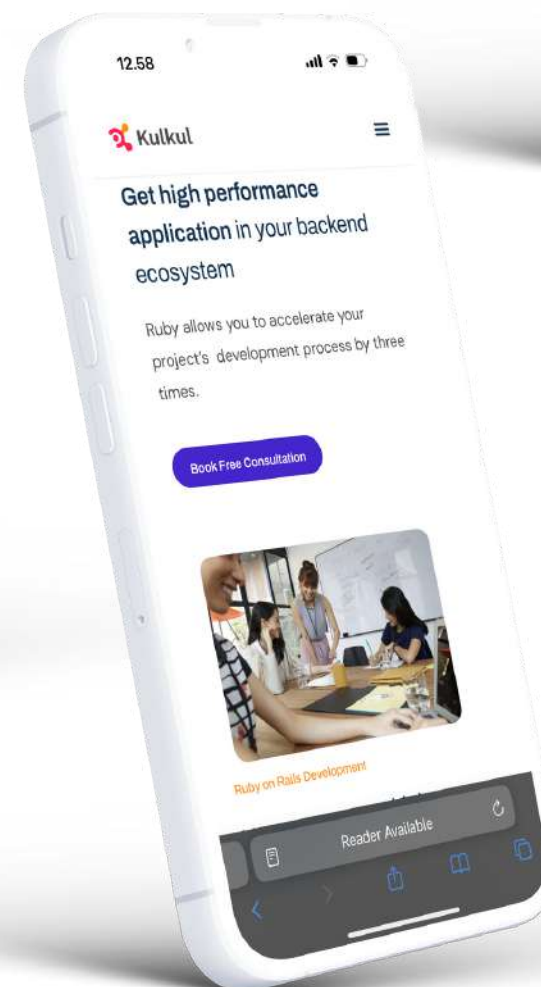
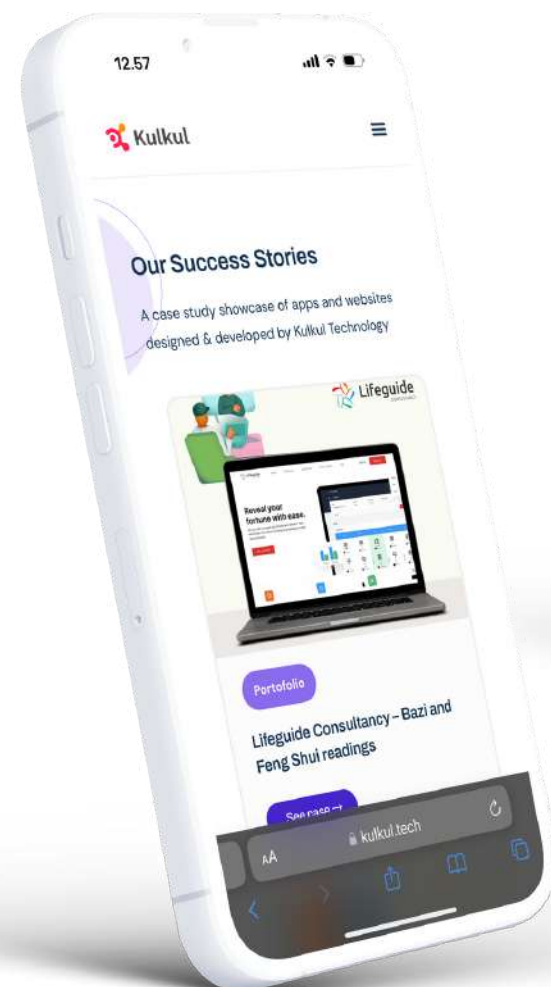
Key Output & Results

In a week, we delivered a responsive website, added landing pages, and created case studies. These efforts boosted lead generation from one per week to ten per day.



Solutions Provider on Engineering & Blockchain

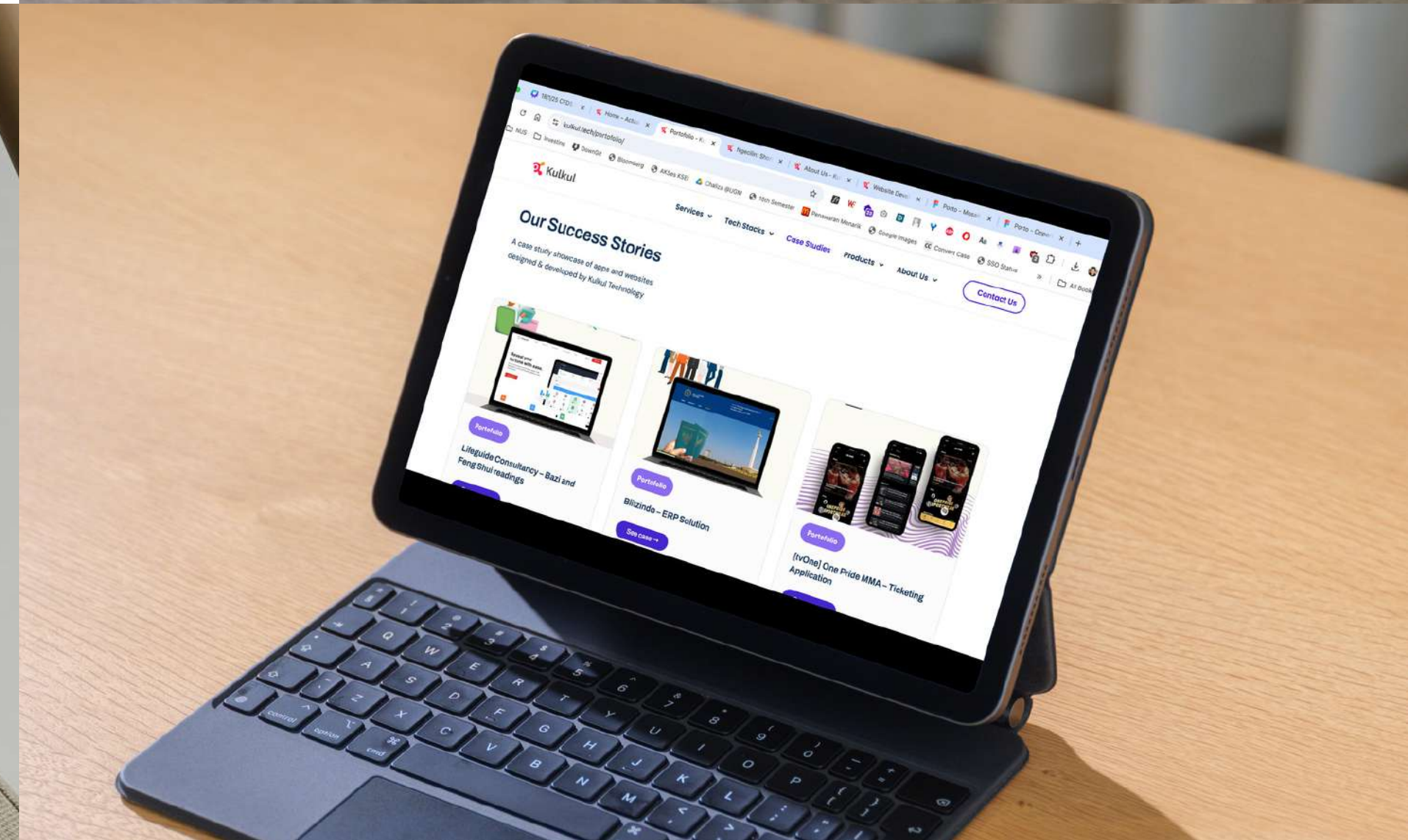
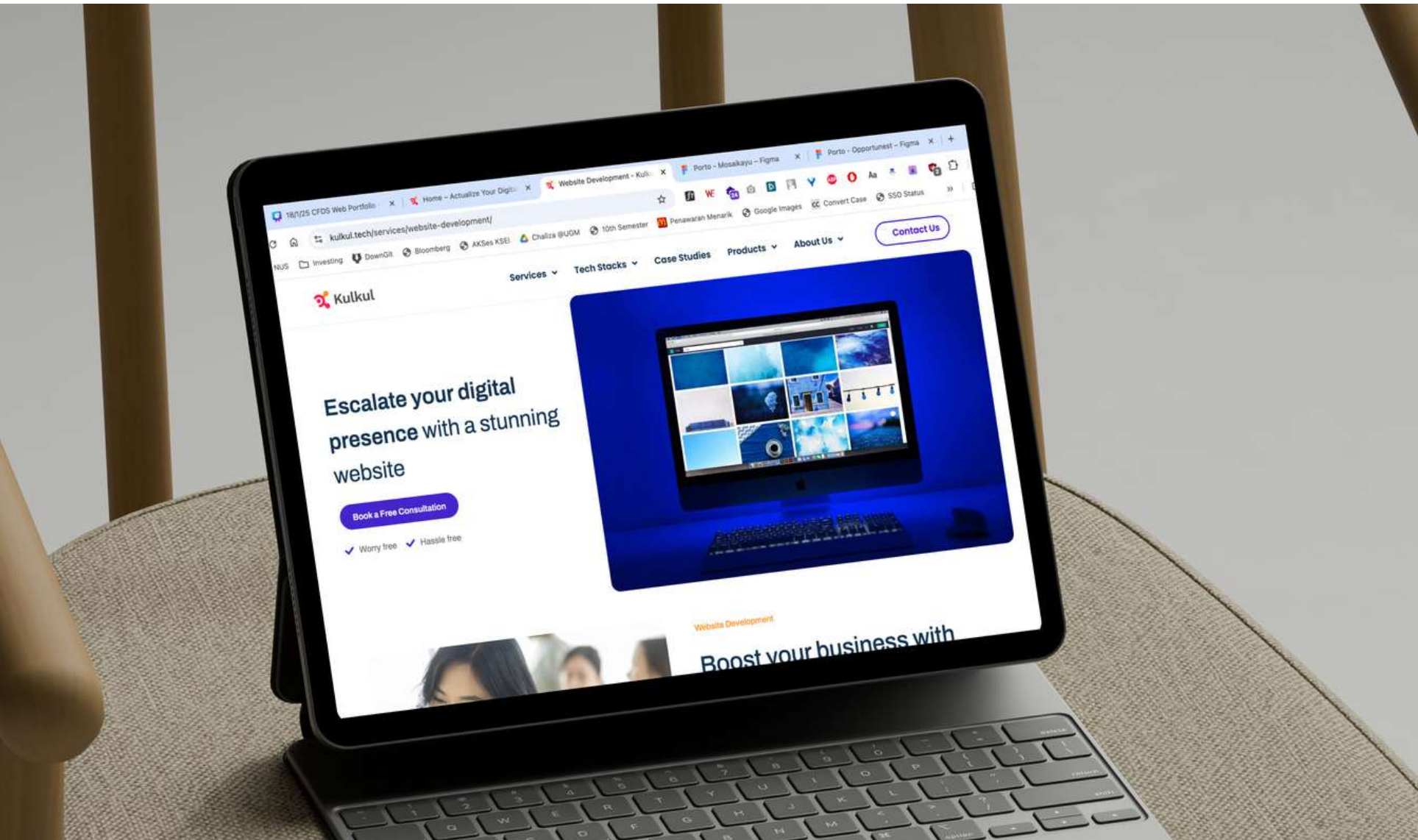
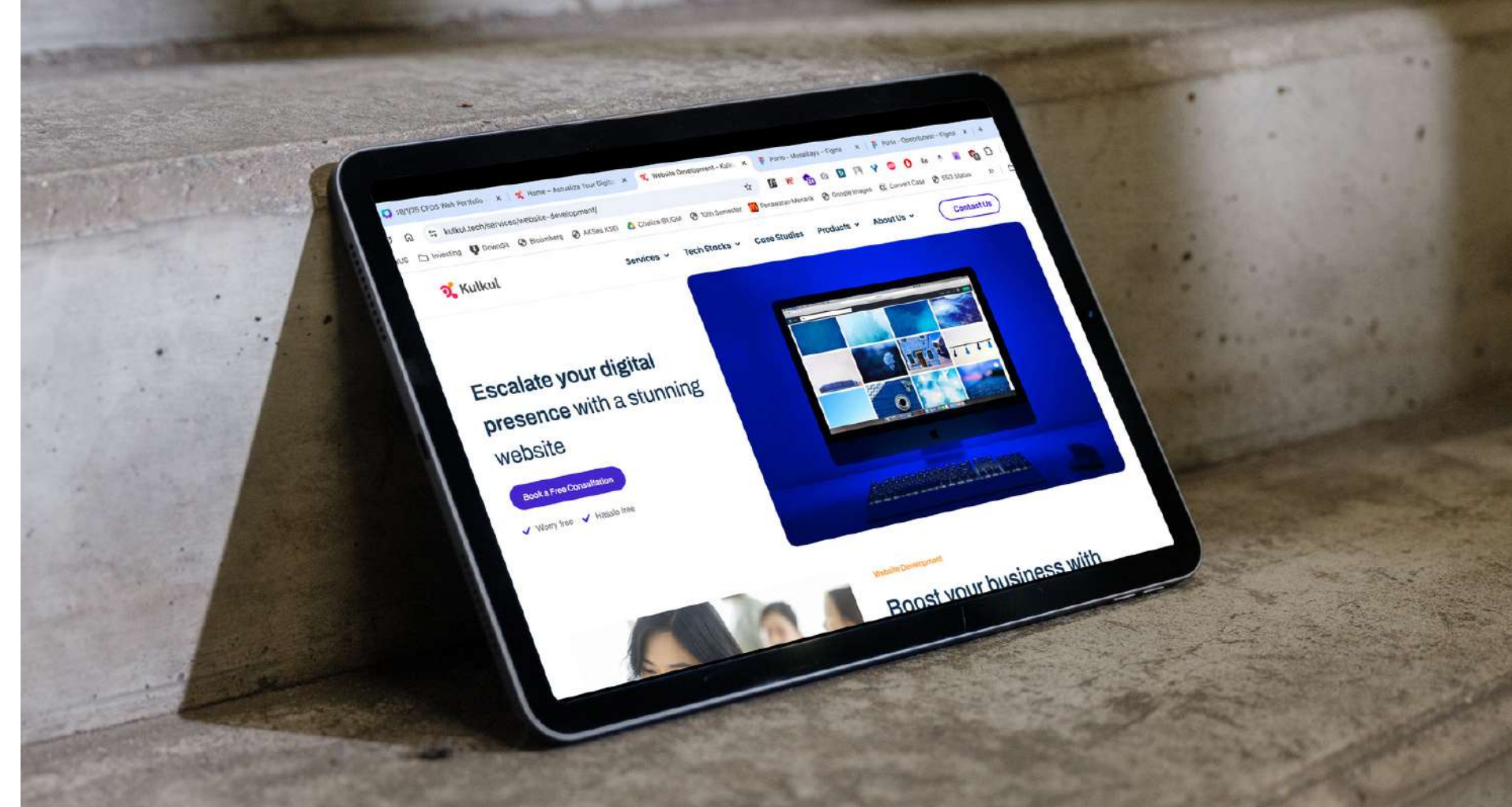
kulkul.tech





Solutions Provider on Engineering & Blockchain

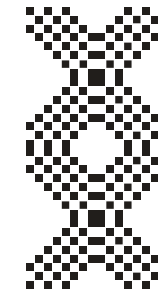
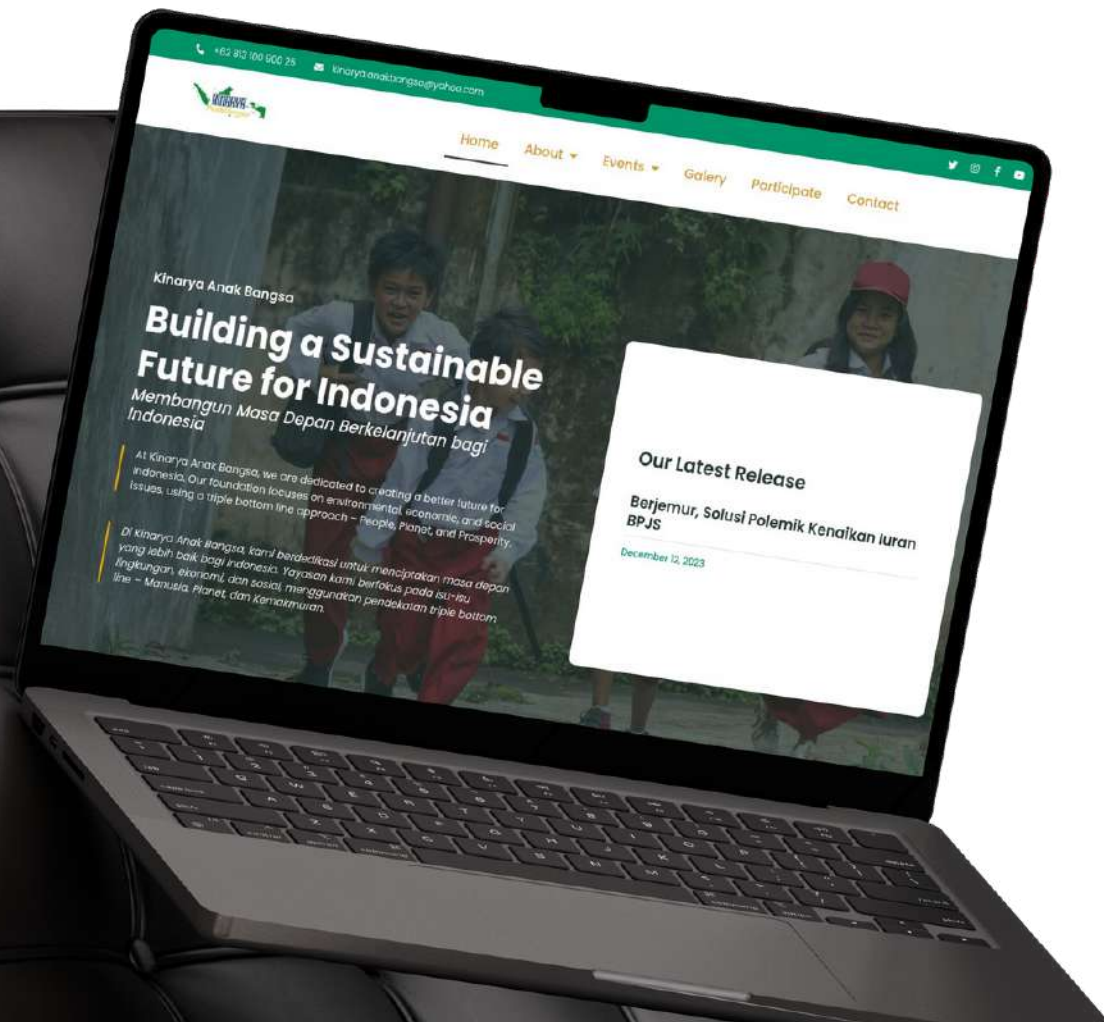
kulkul.tech





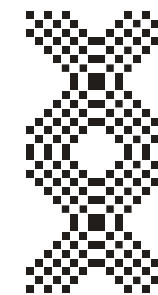
A UN Recognized NGO on Numerous of Causes

kinarya.org



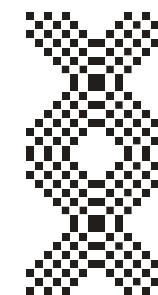
Executive Summaries

Kinarya Anak Bangsa is an organization recognized by the United Nations with five flagship programs, including water conservation, pre-marriage education, herbal medicine promotion, and a think tank for researchers.



Challenges & Strategies

The main blockers were the absence of brand guidelines and a social media presence that was unstructured, random, and outdated. Unable to retrofit the website, I improvised on design, typography, and prototyping to ensure quick showcasing and review.



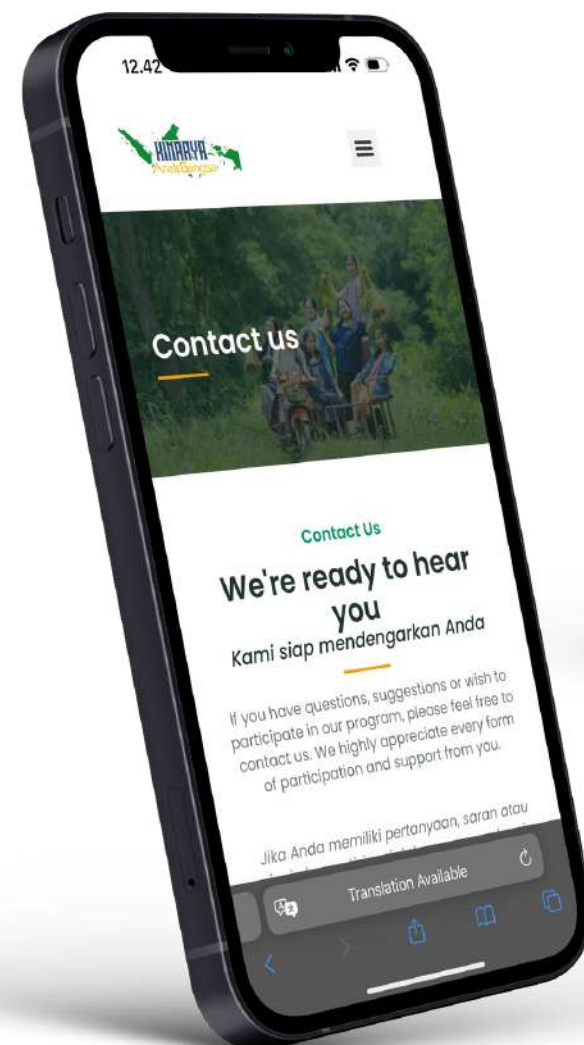
Key Output & Results

In about a week, we completed 15 pages, created bilingual content using a stacked layout without Polylang, followed client requests, ensured all requirements were met, and conducted responsive testing on devices.



A UN Recognized NGO on Numerous of Causes

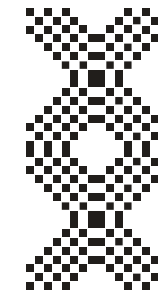
kinarya.org



Mosaikayu^{.com}

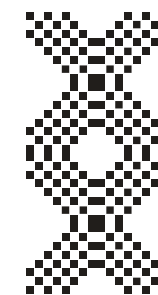
Upcycling Wood Leftovers to Beautiful Peace

mosaikayu.com



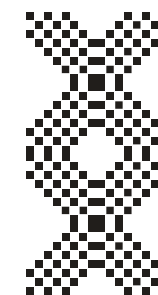
Executive Summaries

Mosaikayu is an upcycling company that transforms wood waste into various products, such as wood panels for wall decorations, ceiling finishes, and other custom-made items.



Challenges & Strategies

The challenges were minimal, as the design and logo were already established. We focused on developing the website into a digital portfolio showcasing more visuals. With existing photos, we emphasized typography to enhance the overall presentation.



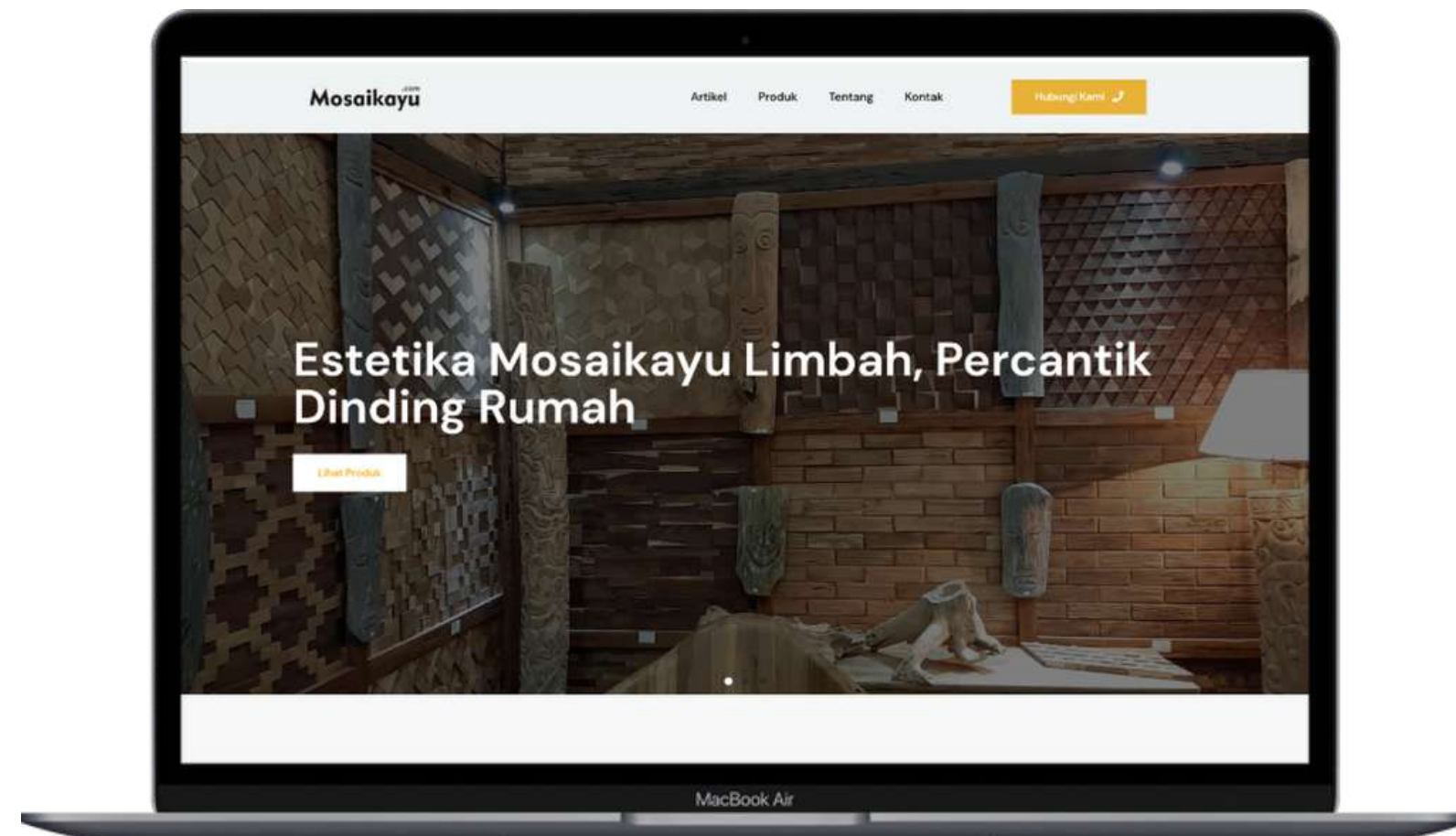
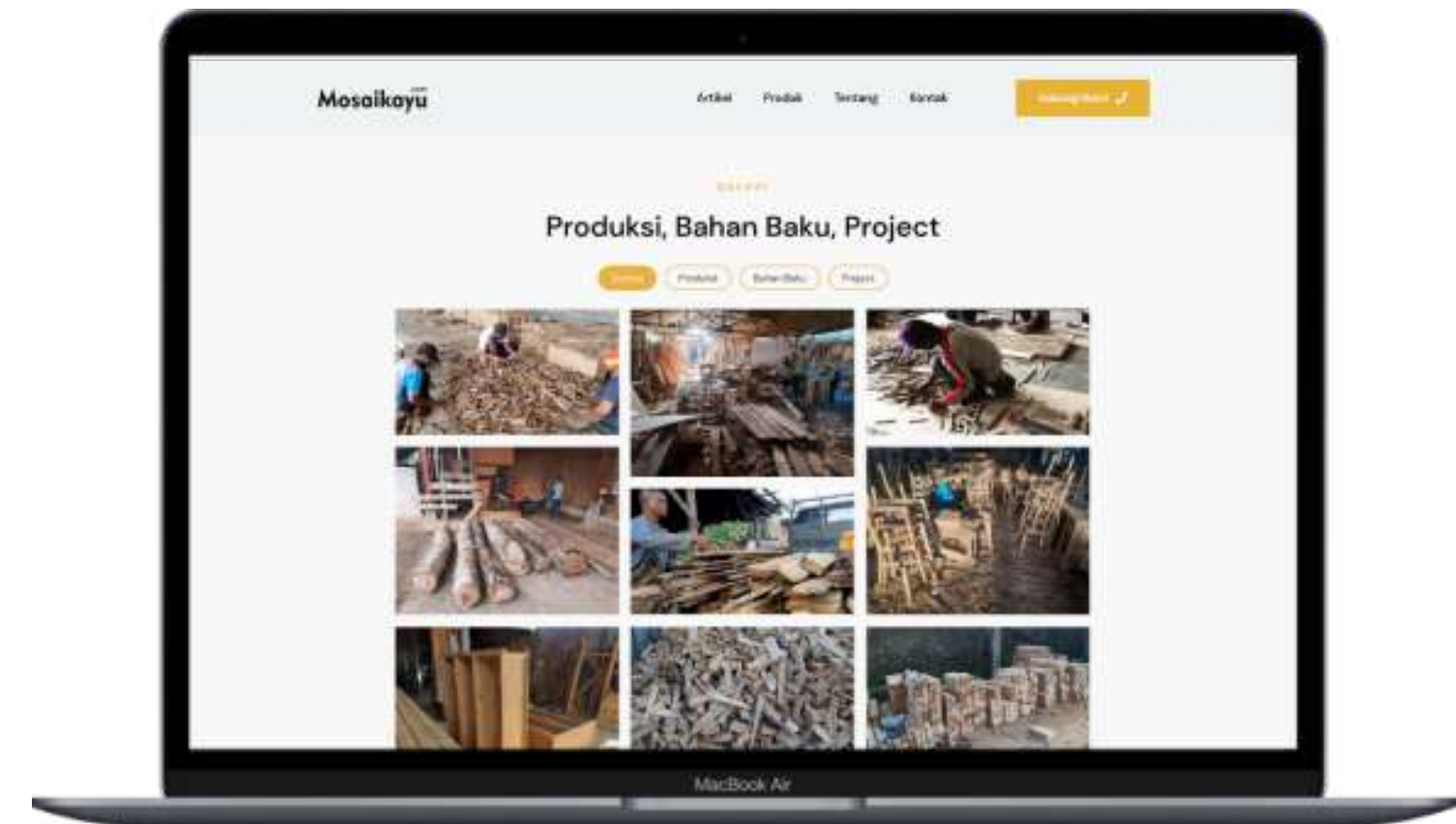
Key Output & Results

The project was completed in one week. We used a dominant yellow theme, as per the client's request, and implemented a custom WhatsApp widget, enabling prospective buyers to directly contact producers via WhatsApp for seamless transactions.

Mosaikayu.com

Upcycling Wood Leftovers to Beautiful Peace

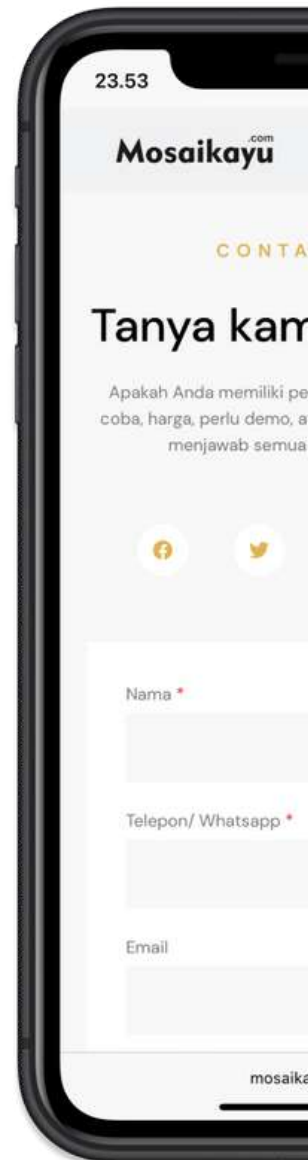
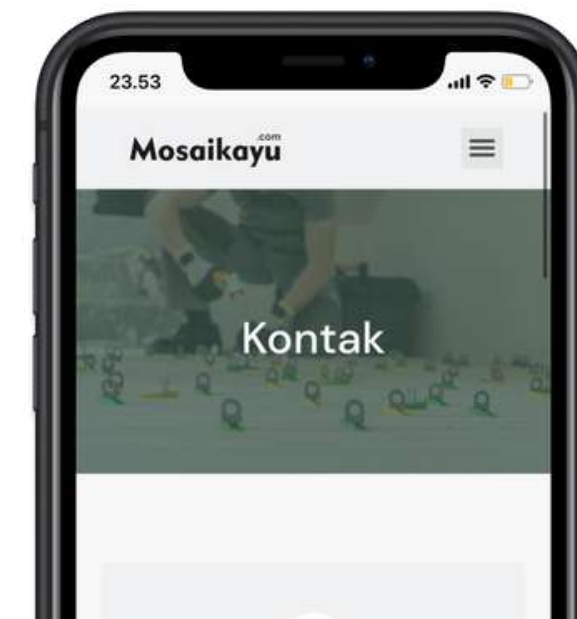
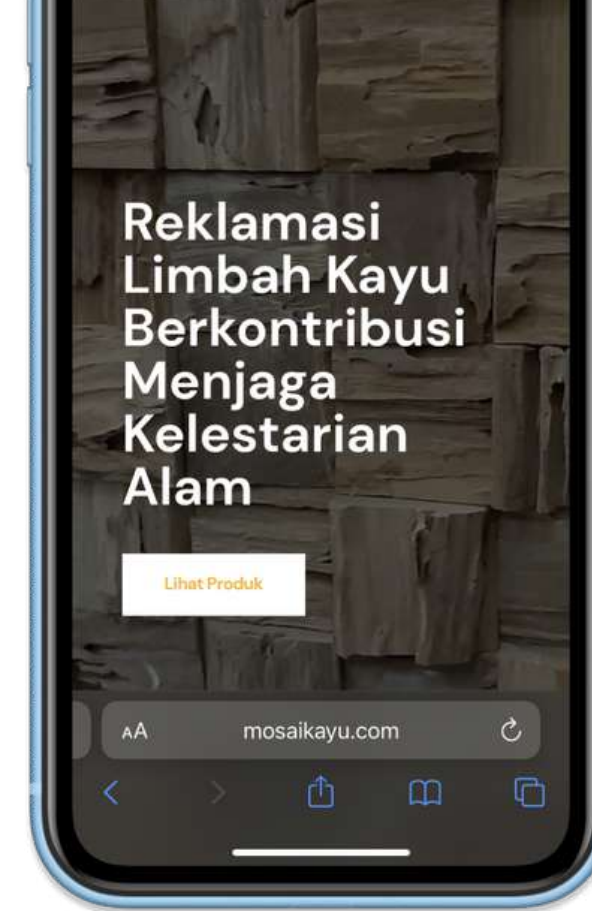
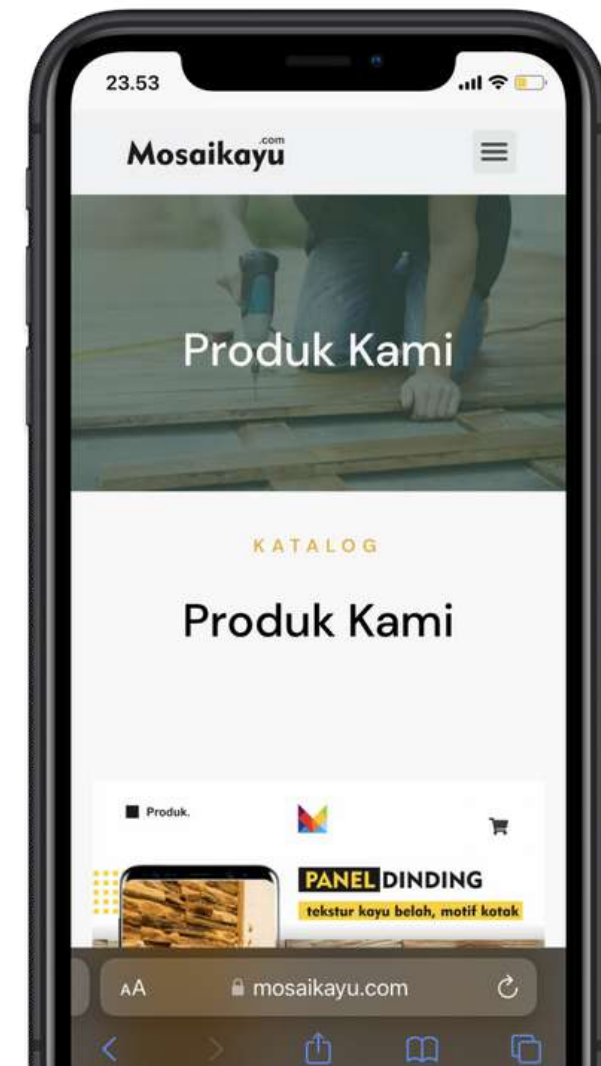
mosaikayu.com



Mosaikayu.com

Upcycling Wood Leftovers to Beautiful Peace

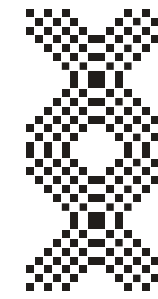
mosaikayu.com





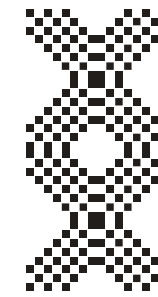
An Edutech Startups. Acquired By Lumina (YC@22)

www.opportunest.id



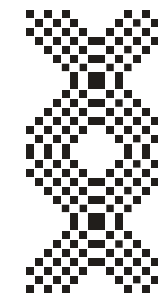
Executive Summaries

This edtech startup was created with classmates from UGM and achieved significant traction, reaching hundreds of thousands of users on @opportunist across all platforms.



Challenges & Strategies

Our team was tasked with building web pages to showcase their products while also creating services like mockup interviews, CV reviews, and B2B career placement services. We implemented responsive design using WordPress with Elementor and WooCommerce, integrating Midtrans for payment.



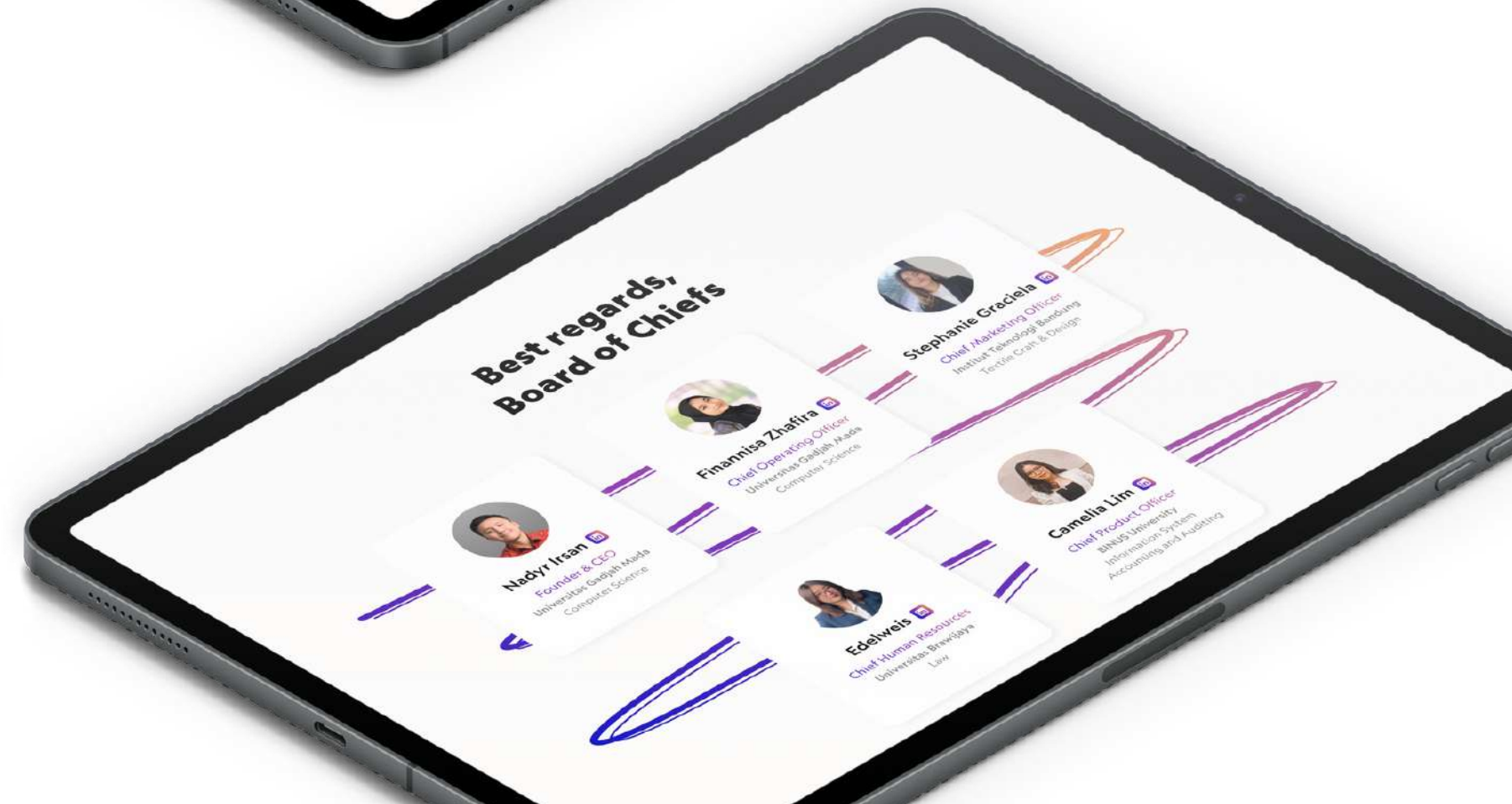
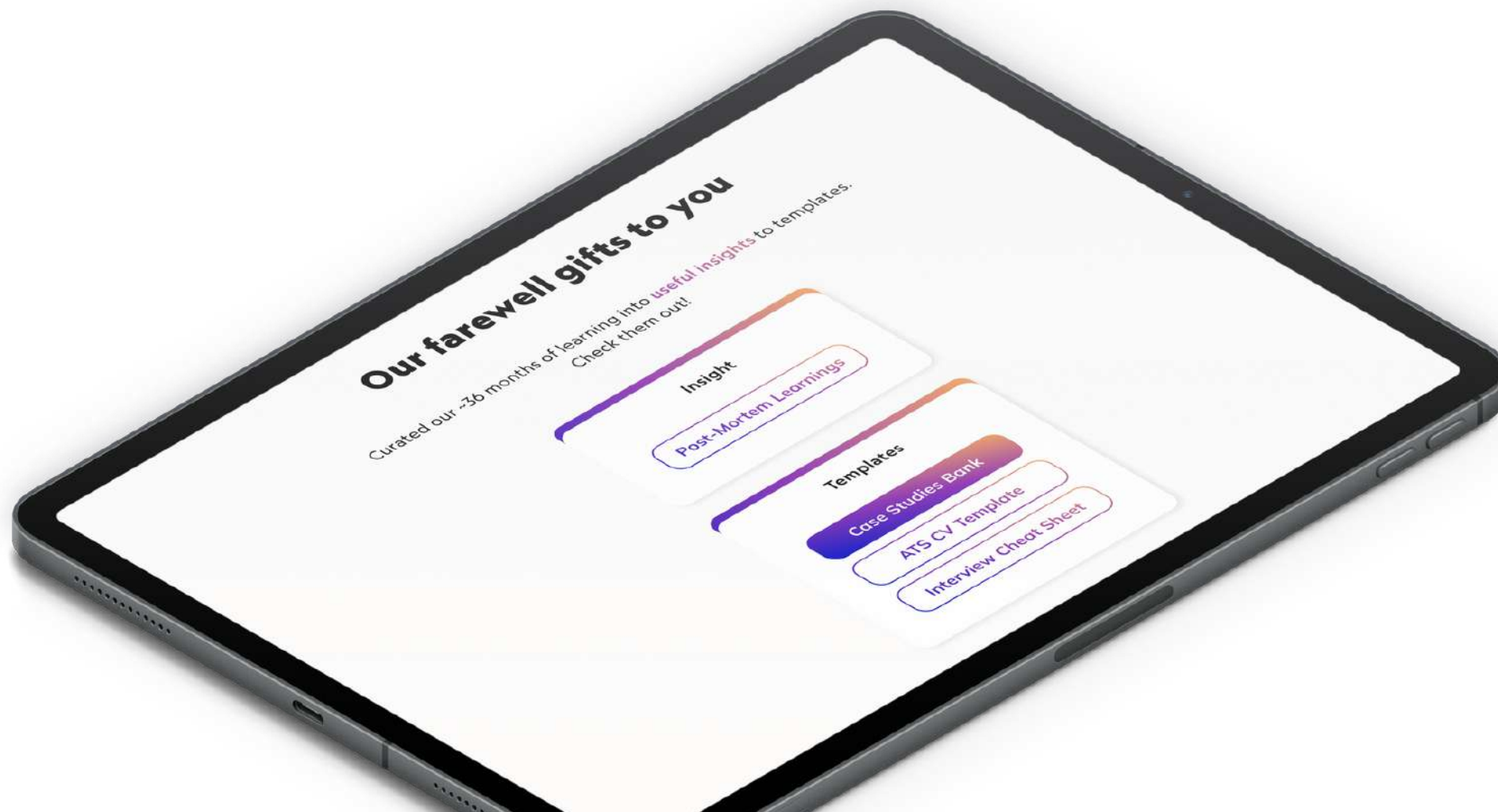
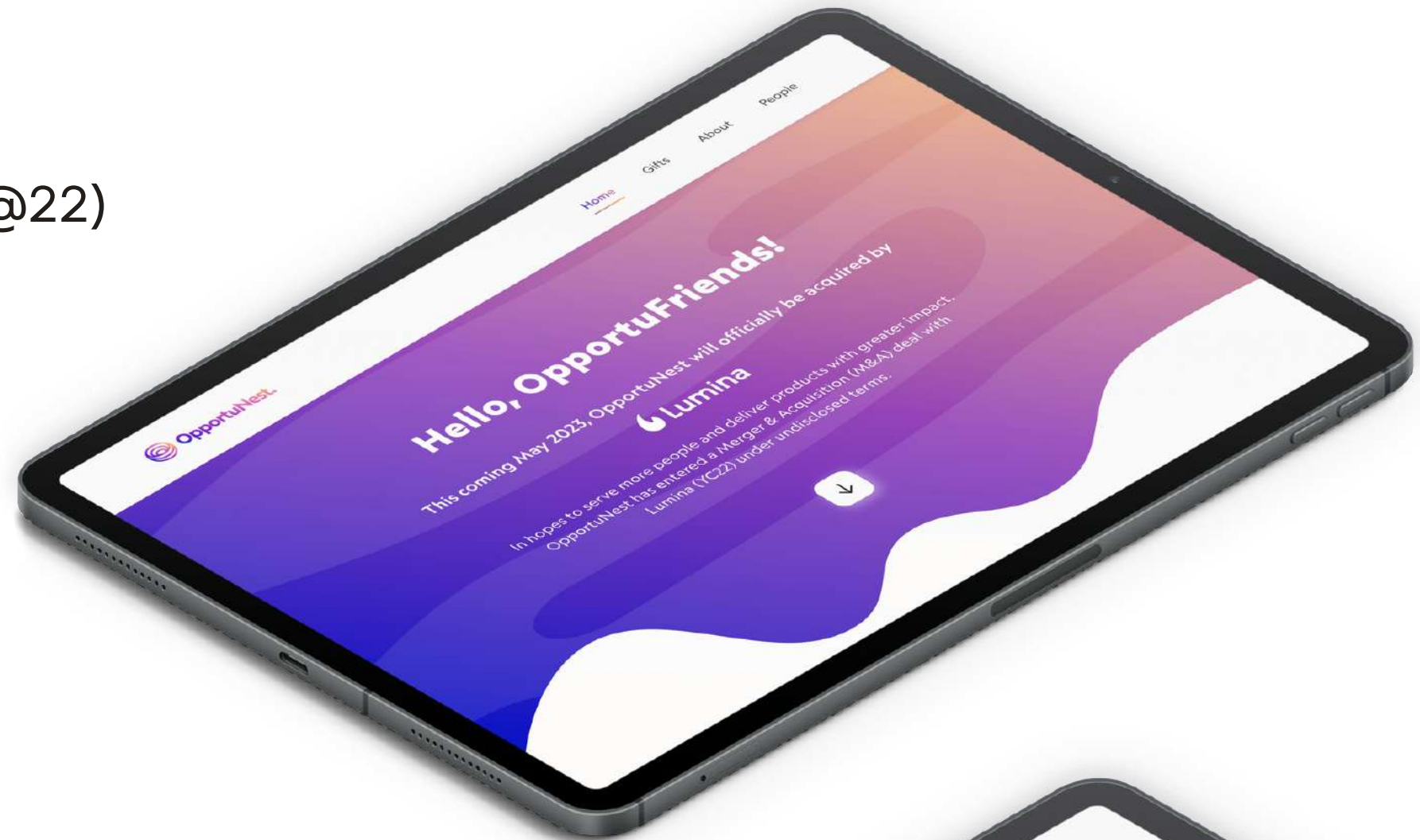
Key Output & Results

We developed the website www.opportunest.id, hosted it on our server, and handled end-to-end processes like transactional emails, payment sandboxing, and device testing for responsiveness. When Opportunist was acquired, we supported the handover to Lumina with additional services.



An Edutech Startups. Acquired By Lumina (YC@22)

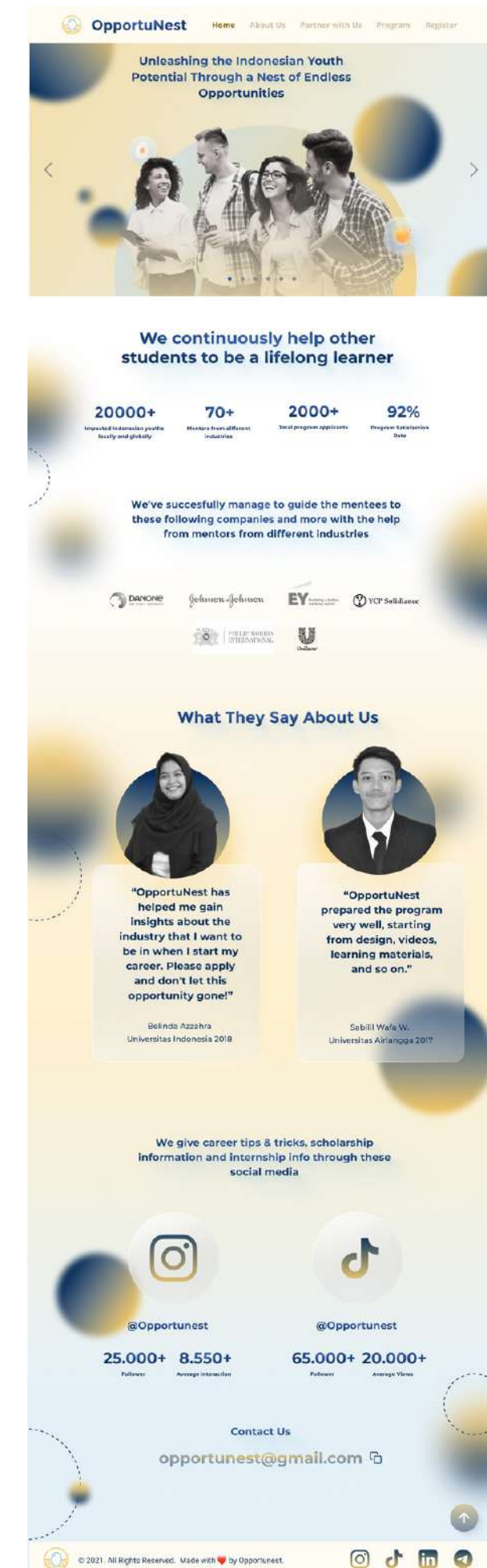
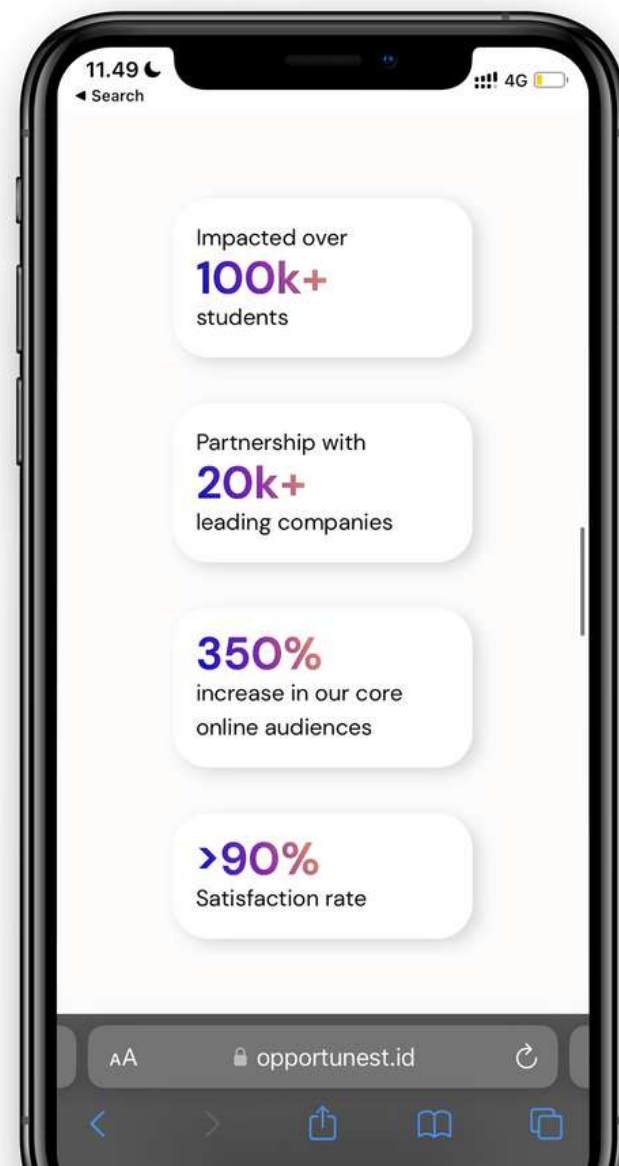
www.opportunest.id





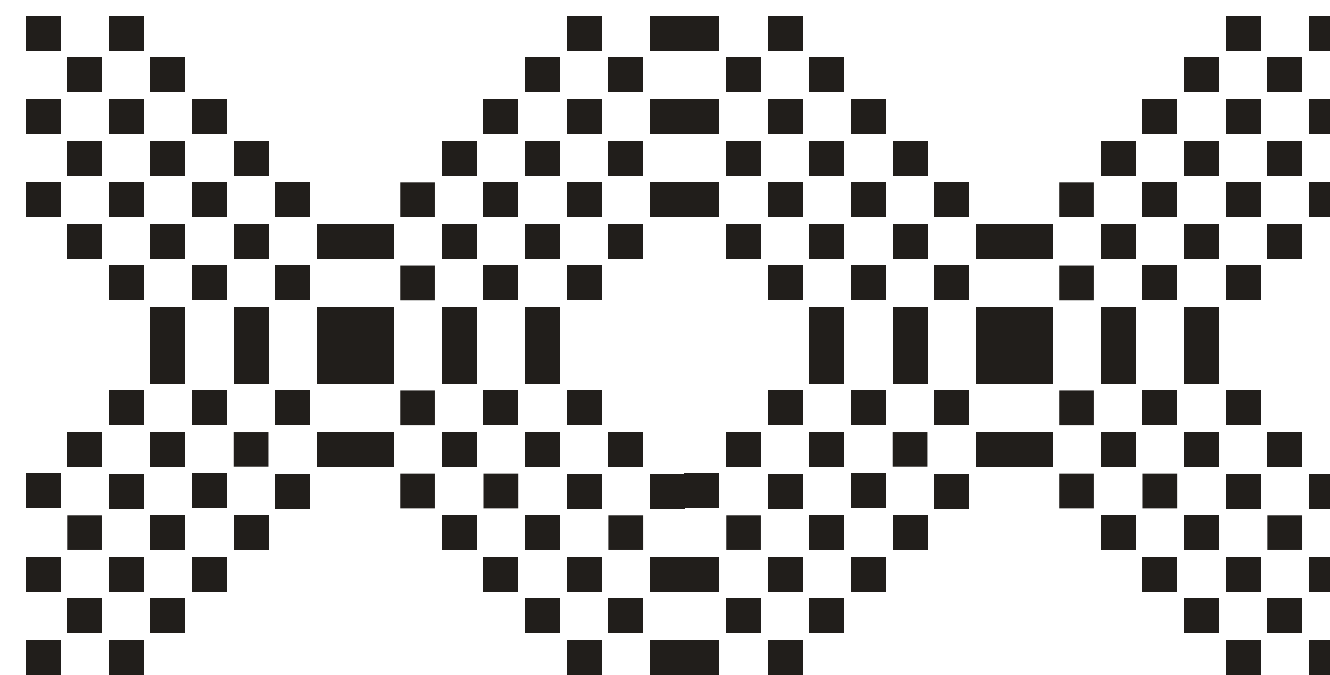
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www.opportunest.id





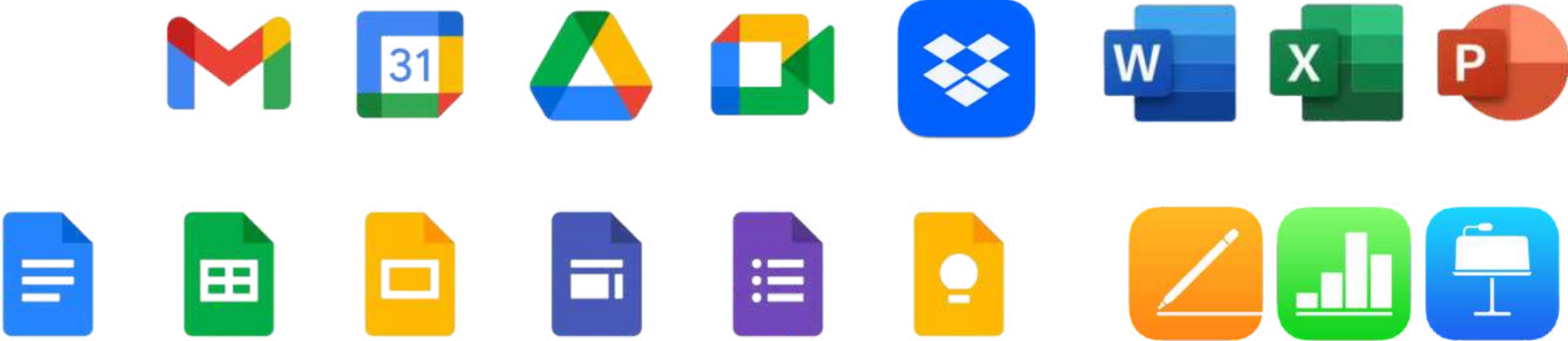
Tools & How We Work



Collaboration & Agile



Offices Suite



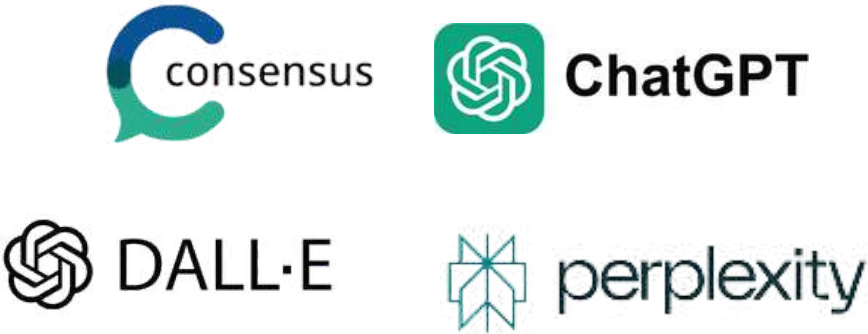
Video & Audio Teleconferencing



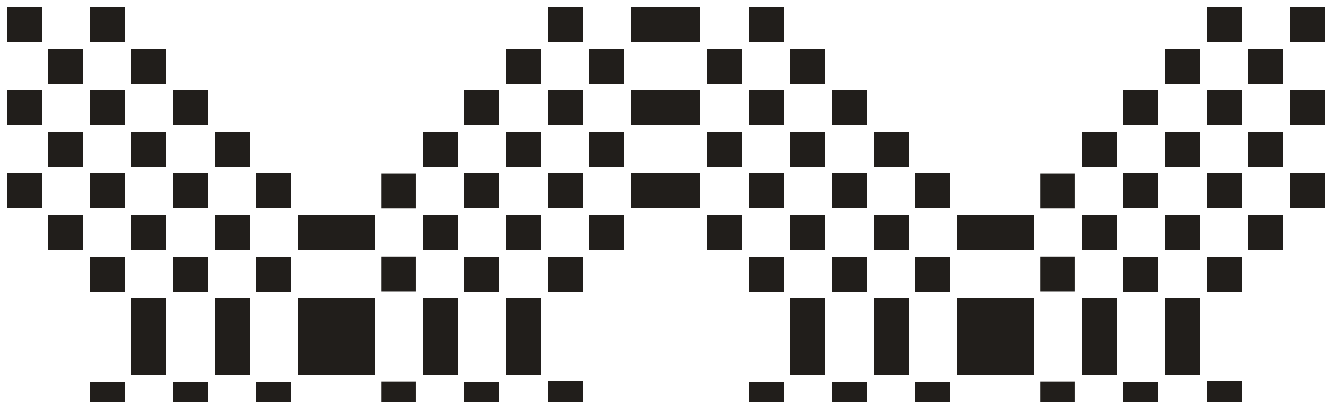
Graphic & Video Editing

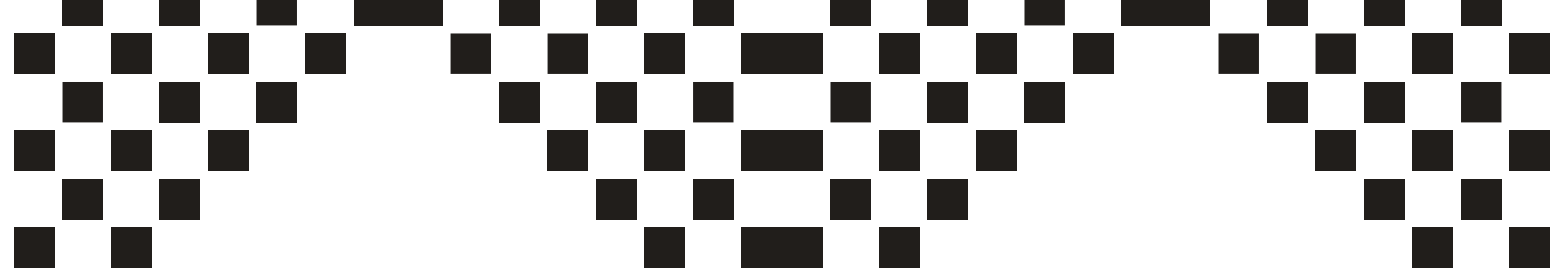


AI Leverage



Tools





How We Work

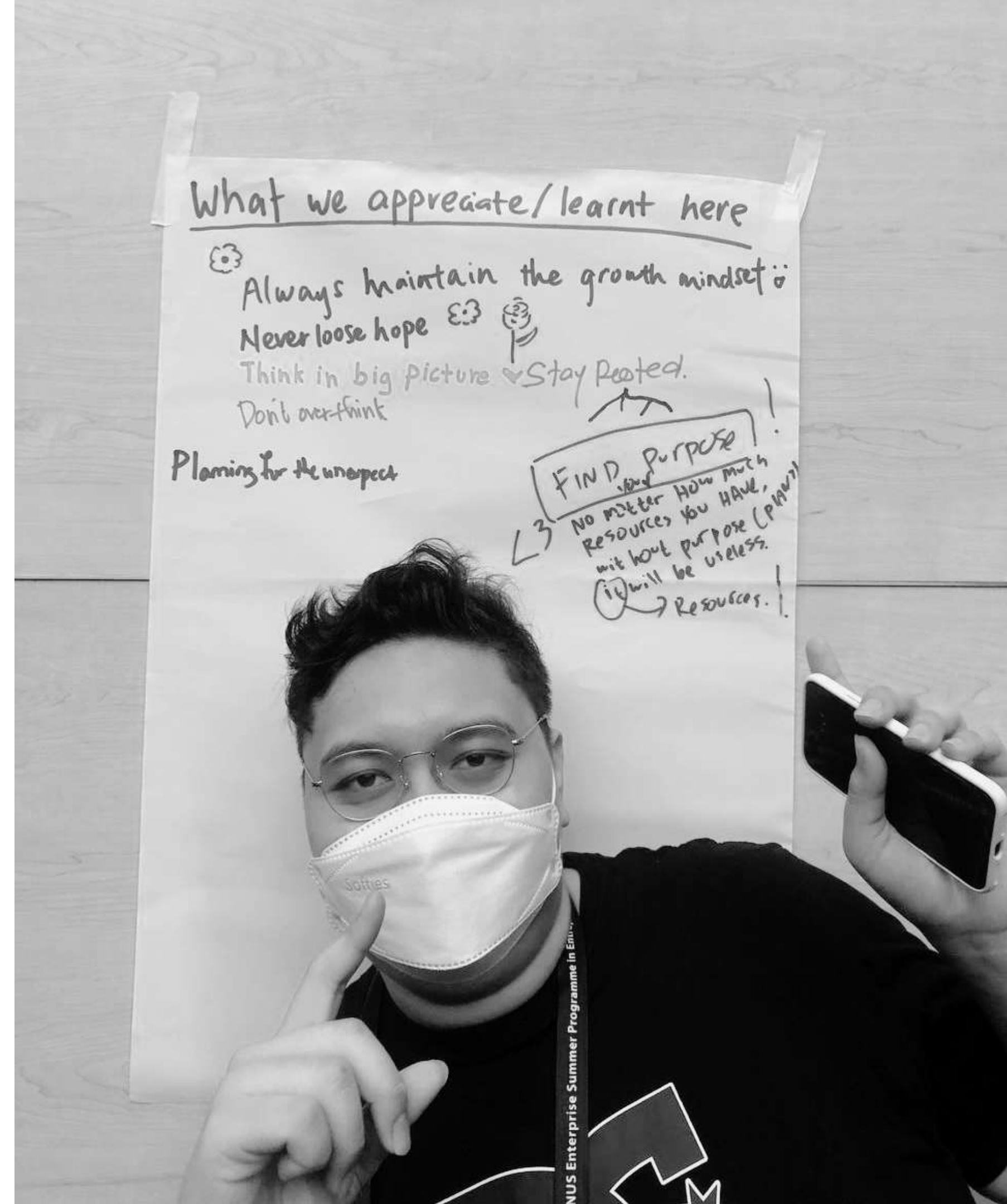
Prototyping First: The Core of My Process

- I believe in starting with prototypes because it allows me to create a tangible product quickly.
- Whether I have a detailed brief or not, I rely on intuition and experience to design something that's practical and impactful.
- Prototyping helps me present ideas early, gather feedback, and adjust as needed, saving time and ensuring the final product meets expectations.
- This approach lets me focus on solutions first, rather than getting stuck in planning stages.

How We Work

Why I Prioritize Prototyping

- It's a fast-track way to visualize the end goal early.
- By showing something concrete, I can address potential issues upfront rather than during later stages.
- This method gives me the freedom to think creatively and adapt quickly, while still ensuring that every decision is rooted in practical outcomes.



With Warmest Regards

by

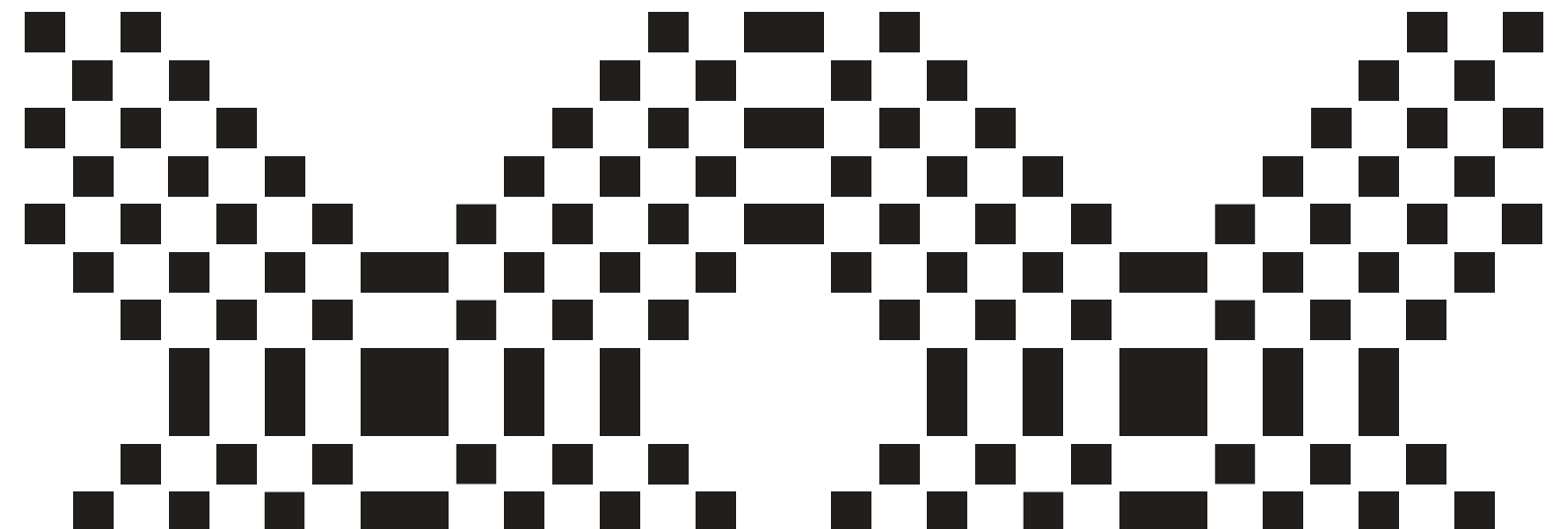
Chaliza Aziz



chalizaaziz.com



@chalizaaziz



intended for professional roles
application