

## ROMANZA HENDRA BAYU

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Portfolio Web : <https://rza-web-3d.vercel.app>

Graphic Design : <https://rza-design.vercel.app>

### PROFESSIONAL SUMMARY

Creative web designer with 3+ years in Frontend Development and 5+ years of experience in Digital Design. Specialized in UI/UX, interactive web experiences, and visual storytelling. Proficient in Next.js, Tailwind CSS, TypeScript, and 3D web integration (Three.js, Spline). Adept in AI prompt engineering to enhance design workflows and interface quality. Background in graphic design (Photoshop, Illustrator), with a proven track record building digital experiences for various sectors including housing, automotive, and e-commerce. Passionate about creating modern, functional, and visually compelling web products to elevate sales performance and strengthen brand identity.

### WORK EXPERIENCE

- **Web Designer | Freelancer | Remote**

July 2024 – Present

- Designed and built interactive portfolio websites using Next.js and 3D animations (Spline, Three.js).
- Created smooth UI transitions and visual storytelling to enhance user engagement.
- Integrated AI-generated content (text & image) for efficient asset creation.
- Collaborated with international clients on modern landing pages and portfolio showcases.
- Utilized prompt engineering to generate UI/UX components and visual content quickly.

- **PT. Sun Energi Properti | Art Designer & Web Developer | Onsite**

May 2023 – Present

- Managed graphic design and promotional media for housing and commercial property clients.
- Developed WordPress websites and static HTML/CSS pages for property catalogs.
- Created Figma prototypes and consistent visual branding solutions.
- Optimized SEO and website structure for responsive multi-device access.
- Contributed to property branding and visual storytelling through interactive designs.

- **Hotel, Resort & Property | Website & Graphic Designer | Remote**

2022 – 2023

- Designed UI/UX for hotel reservation systems and promotional web features.
- Developed interactive design components using Figma & Adobe XD.
- Created seasonal landing pages with optimized call-to-actions.
- Produced event visuals (posters, short animations, video loops).
- Contributed to mobile-first web experiences for customers.

- **Caterpillar (Heavy Equipment Distributor) | Graphic Designer | Marketing**

2020 – 2022

- Designed brochures, banners, and product catalogs for sales and branding needs.
- Managed graphic assets for exhibitions and company presentations.
- Produced technical illustrations and diagrams for product manuals.
- Aligned visual identity with Caterpillar's global brand standards.

- Supported marketing team with digital and print-ready design materials.

## OTHER WORK EXPERIENCE

- **Pharos Indonesia | HR Manager**  
2016 – 2020

- Developed and implemented HR strategies, policies, and procedures aligned with company goals.
- Managed end-to-end recruitment, onboarding, and employee retention programs.
- Oversaw performance management, training, and career development initiatives.
- Ensured compliance with labor laws, company regulations, and industrial relations.
- Provided strategic HR support to management, including workforce planning and organizational development.

## EDUCATION

### **Diploma 3 – Tourism**

Malang, 2000 – 2003

### **Non-Formal Education:**

- AI Prompt Engineering and 3D Integration, Online : 2025 – Present
- Next.js, Tailwind, TypeScript, Bootcamp : 2024 – 2025
- HTML, CSS, JavaScript, Online : 2022 – 2023
- Graphic Design, Online : 2018 – 2020

## SKILLS

### **Technical:**

- Frontend Web Development: HTML, CSS, JavaScript, Next.js, Tailwind, TypeScript
- 3D & Interactive: Three.js, Spline, Framer
- AI & Prompting: ChatGPT, Cursor, Windsurf, Copilot to Prompt Engineering (Creative Content)
- Graphic Design: Adobe Photoshop, Illustrator, CorelDraw, Figma, Adobe XD
- Office: Word, Excel, PowerPoint, Google Docs/Sheets

### **Soft Skills:**

- High Visual Creativity
- Problem Solving & Adaptability
- Team Collaboration & Freelance Project Handling
- Time Management & Deadline Discipline
- Client Empathy & Value-Driven Design
- Positive Attitude, Initiative, and Sense of Humor