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Fatimah's Portofolio

Work, organizational, and project experiences

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Fatimah's Portfolio



Hello, my name is Fatimah Azzahra. I am passionate about Human Resources, with a particular focus on Learning Development and Organizational Development. Although I have less than a year of professional experience, I have demonstrated a strong track record in managing end-to-end employee training, managing learning management systems, conducting large-scale psychological assessments, and working with organizational structures. My adaptability and persistence have contributed to successful outcomes in my work. I would be delighted to connect and share my professional journey with you!

> Educational Background:

Bachelor's of Psychology – Universitas Indonesia (2020 – 2024)

GPA: 3.77/4.00

Relevant Courses:

Industrial and Organizational Psychology, Work Psychology, Observation and Interview Method, Personality Theory, Methods and Design of Group Interventions, and Research Method and Statistics.

› Work Experience:

1. Learning Development

- Internship (May – July 2025)
- PT Adhi Karya (Persero) Tbk.

2. People Strategy

- Internship (Oct 2024 – Feb 2025)
- PT Bank Perekonomian Rakyat Syariah Hijra Alami (Hijra Bank)

3. Learning and Organizational Development

- Internship (Aug – Dec 2023)
- PT Trans Digital Media (detikcom)

› Organizational Experiences:

1. Manager of Internal Controller

- University of Indonesia Achievement Community (Feb 2022 – Feb 2023)

2. Deputy Head of Fundraising

- UI Sehat Mental (Apr 2022 – Jan 2023)

3. Head of Public Relations

- Post College Week UI (Apr – Sep 2021)

› Activities:

1. Organizational Development
2. Talent Development & Culture
3. People Strategy
4. Learning Development
5. Employee Training
6. Psychological Testing
7. Recruitment

Learning Development

PT Adhi Karya (Persero) Tbk. – May 2025 – Present

Assigned to Adhi Learning Center, the strategic learning division of PT Adhi Karya, focusing on building internal capabilities through structured learning and development initiatives.

- Supported the **end-to-end training process** for internal employees, including planning, execution, and post-training evaluation.
- Collaborated with trainers and internal stakeholders to **align training content** with organizational goals.
- Contributed to the **improvement of learning delivery methods** to enhance training effectiveness and engagement.
- Managed **training administration** and coordinated **logistics** for training programs to ensure smooth implementation.



beyond construction



Learning Development

PT Adhi Karya (Persero) Tbk. – May 2025 to Present

Training

LMS

Social Media



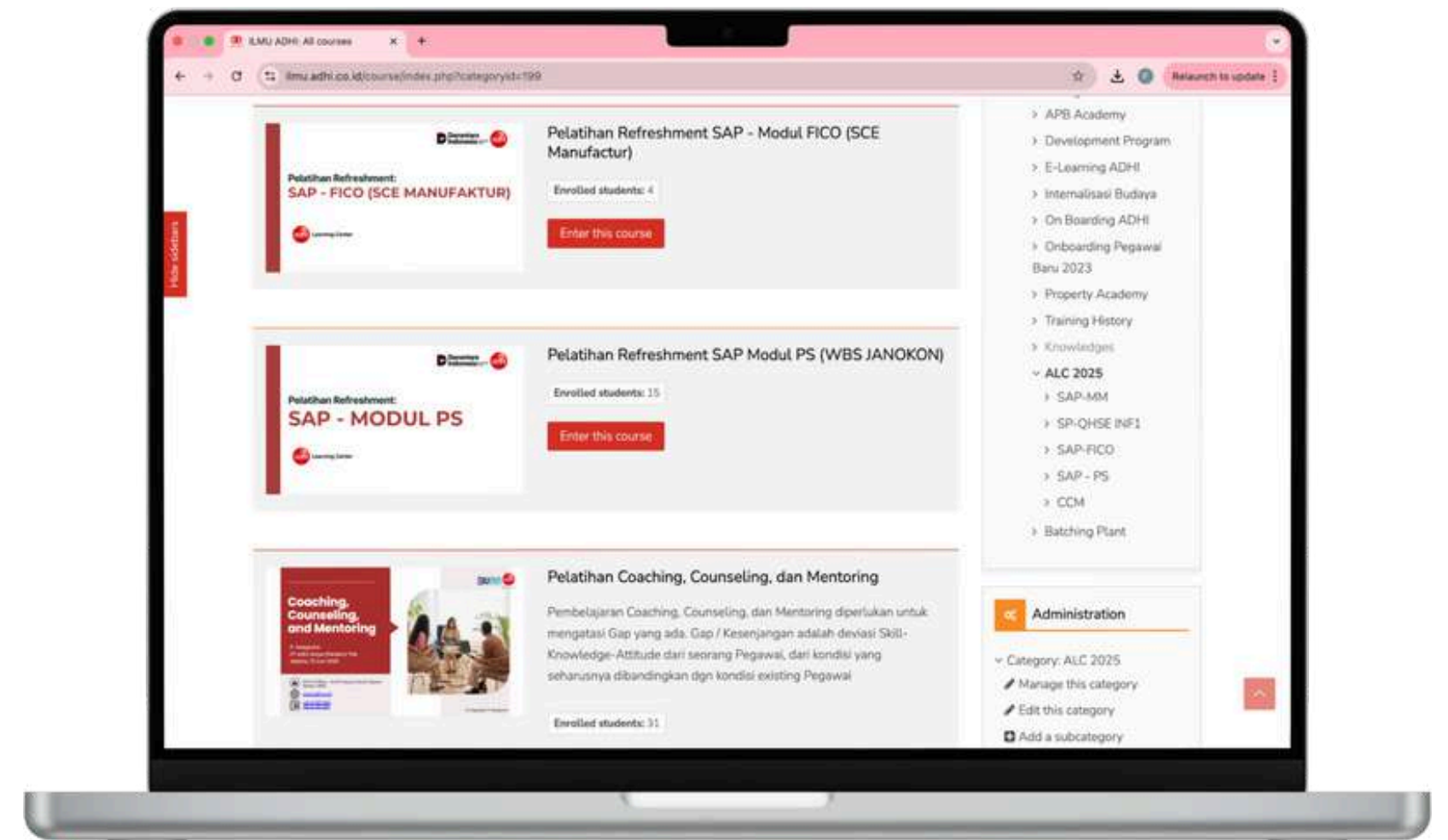
Learning Development

PT Adhi Karya (Persero) Tbk. – May – July 2025

[Training](#)[LMS](#)[Social Media](#)

My responsibilities in managing the company's **learning management system**:

- Conducted **analysis of the LMS user interface** and functionality to support the drafting of internal memos related to system updates and improvement proposals.
- **Reactivated and managed** the company's Learning Management System (LMS), ensuring **synchronization** of offline and online training, regular content updates, and platform optimization to support hybrid learning.



Learning Development

PT Adhi Karya (Persero) Tbk. – May – July 2025

Training

LMS

Social Media

Some sneak peek from my Analysis deck of the Adhi Karya LMS UI/UX

Generational Differences

adhi | LEARNING CENTER

Domatin	Older Generation (40-60 tahun)	Younger Generation (22-35 tahun)
Karakteristik Digital	<ul style="list-style-type: none">Kurang familiar dengan platform digital kompleks.Cenderung lebih suka tampilan sederhana, fungsi jelas, dan minim distraksi visual.Lebih nyaman menggunakan LMS via laptop/desktop dibanding mobile.	<ul style="list-style-type: none">Tech-savvy, terbiasa dengan UI modern seperti YouTube, Duolingo, atau Netflix.Mengakses LMS dari berbagai device (laptop, HP, tablet).
Motivasi Belajar	<ul style="list-style-type: none">Fokus pada kebutuhan pekerjaan (sertifikasi, update regulasi, K3).Belajar karena kebutuhan, bukan keinginan eksploratif.	<ul style="list-style-type: none">Tertarik pada konten yang engaging, interaktif, dan bersifat self-growth.Suka eksplorasi materi baru dan pengembangan skill non-teknis (soft skill, digital tools).
Presensi Fitur	<ul style="list-style-type: none">Ingin akses cepat ke materi inti dan hasil ujian/sertifikat.Butuh panduan teknis dan user guide yang jelas.	<ul style="list-style-type: none">Menyukai gamifikasi, visual menarik, animasi ringan, dan sistem poin/badge.Butuh notifikasi yang responsif, personal dashboard, dan progress tracking yang jelas.
Tantangan	<ul style="list-style-type: none">Mudah frustrasi jika navigasi LMS tidak intuitif.Kurang tertarik pada fitur gamifikasi atau desain modern berlebihan.	<ul style="list-style-type: none">Mudah kehilangan fokus jika konten tidak menarik.Harapan terhadap pengalaman digital sangat tinggi, tidak toleran terhadap UX yang ketinggalan zaman.

DESIGNING AN EFFECTIVE LEARNING WEBSITE

User Personas



Site Officer

- Merupakan pegawai yang **bekerja langsung di lapangan proyek**, seperti site engineer, mandor, atau kepala lapangan.
- Memiliki jadwal kerja padat dan **mobilitas** tinggi, sering berada di lokasi dengan keterbatasan sinyal internet.
- Cenderung lebih nyaman dengan **platform** digital yang **sederhana, cepat diakses, dan tidak membingungkan**.
- Mengikuti LMS untuk **pelatihan teknis** (K3, mutu, SOP proyek) dan pelatihan wajib yang menunjang pekerjaan di lapangan.
- Membutuhkan akses yang **fleksibel dan konten yang to the point**, bisa diselesaikan dalam waktu singkat.
- Tantangan:** keterbatasan waktu belajar, koneksi internet, dan preferensi pada sistem yang praktis, bukan visual yang kompleks.

Learning Development

PT Adhi Karya (Persero) Tbk. – May – July 2025

[Training](#)[LMS](#)[Social Media](#)

Branding & Activation — Adhi Learning Center Instagram from zero

- Initiated & activated ALC's official Instagram as part of its learning branding strategy
- Defined tone, content pillars, and visual identity to reflect ALC's values
- Curated & published engaging content to highlight internal training & boost employee awareness



Learning Development

PT Adhi Karya (Persero) Tbk. – May – July 2025

Training

LMS

Social Media

Danantara Indonesia

adhi

AHHLAH

Segmentasi Konten

Segmentasi	Fokus	Nilai	Jenis Konten
ALC Insight	Inspirasi dan motivasi seputar pembelajaran dan pengembangan diri	Mendorong budaya belajar (learning culture) dan growth mindset di internal ADHI	Kutipan, refleksi, pesan edukatif
Learning Moments	Dokumentasi aktivitas pelatihan & knowledge sharing di ALC	Menunjukkan komitmen ADHI terhadap pengembangan SDM	Reportase pelatihan, testimoni, suasana kegiatan, materi inti
Get to Know: ALC Team	Humanisasi tim dan internal branding	Membangun koneksi, mengenalkan siapa di balik layar ALC	Profil singkat, harapan/kutipan dari tim, soft storytelling
Hari Besar (Nasional & Religius)	Momen kolektif untuk menguatkan identitas & nilai-nilai bersama	Relevansi, kedekatan emosional, penghargaan terhadap keberagaman	Ucapan resmi, refleksi nilai, doa/doa bersama



People Strategy

PT Bank Perekonomian Rakyat Syariah Hijra Alami (Hijra Bank) – Sep 2024 to Feb 2025

Supporting the People Strategy team in Organization Development and Talent Development & Culture initiatives across the Hijra Group, including Alami Teknologi Sharia, Bank Hijra, and Alami Fintek Sharia. This role encompasses three key areas:

- **Talent Development & Culture:** Supporting engagement initiatives, onboarding programs, and maintaining the Training Matrix.
- **Organizational Development:** Assisting with job analysis, updating organizational structures, and managing the Responsibility Matrix across functions.
- **People Strategy Analysis:** Providing data insights to support strategic HR decision-making.



Learning & Organizational Development

PT Trans Digital Media (detikcom) – Aug to Dec 2023

Accepted through the Kampus Merdeka: Magang Merdeka (**MSIB batch 5**) Recruitment process, I successfully secured this position after a thorough and competitive selection. I completed the program with excellent results.

The Learning & Organizational Development (L&OD) position is responsible for enhancing both employee and organizational capacity. This role encompasses two key areas:

- **Learning Development:** Focused on improving employee skills and knowledge to drive better business performance.
- **Organizational Development:** Aimed at increasing organizational effectiveness and efficiency.



Fatimah's Portfolio

Learning & Organizational Development

[Training](#)[LMS](#)[Organization's Structure](#)[Others](#)

Managed end-to-end training processes: From identifying training needs to evaluating outcomes.

Pre Training

- Conducted training needs analysis
- Developed comprehensive training programs
- Prepared training logistics

On Training

- Coordinated and facilitated training sessions
- Maintained documentation
- Assisted trainers

Post Training

- Delivered certificates and awards
- Conducted training Evaluations
- Created training reports
- Ensured continuous improvement

Learning & Organizational Development

Training

LMS

Organization's Structure

Others

Some documentation from the training programs I have conducted:



Selasa Bahasa



Basic SEO



Kode Etik Jurnalistik



One Day Learning

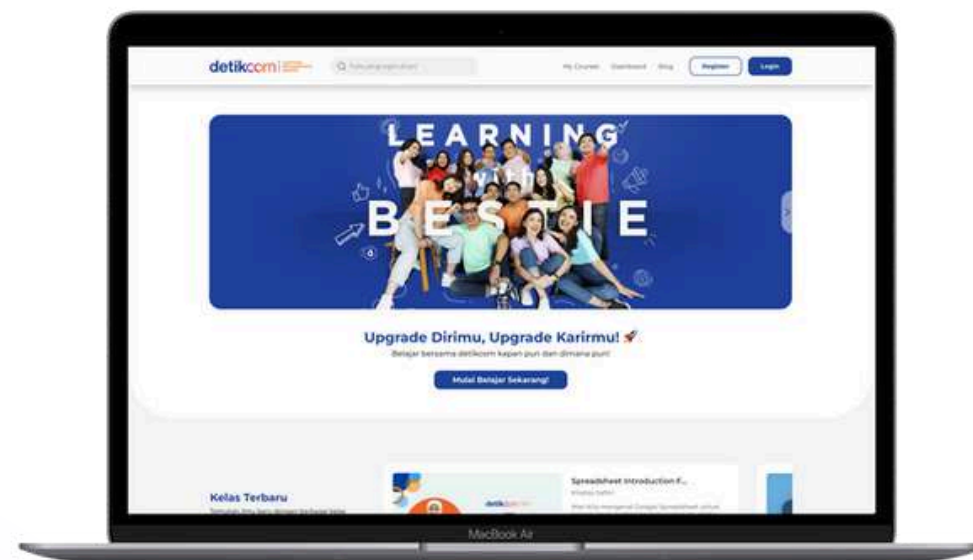


English Camp

Learning & Organizational Development

[Training](#)**LMS**[Organization's Structure](#)[Others](#)

I was responsible as Project Leader & Product Manager for detikcom's Learning Management System (LMS). Led end-to-end management of LMS projects, coordinating cross-functional teams to ensure seamless project execution.



> What I Do as a Product Manager:

1. Content Management & Production
2. Course Development
3. UX Writing
4. Product Management & User-Centric Development

Learning & Organizational Development

[Training](#)[LMS](#)[Organization's Structure](#)[Others](#)

> Content Manangement & Production

Content Scheduling & Upload:

Planned and managed the content upload schedule for the LMS, ensuring timely and consistent updates.

Copy Writing:

Created comprehensive descriptions for each course and individual sections of training videos. This involved writing user-friendly, informative, and concise content to guide learners through the educational materials effectively

Video Editing:

Performed basic editing on several past Bootcamp videos and developed the editing concept. Then, collaborated closely with a video editor to execute advanced editing



Learning & Organizational Development

Training

LMS

Organization's Structure

Others

> Course Development

Analysis & Planning:

- Conducted needs analysis to identify learning objectives and audience requirements.
- Co-designed course structure, curriculum, and learning paths aligned with user needs.

Content Creation & Design:

- Co-developed educational content, including multimedia components (Post test, presentations, and others content materials).

Production & Execution:

- Lead multimedia teams for video production.
- Managed content authoring and integration into the LMS, ensuring timely delivery.



Learning & Organizational Development

Training

LMS

Organization's Structure

Others

> Course Development

Testing & Quality Assurance:

- Conducted user testing and quality assurance to verify content accuracy and functionality.
- Gathered feedback from stakeholders and iterated on course design as needed

Launch & Post-Launch Support:

- Deployed the course via the LMS platform and provided ongoing support for users.
- Collected user feedback for continuous improvement and content updates.



Learning & Organizational Development

[Training](#)[LMS](#)[Organization's Structure](#)[Others](#)

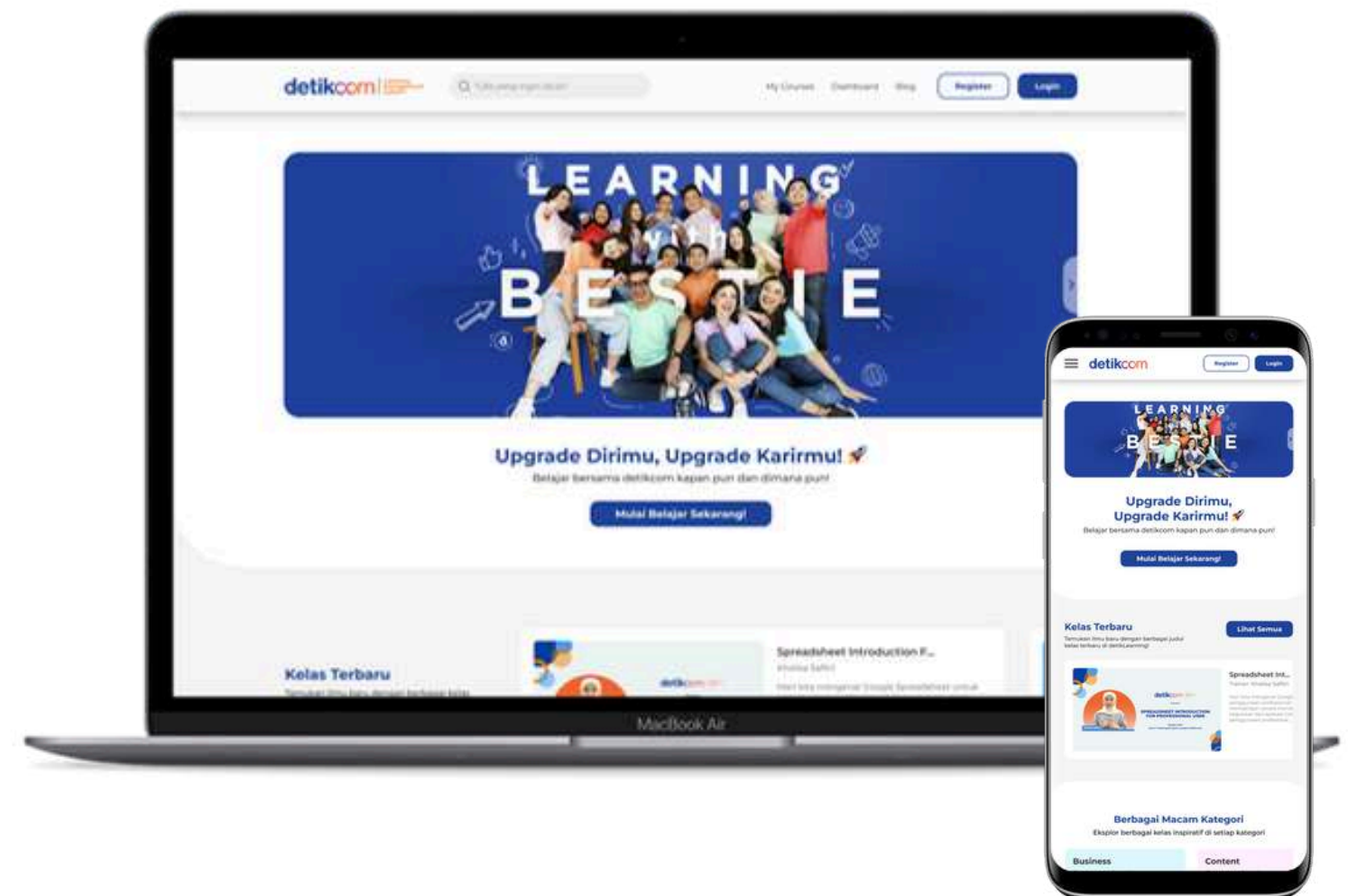
> UX Writing & UI/UX Research

UX Writing:

Planned and managed the content upload schedule for the LMS, ensuring timely and consistent updates.

UI/UX Research:

Created comprehensive descriptions for each course and individual sections of training videos. This involved writing user-friendly, informative, and concise content to guide learners through the educational materials effectively



Learning & Organizational Development

[Training](#)[LMS](#)[Organization's Structure](#)[Others](#)

> Product Management

Cross-Functional Team Management:

Led teams including HR, IT, and content creators to meet project milestones on time and on spec.

User Feedback Analysis & Testing:

Conducted thorough analysis of user feedback to drive website improvements and performed User Acceptance Testing (UAT).

Feature Planning & Execution:

Defined website features and functionalities based on user needs, ensuring continuous platform optimization.



Learning & Organizational Development

[Training](#)[LMS](#)[Organizational Development](#)[Others](#)

> Structure Renewal

Position Confirmation:

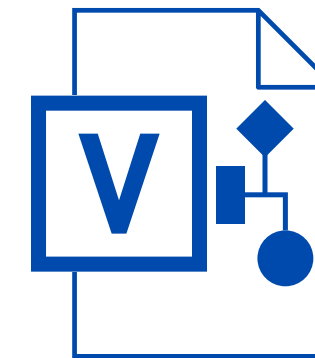
Collaborated with stakeholders to confirm organizational structure and validated key positions.

Structure Creation:

- Created updated organizational charts with position codes using Microsoft Visio.
- Managed data and tracked updates using Google Sheets for accurate record-keeping.

HR Information System:

Updated position codes, structure, and personnel data in the HRIS, ensuring alignment with organizational changes.



Microsoft Visio



Google Sheets



HRIS - TEAMS

Learning & Organizational Development

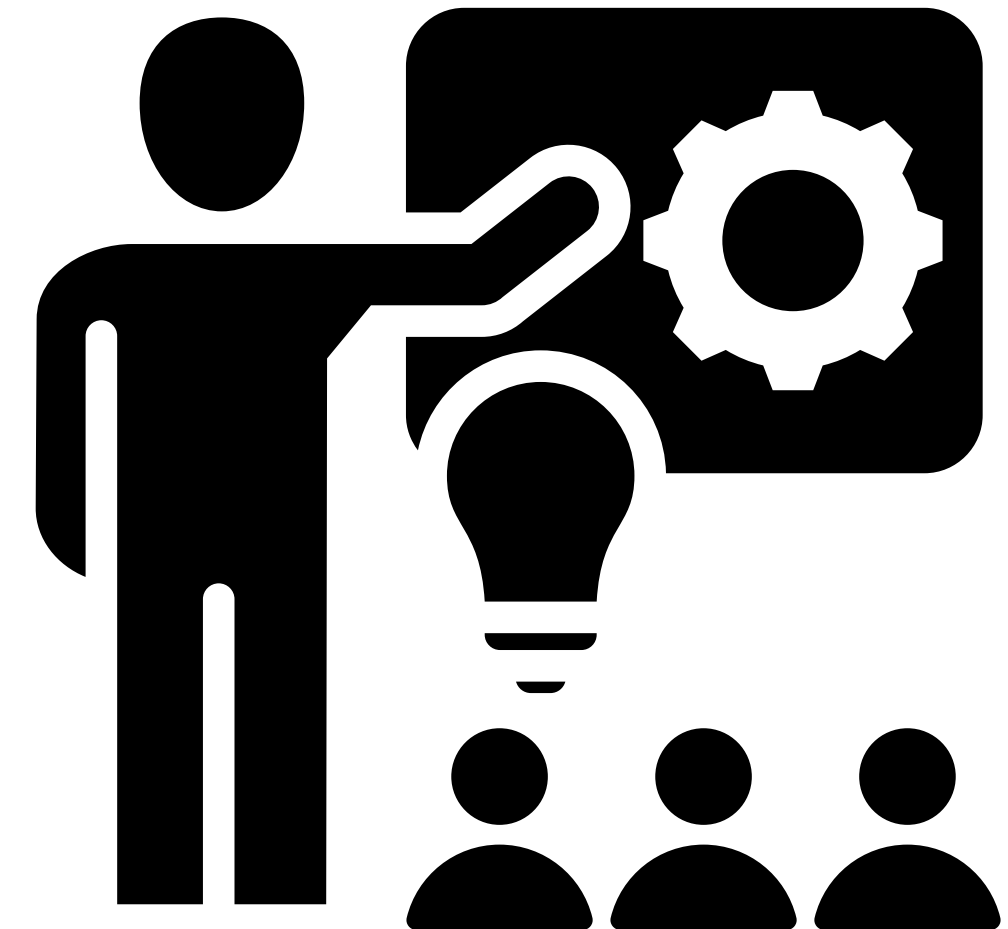
[Training](#)[LMS](#)[Organizational Development](#)[Others](#)

> Job Analysis Workshop

Participated in a Job Analysis Workshop designed for the media industry, where I gained in-depth knowledge of job evaluation methods, competency modeling, and role clarification techniques.

Learning Recap:

- 1.Fundamentals of Job Analysis
- 2.Data Collection Methods
- 3.Data Analysis and Synthesis
- 4.Job Description Creation
- 5.Application of Job Analysis in HR



Learning & Organizational Development

Training LMS Organizational Development **Others**

> **Recruitment**

Mass Psychological Testing

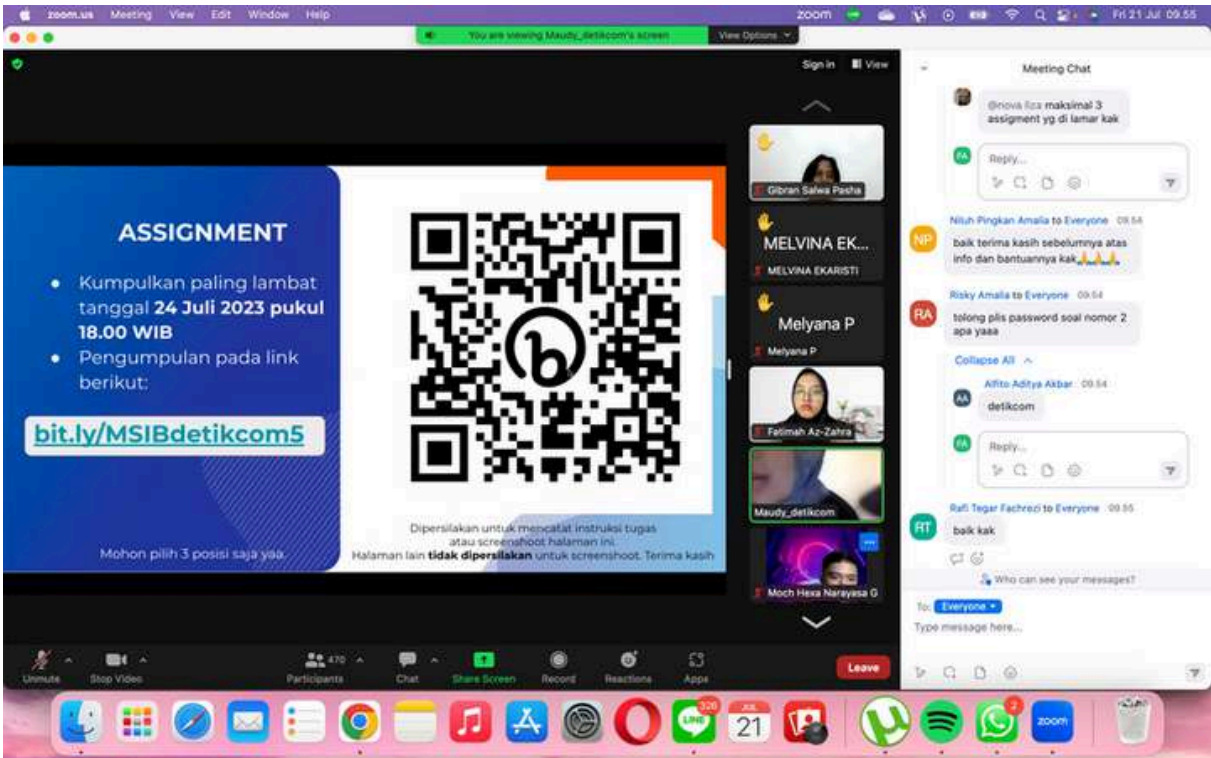
Administered psychological assessments using DISC and TST tests for over 2,000 applicants, facilitating effective candidate evaluation and selection.

Update Candidate Database:

Assisted in maintaining and updating the candidate database using Google Sheets, ensuring accurate and current records for the recruitment division.

Assisting On-Boarding

Assisted with the Head of Human Capital to facilitate onboarding training for new employees, enhancing their integration and engagement within the organization.



Learning & Organizational Development

[Training](#)[LMS](#)[Organizational Development](#)[Others](#)

> Employer Branding

Assisted the employer branding team by contributing ideas, creating content, and acting as talent in the content.

> Employer Engagement - HR Activities

Contributed to the enhancement of employee engagement by implementing various programs and managing HR activities.



Human Resources Fast Track

Certified Bootcamp from Talentiv

> Learning Recap

- 1.Manajemen Kinnerja (KPI & OKR)
- 2.Seleksi & Rekrutmen
- 3.Organizational Development
- 4.Manajemen Payroll & General Affair



Basic Human Resources

Certified Course from Kelas.Work

> Learning Recap

1. Pengenalan Profesi Human Resources
2. Human Resources Management Framework
3. Penyusunan Standard Operating Procedure (SOP)
4. Pengenalan Jenis Dokumentasi Human Resources
5. Strategi Recruitment
6. Human Resources Flow End- to-End
7. Pengenalan Training Need Analysis (TNA)



Strategi Meniti Karir di Dunia HR: "Belajar Talent Acquisition, Posisi yang Lagi Banyak Dicari

Mini Bootcamp from Edspert.id

> Learning Recap

- 1.Strategi talent acquisition yang efektif untuk menemukan talenta terbaik
- 2.Tips sukses mempertahankan talent
- 3.Perbedaan Talent Acquisition dan Recruiter
- 4.Implementasi strategi efektif Talent
- 5.Acquisition di berbagai bidang karir



Achievement



**10 Badan Pengurus Harian Terbaik
UI Achievement Community (2023)**



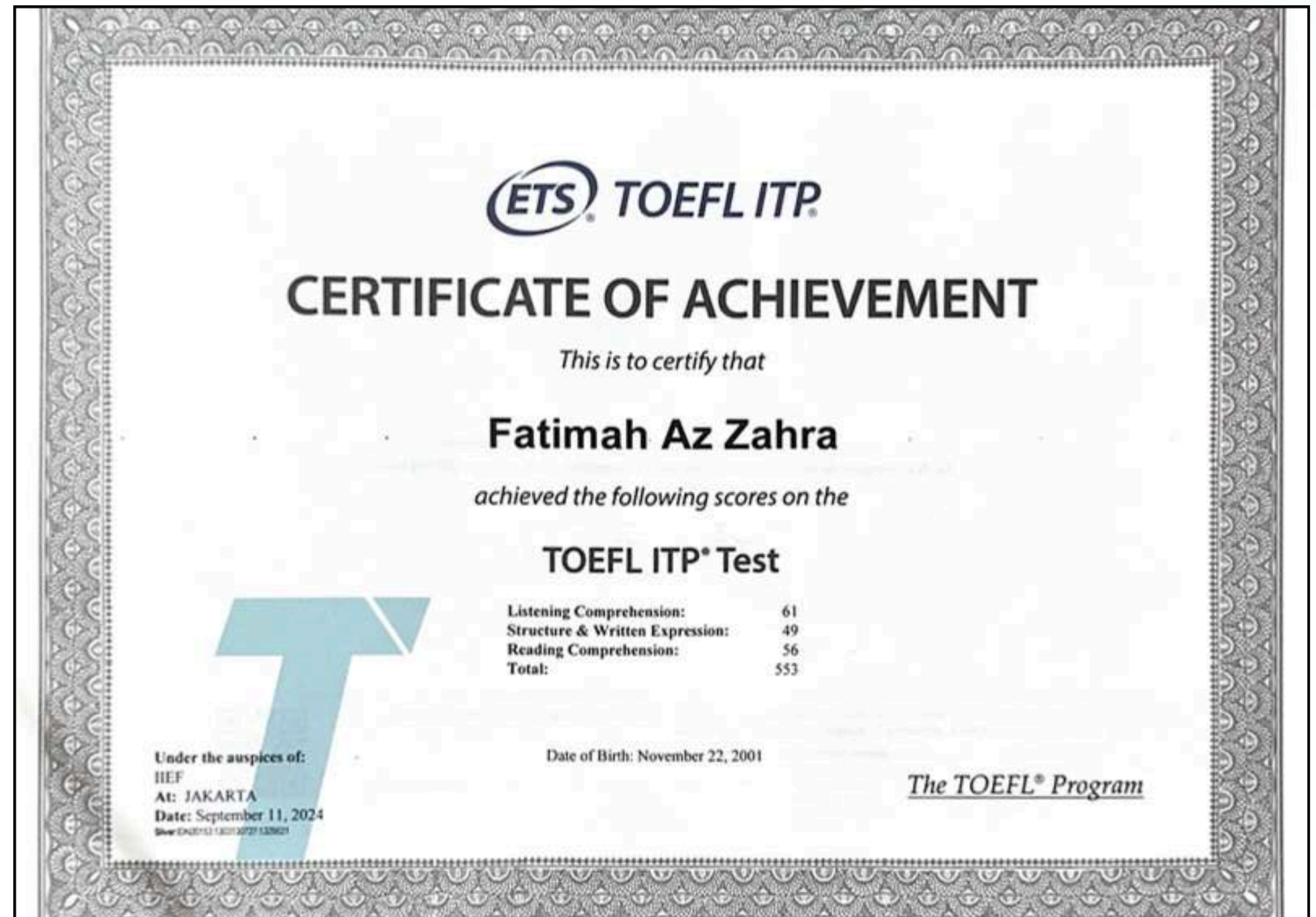
**Best BPH Bidang Keuangan
UI Sehat Mental (2023)**

Achievement

TOEFL ITP TEST

Score: 530

Level: CEFR B2



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