

BABY AISHA MARITZA VIRGINIA

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I am a Creative Technologist and Digital Alchemist, combining design, technology, and storytelling to craft immersive digital experiences. I build communities, develop custom tools, and create meaningful content that bridges creativity and innovation.

EXPERIENCES

FOUNDER

Jakarta

BACKSTAGE PRODIGY

Jan 2025 - Now

- Founded a creative collective empowering underrepresented talent to thrive.
- Lead strategic direction and foster a collaborative, integrity-driven culture.
- Support creators in producing authentic, high-quality digital experiences.

R&D LEAD

Jakarta

AIAVATAR INDONESIA

Dec 2025 - Jun 2026

- Lead the company's R&D function as a solo unit, driving applied-AI research, internal tooling, and cross-divisional support.
- Built and maintain the internal Knowledge Base Management System (KBMS) and an AI research-briefs library that guides product and creative decisions.
- Established an internal AI learning culture through workshops, curricula, and team-wide adoption of AI tools.
- Restructured quarterly OKRs and led research dissemination, cross-department support, and platform optimization initiatives.

PRODUCT MANAGER

Jakarta

AIAVATAR INDONESIA

Dec 2024 - Dec 2025

- Lead the development of the AIAVATAR Indonesia app from concept to launch.
- Manage UI/UX design and coordinate cross-functional development teams.
- Bridge communication between developers and stakeholders.
- Identify and resolve project bottlenecks to ensure smooth delivery.
- Successfully delivered the AIAVATAR Indonesia mobile application

COMMUNITY MANAGER INTERN

Jakarta

AIAVATAR INDONESIA

Sept 2024 - Dec 2024

- Managed a Web3-focused Telegram community.
- Supported blockchain event campaigns and engagement activities.
- Collaborated with marketing teams to grow community participation.

COMMUNITY MANAGER

Jakarta

BLOCKCHAINWORKS

Oct 2022 - Sept 2023

- Built and managed a blockchain-focused Discord community.
- Created educational content and led engagement activities.
- Developed a custom Discord bot and supported digital marketing.

COMMUNITY MANAGER

Jakarta

SHINTA VR

May 2022 - Sept 2022

- Managed SHINTA VR's metaverse community and events.
- Supported webinars and marketing campaigns.
- Built a custom bot to enhance member interaction.

COMMUNITY MANAGER

Jakarta

WEB PROGRAMMING UNPAS

Jan 2020 - Dec 2022

- Managed student tech community and online workshops.
- Produced educational content and managed social media.
- Created a Discord bot for event and member management.

EDUCATION

MERCU BUANA UNIVERSITY

July 2020 - February 2024

Bachelor of Computer Science
Major in Information Technology
Cumulative GPA: 3.92/4.0 Cum Laude
Achieving Outstanding Graduates

8 JAKARTA SENIOR HIGH SCHOOL

July 2017 - July 2021

Natural Science Major.
Active in organizations.
Graduated 2020

MICROCREDENTIAL ASSOCIATE DATA SCIENTIST Direktorat Jenderal Pendidikan Tinggi, Riset dan Teknologi

November 2021 - December 2021

- Studied AI methodology, model building (regression, SVM, neural networks), and deployment.
- Completed projects on image recognition and fraud detection.

FRESH GRADUATE ACADEMY DIGITAL TALENT SCHOLARSHIP: MACHINE LEARNING KOMINFO, DIGITALENT, IBM, DICODING

October 2022 - December 2022

- Trained in Python, Data Visualization, and Machine Learning fundamentals.
- Completed 162 hours of intensive, hands-on learning in AI development.

BANGKIT ACADEMY 2023 MACHINE LEARNING PATH Google, GoTo, Traveloka

2023

- Specialized in AI and Machine Learning, including TensorFlow, Data Analytics, and Python.
- Completed a capstone project (*Jejak.nesia*) applying ML to real-world solutions.

SKILL

Data Science Skills: Analysis, Mathematics, Statistics, Machine Learning, Computer Science, Natural Language Processing, Deep Learning, Data Visualization, AI.

Digital Marketing Skills: Content Marketing, Video Production, Website Optimization, Brand Journalist, Community Manager

Design Skills: UI/UX Design, Visual Communication, Prototyping (Figma), Branding, Layout Design, Creative Direction.

Languages: Fluent in Indonesian & English

Other Certifications & Training: Junior Web Developer - BNSP, Database Programming with SQL - Oracle Academy