

FERDY FADHIL LAZUARDI

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PROFILE

Educational Technology graduate and Learning Designer dedicated to merging creative multimedia design with artificial intelligence to solve complex learning challenges. Skilled in end-to-end instructional design, seamlessly combining professional media production with AI-driven solutions to deliver digital learning experiences that are engaging, objective-driven, and highly scalable.

PROFESSIONAL EXPERIENCE

Amartha Financial

Oct 2025 - Present

Learning Designer | Intern

- Architecting an AI-powered knowledge base (Retrieval-Augmented Generation) by integrating advanced AI infrastructure (FastAPI, LangGraph, Qdrant) to ensure seamless and instant learning data retrieval within the internal LMS.
- Developed and digitized 10+ learning modules aligned with organizational goals to support scalable learning initiatives.
- Conducted Training Needs Analysis (TNA) to identify skill gaps across head office and field office employees.
- Implemented learning evaluation methods to measure training effectiveness and optimize learning outcomes.
- Managed and maintained LMS (Moodle) content for 10,000+ employees across head office and field offices, ensuring accessibility, consistency, and regularly updated learning materials.

Universitas Negeri Semarang

Jun 2024 - Jan 2025

Learning Designer | Contract

- Conducted classroom research to identify learning challenges, then applied the ADDIE model to design effective instructional solutions.
- Developed and implemented 5+ interactive learning media projects (mathematics & science) for elementary students using Articulate Storyline, leading to higher engagement and measurable improvements in learning outcomes.
- Collaborated closely with lecturers and teachers in needs analysis, content validation, and classroom trials, enhancing teamwork, adaptability, and continuous improvement skills.

BPTIK Dikbud Jateng

Sep 2023 - Nov 2023

Learning Designer | Intern

- Designed and developed an educational game for elementary school science, focusing on plant learning materials using GDevelop.
- Created animated instructional videos explaining the human skeletal system for elementary students using Adobe After Effects.

Indoprinting

Oct 2018 - Aug 2019

Graphic Design & Customer Service | Employee

- Managed digital printing operations and produced diverse print materials while providing creative design solutions to meet client goals.

EDUCATION

Universitas Negeri Semarang

Jul 2025

Bachelor of Education (B.Ed.) in Educational Technology

Graduated with a thesis on interactive mathematics learning media development to improve student outcomes.

SKILLS

- Instructional Design:** ADDIE, TNA, Bloom's Taxonomy, Learning Evaluation, LMS (Moodle)
- Advanced Learning Tech:** Python, FastAPI, LangGraph, RAG, Vector Databases
- Digital Tools:** Articulate Storyline, Adobe CC, Canva, Figma, CorelDraw
- Soft Skills:** Creativity, Adaptability, Collaboration, Problem solving.

CERTIFICATIONS: Junior Design Operator, BNSP (2024) | Fullstack Web Development, BTPN Syariah (2023) | UI/UX Design Mastery, Skilvul (2022)

ACHIEVEMENTS: 1st Winner Poster Design Competition, UIN Surabaya (2021)

LANGUAGES: Indonesian (Native) | English (Intermediate)