



# Raden Ajeng Diana Rosalia

Pharma Formulation Grad with a Passion for Cosmetics & Fashion. Strong communicator, detail-oriented, and self-driven.

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## Languages

English

Bahasa

## About

I am flexible for holiday seasons and we can discuss it further through interviews or contact me +447448844419 / dianarosalia98@gmail.com / diana.rosalia.22@ucl.ac.uk

## Experience

### ● Voluntary Graduate Researcher

University College London | May 2023 - Oct 2023

- Investigated the commercial feasibility of the polymer-based and decellularised extracellular matrix vascular grafts in the UK market, covering comprehensive market dynamic, competitor landscape, regulatory landscape, and intellectual property analysis, resulting in the development of research and development and licensing plan.
- Conducted interviews with potential stakeholders and customers with a team of four, aiming to identify partnership opportunities and utilising gathered data to refine product positioning and enhance the market readiness of the vascular grafts.

### ● Business Analysis Project Associate

University College London | Sep 2022 - Dec 2022

- Conducted primary and secondary research to analyse the market landscape, including microenvironment and macroenvironment analysis, for a personal care start-up using relevant business frameworks and developed a comprehensive financial model, resulting in the determination of strategic recommendations.
- Determined the pricing strategy and distribution channels using the Segmentation Targeting and Positioning Strategy and Loyalties Strategy for an early-stage start-up to increase customer targetability.

### ● Hospital Pharmacist

Immanuel Hospital | Jan 2021 - Mar 2021

- Examined the side effect of Avigan and Favipiravir on 111 COVID-19 patients qualitatively and quantitatively using SPSS, leading to the determination of the most effective therapy plan with fewer side effects.
- Collaborated with a team of four to communicate scientific findings to healthcare professionals and patients, ensuring seamless integration into patient care and fostering informed patient understanding of medication plans and therapy rationale.

### ● Marketing and Regulatory Affairs Intern

PT. Unicity International Indonesia | Jun 2019 - Jul 2019

- Coordinated with Regulatory Affairs and Marketing teams in product registration involving the National Agency of Drug and Food Control, specifically in submitting the documents, resulting in product launches on schedule.
- Presented scientific aspect of products to diverse stakeholders during campaigns and pop-up events, including internal teams, external partners, regulatory authorities, and customer groups, resulting in the clear and accessible translation of scientific information to facilitate a deeper understanding of product attributes and benefits.

### ● Staff of Public Health

International Pharmaceutical Students' Federation | Jun 2018 - Jan 2019

- Organised and conducted public health campaign to improve students' productivity aimed at five Students Associations in Bandung Institute of Technology, representing ± 100 students.

### ● Head of Public Relations of Recruitment Division

Bandung Institute of Technology Campus Radio | Jun 2017 - Dec 2017

- Led and collaborated with internal and external stakeholders in managing pop-up event to accelerate the popularity



of campus radio among new students, resulting in an increase in registrants by almost 300%.

- **Secretary-Community Service Event**

Bandung Institute of Technology | Jul 2017 - Jul 2017

Led weekly meetings and managed coordination with stakeholders to arrange the schedule, budget estimation, and job classification for 120 pharmacy students to execute health check-ups for underprivileged residents.

## **Education & Training**

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2022 - 2023

- **University College London**

MSc Pharmaceutical Formulation and Entrepreneurship,

2020 - 2021

- **Bandung Institute of Technology**

Registered Pharmacist,

2016 - 2020

- **Bandung Institute of Technology**

Bachelor of Science in Pharmacy, Clinical and Community of Pharmacy