MULTIDISCIPLINARY CREATIVE (DESIGN, CODE, COPY)

AGUNG CAHYO PRASETYO

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🏳 Indonesia

SKILLS & TOOLS

Technical & Development

- Front-End Stack: React, Next.js, Tailwind CSS
- Development Tools: Visual Studio Code (VSCode), Git & GitHub
- Web Implementation: Responsive Web Development, Design-to-Code Translation
- UI Architecture: Component-Based Development, Atomic Design Principles

Creative & Strategic

- Design Tools: Figma (Prototyping & UI Design), Canva (Content & Visual Assets)
- Adobe Suite: Photoshop (PS), Illustrator (AI)
- Planning & Documentation: Notion (HPP Tracking, Project Documentation, Content Workflow)
- Branding & Content: Copywriting, Emotional Storytelling, Content Planning, Tone Architecture
- Product Development: HPP Analysis, Menu Costing, Naming Strategy

SUMMARY

A multidisciplinary creative with expertise in front-end development, reflective content creation, and F&B product development. Proficient in building aesthetic, functional web interfaces using React, Next.js, and Tailwind CSS. Experienced in leading cross-disciplinary projects that blend storytelling, visual branding, and cost optimization. Driven to contribute in environments that value collaboration, creative exploration, and emotional impact through design and narrative.

OBJECTIVE

Seeking a strategic role in the digital creative or F&B innovation industry that allows the integration of design, technology, and storytelling. Focused on crafting meaningful and structured user experiences that deliver both business value and emotional resonance.

PROFESSIONAL EXPERIENCE

Head of Beverage Division (Self-Initiated Project)
Ulam Sari Restaurant – Kudus

- Revitalized the entire beverage menu through strategic segmentation, recipe innovation, and brand-driven product naming.
- Redesigned cost structure (HPP) and optimized production flow, resulting in increased efficiency and improved profit margins.
- Created visual menu design and storytelling elements that enhanced guest perception and improved upselling potential.
- Collaborated closely with service team to improve product knowledge and presentation consistency across shifts.
- Supported front-of-house operations by aligning beverage offerings with customer preferences and seasonal demands.
- Led cross-functional initiatives despite the absence of a formal structure, demonstrating ownership, adaptability, and strong service orientation.
- Contributed to increased guest satisfaction and repeat orders through thoughtful menu curation and consistent service alignment.

Freelance Front-End Developer

- Designed and built responsive web interfaces using React, Next.js, and Tailwind CSS, focusing on performance, accessibility, and seamless user experience.
- Developed reusable UI components aligned with atomic design principles and client brand identity.

Soft & Interdisciplinary Skills

- Cross-functional Collaboration (FOH/BOH, Design, Ops)
- Guest-Centric Thinking & Aesthetic Communication
- Creative Problem Solving
- Self-Directed Project Management
- Attention to Detail in Visual & Service Contexts

LANGUAGE

- Bahasa Indonesia – Native
- English – Intermediate (Reading & Writing)

PORTOFOLIO

🌐 agung-cahyo-portofolio.vercel.app

(Accessible through the QR code located at the top-right section)

- Collaborated with non-technical clients to translate their business goals into intuitive digital experiences.
- Maintained code quality through version control (Git) and applied best practices in mobile-first development.
- Delivered personalized front-end solutions for clients in the creative, food, and small business sectors — ensuring clear communication, visual consistency, and functional performance.

Reflective Writer & Digital Creator
Instagram & Medium

- Created reflective, emotionally resonant content for Gen Z audiences experiencing burnout, grief, and personal growth.
- Produced end-to-end content across formats (carousel, reels, long-form) with visual calmness and narrative depth.
- Crafted voice-over scripts and storylines with themes of modern loneliness, family, and identity — integrating visual design and writing fluency.
- Built a personal brand (@frasa.teduh) through intentional tone, aesthetic cohesion, and content rhythm.
- Managed all content operations: ideation, scripting, visual execution, posting, and audience engagement.
- Demonstrated ability to understand emotional needs of an audience, build consistent tone, and translate abstract topics into accessible narratives — a key transferable skill in hospitality, branding, and customer experience roles.