

# Danish As-Salafy Rachman

Graphic Designer | UI/UX Designer

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## About Me

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A dedicated undergraduate from SMK Telkom Malang, specializing in software engineering with a strong passion for graphic design. Adaptable and a fast learner, I thrive on exploring new challenges and expanding my skill set. With a solid foundation in socialization and hands-on training in graphic design, I bring creativity and technical expertise to every project. My experience in organizational roles, particularly leading the design division, has sharpened my ability to collaborate effectively and deliver exceptional visual solutions. I'm driven by a commitment to excellence and continuously evolving in my field.

## My Experience

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### Commemorative Day Poster | 2022 - 2023

[Link](#)

- Served as the Design Division in my organization, where I created for commemorative days that aligned with the event's theme.
- Actively communicated and collaborated with my team to refine designs based on feedback and ensure timely delivery.
- Gained experience in conceptualizing, designing, and presenting ideas that resonated with the organization's vision, resulting in high-quality visual content that effectively engaged the audience.

### Organization Feed | 2022 - 2023

[Link](#)

- Directed the design efforts for my organization's social media feed, producing original and visually cohesive content that reflected the organization's mission and values.
- Worked in close coordination with the team to gather input, refine concepts, and ensure timely completion of each design project.
- Developed expertise in generating creative ideas, executing high-quality designs, and delivering engaging visuals that strengthened the organization's presence and resonated with its audience.

## **UI/UX Designer for MIC event | 2023**

[Link](#)

- Engage in group discussions to identify societal issues related to food waste and brainstorm innovative solutions, ensuring diverse perspectives are considered.
- Conduct user research to understand the target audience's needs, creating an intuitive interface that facilitates easy navigation and enhances the overall user experience of the application.
- Develop an application that resells leftover food at affordable prices, promoting sustainability and providing users with accessible options to reduce food waste while benefiting the community.

## **Poster Information | 2024**

[Link](#)

- Created a visually appealing poster for my school using Canva, ensuring the design effectively communicated the intended message.
- Collaborated closely with the "client" to understand their requirements and feedback, ensuring the final design met their expectations.
- Delivered a high-quality design through clear communication and attention to detail, successfully fulfilling the request within the given timeframe.

## **Social Media Feed (Practice) | 2024**

[Link](#)

- Created a compelling social media campaign to promote a product, with expert guidance from a graphic design mentor at DOT Malang. The design focused on maximizing visual appeal and engaging the target audience, ensuring that the product's key features and value were clearly communicated. Through this experience, I honed my skills in design strategy, visual storytelling, and effective promotion, resulting in a high-quality campaign that aligned with the product's branding and goals.

## **UI/UX Designer for final project | 2024**

[Link](#)

- Conduct thorough research to understand user needs and preferences, ensuring the design addresses their pain points while creating an engaging and intuitive user experience.
- Develop visually appealing interfaces that facilitate easy navigation and enhance usability, focusing on accessibility to cater to a diverse audience.
- Work closely with developers and stakeholders to ensure design goals align with technical capabilities and business objectives, ultimately delivering a cohesive online shopping experience that fosters customer satisfaction and brand loyalty.

## Last Education

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### SMK Telkom Malang | 2022 - 2025

- Majoring in software engineering with a specialization in Node.js, I have built a strong foundation in backend development, front end development with React.js and API integration.
- Actively involved in organizations and, I have expanded my practical experience and honed my teamwork and communication skills by collaborating with like-minded professionals.
- Enrolled in industry-related classes, I have gained insights into the professional world, particularly in Project Management, Graphic Design, Quality Assurance, and Front-End Development from that trained by mentor from DOT Malang. These classes have taught me:
  1. Project Management: Using tools for PM, applying various methodologies, managing teams, handling risks, conducting kick-off meetings, and creating work breakdown structures and budget plans.
  2. Graphic Design: Practicing social media design, understanding the definition of UI/UX, tools, methods, types of UI/UX, creating components and variants, and building high-fidelity designs.
  3. Quality Assurance: Learning testing scenarios, user stories, SDLC & STLC, error reporting, API testing, and different QA methodologies.
  4. Front-End Development: Mastering fundamental HTML & CSS and JavaScript to build interactive, responsive user interfaces.
- Proud participant in competitions held by SMK Telkom Malang, where I applied my skills in high-pressure environments and demonstrated my capability in real-world challenges.
- Learned in web development, I possess hands-on experience in JavaScript, HTML & CSS, TypeScript, React, and Next.js. My expertise in Full Stack Next.js development and database environments allows me to continuously learn and apply modern web technologies through school projects and beyond.

## Skill

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- Graphic Designer (poster, banner, instagram feed)
- Web Design
- Tool : Figma & Canva
- Communication & Adaptation
- Eager to learn new things and try new experiences

## Organization

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### Perpustakaan Telkom | 2022 - 2025

- Took on the role of Design Division Lead, overseeing creative direction and visual content production.
- Managed the Instagram account @Ipustel as the Social Media Admin, curating and maintaining the feed with consistent branding.
- Collaborated closely with the team to design banners, posters, and Instagram feed content, ensuring alignment with project goals.
- Developed strong communication skills while working on team projects, facilitating smooth workflow and clear idea sharing.

### Prefect | 2024

- Served as an English tutor, helping individuals enhance their language proficiency through structured lessons and targeted practice.
- Actively shared ideas and facilitated communication within the team, fostering a collaborative learning environment.
- Led the team by providing guidance and support, ensuring continuous improvement in their English skills.
- Developed leadership skills while mentoring the team, creating tailored strategies to address each member's unique learning needs.

## Language

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- Indonesian (Native)
- English (Fluent)