

Dimas Rafsanjani

# PORTFOLIO

UI Designer

Hello!

# I'm Dimas Rafsanjani.

UI Designer based on Bandung, Indonesia.

Currently an Informatics Engineering student at  
Universitas Kebangsaan Republik Indonesia

## Experience

Project-Based Virtual Internship at  
Nuri  
*Aug - Sep 2023*

UI Designer, Creative Team at  
Makerindo Prima Solusi  
*Jan 2022 - Mar 2023*

## Side Projects

Andinny Photo Landing page at  
Nur Zen Group  
*Dec 2023*

Masjid Nur Zen landing page at  
Nur Zen Group  
*Dec 2023*

## Contact

✉️ [dimassraf@gmail.com](mailto:dimassraf@gmail.com)

Be    [/dimassraf](#)

## Platform

Figma

Miro

Webflow

Framer

## Skills

Design Thinking

User Interface

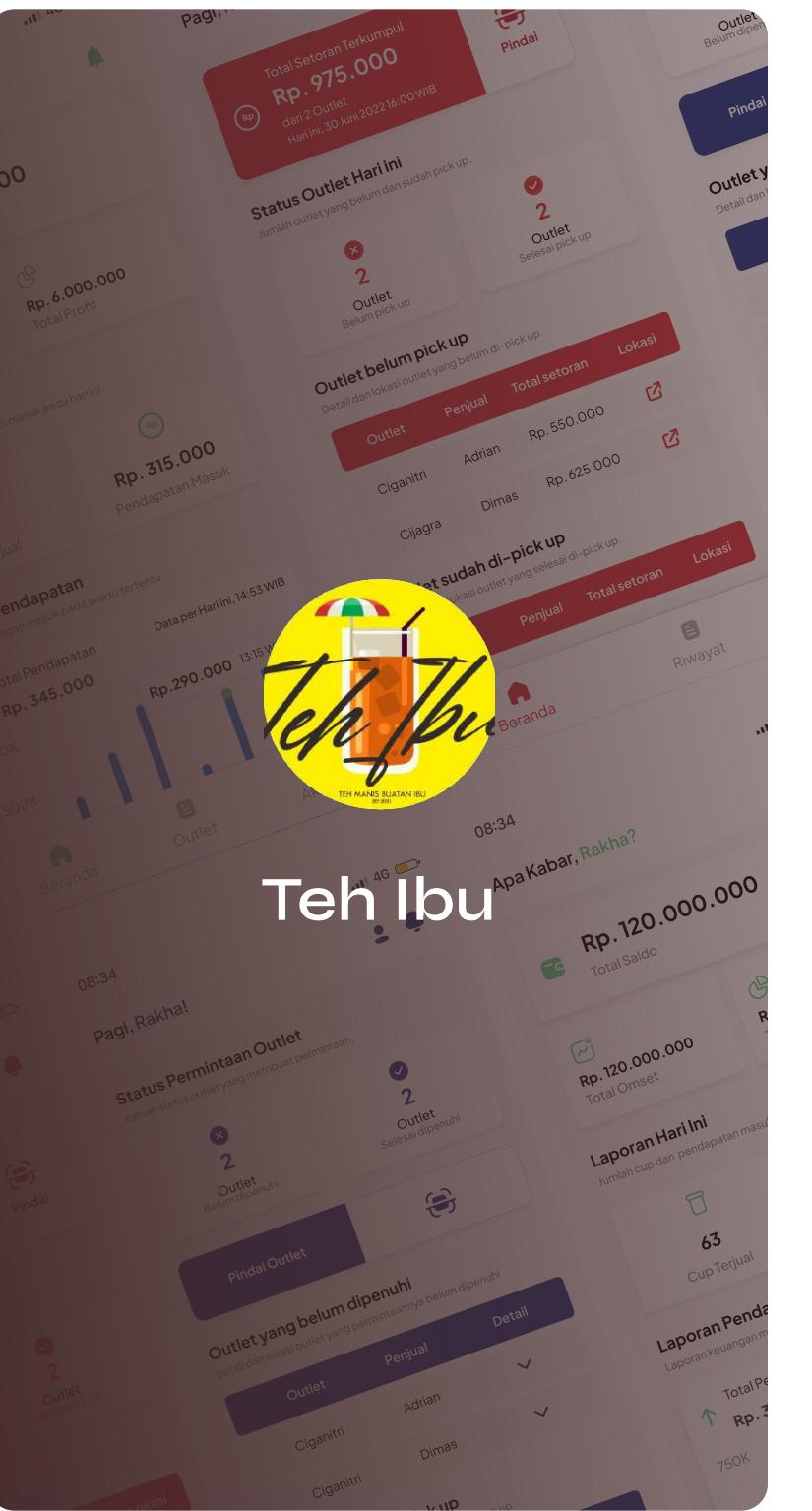
Branding

Prototype

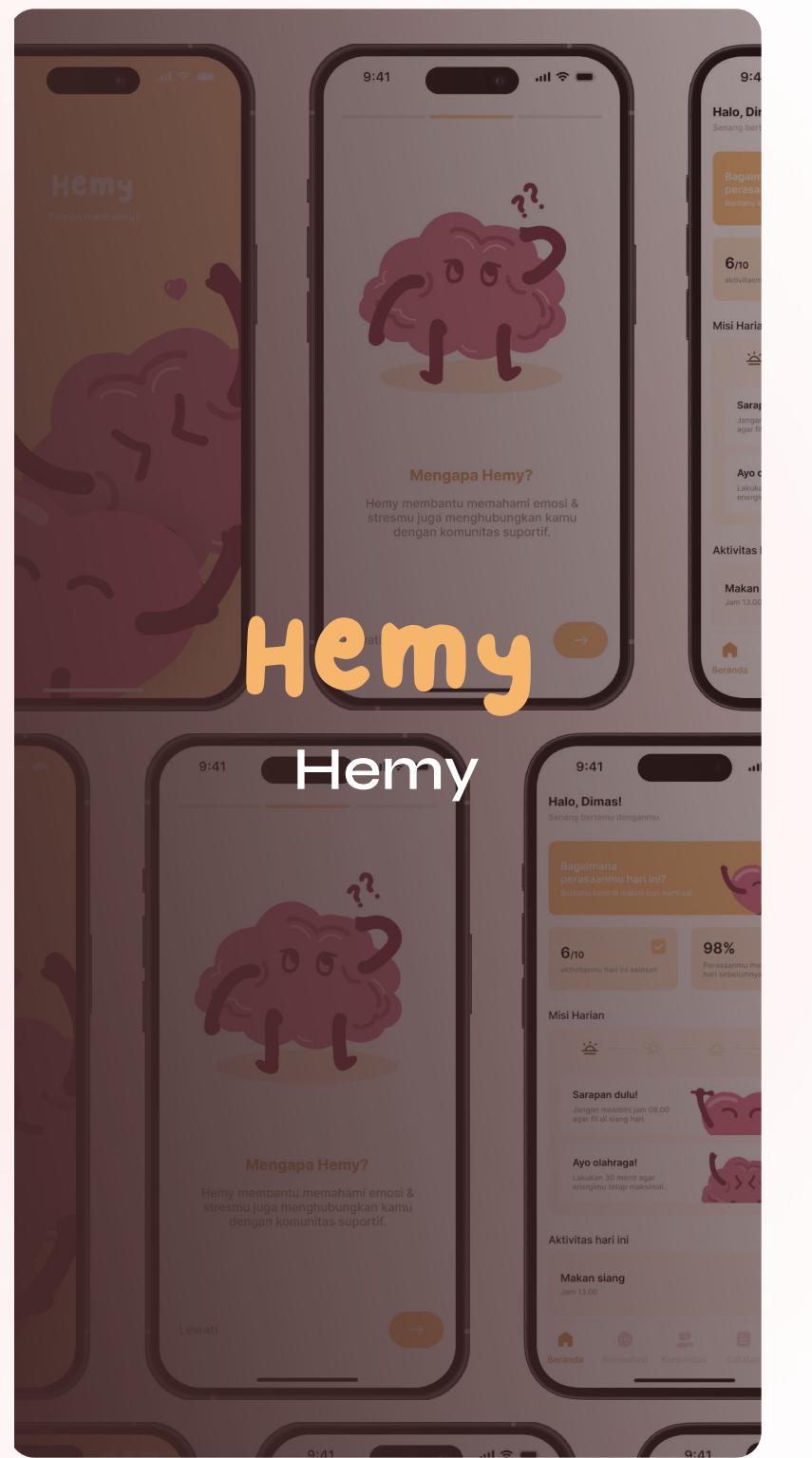
Design System

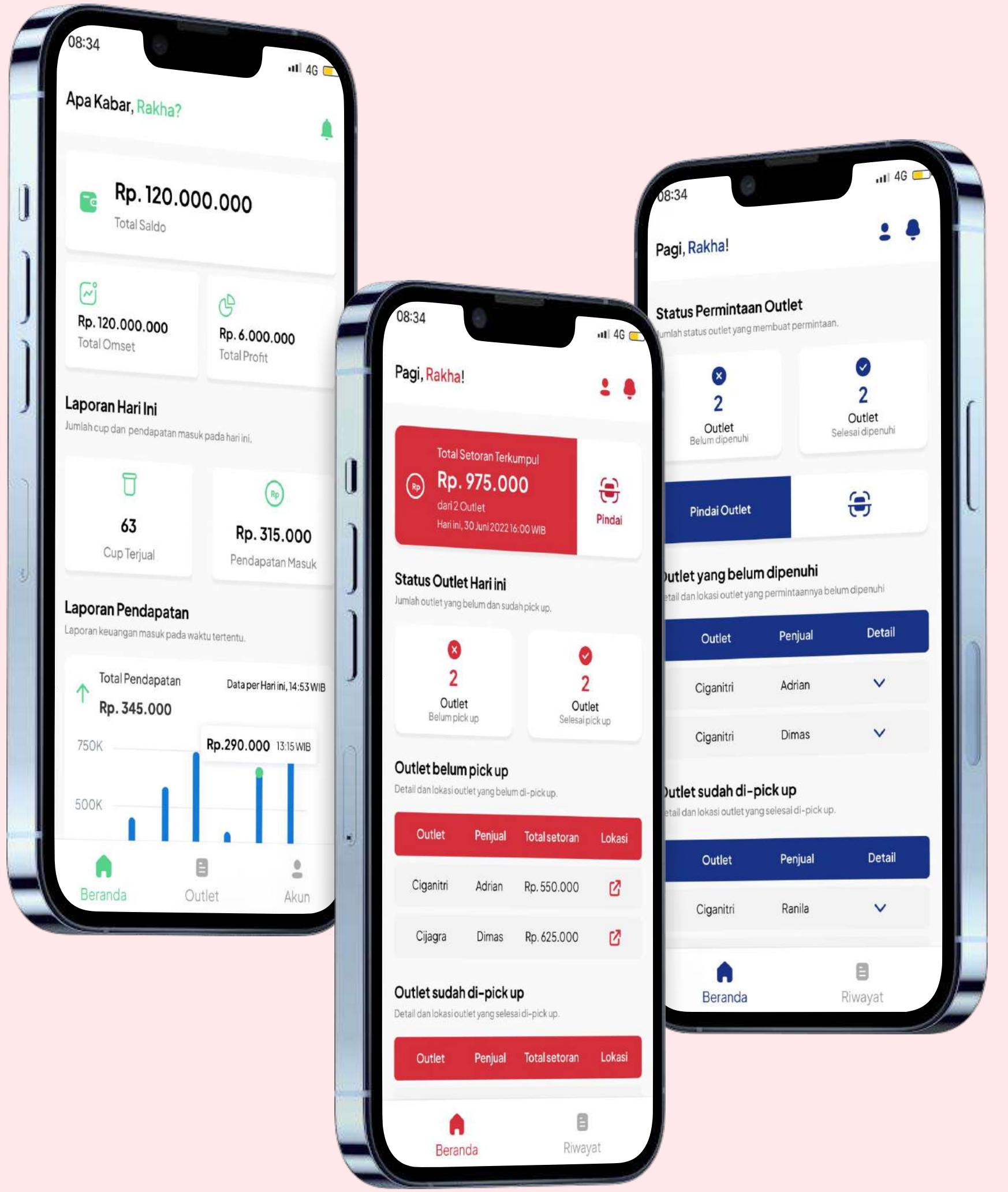
Copywriting

## Featured Projects



## Featured Study Case





## Teh Ibu

A beverage company based on Bandung that offers a variety of unique ready-to-drink teas. Owned by Boni Anggara, company thrived and now has reached Jakarta with a total of 100+ outlets.

### What did we make?

We made things easy for the company's ecosystem. An each app for customers, outlets, investors, collect and drop agents with all integrated.

Date

Jan - Mar 2023

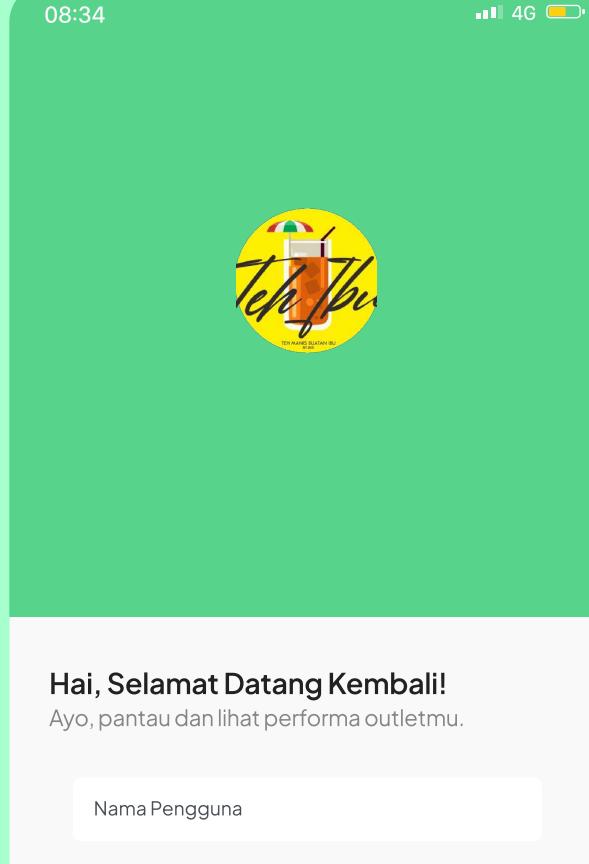
Tools

Figma

### Here's how i helped

- Providing input on decision-making with stakeholders.
- Design 3 apps used for the investors, collector and dropper agents.
- Designed a convenient and effortless flow for the user experiences.
- Made the important infographic clear and visible.





V.0.0.1 Alpha

08:34 4G  
Apa Kabar, Rakha?

Rp. 120.000.000  
Total Saldo

Rp. 120.000.000  
Total Omset

Rp. 6.000.000  
Total Profit

Laporan Hari Ini

Jumlah cup dan pendapatan masuk pada hari ini.

Cup Terjual: 63  
Pendapatan Masuk: Rp. 315.000

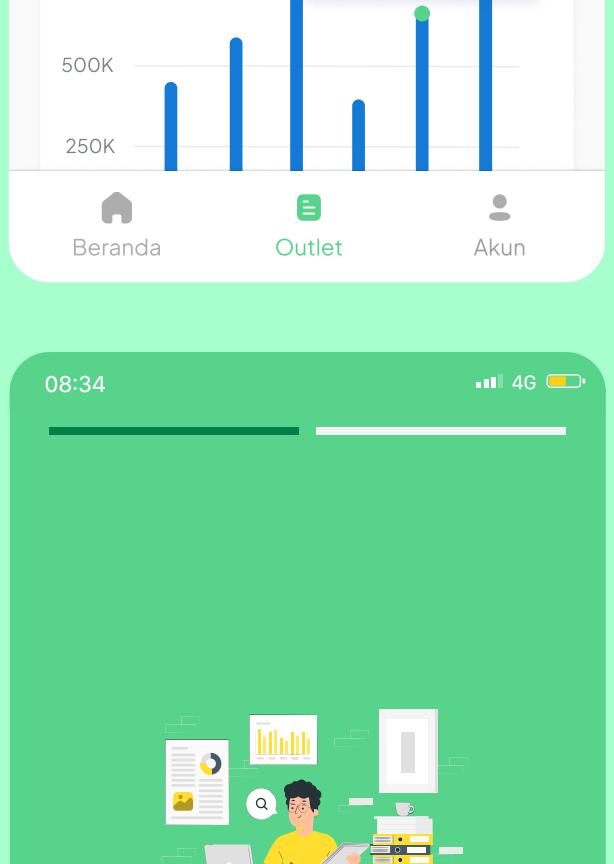
Laporan Pendapatan

Laporan keuangan masuk pada waktu tertentu.

Total Pendapatan: Rp. 345.000  
Data per Hari ini, 14:53 WIB

Beranda Outlet Akun

08:34 4G  
Outlet



08:34 4G  
Anak Cikal  
Anak Cikal cocok untuk investor yang memiliki pengalaman dalam berinvestasi. Anak Sulung mendapatkan 5% dari total omzet Teh Ibu.

08:34 4G  
Selanjutnya

Rp. 120.000.000  
Total Saldo

Rp. 120.000.000  
Total Omset

Rp. 6.000.000  
Total Profit

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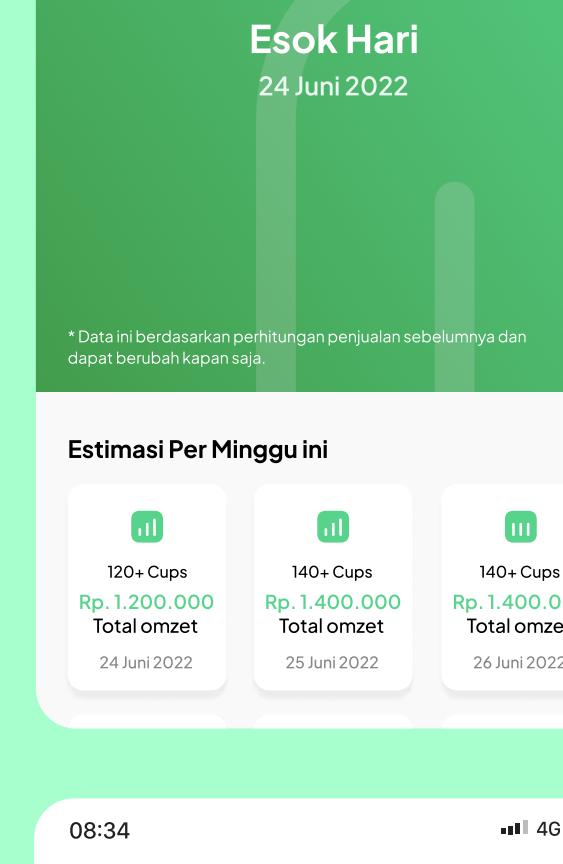
Laporan Pendapatan

Laporan keuangan masuk pada waktu tertentu.

Total Pendapatan: Rp. 345.000  
Data per Hari ini, 14:53 WIB

Beranda Outlet Akun

08:34 4G  
Selanjutnya



08:34 4G  
Estimasi Per Minggu ini

08:34 4G  
Selanjutnya

Rp. 1.200.000  
Total omzet  
24 Juni 2022

Rp. 1.400.000  
Total omzet  
25 Juni 2022

Rp. 1.400.000  
Total omzet  
26 Juni 2022

08:34 4G  
Selanjutnya

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26 Juni 2022

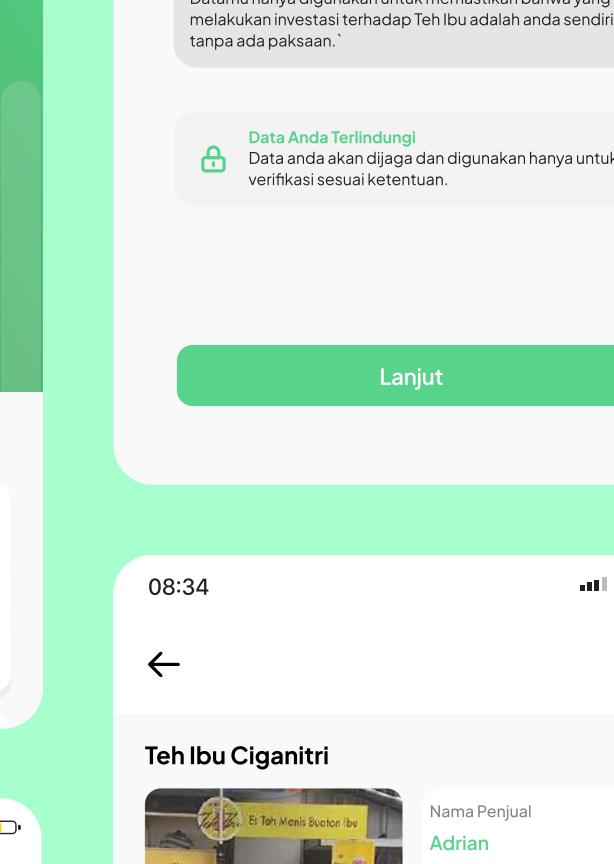
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Rp. 1.400.000  
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26 Juni 2022

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Selanjutnya



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26 Juni 2022

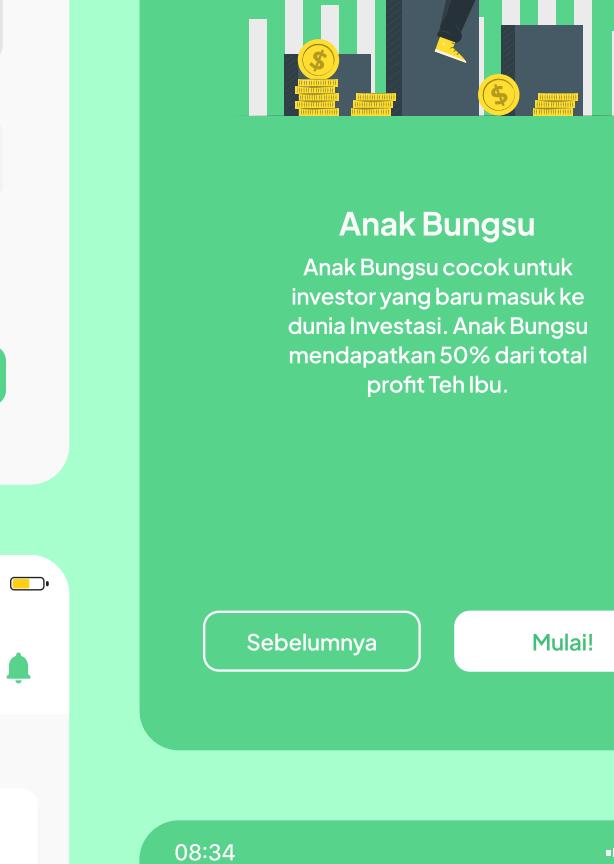
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Rp. 1.400.000  
Total omzet  
25 Juni 2022

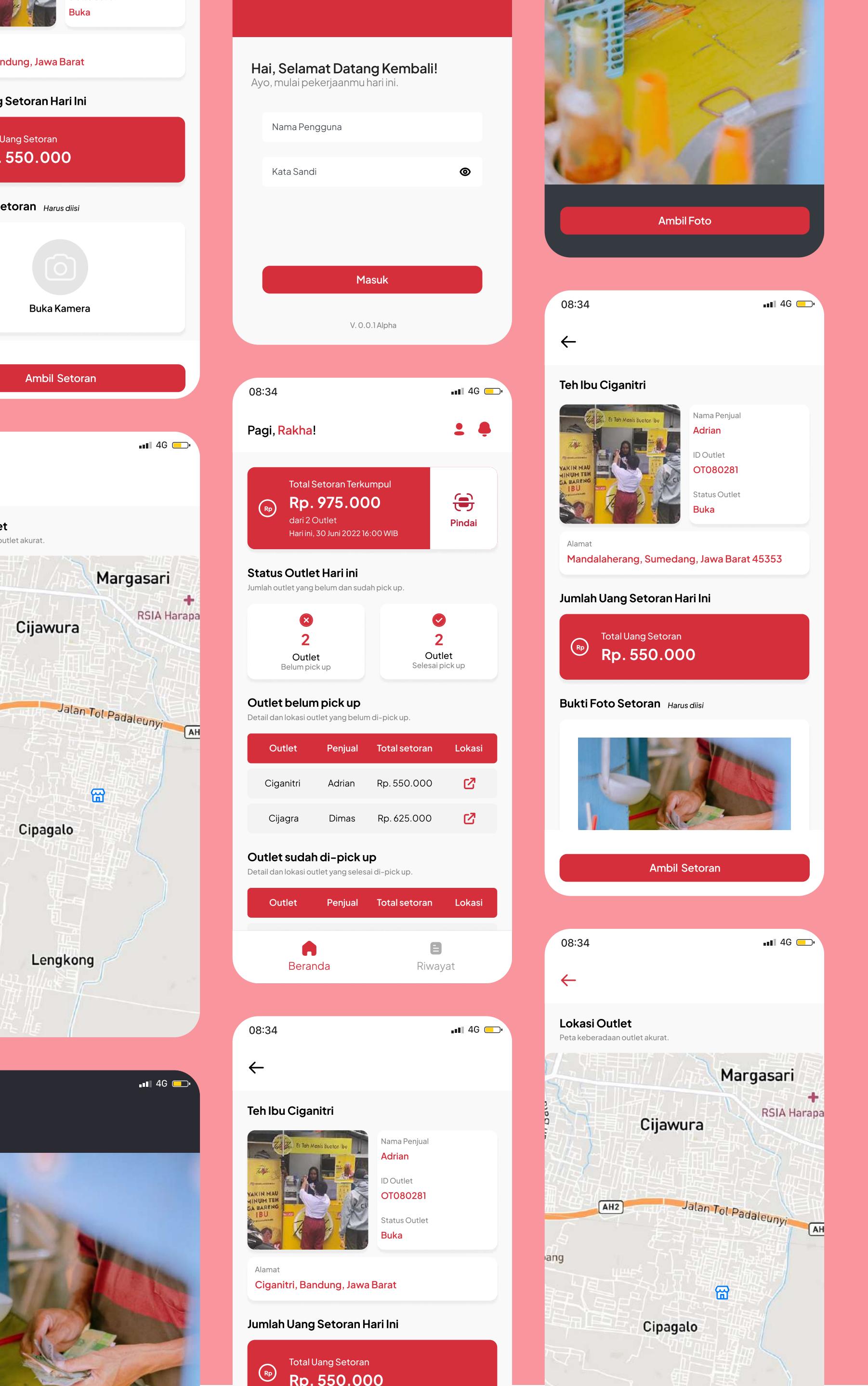
Rp. 1.400.000  
Total omzet  
26 Juni 2022

08:34 4G  
Selanjutnya

## Teh Ibu app for Investors

I designed the pages made for the investors. Starts from knowing our soon-to-be investors to how they monitors their outlets.

We made sure that everything they need to see is there in the app. Profits, locations, outlet details, and how many sells that made can be monitored by the investors.



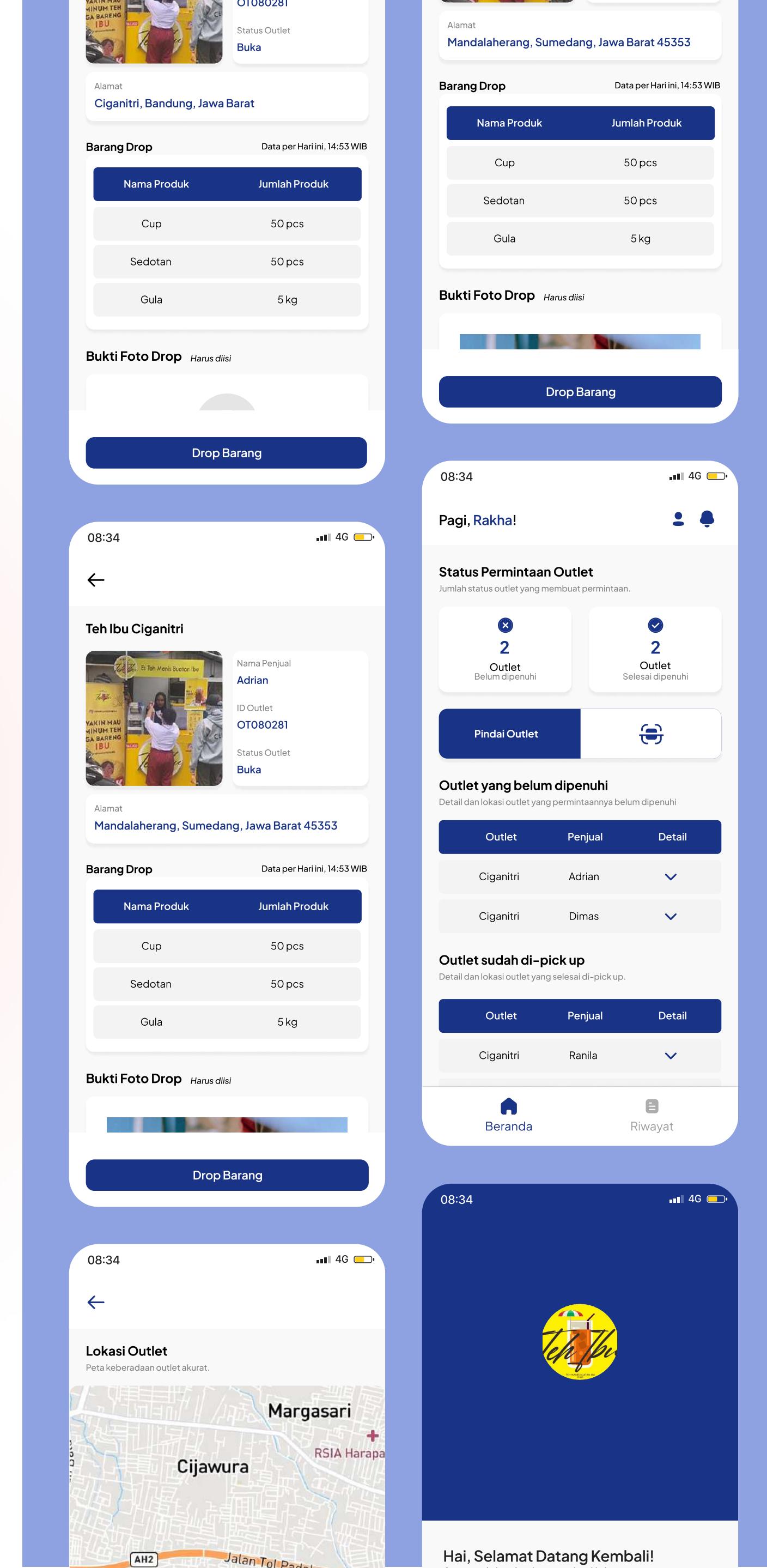
# eh Ibu app for Collector and Dropper

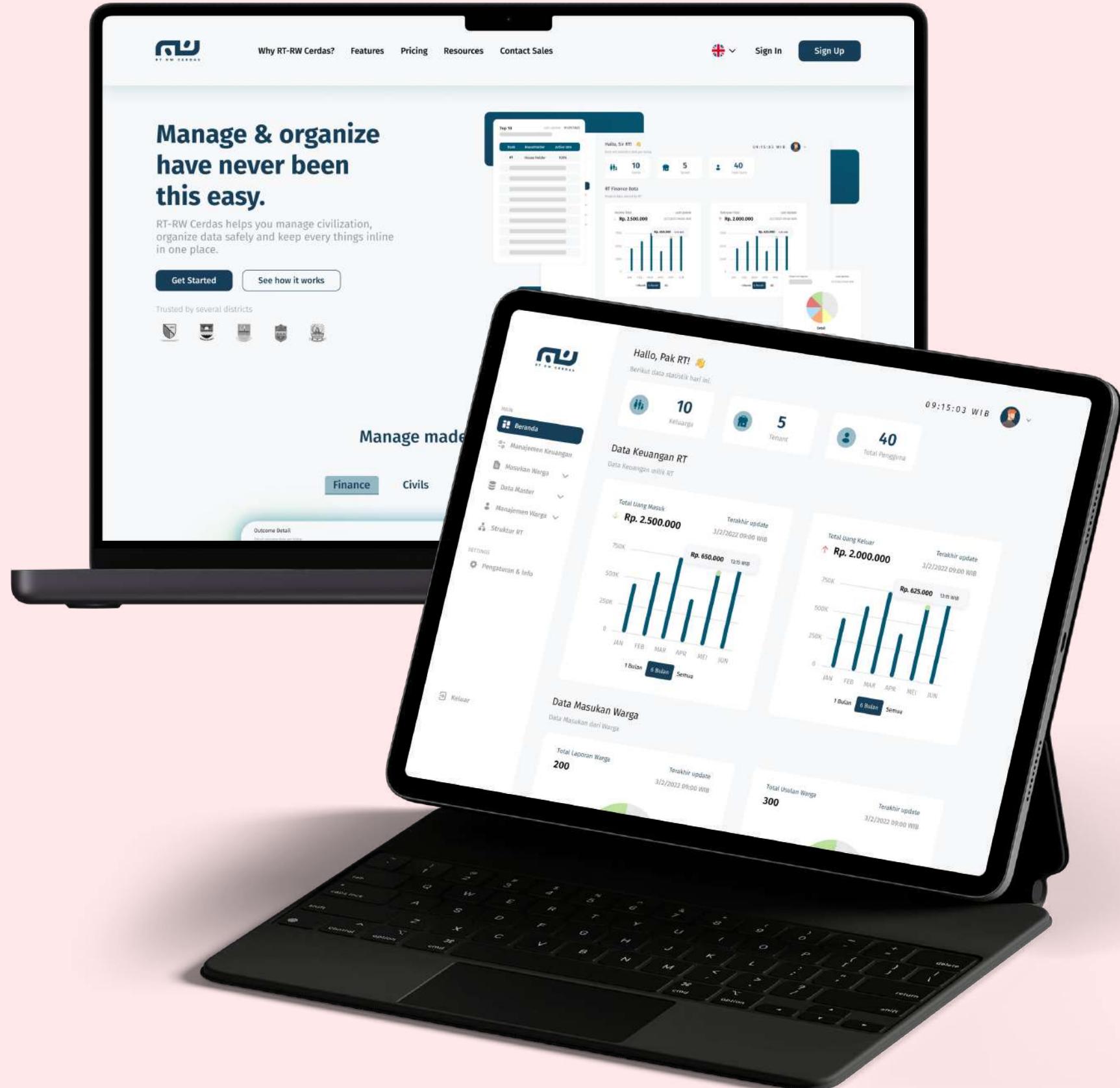
This time, I designed the pages for company's staff. Collector are the one who collects the money from outlet and dropper's job is to ship product needs to the respective outlet.

depends on the role, we also made sure staff have clear information with how much money they will collect or how many tea they will ship to the outlet.

## Collector

# Dropper





## RT RW Cerdas

RT-RW Cerdas built to improve and simplify the management of lowest administrative divisions in Indonesia, the Rukun Tetangga and Rukun Warga. Build by Makerindo, we aim to streamline communication, record-keeping, and resident engagement within these units, ultimately enhancing their effectiveness.

### What did we make?

A mobile application for the civilians and web-app for the RTs and RWs. We also include local tenants to this system for them to promote their products.

### Here's how i helped

- Designed landing pages with clear and bold information of how RT RW Cerdas work, main features and our intentions etc.
- Designed web app for civilians, RT and RW with easy and efficient flow.

#### Date

Jan - Mar 2023

#### Tools

Figma



Why RT-RW Cerdas? Features Pricing Resources Contact Sales



Sign In

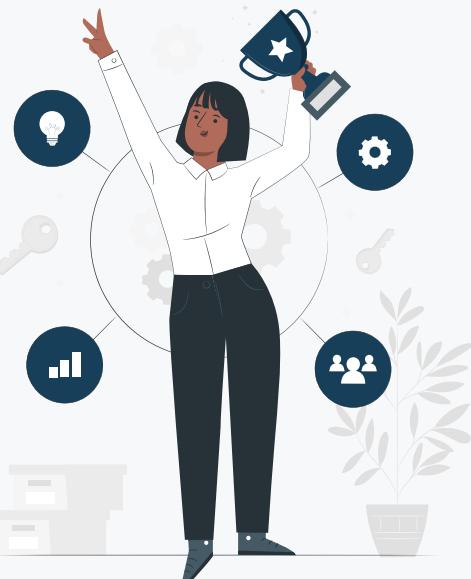
Sign Up

ABOUT

## Join with #1 Software RT-RW Management App

An integrated, connected and centralized system to helps you manage and control your region seamlessly.

Get Started



We are on business to build a better management for RT & RW



### Why RT-RW Cerdas?

Amount of people is using RT-RW Cerdas till today.

30  
District

81  
RW

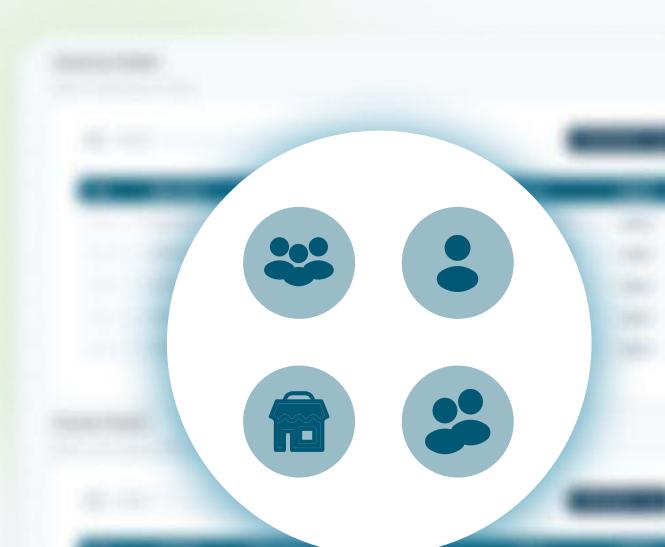
810  
RT

2.105  
Tenant

12.239  
User total

### Build to help manage and organize

Also will support civils get information any local tenants



#### RW

Take a look to RTs and Civils. Manage and make sure their reports and suggestion are checked.

#### RT

Manage Civils data & RT's Financial. Announce news and incoming activity easily.

#### Civils

Say no to missed news. Get notification for incoming news and dues.

#### Tenant

### Our Mission

with RT-RW Cerdas, organize and manage come easier.

RT-RW Cerdas built to facilitate, improve, and simplify the small-government organizations. Over 30+ Districts joined RT-RW Cerdas to focus on their work, manage their civils, and organize your structure.

It can tell that RT-RW Cerdas really built to help people find out a faster & efficient way to manage their civils.

And that's why we are here.

### Our Values

#### Empowerment

We gave users the tools and resources they need to effectively manage their civils.

#### Continuous Improvement

We have commitment to improve the app based on needs.

#### Security

We protect user data and maintaining the confidentiality of sensitive information.

## RT RW Cerdas web app

In some cases, RTs and RWs are still using paper for their civilians data or financial records. I design the UIs to be more user-friendly and efficient so that users don't experience difficulties or have their workload increased.

**Laporan Warga**

Berikut data Laporan Warga per hari ini.

Masukan Warga > Laporan Warga

No	Kategori	Nama Warga	Waktu	Perihal	Aksi
1	Laporan	Rosa Saepul	12/12/2022 10:00	Kemalingan	<a href="#">Detail</a>
2	Laporan	Adrian Muhammad	13/12/2022 07:30	Kehilangan Motor	<a href="#">Detail</a>
3	Laporan	Hamdan Abyadi	27/12/2022 07:00	Kecelakaan	<a href="#">Detail</a>
4	Laporan	Gilang Rusyidi	29/12/2022 10:20	Kerusakan Rumah	<a href="#">Detail</a>
5	Laporan	Seka Diasnoriga	30/12/2022 01:06	Kebakaran Pos	<a href="#">Detail</a>

**Kepala Keluarga**

Berikut data Kepala Keluarga per hari ini.

Data Master > Kepala Keluarga

No	Nama Kepala Keluarga	Alamat	Jumlah Anggota Keluarga	Wilayah R
1	Dimas Rafsanjani	Cipagalo, Bojongsoang	4	RT 001, Cipag
2	Adrian Muhammad	Citimun, Cimalaka	3	RT 002, Citim
3	Deden Nurmawarid	Kediri, Lombok Barat	4	RT 001, Kedi
4	Firdaus	Babelan, Bekasi	5	RT 005, Babel
5	Hamdan Abyadi	Moros, Sulawesi Selatan	3	RT 003, Morc
6	Kais Abiyyi	Sukarami, Palembang	5	RT 001, Sukar
7	Rizal	Kisaran Barat, Asahan	4	RT 005, Kisaran
8	Rosa Saepul	Moros, Sulawesi Selatan	3	RT 003, Morc
9	Seka Diasnoriga	Lamongan, Kab. Lamongan	2	RT 004, Lamon
10	Aldan Nur	Baitussalam, Aceh Besar	5	RT 002, Baituss

< 1 2 3 >

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**Detail Keluarga**

Berikut data detail Keluarga per hari ini.

Data Master > Rukun Tetangga > Detail > Profil Anggota > Keluarga



Pilih Foto  
Maks. ukuran : 1 MB  
Eks. file : .jpg | .png | .jpeg

Ubah Kata Sandi

Edit

**Keterangan Keluarga**

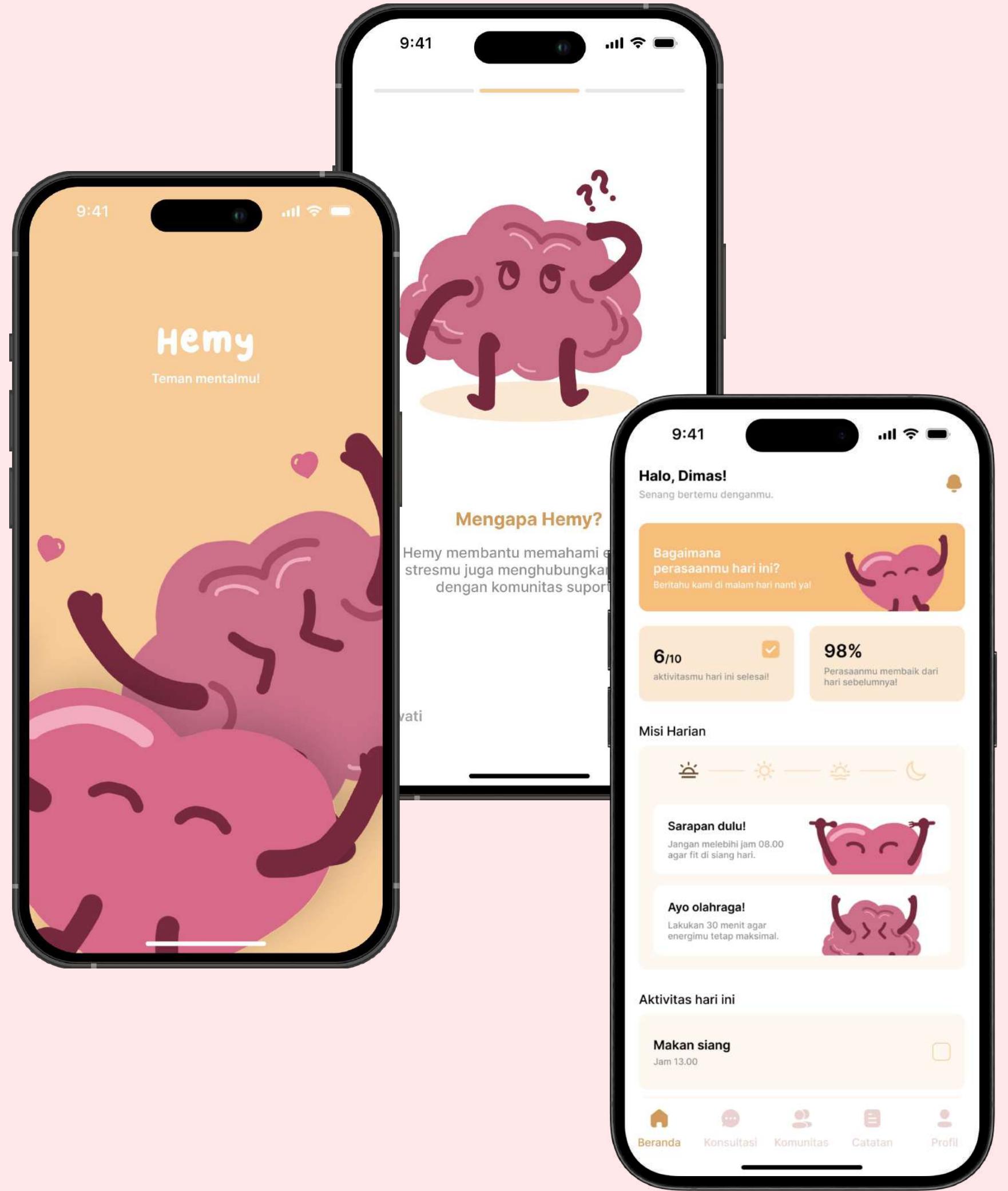
No. KK 321122211231  
Jumlah Anggota Keluarga 4 Orang  
Nama Kepala Keluarga Dimas Rafsanjani

**Keterangan Rumah**

Nama Blok A No. Rumah 39  
Nama Perumahan Pesona Ciganitri  
Kepemilikan Rumah Pribadi  
Alamat Pesona Ciganitri Blok. A39, Cipagalo, Bojongsoang, Bandung, Jawa Barat 40287

**Keterangan Rukun Tetangga**

Jabatan Ketua RT  
No. RT 001 No. RW 005



Hemy

## Hemy

Hemy is mental-health support platform to help students with how they identify and control their stress, also improve their mental well-being.

This project is meant for UI/UX Design competition at ITFAIR XIII UIN Sunan Gunung Djati.

### As a workmate, i take part in:

- Creating the research plan.
- Handling some of user interview and create user personas.
- Analyzing the competitors.
- Handling some of information architecture and user flow process.
- Designing the user interface.
- Designing the prototype flow.

### As a team leader, here's what i did:

- Being responsible with this project.
- Dividing task to each members with their respective skills.
- Keeping track the progress.
- Help my team with their problems.
- Always discussing with the team to make decision and brainstorm.

## Design Process

### 1 Emphasize

- In-depth Interview
- Competitive Analysis

### 2 Define

- Problem Statement
- User Persona

### 3 Ideate

- User Flow

### 4 Create

- Design Guideline
- UI Design
- Prototype

### 5 Testing

- Usability Testing

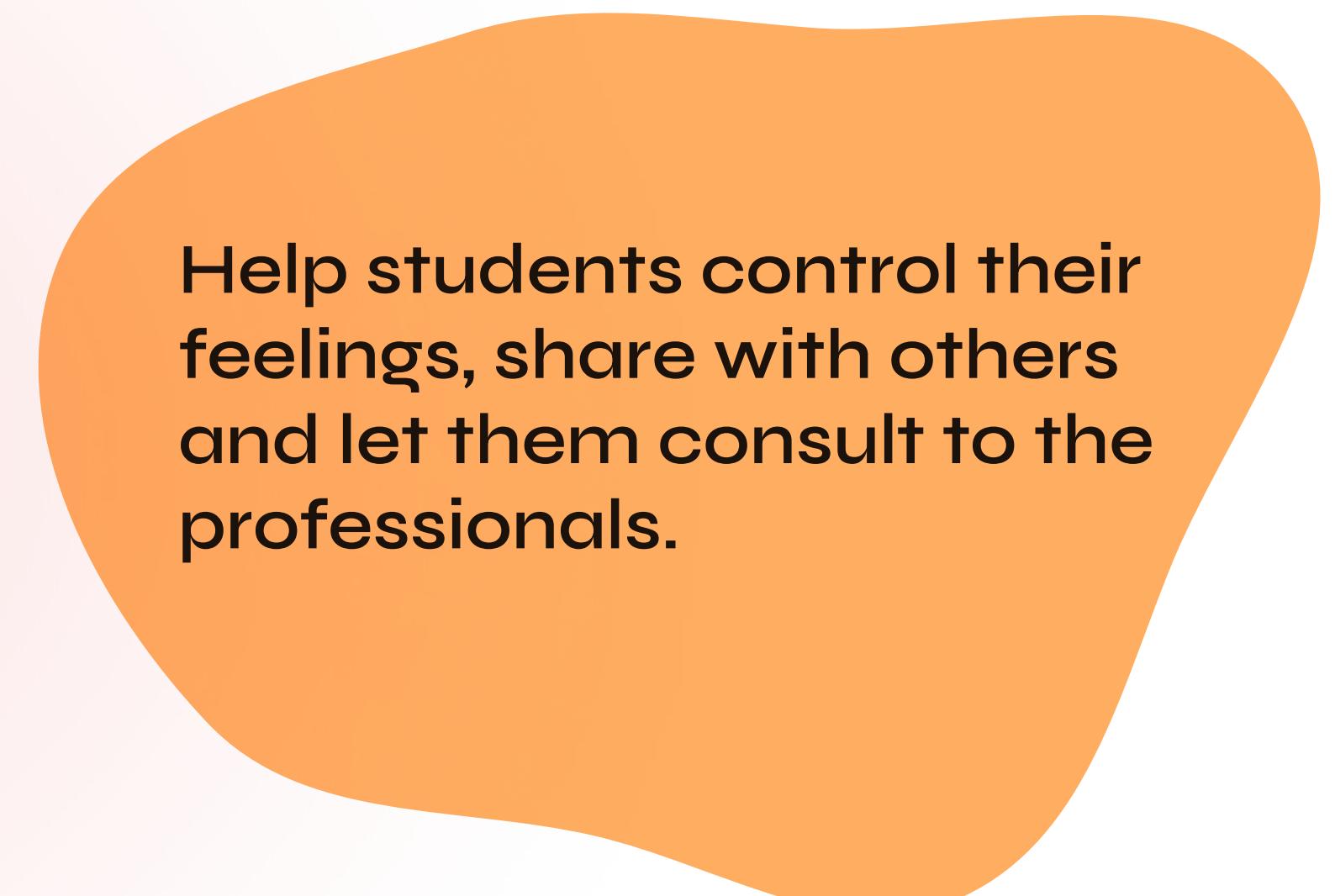
## Background

In November 2023, the digital media The Conversation conducted an interview with Siti Aminah, a lecturer at the Faculty of Education and Psychology, State University of Yogyakarta. She said that the psychological condition of students who are entering the transition to adulthood is in a vulnerable period.

Interview key-points:

- The psychological condition of students who are entering the transition to adulthood is in a vulnerable period.
- When students are in a bad condition, there is a chance that they will make bad decisions.
- The increasing accessibility of information about mental health can lead to students self-diagnosing and causing unnecessary worries.
- Society needs to change the stigma that seeing a psychologist is a bad thing.

Now, our purpose is to:



**Help students control their feelings, share with others and let them consult to the professionals.**

## In-depth Analysis

### Participants

- 3 students, one of them are taking full-time job.
- Interviews were conducted via Whatsapp phone calls.

### Objective

To understand the sources of student stress, its negative impacts, what they need, and the role of technology in helping to reduce or manage their stress.

### Key Interview

1. Define their pain e.g stress, anxiety, or negative influences.
2. Define their motivations.
3. Define their hope for mental improvement.
4. Explore their needs for stress management and mental well-being support.

### Tools



WhatsApp Phone Calls

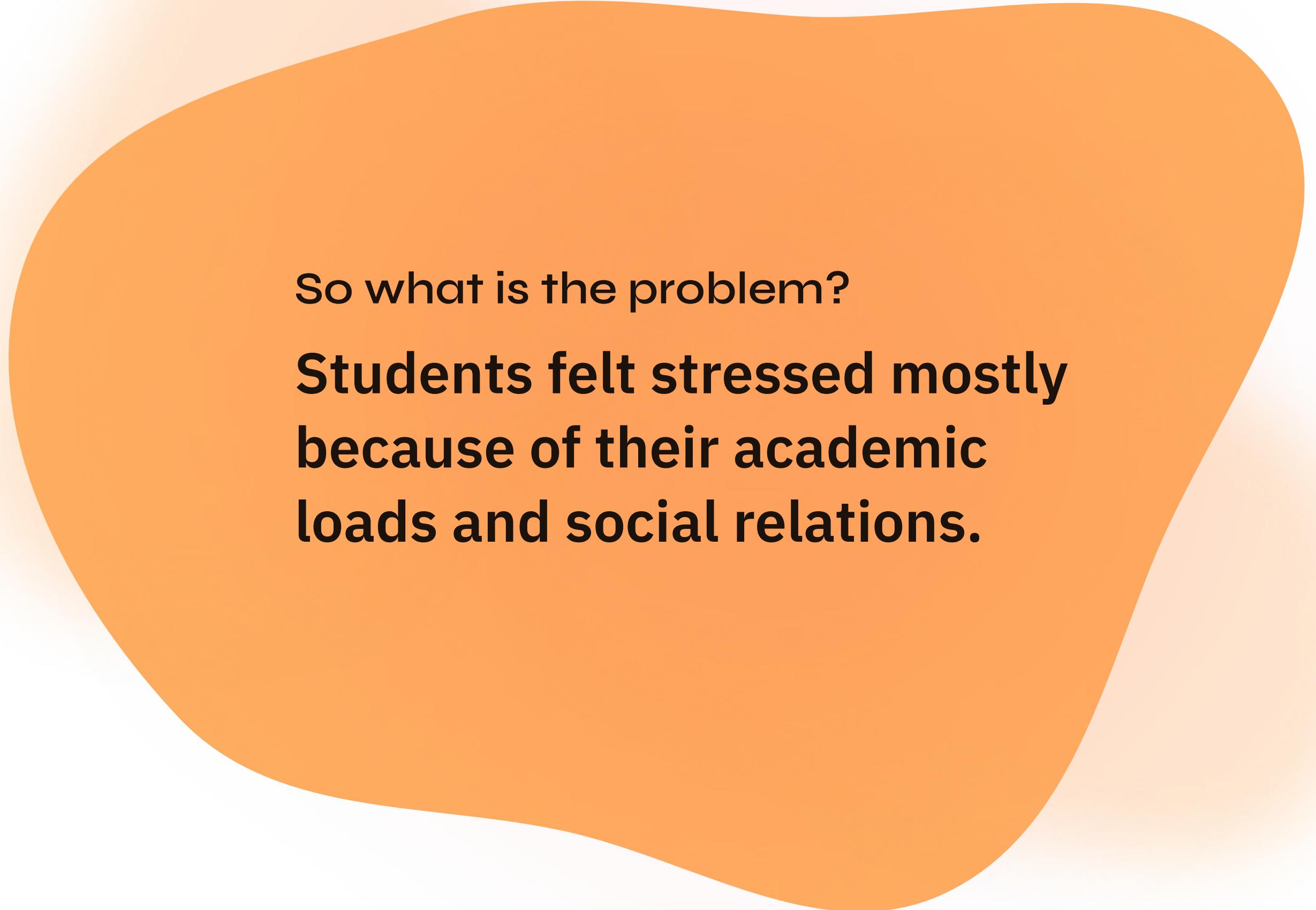
### Media Share



Instagram

## Competitor Analysis

Feature	Headspace	Calm	Sanvello	Betterhelp
Free services	No	No	No	No
Subscription fee	+\$5.83/mo	+\$42.33/yr	+\$8.99/mo	+\$65/week
Pros	Offers a wide range of meditation and mindfulness content, including guided meditations, sleep stories, and stress-reducing techniques.	Known for its soothing sleep stories and soundscapes, as well as its guided meditations for stress and anxiety management.	Provides tools for stress management and mental wellness, including relaxation techniques, meditations, and cognitive behavioral therapy (CBT) exercises.	Connects users with licensed therapists for online or in-person counseling.
Cons	No live counseling from professionals.	No live counseling and no community	No live counseling and community	Does not offer meditation or self-guided wellness content.
Platform	Website, Mobile app	Mobile app	Website, Mobile app	Website



So what is the problem?

**Students felt stressed mostly  
because of their academic  
loads and social relations.**

## User Persona



Name	Age	Job	Job type
Diana	24 y.o	Student & hotel staff	Full-time

### Karateristik

Independent woman

Friendly

Easy to work with

### Needs and goals

- Socialize with close friends or adults for understanding and support.
- Seek counseling from a professional for advice and guidance.
- Utilize platforms that streamline the counseling process with a professional.
- Achieve easy and accessible counseling.

### Pain points

- It's hard to keep emotions in check when schedule is packed or conflicts arise.
- Rarely have time to catch up with my close friends.
- Struggle to manage time between working on thesis and attending thesis meetings at the university.

## How might we..

### Idea

Providing them access to psychologists for virtual discussions in an efficient and affordable manner?

### Implementation

Students can pick a therapist or expert, then book a virtual chat session.

After the counseling session, students can tip the therapist as much as they want. Therapists can set a minimum tip amount.

### Idea

Providing users with access to manage their schedule and activities?

### Implementation

By creating a daily to-do list at the beginning of the day, users can track their activities and identify potential links between their schedule and their stress levels and mood patterns.

This can be helpful in understanding what activities contribute to positive well-being and which ones might lead to increased stress or negative moods.

### Idea

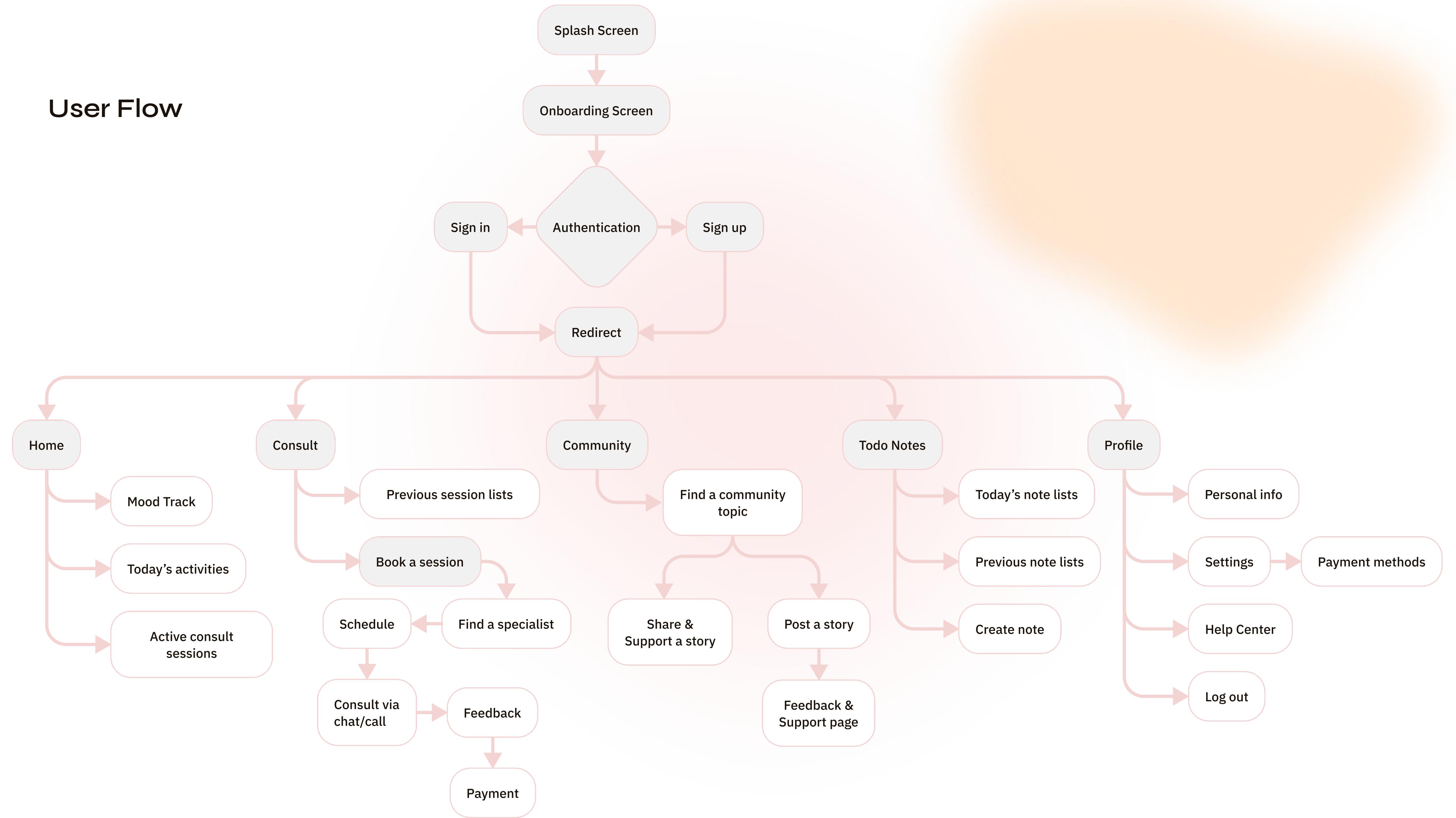
Making a space where students feel like they're being cared for and supported?

### Implementation

A community platform where users can freely share their stories without revealing any personal information, remaining anonymous.

Others can offer advice, solutions, or positive support without seeing the personal data of the person sharing the story.

# User Flow



# Design System

## Logos



Hemy

## Colors



FEF8F1



FCE9D3



FADBB6



F8CC98



F6BD7B



D09B5C



AB7F4B



6E5231



3D2E1B

## Typography

### Inter

The stressed fox spams "busy" on Slack while the dog scrolls through memes.  
123456789

## Mascots



Heti - Heart



Beni - Brain

# UI Design

Welcome

Main Screens

Consult Flow

Community Flow



# UI Design

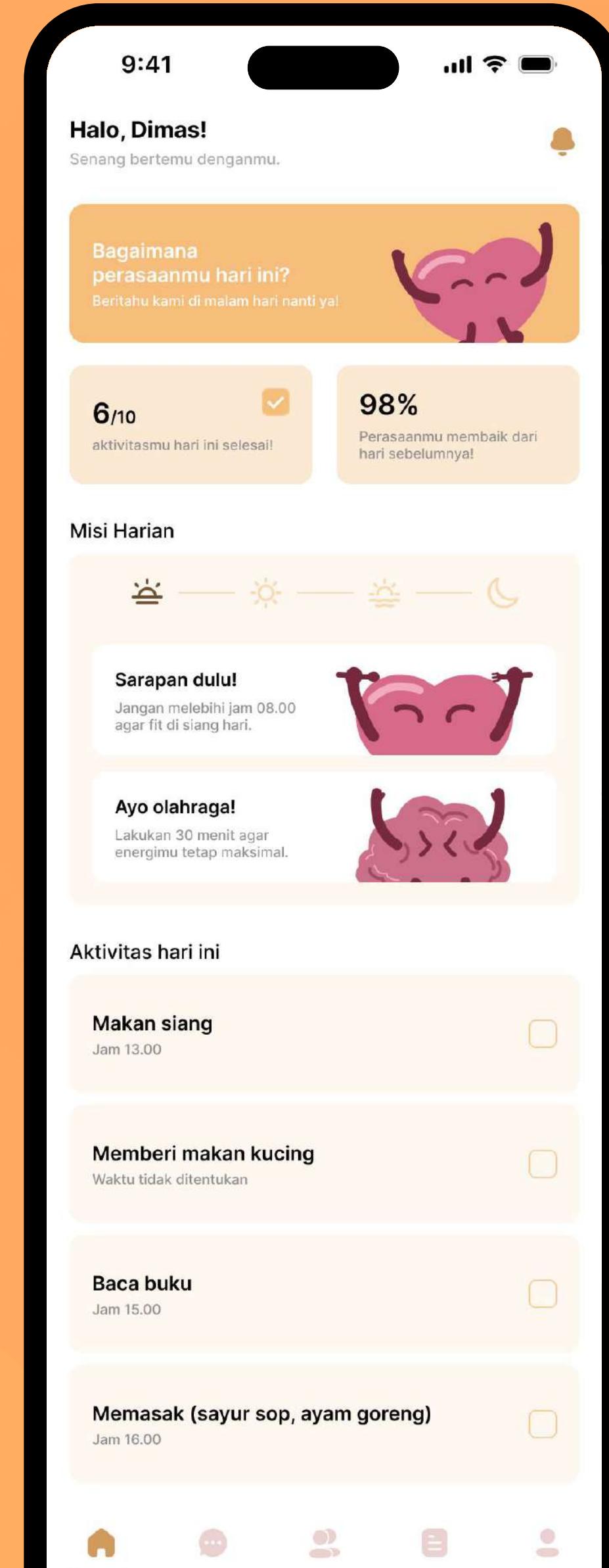
Welcome

Main Screens

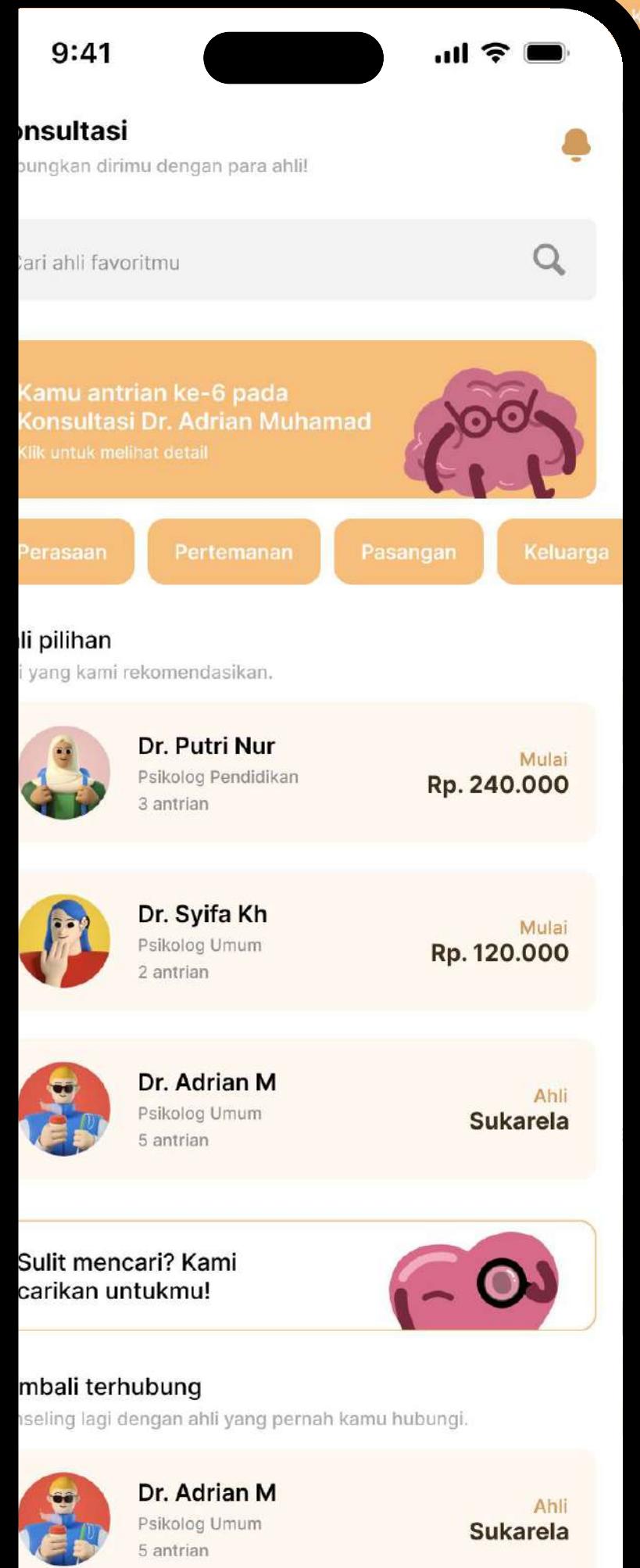
Consult Flow

Community Flow

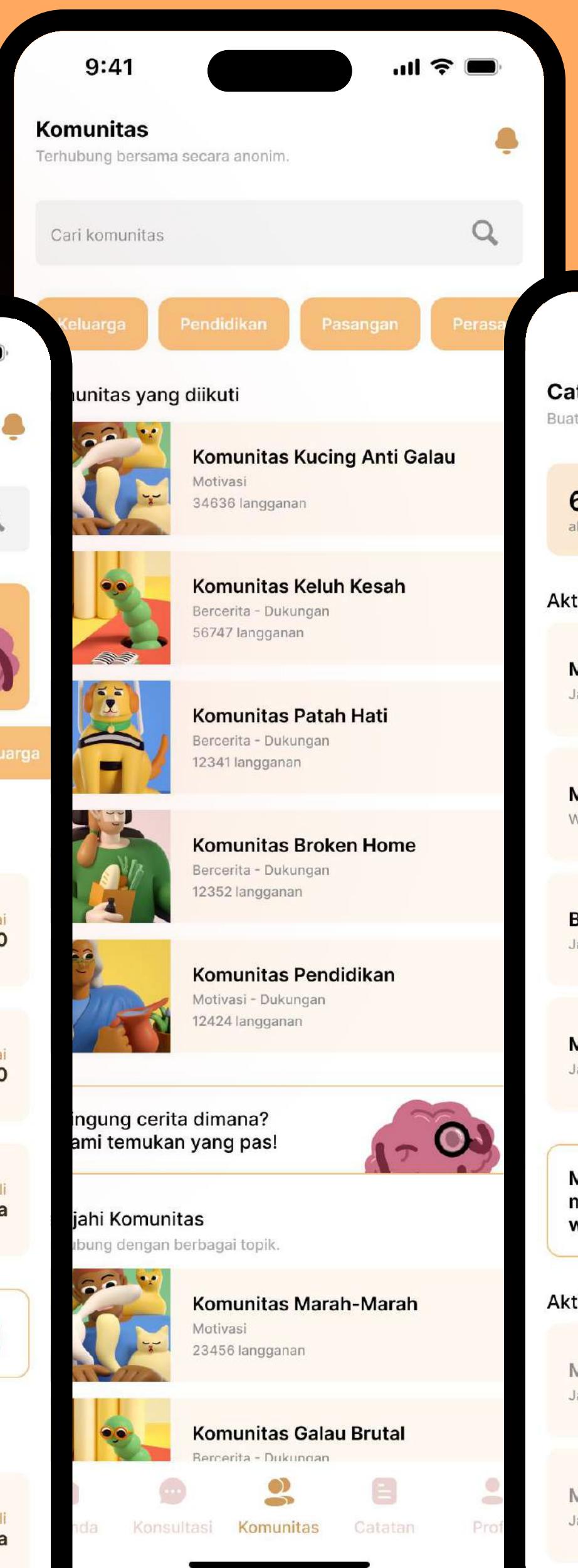
## Dashboard



## Consult



## Community



## Notes



# UI Design

Welcome

Main Screens

Consult Flow

Community Flow

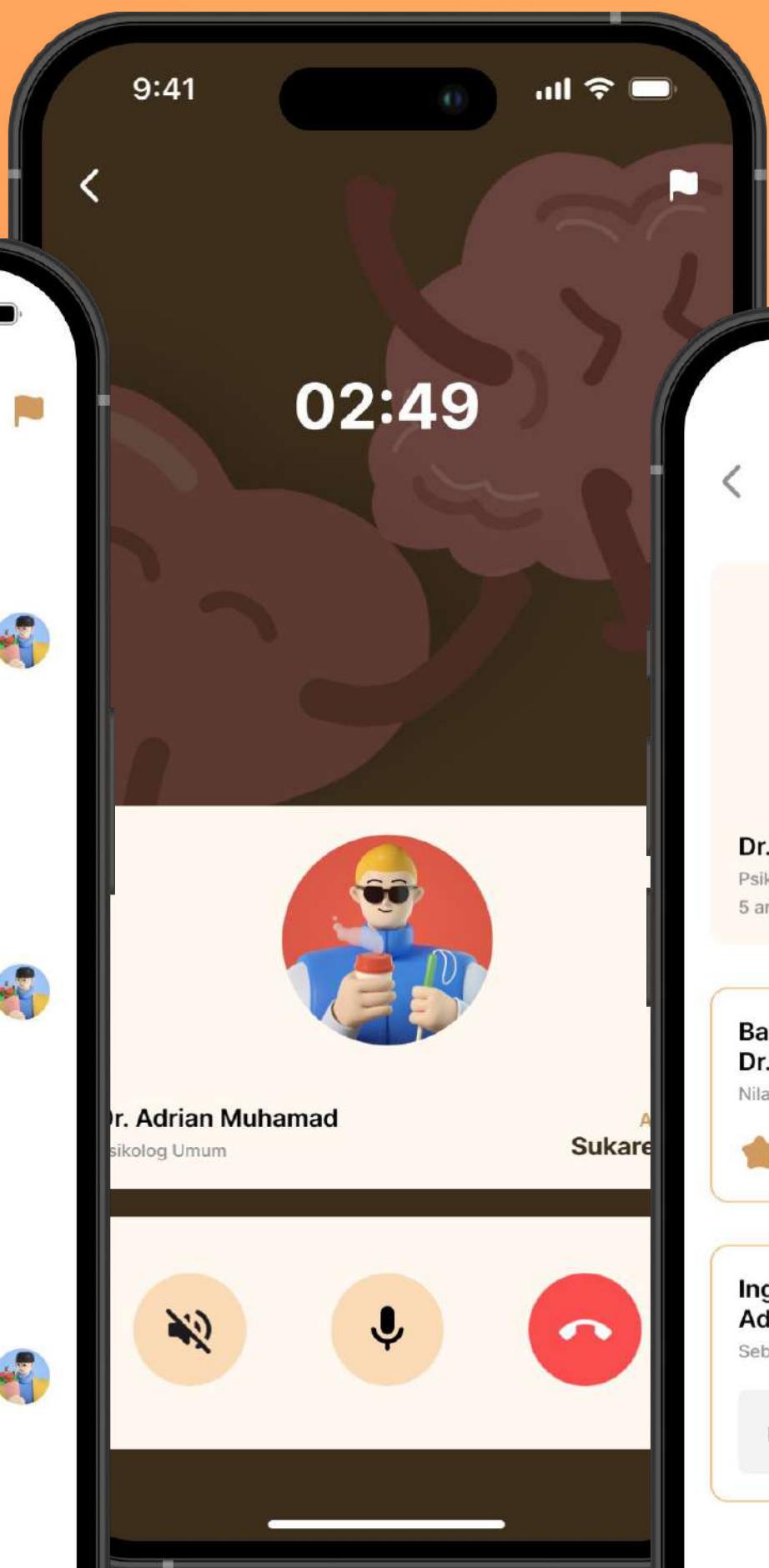
Book a professional



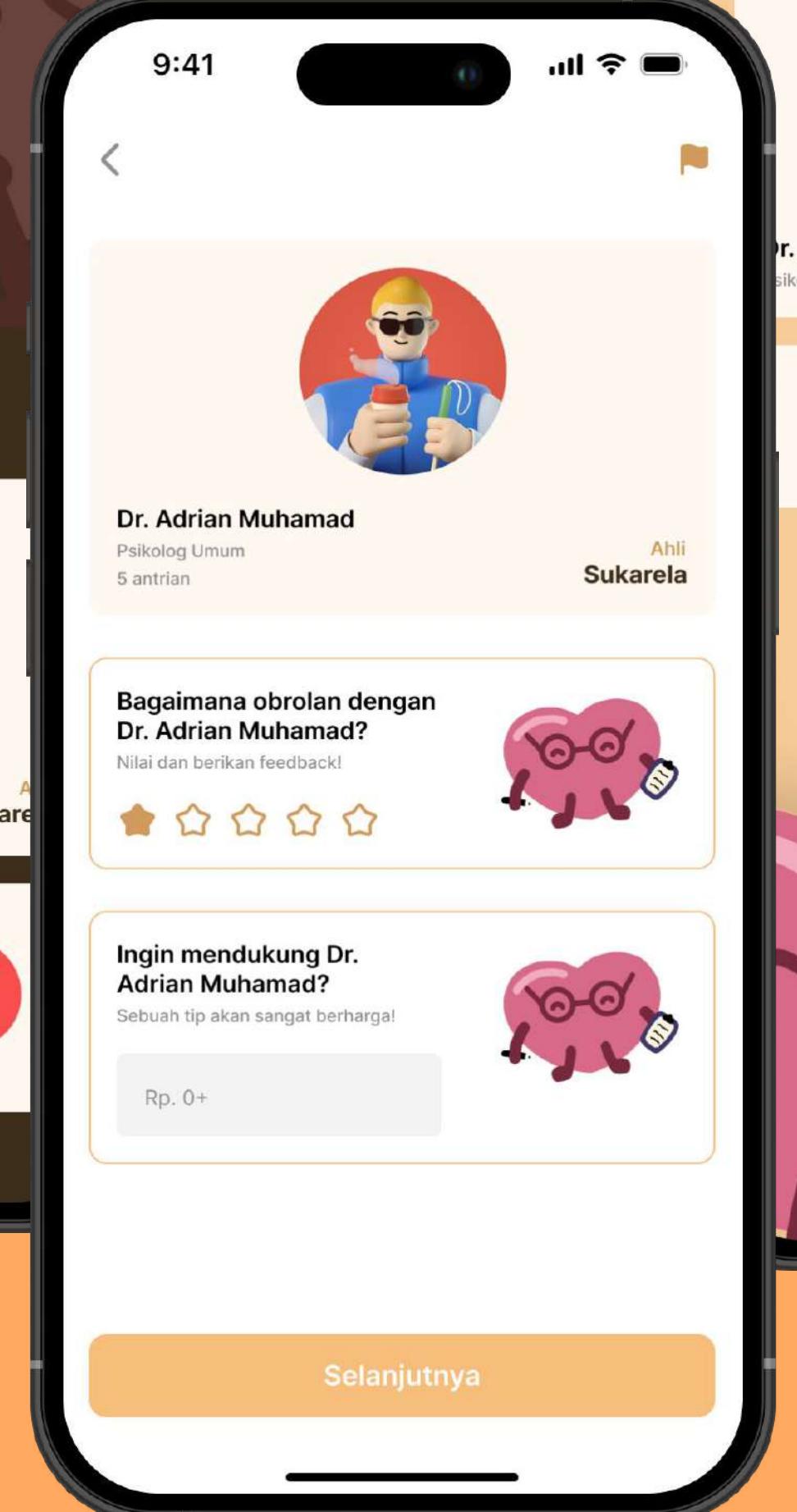
Chat



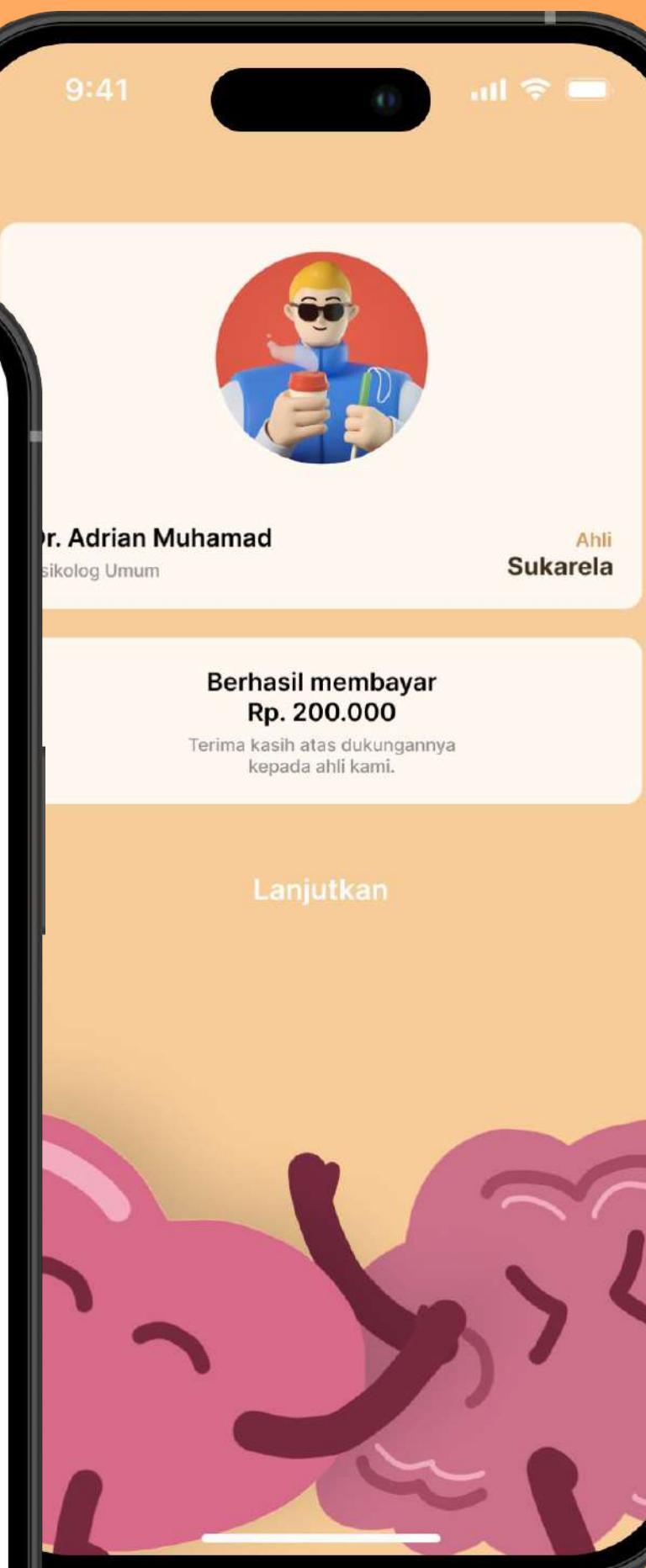
Voice Call



Session finished



Tip



# UI Design

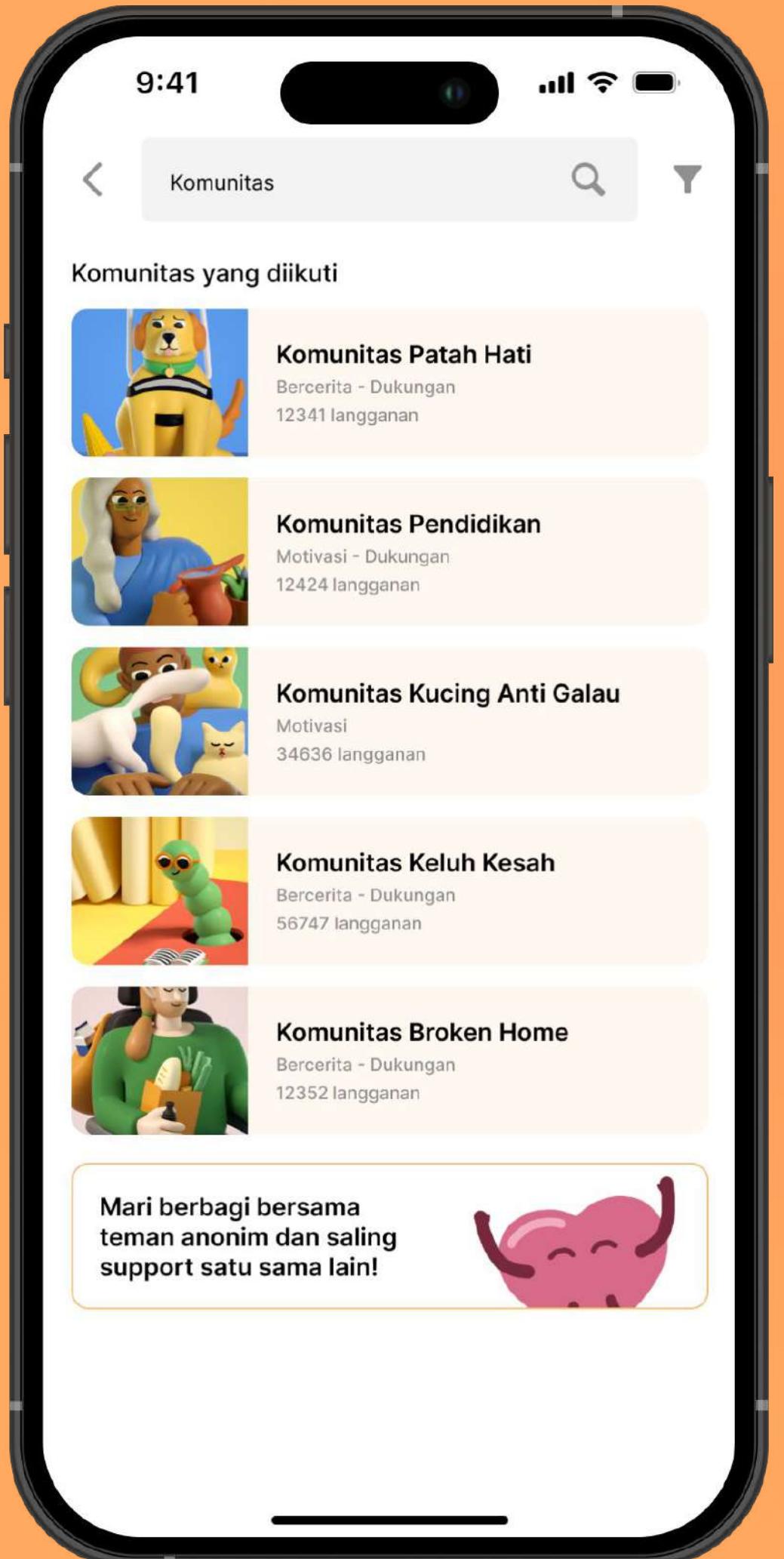
Welcome

Main Screens

Consult Flow

Community Flow

## Communities



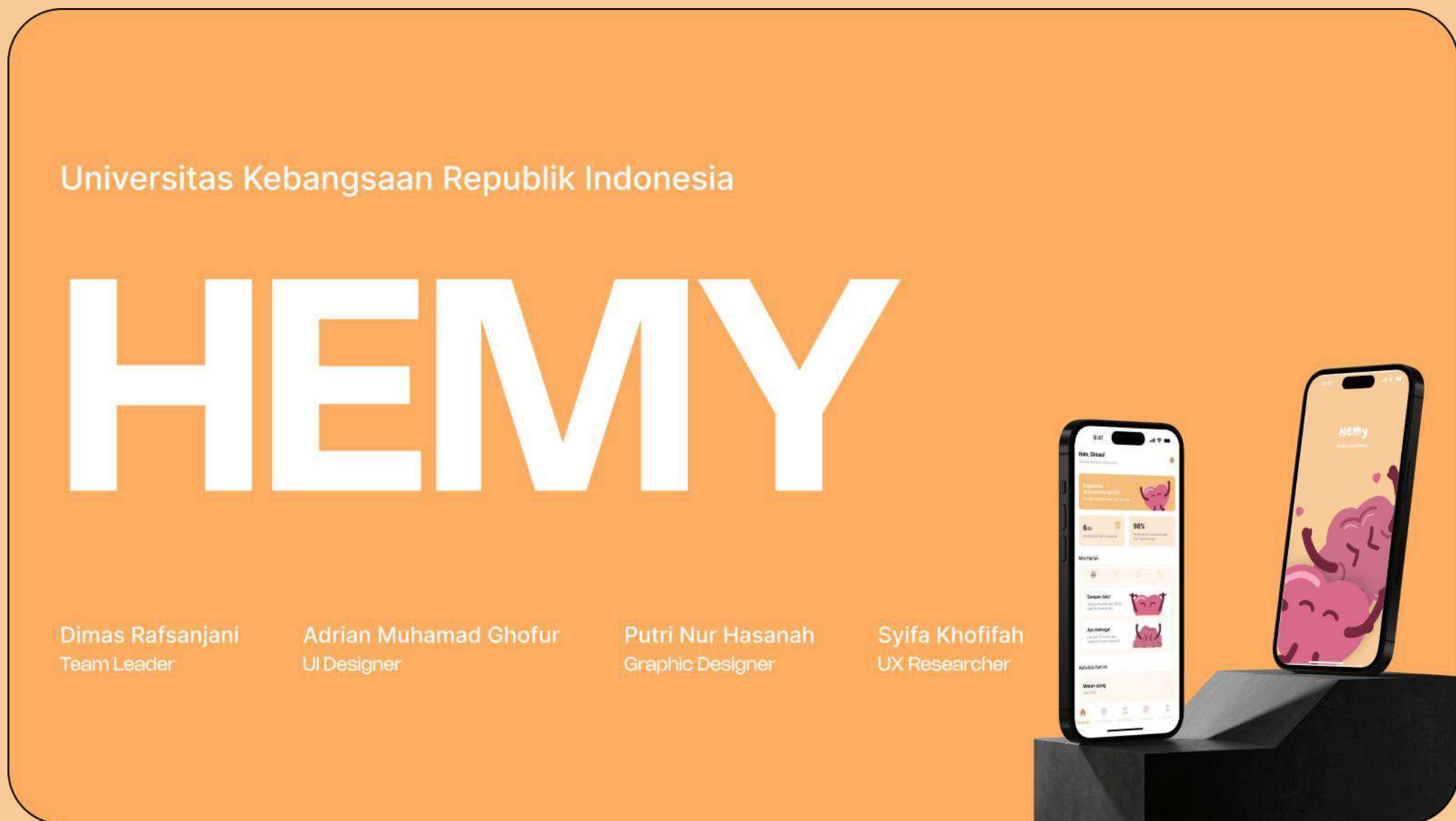
## Community Detail



## Sharing thread



## Prototype



Click the image to see on Figma how this flow works

# Usability Testing

## Participants

- We invited 3 of previous participants in interview, plus 1 student added.
- Conducted in person with run approx. 30 minutes.

During the interview, we analyze participants' reaction for the app according to these 5 emoji:

 Happy    Fine    Neutral    No    Confused

## Tools



## Positive feedback

Easy-to-understand flow especially in consult section.



Compelling user interface in dashboard section.



Color choice fits in warm theme.



Notes are pretty simple.



Options in profile are very informative.



Lists are neat.



## Suggestions

Community thread section are too crowded makes it confusing to reply each other.



Color palette is pretty hard to read, white to pale orange.



Bubble chat with professionals font page are too big.



Notes that already finished should add a strikethrough text so its more obvious rather than just grey color.



# THANK YOU

Your time means everything. Don't waste more, did i fit?



/dimassraf

Click one!

