Welcome To My Portfolio

4 • PORTFOLIO 2024

They call me a gennie the way I make their wish come true, when in reality I'm just an **Interactive Digital Product Designer**

This is my pdf format portfolio, i hope you having fun reading it

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Let's Dive In

This Portfolio Contain 3 Best Study Case Of My Work

1. E-Commerce Website for International Tech-Wear Clothing Brand

Page 1

2. Creating easy tunnel to order self HIV screening device and following up on HIV screening test results

Page 6

3. A feature to make each restaurant having a loyal customer & order tracking system

Page 10

Create Automated Financial Check Up To See User's Financial Condition & How To Improve It

PINA

https://pina.id/

At PINA, we are designing and building the future of personal finance with a mission to help everyone achieve financial freedom by providing products and advice that make complicated financial decisions simple.

My part in this beautiful journey was

- **Product Designer**

Goals

Financial Advisory Service Is The Main Product That PINA Offer, But A Lot Of People Doesn’t Seem To Know What It Was, So We Want To Give A Glimpse Of What They’ll Get For Personal Financial Service

Challenge

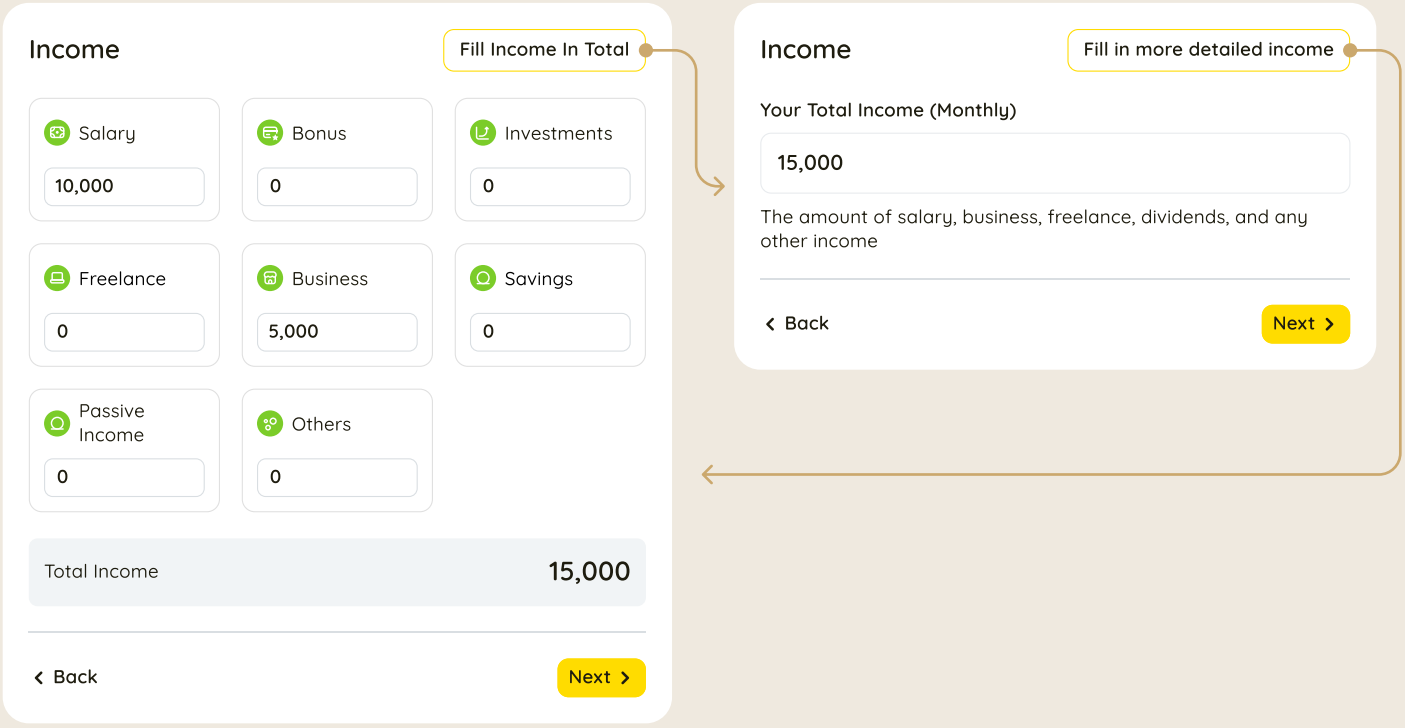
Financial Check Up needs a lot of user’s financial informations, like their income, budget, assets, liabilities, and so on. We all know users don’t want to spend much time to get what they want, not to mention that people in Indonesia have low financial literacy.

So I have to create the easiest and the most seamless flow with easy to digest explanation about each required financial data, and create the end result that’s valuable enough to get users to subscribe

So, I come up with a solution ↓

Solution

To Make It More Simple For Users, I Make A Bulk Input Options For Every Complex Form Like This One

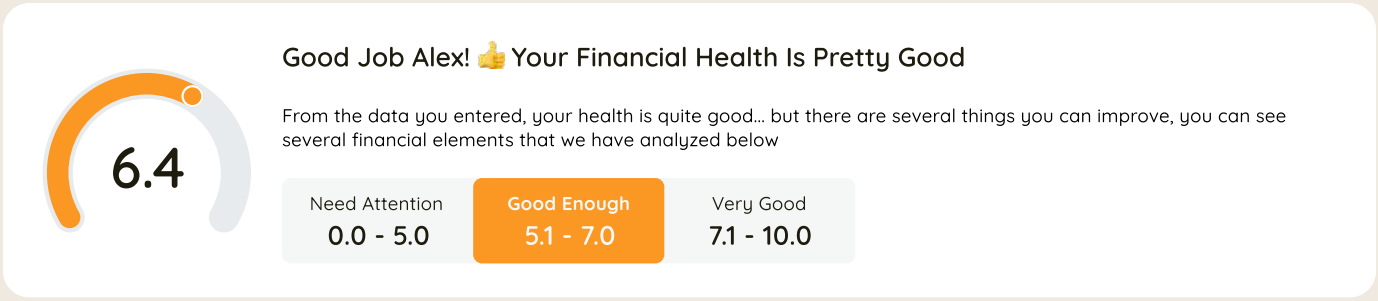


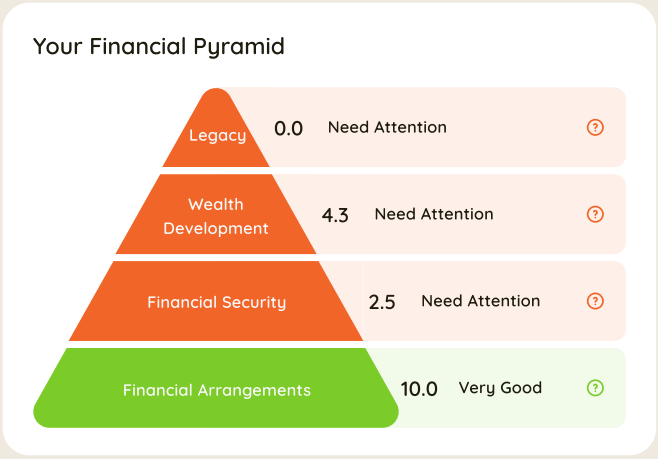
Let Me Tell You Why

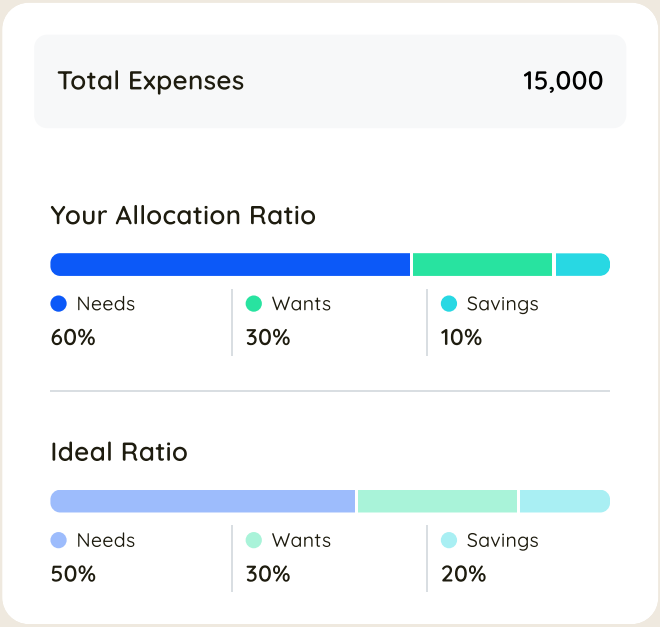
So users who want to get their result as quick as possible doesn't churn, and for users who fill detailed information can get detailed result for their financial condition in the end

More Solutions

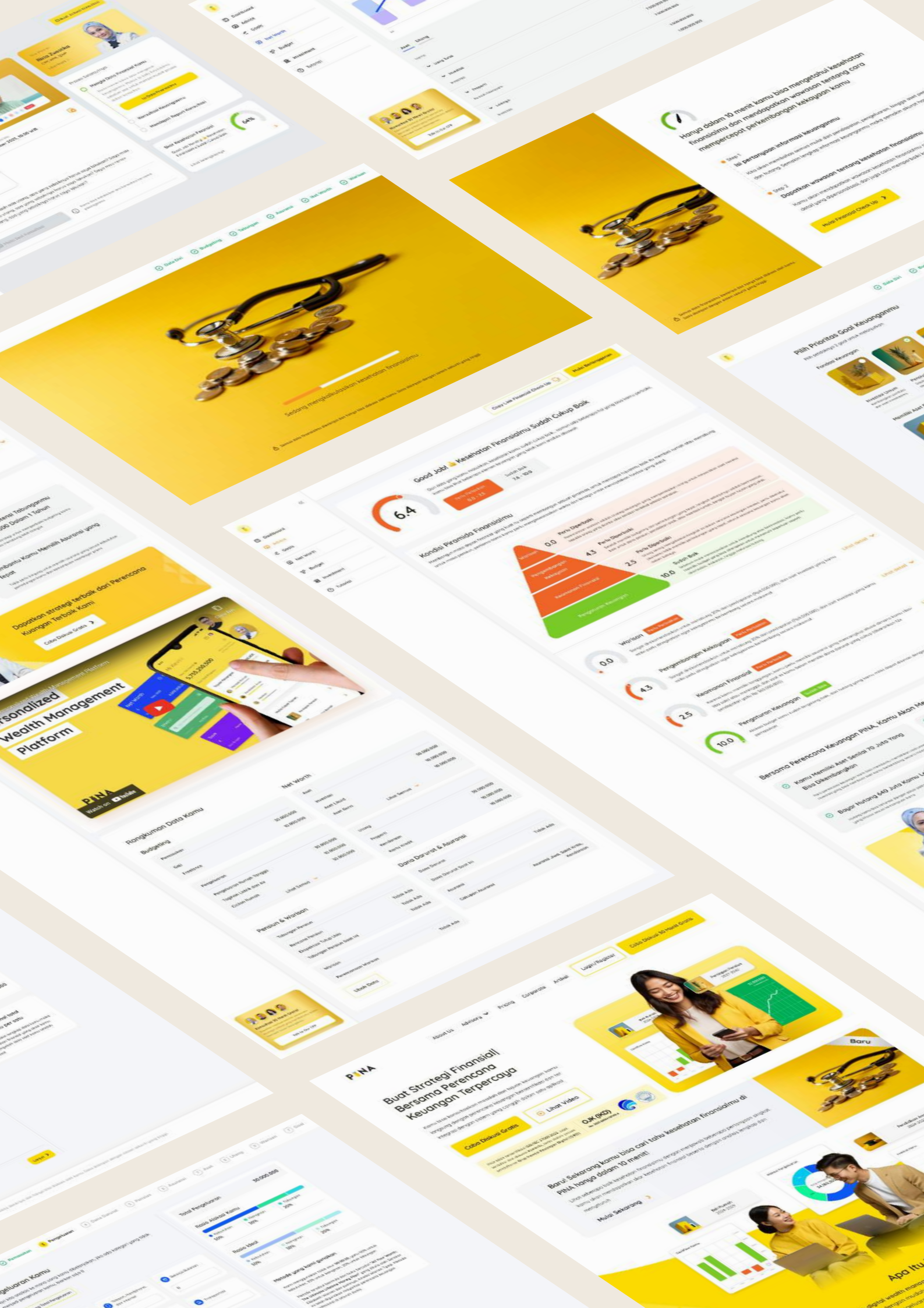
Adding Related Context And Interactive Information About User Financial Conditions







Giving structured and thorough explanation about user's financial condition is the main information that we want to deliver, so I spend so much time to make the right calculations and important financial aspect that users need to know and how to improve upon it


Hanya dalam 10 menit kamu bisa mengetahui kesehatan finansialmu dan mendapatkan wawasan tentang cara mempercepat perkembangan kekayaan kamu
Mulai Financial Check Up
Good Job! Kesehatan Finansialmu Sudah Cukup Baik
6.4
Kondisi Piramida Finansialmu
Pilih Prioritas Goal Keuangamu
Dapatkan strategi terbaik dari Perencana Keuangan Terbaik Kami
Coba Diskusi Gratis
Personalized Wealth Management Platform
PINA
Rangkuman Data Kamu
Net Worth
Budgeting
Dana Darurat & Asuransi
Pensiun & Warisan
Buat Strategi Finansial Bersama Perencana Keuangan Terpercaya
Coba Diskusi Gratis
Lihat Video
Baru! Sekarang kamu bisa cari tahu kesehatan finansialmu di PINA hanya dalam 10 menit!
Mulai Sekarang
Baru
Apa Itu

E-Commerce Website For International Tech-Wear Clothing Brand

CAPSUL CLOTHING

https://capsulclothing.com/ ↗

[CAPSUL] is a fashion / technology / lifestyle brand, that defines modern urban living in a post pandemic world. The brand consists of the newest style trends, iconic prints, functional design and technology with high end production and materials.

My part in this beautiful journey was

- **Project Manager**
- **UI/UX Designer**
- **Front-End Developer**

Goals

Create A Simple, Sophisticated And Of Course Easy To Use E-Commerce Website To Sell An Urban Tech-Wear Clothing Brand

Challenge

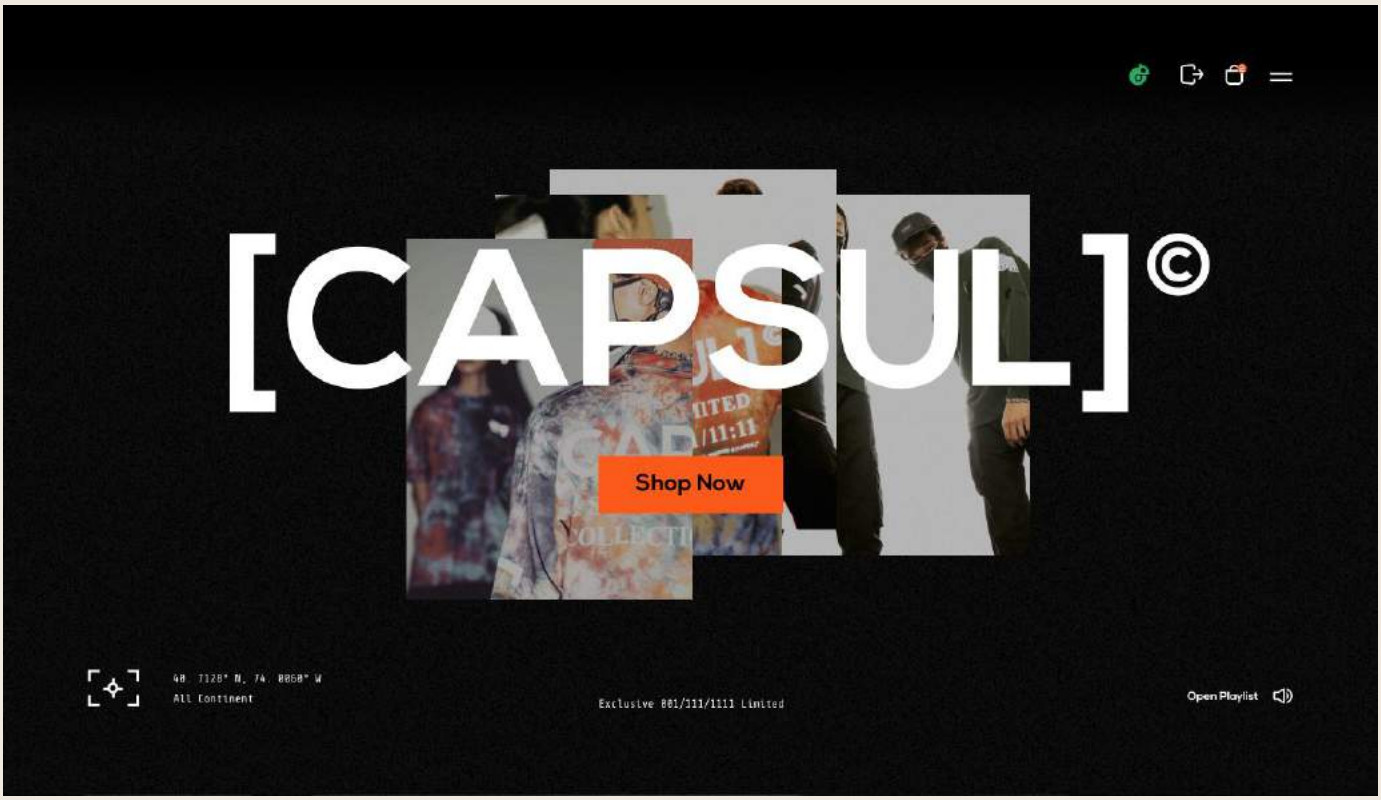
Creating e-commerce website is a new thing for me, I had to work with my back-end developer to integrate the website that I design and developed to Shopify

Danyal Bennet as a Founder and Creative Director of this company want to make the website interactive, immersive, sophisticated, and have futuristic element to it

So, this is what I do ↓

The Idea

Create Stacked Images Of The Products As User Hover Their Mouse Over The Hero Section



First Impression Matter

What I always do when creating a website is, creating a catchy, and standout hero section, so I create interactive image of the products that pop ups when user move their cursor

More Ideas

Interactive World Map That Lights Up When User Hover It To Show Where The Store Is Located

In Conclusion

Leading this project is fun, exciting, and tiring at the same time, this project gave me a lot of experience from managing, brainstorming ideas, and develop detailed and interactive design that requires a lot of attention

ABOUT US
L/S Military Green Visionary
Rp.1.599.000
Add To Cart
Things You Might Like
L/S Black Visionary
$ 42.65
L/S Galaxy Ice Tie-Die
$ 42.65
L/S Military Green Visionary
$ 42.65
Subscribe To Our Newsletter
JOIN THE [CREW]
[CAPSUL]©
Shop Now
AVAILABLE NOW
COLLECTION
L/S Black Visionary Graphic T-Shirt
L/S Galaxy Ice Tie-Dye 3M Print T-Shirt
L/S Military Green Visionary
JOIN THE [CREW]
COLLECTION 1
DROP 1
L/S Galaxy Ice Tie Dye Ref Print T-Shirt
S/S Galaxy Tie Dye 3M Graphic T-Shirt
L/S Black Visionary Print T-Shirt
Sign Up

Generate Recurring Customer For Merchant & Create Order Tracking System

Meeber

https://meeber.id/

Meeber offers digital solutions for offline businesses through the online cashier application which is integrated with online ordering solutions. I work closely with the CTO discussing a lot of software improvement based on what the costumer needs

My part in this beautiful journey was

- **UI Designer**
- **UX Designer**

Goals

1. We Want To Make Every Restaurant That Use Our Product, Can Have Their Own Loyal Customer

2. Create The Best Order Experience Both For Customers & Merchants

Challenge

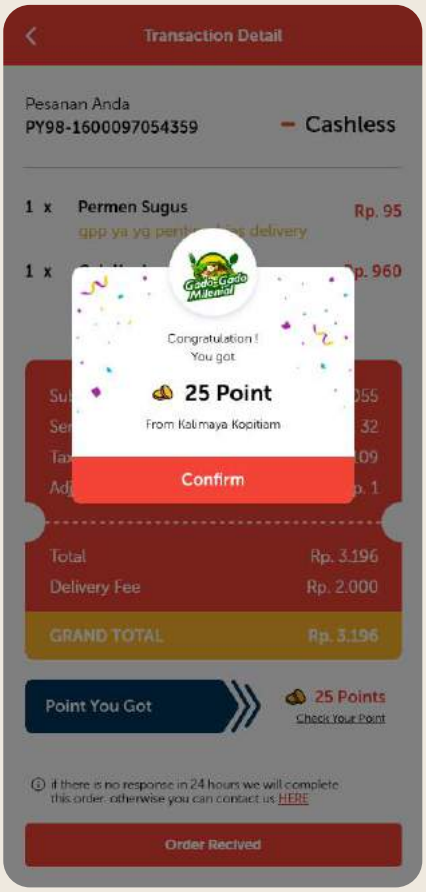
One way to make a loyal customer is we have to give them a special offer, so the challenge is how do we give each merchant to generate recurring customer without company spending money on it

It's frustrating for users when they have to wait their order for too long, so how do we get rid of every costumer anxiety when they waiting for their order

And this is how I handle it ↓

Solution Number 1

Every Costumer Can Get A Point For Every Purchase From Each Merchant And Redeem It For A Certain Discount Or Prize



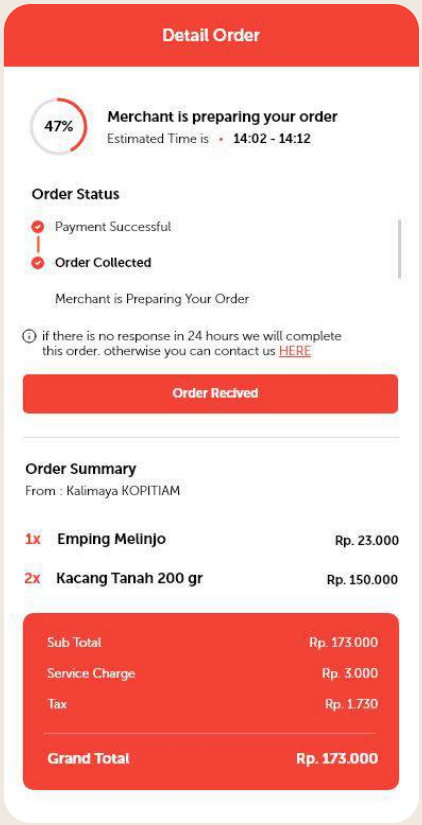
how many points to redeem for the discount or the prize is left to the merchant to decide, so company doesn't have to spend money to give more promo discount to customers

Solution Number 2

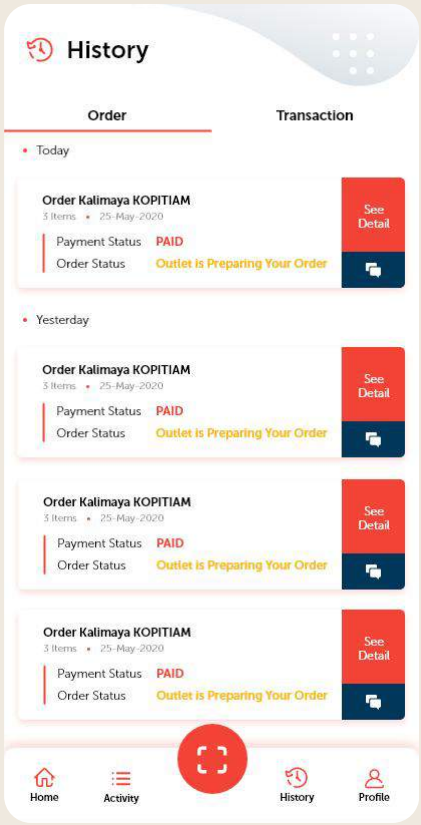
Order Tracking System Where Every Restaurant Can Update Their Customer's Order Progress

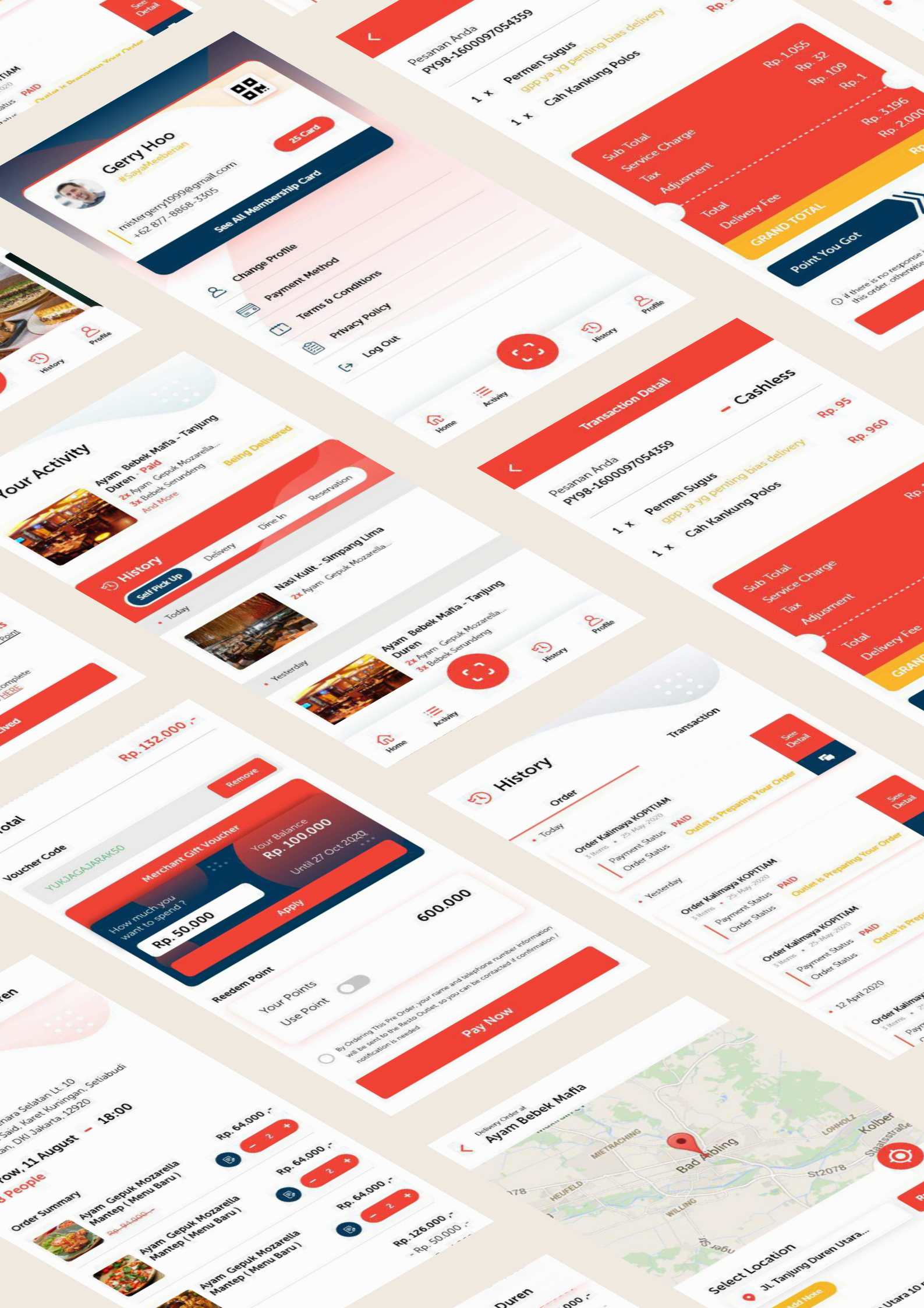
1. **Order Received**
2. **Preparing Order**
3. **Order Finished**
4. **Delivering / Ready To Pick Up**

Merchant's POV



Customer's POV

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25 Card
See All Membership Card
Change Profile
Payment Method
Terms & Conditions
Privacy Policy
Log Out
Home
Activity
History
Profile
Pesanan Anda
PY98-1600097054359
1 x Permen Sugus
gpp ya yg penting bias delivery
1 x Cah Kankung Polos
Sub Total
Service Charge
Tax
Adjusment
Total
Delivery Fee
GRAND TOTAL
Point You Got
Transaction Detail
Cashless
Your Activity
Ayam Bebek Mafia - Tanjung Duren
Paid
Being Delivered
2x Ayam Gepuk Mozarella...
3x Bebek Serundeng
And More
History
Reservation
Dine In
Delivery
Self Pick Up
Today
Nasi Kulit - Simpang Lima
2x Ayam Gepuk Mozarella...
Yesterday
Rp. 132.000
Remove
Voucher Code
YUK1AGAJARAK50
Merchant Gift Voucher
Your Balance
Rp. 100.000
Until 27 Oct 2020
How much you want to spend ?
Rp. 50.000
Apply
Reedem Point
600.000
Your Points
Use Point
By Ordering This Pre Order, your name and telephone number information will be sent to the Resto Outlet, so you can be contacted if confirmation / notification is needed
Pay Now
Transaction
See Detail
Order Kalimaya KOPITIAM
3 Items • 25 May 2020
Payment Status PAID
Order Status Outlet is Preparing Your Order
12 April 2020
Order Summary
Ayam Gepuk Mozarella Mantep (Menu Baru)
Rp. 64.000
Rp. 126.000
Delivery Order at
Ayam Bebek Mafia
Select Location
Jl. Tanjung Duren Utara...

More Than Just - A Designer

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A lot of my friend called me handsome, charming, and funny guy, but sometimes they also call me a **Talented UI/UX Designer** • I'm a Google Certified Professional UX Designer and love to craft a bunch of **Resources** for design community in my free time

Is This Guy Really That Good?

Well, i've been involved in a project with big companies like

POCARI SWEAT [CAPSUL]© Bisnis Indonesia Lion Group

PINA INFIA :Dagelan bapak2ID

My Values

Everybody got their strong point in what they believe in right... every person is accountable of their own principles and here is mine

Communication

We believe a clear and honest communication can deliver us to realistic and accountable goals that beneficial for both of us

Integrity

I do what i said, I don't give a false hope to my stakeholders... if I feel that the responsibility is too much for me too handle I always speak from get go

Relationship

When we work together, you're not just a colleague, I consider you as a friend, i'll try my best to help you out and make you proud

User Centric

Everything that I do is always focused in how do I help users, how can I make it easier for the users to reach their goals

Evolve

It's a human nature that we always want to evolve, to become better, that's why i never stop exploring in this fast changing world

Legacy

What's good a knowledge if we don't share it to others, I create a free design resources, a micro blog on instagram, and an actual blog on medium

Ready To Work With Me?

Hire Me Or Start A Project

Hafid - Yusuf

Let's Build Something Great Together

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