

Hafid Yusuf

Google Certified Professional UX Designer

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EXPERIENCE

PINA, South Jakarta — Product Designer

JANUARY 2022 - MAY 2024 (2 years 3 months)

At PINA, we are designing the future of personal finance by providing products and advice that make complicated financial decisions simple and relevant.

Since I work here as a product designer, my team and I have made a lot of improvements such as **12% Increase in User Registration**, **100+ Features Added** and **400+ Paid Subscribers** and more.

Reframing, South Tangerang — UI/UX Designer

JANUARY 2021 - APRIL 2022 (1 years 3 months)

We design and build a web and app to match the client business model and help them to reach their goals and guide them to the path where they can improve their project to the next level.

I've been working with **10+ Clients** and **15+ Projects** all by myself (UI, UX, and Graphic Design Lead).

Meeber, West Jakarta — UI/UX Designer

FEBRUARY 2020 - DECEMBER 2020 (11 months)

A local startup that focuses on providing digital F&B business solutions in Indonesia. There are more than **30 features** that have been added to **4 of all the apps** that Meeber has developed since I worked here.

Froyo Story, South Tangerang — UI/UX Design Intern

AUGUST 2019 - NOVEMBER 2019 (3 months)

This is my first internship as UI/UX designer in one of the biggest agencies in Indonesia, and I handle **Pocari Sweat Bintang SMA** event website, **Andalan Mama Mobile App** (an app for housewife to share their recipe) and others

SKILLS

Visual :

UI (User Interface), Graphic Design, Illustration, Icon, Design System

Experience :

UX (User Experience), IxD (Interaction Design), Userflow, Wireframing, Prototyping

TOOLS

Designing :

Figma, Adobe Express, Photoshop, Illustrator

Management :

Notion, Click Up, Trello, Airtable

Developing :

HTML, CSS, JQuery, GSAP, Three.js (a little bit)

AWARDS

Indonesia Website Award
Nominee & 2x 1st place on Web Design Competition

EDUCATION

Bachelor Degree in

Visual Communication Design