

M. Raihan Rafiiful Allaam

Mid-Level UI/UX Designer



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With over 3 years of experience in UI/UX design, I specialize in creating intuitive user interfaces from research to prototyping. I have successfully completed over 10 design projects, including responsive websites, mobile apps, and design systems, enhancing user experience and development efficiency. Currently, I am responsible for UI/UX design for a SaaS product.

Work Experiences

PT ELABRAM SYSTEMS - Jakarta Pusat

Sep 2023 - Present

UI/UX Designer - Full Time Hybrid

- **E-Systems:** Designed and improved the user interface and experience for several features in E-Systems, an internal web app managing all hiring solution needs from the internal side.
 - Improvements include enhanced Job Pages, CRM Pages, Invoice Review, Data Import and Export, and refined Toast Notifications for better user feedback.
 - New features consist of a Job Module with Job Recommendations, Job History, and Interview Schedule; A Candidate Module with Candidate History, Advanced Filters, Get Contact, Profile Summary Generation, and Consent Management; And Other Features like Contract and Agreement Approval, and a Google Docs-integrated Document Builder.
- **Resource Portal:** Developed the user interface for the Resource Portal mobile website, a web app that manages all hiring solution needs from the client side. Involved in research, interface design, and prototyping.
- **E-Jobs Chatbot:** Designed the Chatbot AI Assistant feature for E-Jobs, an AI-driven chatbot that assists candidates in resolving their queries.
- **Axdif Landing Pages:** Created landing pages for Axdif, a web page that provides product information and serves as a promotional tool.
- **Payroll Report Dashboard:** Created a user-friendly dashboard for tracking employee compensation and deductions, enhancing data visualization and streamlining reporting.

PT KREASI KODE DIGITAL (CODIFY) - Malang

Dec 2021 - Apr 2023

A Subsidiary of PT SOLUSI SINERGI DIGITAL TBK (SURGE) - Jakarta

UI/UX Designer - Full Time Remote

- **LiniStore:** Crafted a fully-responsive user interface for LiniStore, a social-commerce platform featuring group buying. Involved in research, design, and prototyping across 200+ pages.
- **LiniSeller:** Developed the user interface for LiniSeller, enabling sellers to create online stores on LiniStore. Total of 100+ pages designed.
- **Kelola Gudang:** Designed the user interface for the Kelola Gudang mobile app, an e-commerce fulfillment service that streamlines operations for online sellers. Over 120 pages created.

- **Kelola Gudang Staff:** Created the user interface for the Kelola Gudang Staff app, assisting staff in managing online seller operations. Designed 70+ pages.
- **Kelola Paket:** Developed the user interface for Kelola Paket, a package delivery app offering top expedition services. Involved in research, design, and prototyping for 50+ pages.
- **Kelola Iklan:** Designed the user interface for Kelola Iklan, a bidding platform connecting media owners with advertisers. Covered 70+ pages from research to prototyping.
- **Kelola Bayar:** Created a user interface for the Kelola Bayar payment gateway widget, facilitating balance top-ups and payments within the Kelola Super App.
- **Kelola Gudang Portal Report Module:** Enhanced the report module interface for the Kelola Gudang Portal, improving UI elements like headers, sidebars, tables, and color schemes.
- **Landing Pages:** Designed landing pages for both Kelola Super App and Kelola Gudang, serving as promotional tools with product information.
- **Design System:** Built and maintained the design systems for LiniStore and Kelola Super App, covering color schemes, typography, styles, and components.
- **Kelola Super App Rebranding:** Led the rebranding of the Kelola Super App logo and designed logos for various Kelola services. Created digital assets and brand guidelines for each rebranding effort.



Freelance Works

INSTITUT TEKNOLOGI BANDUNG: ICHEC

Aug 2021 - Oct 2023

- Crafted a fully-responsive user interface for the ICHEC (Indonesia Chemical Engineering Challenge) 2022, 2023, and 2024 websites, showcasing annual events and competitions.
- Built and managed the ICHEC 2022, 2023, and 2024 website to facilitate seamless access to event details.

UNIVERSITAS PERTAMINA: AISC

Mar 2023 - Jun 2023

- Designed a fully-responsive user interface for the AISC (AIChE Indonesia Student Conference) 2023 website, featuring comprehensive information on the AIChE.
- Built and managed the AISC website to facilitate seamless access to event details.



Education

TELKOM UNIVERSITY - Bandung

Aug 2016 - Feb 2021

Bachelor of Informatics Engineering - GPA: 3.61

- Internship at PT KONG TEKNOLOGI ASIA Bandung as UI Designer and UI Engineer.
- Final Project: Orchid Plant Genus Classification Using Deep Learning ConvNets.

- Served as student council president for the 2014-2015 period.
- Served as the head of the IT Club extracurricular in 2014.

Certification

COURSERA.ORG

Sep 2024 - Present

Microsoft UX Design Professional Certificate

COURSERA.ORG

Dec 2023 - Present

Google UX Design Professional Certificate.

HABISKERJA.COM

Mar 2023

UI UX Mastery Class: Website & Mobile Apps with Figma.

SKILLACEDEMY.COM

Mar 2020

UX Designer: Digital Product Development.

Key Skills & Expertise

DESIGN: User & Desk Research, User Stories & Journey, 5Ws & 1H Framework, Mind Map & Four Categories, Competitor Analysis, User Flow & Site Map, Wireframe & Lo-Fi Prototype, Mockup & Hi-Fi Prototype, Design Systems, Responsive Design, Illustrations, 3D Character with AI, Basic Motion.

TOOLS: Figma, FigJam, Adobe XD, Adobe Photoshop, Balsamiq Wireframes, Fisamiq, Draw.io, DBdiagram.io, Notion, DeepL, ChatGPT, Claude AI, Basic Cavalry, Basic Blender 3D.

CODE: HTML, CSS, Basic JavaScript, Bootstrap, TailwindCSS, Basic React, Basic Vue, Ant Design, Shadcn UI, Vite, Git, GitHub, Visual Studio Code, Cursor AI, Codeium.

Personal Insights

MOTTO: “*Arete!* Be the best version of yourself,” guided by core values of faith, health, gratitude, growth, integrity, self-acceptance, adaptability, wisdom, and creativity. The focus is on being socially connected, open-minded, and persistent, embracing optimism and zest while sharing insights and fostering curiosity and empathy.

MBTI Personality: INTJs (Introverted, Intuitive, Thinking, Judging), or "The Architects," are strategic, independent thinkers known for analytical skills and innovative problem-solving. High standards are set, knowledge is pursued relentlessly, and excellence in planning makes INTJs visionaries.

VIA Character: The "Appreciation of Beauty & Excellence" character strength is the ability to recognize and value beauty in nature, art, and human achievements. Those with this strength celebrate aesthetic experiences and excellence, enriching their lives and inspiring others.