

New Creative Wayes To Grow

Alfi Nur Danialin

# Portofolio Graphic Design



# Hello!

"Welcome To My Graphic Design Portfolio. In This Portfolio, You Will Find The Best Collection Of Graphic Design Works That I Have Made During My Career As A Graphic Designer. Consists Of Various Types Of Projects Ranging From Logos, Brochures, Infographics, Posters, Ui/Ux Design, To Marketing And Advertising Design.

I Hope You Enjoy Viewing My Work And Are Inspired By The Creativity And Quality That I Offer."



INTRODUCTION



SELF BRANDING



POSTER



MARKETING & ADVERTISING



UI/UX DESIGN



CLOSED

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# My name is Alfi Nur Danialin

I'm A Product Designer Who Strives To Create Frictionless User Experiences That Elevate Brands.

With A Work History Rooted In Brand And Marketing, I'm Passionate About Pushing Products To The Next Level Through A Design Process That Includes Data-Backed User Research, Rapid Iteration, And Visually Stunning User-Focused UI.

Years Of Experience As A Designer, Art Director, And Creative Director Have Helped Me Understand The Problems That Prevent Creative Solutions From Achieving Business Objectives. I Have A Strong Belief That Approaching Creative Deliverables With A UX Focus Can Help Bridge Those Gaps And Produce Work That Is Efficient, Pleasing, And Ultimately Elevates People's Experiences.

If You'd Like To Know More Or Have A Project You'd Like To Discuss, Don't Hesitate To Reach Out: [alfinurdanialin30@gmail.com](mailto:alfinurdanialin30@gmail.com)

# Education

**Universitas Trunojoyo Madura**

**2021 - Now**



# Work Experience

## Dinas Informatika dan Komunikasi DISKOMINFO

Worked (internship) on developing regional device website systems with a focus on user interface and user convenience.



## Trunojoyo University of Madura Laboratory Assistant

Served as a laboratory assistant, offering technical support and guidance to new students in programming courses, including Programming Algorithms, Data Structures, and Web Application Development.



# Experince History

I have attended training on python coding held by Stutle Mentoring, the training provides training on python language | 2021

Following the research of Collaboration Partners with Telkom Corporate University and Smart Village Nusantara Directorate of Digital Business in 2021 Trunojoyo University Madura as a documentation team | 2021

# Skills



Adobe Photoshop



Adobe After Effect



Adobe Illustrator



Figma



Canva



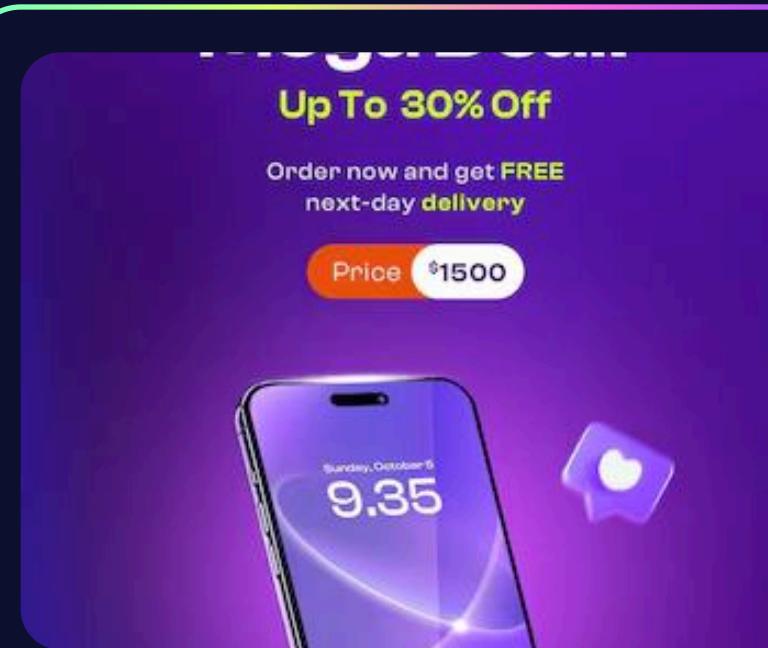
# Organizational History

1. Core Team Google Developer Student Club Media & Creative, 2023, 2024
2. Informatics Practicum Assistant, Trunojoyo University, Madura, 2021, 2023
3. Sidoarjo Regional Organization - Secretary of the Communications and Information Division, 2021, 2023

# Expertise & Competence

1. BNSP Young Computer Network Technician Competency Certification
2. Attend idCamp 2023 training on Kotlin Programming
3. Take MySkill training on UI-UX Research and Design

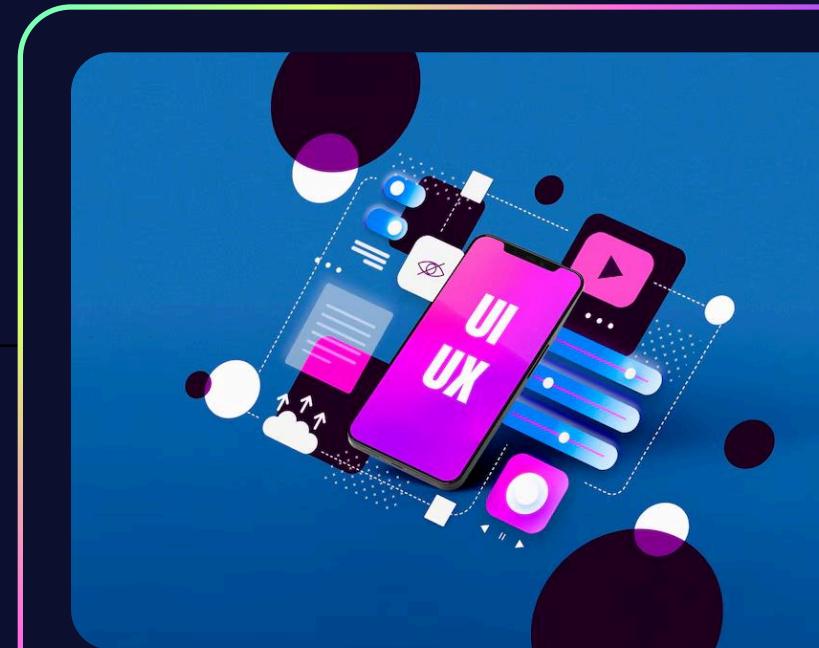
# Case Stuides & Project



Project Design  
“Poster”



Project Design  
“Sosial Media”



Project Design  
“UI/UX Design”



Marketing Strategy

A marketing strategy helps convey effective messages with the right twist of marketing approaches that will maximize

Project  
“Marketing”



# Poster & Pamflet



“Perekonomian Indonesia”



“Metaverse”



“Covid Menality”





**PRODUCT CAMPAIGN PLAN**

"EMPOWERING SKINCARE JOURNEY: EMBRACE YOUR SKIN STORY"

Dengan merencanakan campaign yang tepat, produk dapat menjangkau audiens yang relevan, membangun citra merek yang positif. Kini Scarlett Acne Essence Toner hadir dengan tema "Empowering Skincare Journey: Embrace Your Skin Story".

1 Target Audience  
2 Goals  
3 Call To Action  
4 Hashtag  
5 Campaign Duration  
6 Unique Selling Proposition (USP)  
7 Unique Selling Proposition (USP)

Meningkatkan interaksi dan keterlibatan konsumen melalui konten yang menarik. Kembangkan jaringan media sosial dan berinteraksi dengan audiens yang belum terjangkau sebelumnya.

8 Channels  
9 Contact Information

Natural ingredients: Produk ini diformulasikan dengan bahan-bahan alami yang aman untuk kulit dan mengurangi risiko alergi atau sensitivitas. Scarlett Acne Essence Treatment memiliki formulasi unik dengan konsentrasi bahan-bahan yang dirancang untuk memberikan hasil yang nyata dan cepat. Visible results: Produk ini menjalankan hasil yang nyata dalam jangka waktu tertentu, dengan perbaikan pada tekstur kulit, mengurangi produksi minyak, dan meningkatkan kesehatan kulit.

**"Product Campaign Acne"**

**SCARLETT ACNE ESSENCE TONER**

ZINC TEA TREE WATER

SCARLETT ACNE ESSENCE TONER

SCARLETT NEW ERA BODY & BEAUTY

SCARLETT ACNE ESSENCE TONER

SCARLETT NEW ERA BODY & BEAUTY

SCARLETT ACNE ESSENCE TONER

**"Product Campaign Acne"**

JANGAN BIARKAN JERAWAT MERUSAK HARI ANDA HADAPI DENGAN SCARLETT ACNE ESSENCE TONER

SCARLETT NEW GEN TWENTY DIGITAL MARKETING

SCARLETT NEW GEN TWENTY DIGITAL MARKETING

SCARLETT ACNE ESSENCE TONER

SCARLETT NEW GEN TWENTY DIGITAL MARKETING

SCARLETT NEW GEN TWENTY DIGITAL MARKETING

SCARLETT ACNE ESSENCE TONER

**"New Gen Tweenty"**

**ACNE ESSENCE TONER**

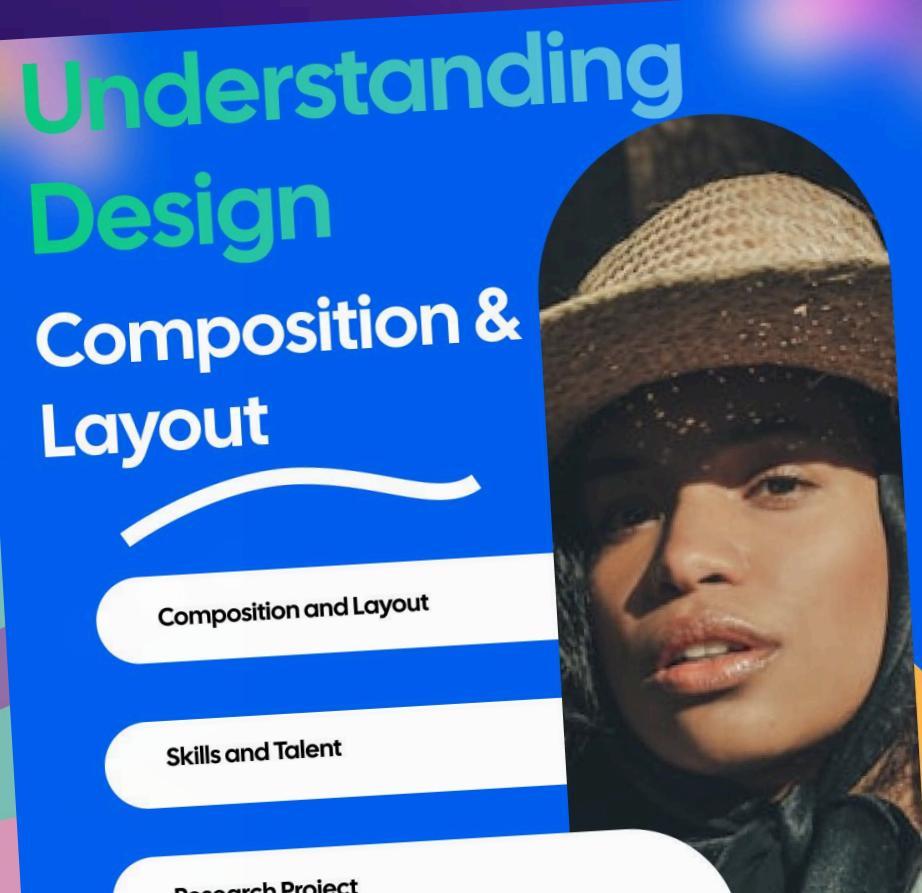
SCARLETT ACNE ESSENCE TONER

kombinasi unik 2-in-1 essence dan toner untuk rawat kulit berjerawat dan bruntusan.

- Dengan zinc dan tea tree yang menyehatkan kulit dan menenangkan jerawat meradang.
- Cooling sensation setelah digunakan.
- Melembapkan sekali-kali mengurangi tampilan kemerahan jerawat.



## New Creative Wayes To Grow



Alfi Nur Danialin

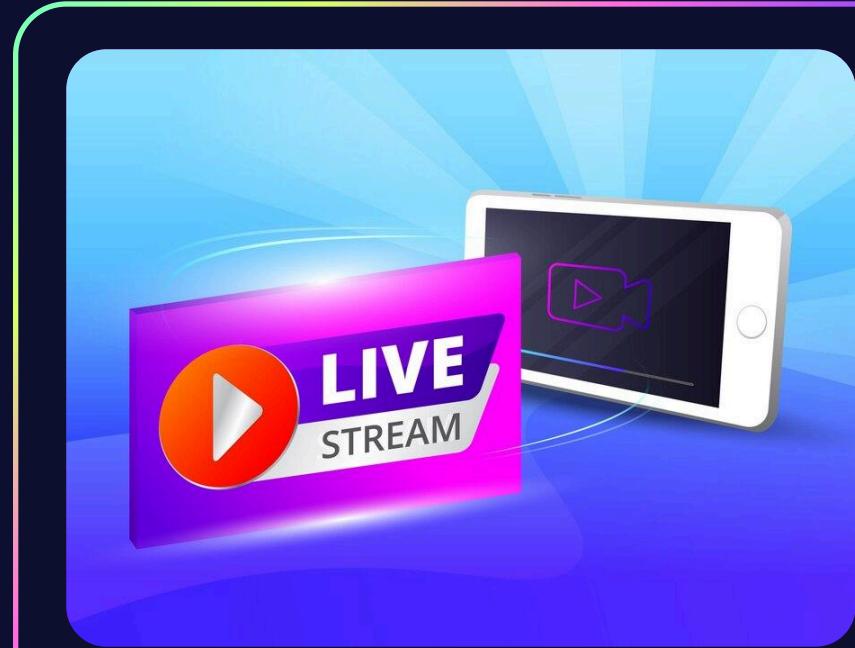


# Sosial Media Content

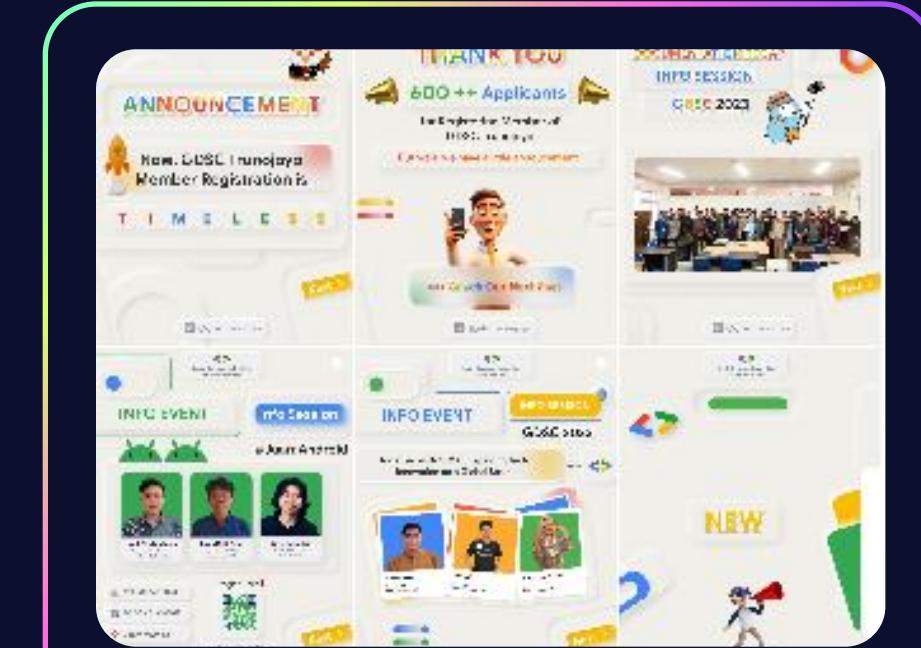
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“Organization Feeds”



“Vidio Promotion”



“Event Google Developer”



“Marketing Feeds”



+

# Feeds Organization



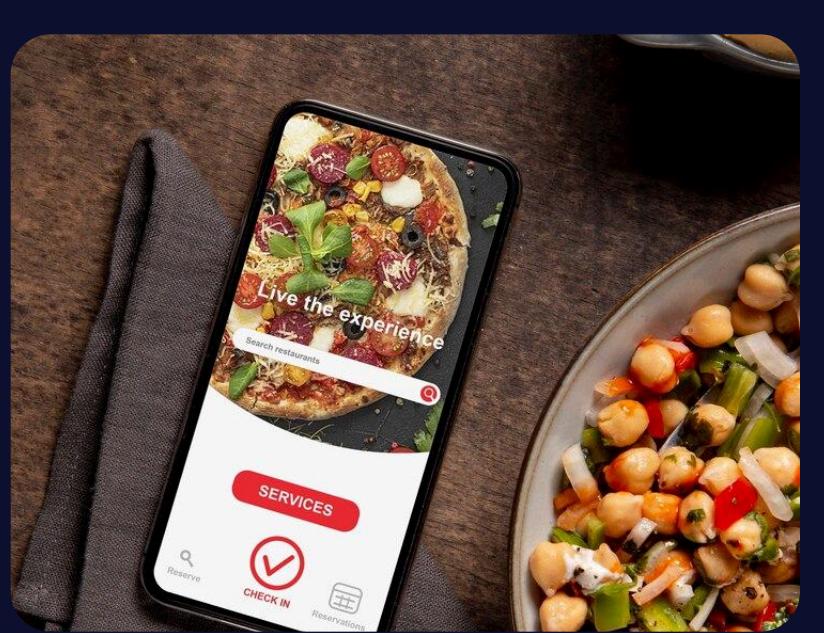
This Instagram Feed Design Was Created As A Visual Communication Media That Represents The Identity And Spirit Of The IKAMASDA Sidoarjo Organization. The Goal Is To Build An Active And Professional Organizational Image In The Eyes Of Students And The General Public.

PERIOD 2021-2023

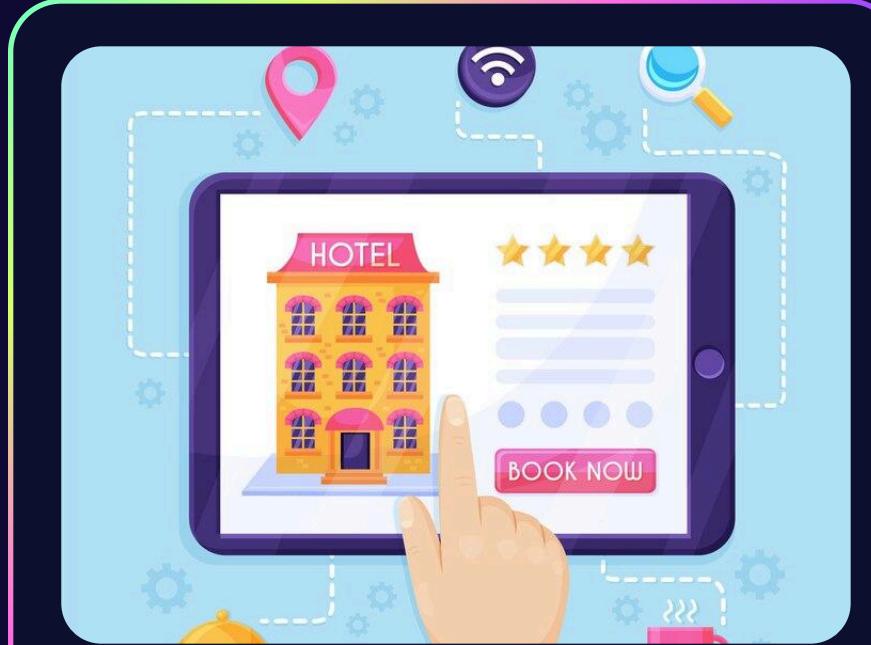
Many Instagram Feed Designs Are Made With The Aim Of Introducing The Regional Organization IKAMSDA To All Students At UTM, To Attract Interest Or Follow Information And Even Competitions Held By The Organization. From Monthly Information To Information On Important Days Celebrated Worldwide Or Nationally



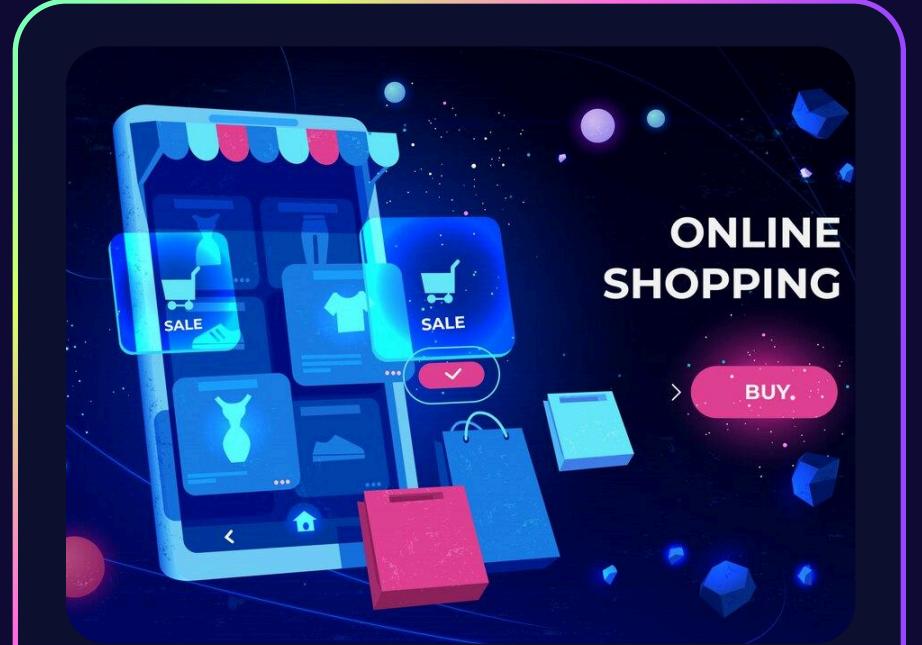
# UI/UX Design



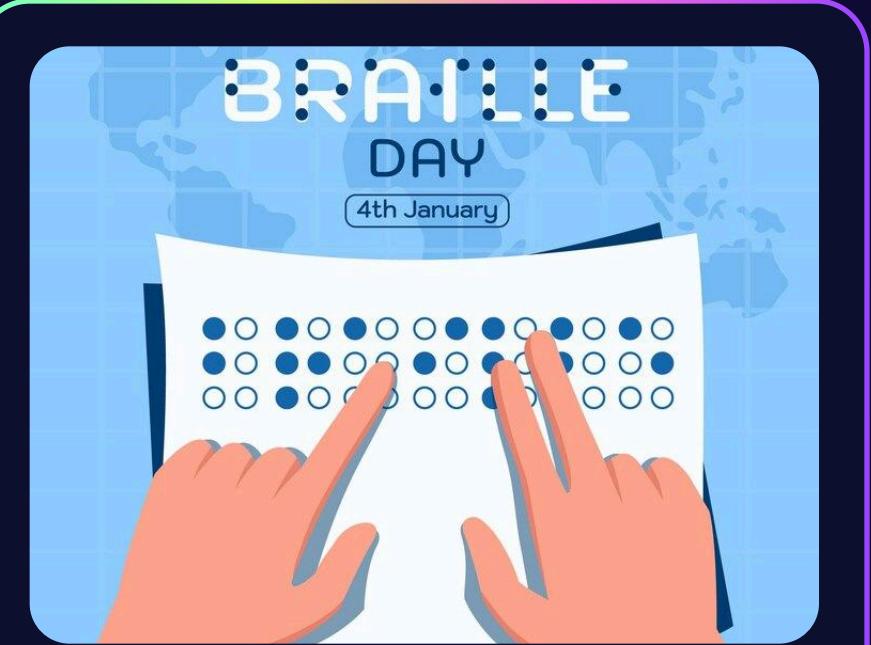
“Fast Food”



“The Cost”

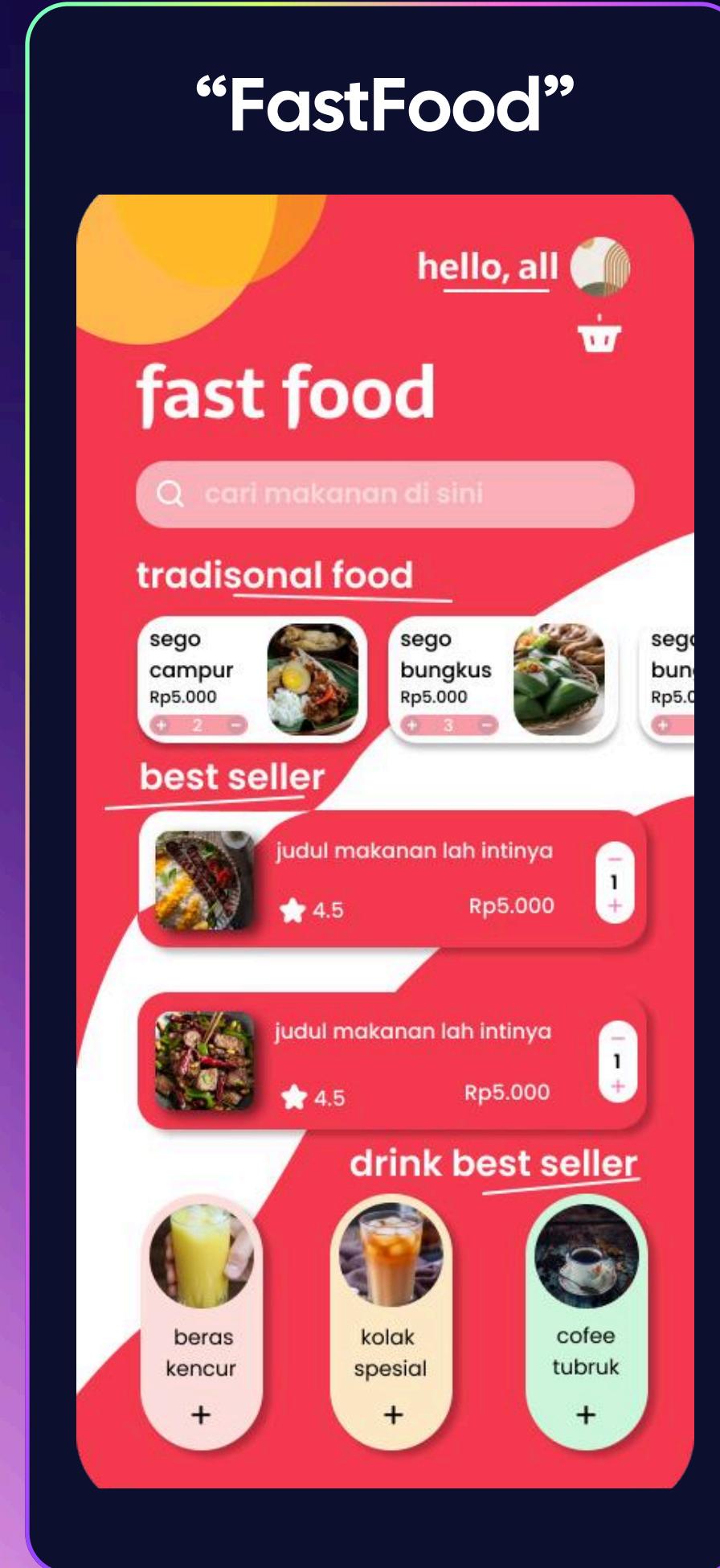


“Selling Bag”



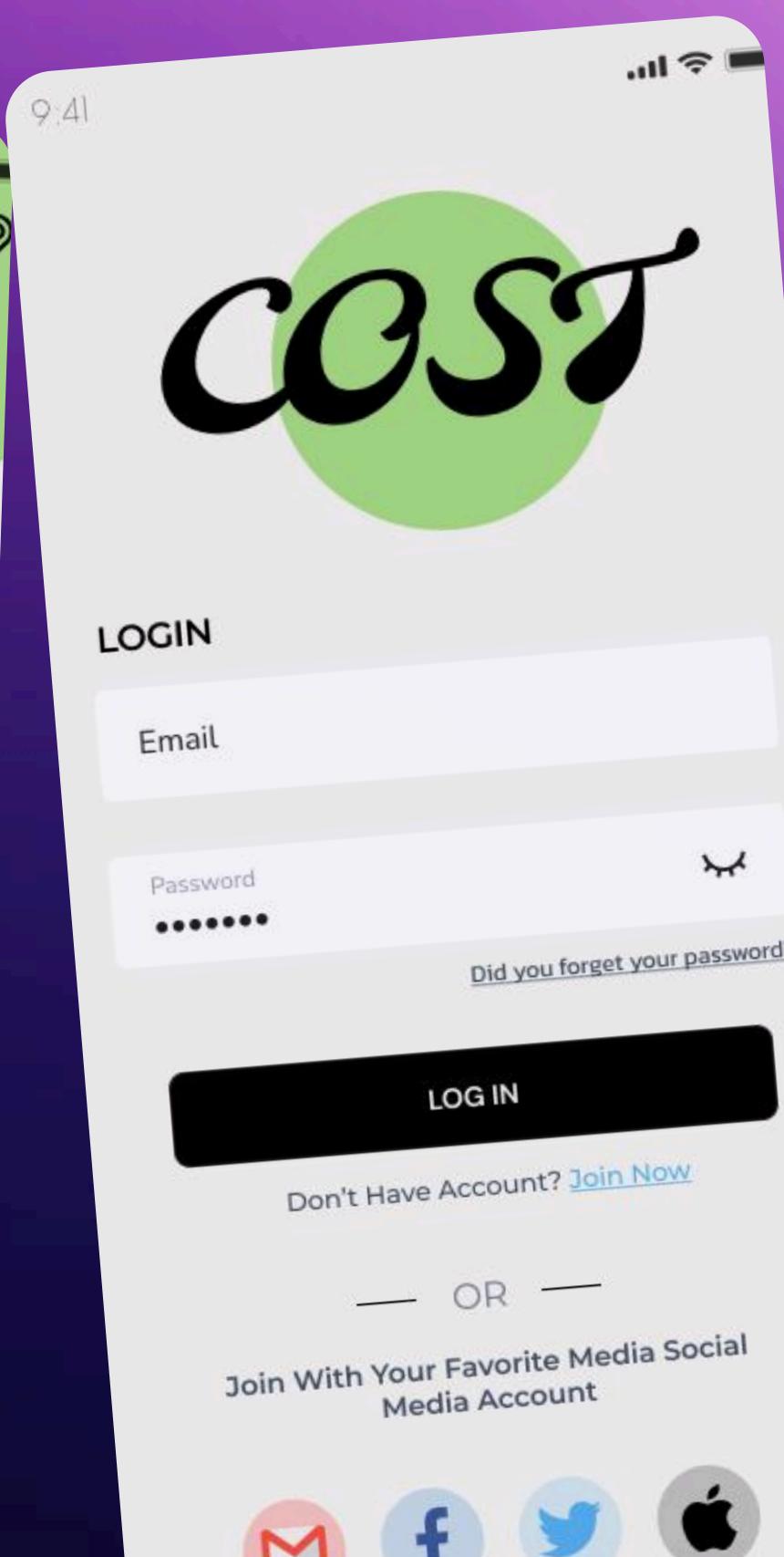
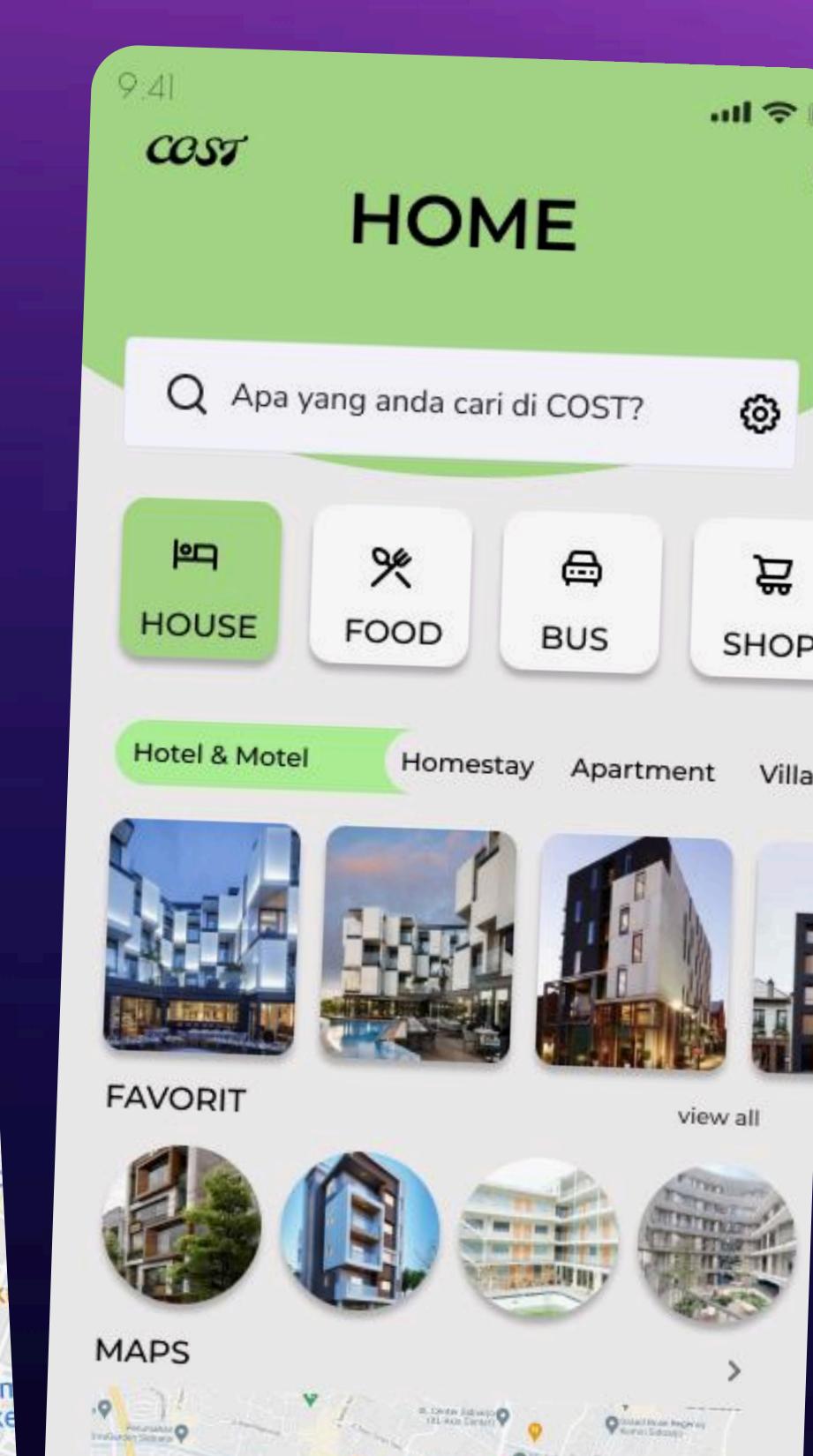
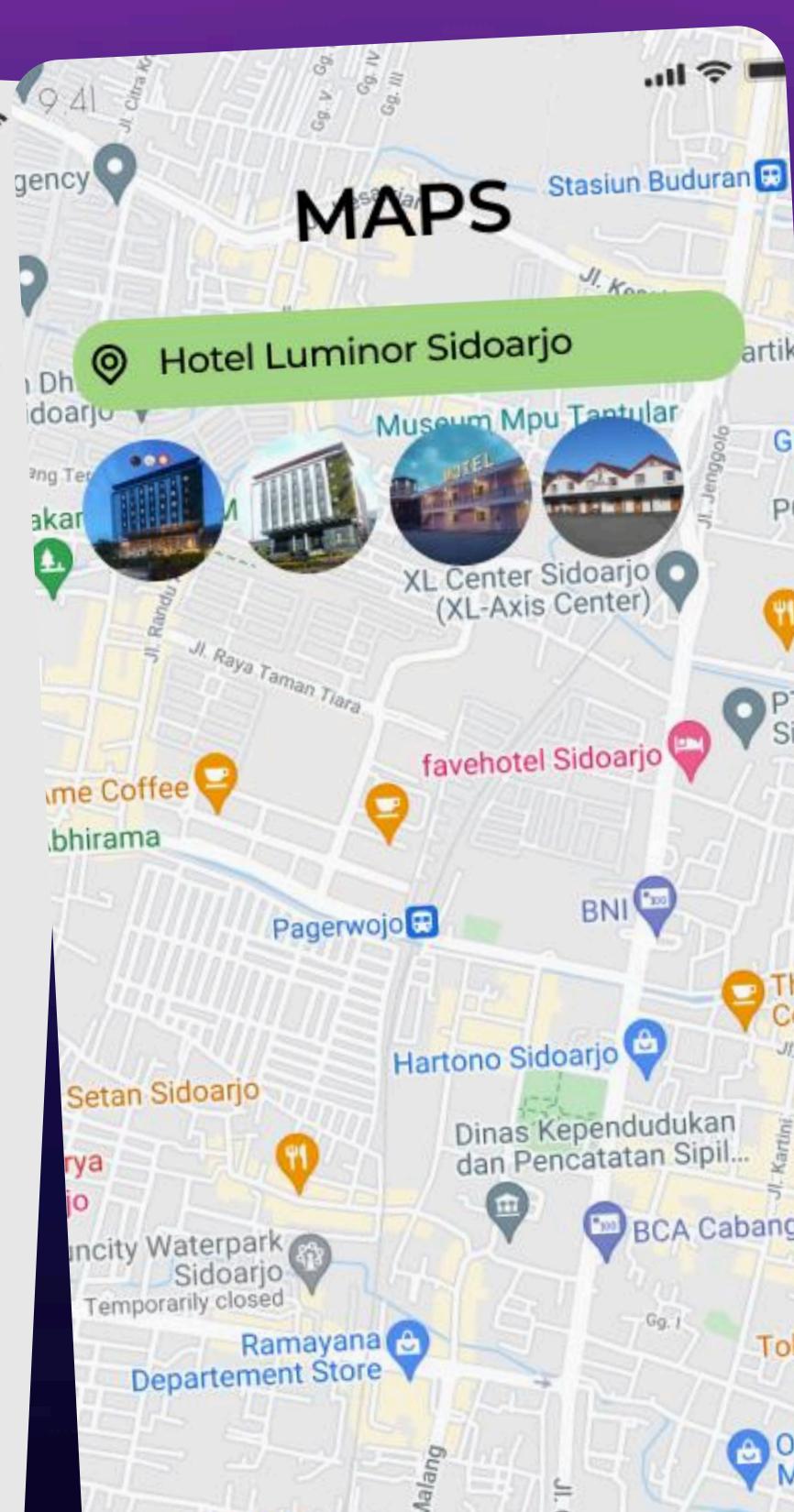
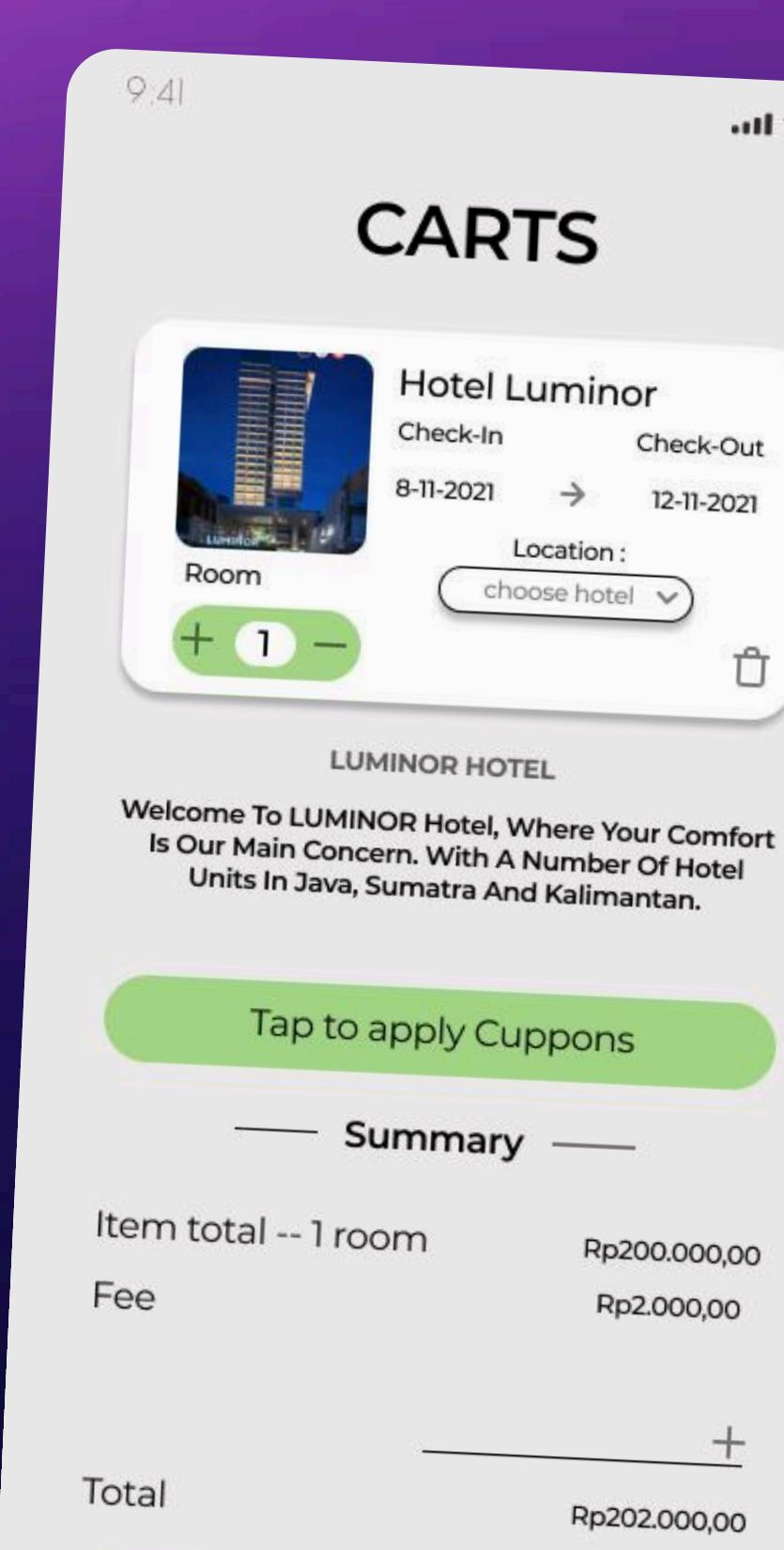
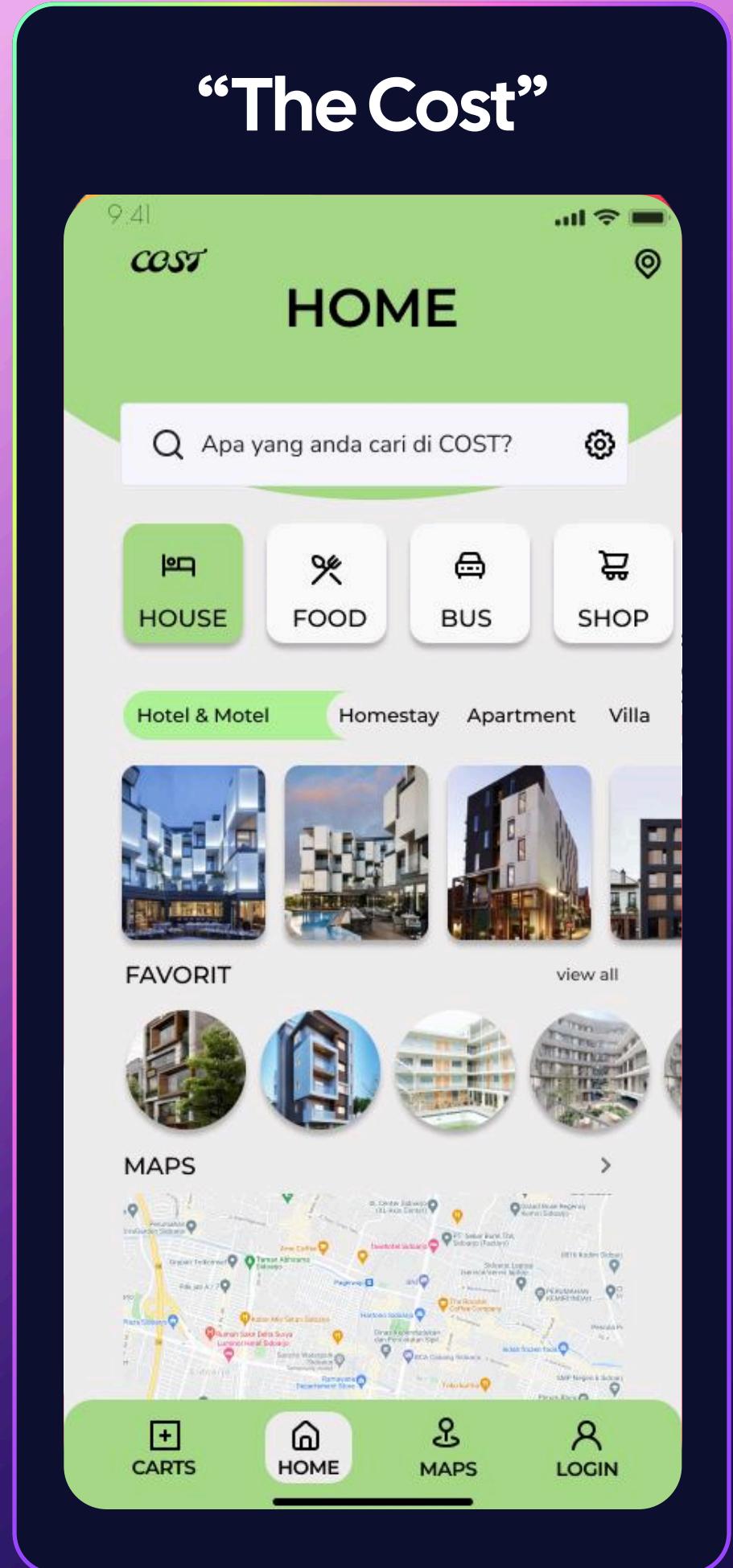
“Braille Mobile”

# Design FastFood Mobile Apps



The FastFood Application Interface Design Is Designed With A Focus On Ease Of Access, Speed Of Navigation, And User Convenience In Ordering Fast Food. The Visual Appearance Carries A Clean And Modern Concept With The Use Of Bright, Appetizing Colors, Such As Red, Orange, And Yellow, Combined With Attractive Illustrative Elements. Key Features Such As Food Ordering, Menu Categories, Shopping Carts, And Order Tracking Are Arranged Intuitively So That Users Can Complete Transactions In Just A Few Steps. The Design Of Large Buttons, Clear Icons, And Eye-Friendly Typography Support An Efficient User Experience, Even When Used In A Hurry.

# Design The Cost Mobile Apps





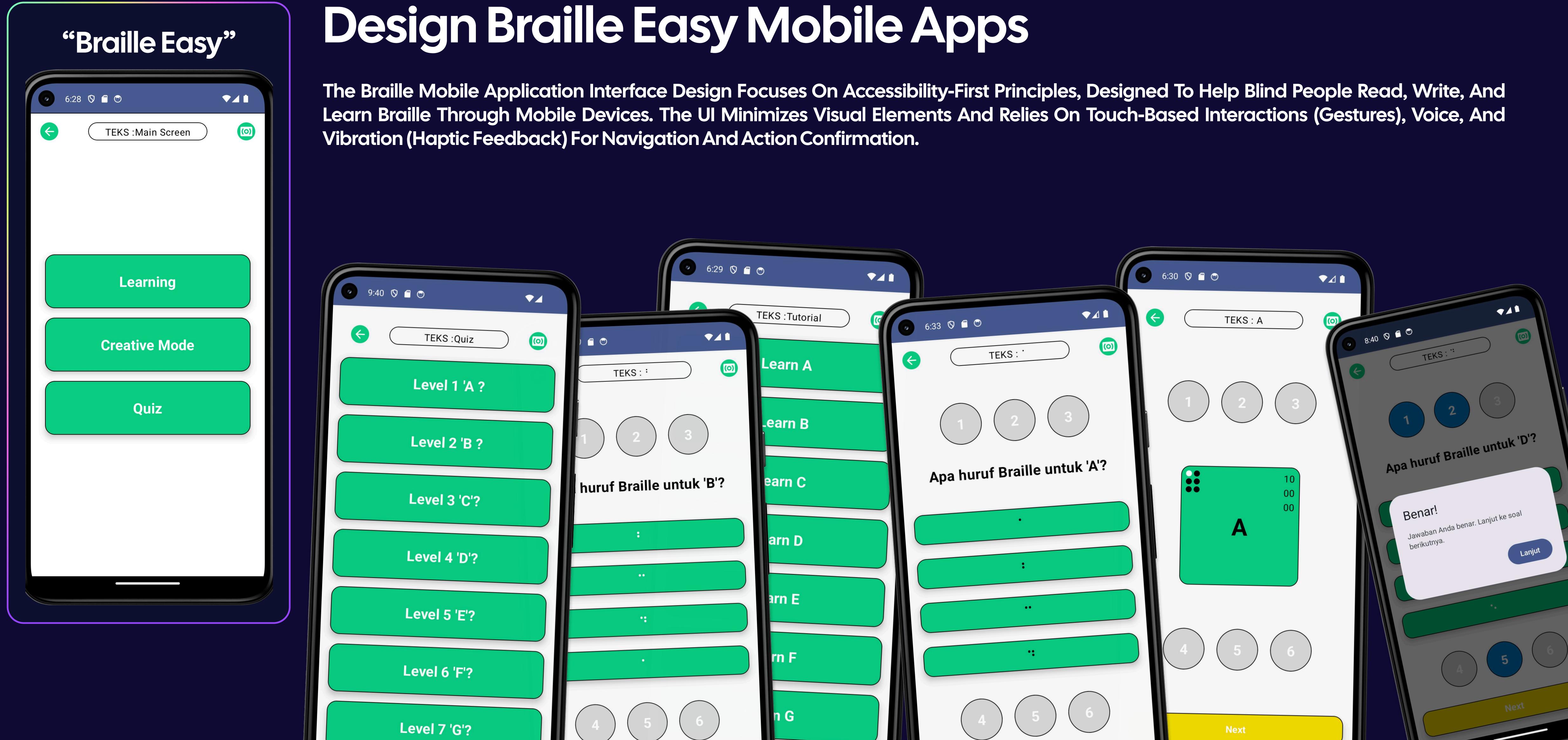
**“Selling Bag”**

# Design Selling Bag Mobile Apps

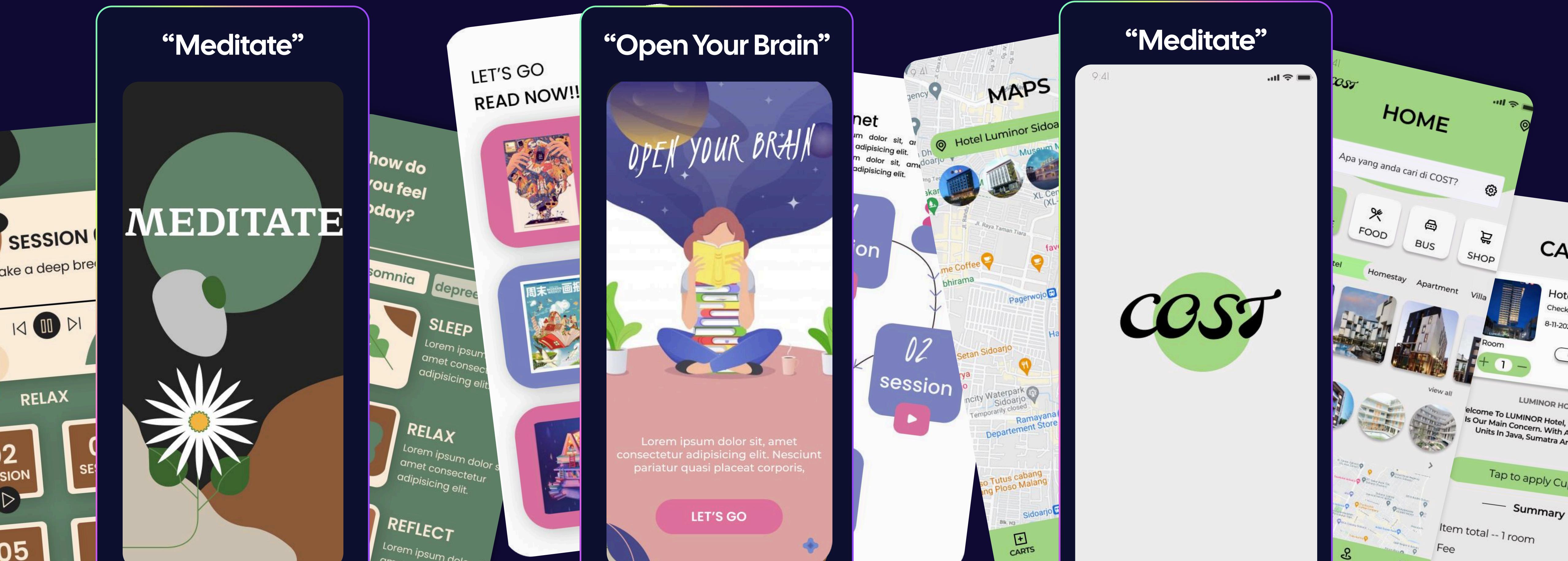
The Interface Design Of This Bag Sales Application Is Designed With An Elegant And User-Friendly Visual Approach To Support A Pleasant And Efficient Shopping Experience. The Main Focus Is On The Attractive Appearance Of The Product, With The Use Of A Neat Grid Layout, High-Resolution Product Photos, And Clear Price Tags. The Colors Used Follow The Character Of The Brand—Can Be Neutral For A Premium Impression (Black, White, Beige), Or Bright And Playful For A More Casual And Young Brand.

# Design Braille Easy Mobile Apps

The Braille Mobile Application Interface Design Focuses On Accessibility-First Principles, Designed To Help Blind People Read, Write, And Learn Braille Through Mobile Devices. The UI Minimizes Visual Elements And Relies On Touch-Based Interactions (Gestures), Voice, And Vibration (Haptic Feedback) For Navigation And Action Confirmation.



# Other Design User Interface



# Marketing & Advertising



“Hangtag Weeding”



“Cover Book”



“T-Shirt”



“Lanyards ”

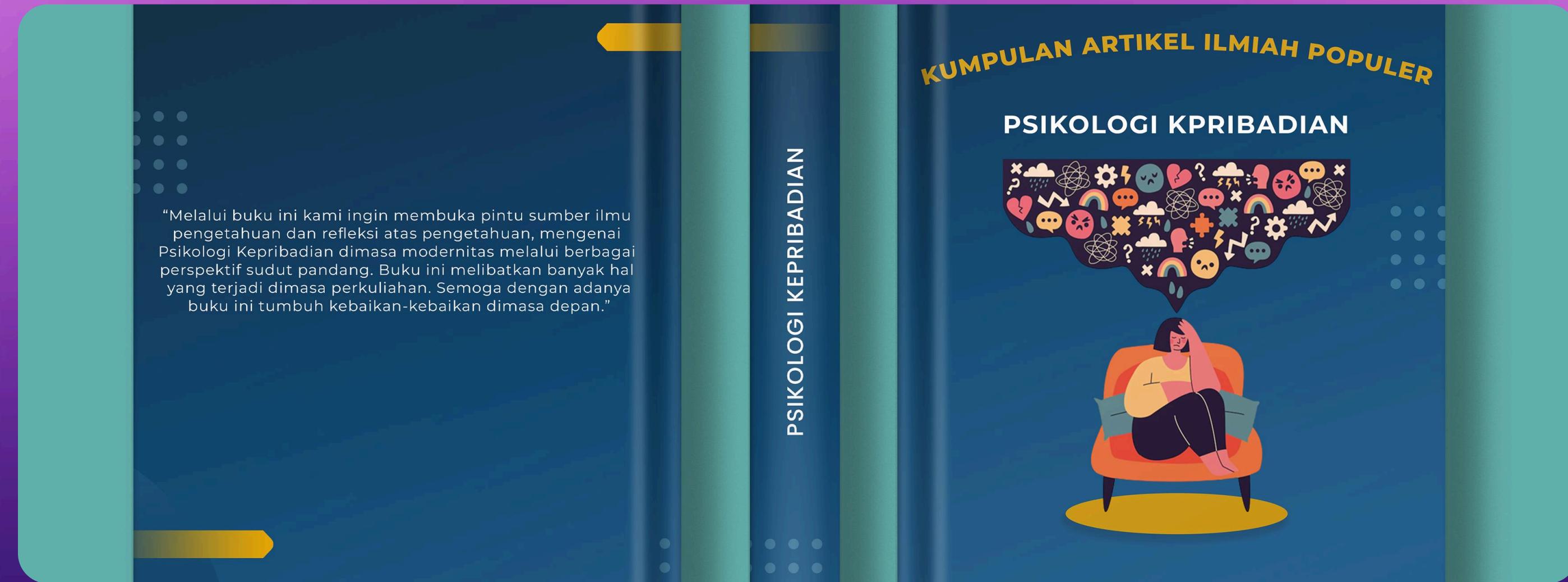


# Hangtag Weeding



This Hangtag Design Was Created As An Aesthetic Complement To Nadya & Fajar's Wedding Souvenirs, With An Elegant And Personal Touch That Reflects Their Love Story. Carrying A Modern Minimalist Theme With A Soft Color Palette, This Hangtag Is Designed To Give A Warm And Memorable Impression To Guests. Elegant Typographic Elements Are Combined With Simple Floral Illustrations, Creating A Romantic Yet Clean And Stylish Feel. This Hangtag Not Only Functions As A Label, But Also As A Symbol Of Appreciation And Sweet Memories Of The Happy Day Of The Bride And Groom.

# Cover Book



The Book "Kumpulan Artikel Ilmiah Populer : Psikolog Kepribadian" Is A Collection Of Writings That Discuss The Dynamics Of Human Personality From A Psychological Perspective In A Light But Scientific Manner. Compiled To Bridge Academic Theory And Everyday Understanding, Each Article In This Book Invites Readers To Recognize Various Personality Types, The Influence Of The Environment On Behavior, And How Character Is Formed And Developed. With Easy-To-Understand Language, This Book Is Suitable For Students, Educators, And Anyone Interested In Exploring The Complexity Of The Human Self Through The Lens Of Psychology.

# Lanyard Design



This Lanyard Design Is Designed As A Visual Identity And A Symbol Of Pride For IKAMSDA Sidoarjo Members. Carrying The Organization's Distinctive Colors And Graphic Elements That Represent The Spirit Of Unity And Intellectuality Of Sidoarjo Students, This Lanyard Not Only Functions As An ID Card Hanger, But Also As A Branding Element That Reflects The Active And Professional Character Of Each Member. With A Simple Yet Meaningful Design, This Lanyard Is Suitable For Use In Every Formal And Non-Formal Activity, Both On And Off Campus.



**"Thank you for visiting my graphic design portfolio. I hope you enjoy viewing my work and are inspired by the creativity and quality that I have to offer. If you are interested in working with me or have questions about my work, please feel free to contact me. I will be happy to answer your questions and work with you on any graphic design project. Thank you for your attention."**

**--ALFI NUR DANIALIN--**