

# FARHAN KHOLID

UI/UX Designer

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## Summary

Hybrid Front-End Engineer with 4+ years of background in Visual Design. Specializes in bridging design fidelity with engineering precision using Laravel, React, and Tailwind CSS. Proven track record in building high-performance web apps and scalable design systems.

## Skill

Tech Stack	Design Tools	Soft Skills
<ul style="list-style-type: none"><li>Laravel (PHP)</li><li>React.js / Vue.js</li><li>Tailwind CSS</li></ul>	<ul style="list-style-type: none"><li>Figma (Prototyping)</li><li>Adobe Photoshop</li><li>Adobe Illustrator</li></ul>	<ul style="list-style-type: none"><li>Creative Leadership</li><li>Project Management</li><li>Team Collaboration</li><li>Detail Oriented</li></ul>

## Education

<ul style="list-style-type: none"><li>Computer Science at Pertamina University</li></ul>	2023-2027
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## Experience

CITEUP 2025   Head of Creative Department	2025
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- Spearheaded the visual identity for the entire event, developing the "Node of Connection" concept that was applied across digital, print, and merchandise assets.
- Led and managed a team of creative staff, overseeing the design process from brainstorming to final execution, ensuring 100% brand consistency.
- Directed the production of high-quality promotional videos and social media feeds, significantly increasing audience engagement and brand awareness.

CITEUP 2024   Creative Media Staff	2024
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- Collaborated with the creative team to design engaging marketing collateral, including Instagram posts, stories, and posters using Adobe Photoshop and Illustrator.
- Assisted in the layout design for the event guidebook and sponsorship proposals, ensuring a professional and appealing presentation.
- Executed rapid design revisions based on feedback to meet tight deadlines without compromising quality.

PT Farhan Surya Indah   Graphic & UI Designer	2021 – 2023
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- Designed high-fidelity user interfaces (UI) for web and mobile booking platforms, focusing on intuitive user journeys and aesthetic consistency.
- Developed comprehensive design systems and style guides that reduced developer hand-off friction by approximately 30%.
- Created visual assets for digital marketing campaigns, ensuring strict brand alignment across all channels.