

FARHAN KHOLID

UI/UX Designer

+62 813-8833-7828 | farhankholid20@gmail.com | @frhmkhld_ | Jakarta, Indonesia

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">Laravel (PHP)React.js / Vue.jsTailwind CSS	<ul style="list-style-type: none">Figma (Prototyping)Adobe PhotoshopAdobe Illustrator	<ul style="list-style-type: none">Creative LeadershipProject ManagementTeam CollaborationDetail Oriented

Education

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

Experience

CITEUP 2025 Head of Creative Department	2025
---	------

- 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
------------------------------------	------

- 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
---	-------------

- 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.