Muhammad Naufal Furqan

UI / UX DESIGNER

linkedin.com/crunchii

crunchii@gmail.com

+62 813-5001-6474

crunchii.tech

Innovative **Front-End Developer & UI/UX Designer** with a strong background in **web development, and digital branding.** Designed and optimized websites, increasing user engagement and brand awareness. Proven track record in leading UI/UX design projects, and achieving **Third Place in the Game Seed competition among 324 professional teams from the industry and indie studios with 1,176 participants.**

AREA OF EXPERTISE

- Front - End Developer
- User Research
- Digital Marketing
- UI / UX Designer
- Brand Manager
- Illustrator

PROFESSIONAL EXPERIENCE

PT. Inovasi Informatik Sinergi, UI/UX Designer & SEO/SEM Specialist — **Oct 2023 - Apr 2024**

Banjarmasin, South Kalimantan, ID.

- Represented the company in **Young Entrepreneurship Competition BNI**, creating a business deck.
- Led UI/UX and front-end development for **multiple international client projects.**
- Assisted in the design and development of websites, specializing in **E-commerce and company product websites** based on WordPress/CMS platforms.
- Assisted **UNAIR** in SEO optimization, managing a high-budget campaign for **13 websites** using Google Ads, GA4, GTM, and other relevant tools.

PT. Arkatama Multi Solusindo, Front-End Developer — **Feb 2023 - Sep 2023**

Malang, East Java, ID.

- Developed **6+ front-end website projects**, including bootcamps, e-learning platforms, and university sites.
- Managed **3+ projects simultaneously** as a lead UI/UX designer.
- Designed multiple UI/UX projects for diverse industry clients.

PROJECTS

PT. Wiragama Global Nusantara, Brand Manager — **Dec 2024 - Jan 2025**

Banjarmasin, South Kalimantan, ID.

- Designed and launched a **company mascot,** to increasing brand recognition and strengthen brand identity. (Brand Development)
- Built and managed **6 websites** (including company's profile) using CMS, with clear and targeted copywriting while optimizing for SEO to increase website traffic.
- Created and scheduled **over 20 Instagram feed posts daily**, ensuring engaging and relevant content to boost interaction and brand visibility.

EtherKoi, Lead Artist & UI/UX Designer — **Sep 2024 - Oct 2024**

Remote

- Achieved Third Place in the Game Seed competition among **324 professional teams from the industry and indie studios with 1,176 participants.**
- Developed the foundational concept and initial **UI/UX design** idea for the project.
- Represented the team at the Indonesia Game Developer Exchange (IGDX) 2024 in Bali to showcase the game.

SKILLS

Design & UI/UX

- Figma, Canva & Photoshop
- UI/UX Wireframing & Prototyping
- Visual Communication Design
- Branding & Mascot Development

Development

- Front-End Development (HTML, CSS, JavaScript, PHP)
- WordPress / CMS Website Development
- Git Version Control
- Basic Kotlin Programming

SEO & Digital Marketing

- Google Ads, GTM, GA4
- Search Engine Optimization (SEO)
- Content Strategy & Copywriting

Other Skills

- Microsoft Office Suite
- Drawing & Illustration

EDUCATION

Bachelor's Degree in Information Technology – University of Lambung Mangkurat Sep 2020 - Dec 2024

- Participated in the **Magang MSIB** at Kampus Merdeka at Arkatama Multi Solusindo as a Front-End Developer, with **a Semester Grade Point Average of 4.00**, selected from **27,952 applicants** of Kampus Merdeka.
- Participated actively in the **multiple GEMASTIK** Competition (National Student Exhibition Competition in Information and Communication Technology) as **UI/UX Designer** in the Game Development Competition.
- GPA: **3.9/4.0**
- Conducted **Usability Testing Research** for thesis, evaluating a new application's market demand using PSSUQ (Post-Study System Usability Questionnaire) and RTA (Retrospective Think-Aloud) increasing the **Overall score from 3.32 to 2.08** (lower score high usability).
- **Student Exchange Program** at STIKI Malang (2022 - 2023).
- Active participant in University Organization, Himpunan Mahasiswa Teknologi Informasi (HMTI) as **Public Relation (PR)**

Student Exchange - Visual Communication Design – STIKI Malang Feb 2022 - Aug 2022

- Participated in **Technofest** as a **game developer & UI/UX designer.**
- Served as **Chairperson in organizing a cultural painting event** introducing students to Malang Mask Art
- Achieved a **Semester Grade Point Average of 4.00.**

ADDITIONAL INFORMATION

Languages :

- Indonesian (Native)
- English (Intermediate)

PORTOFOLIO

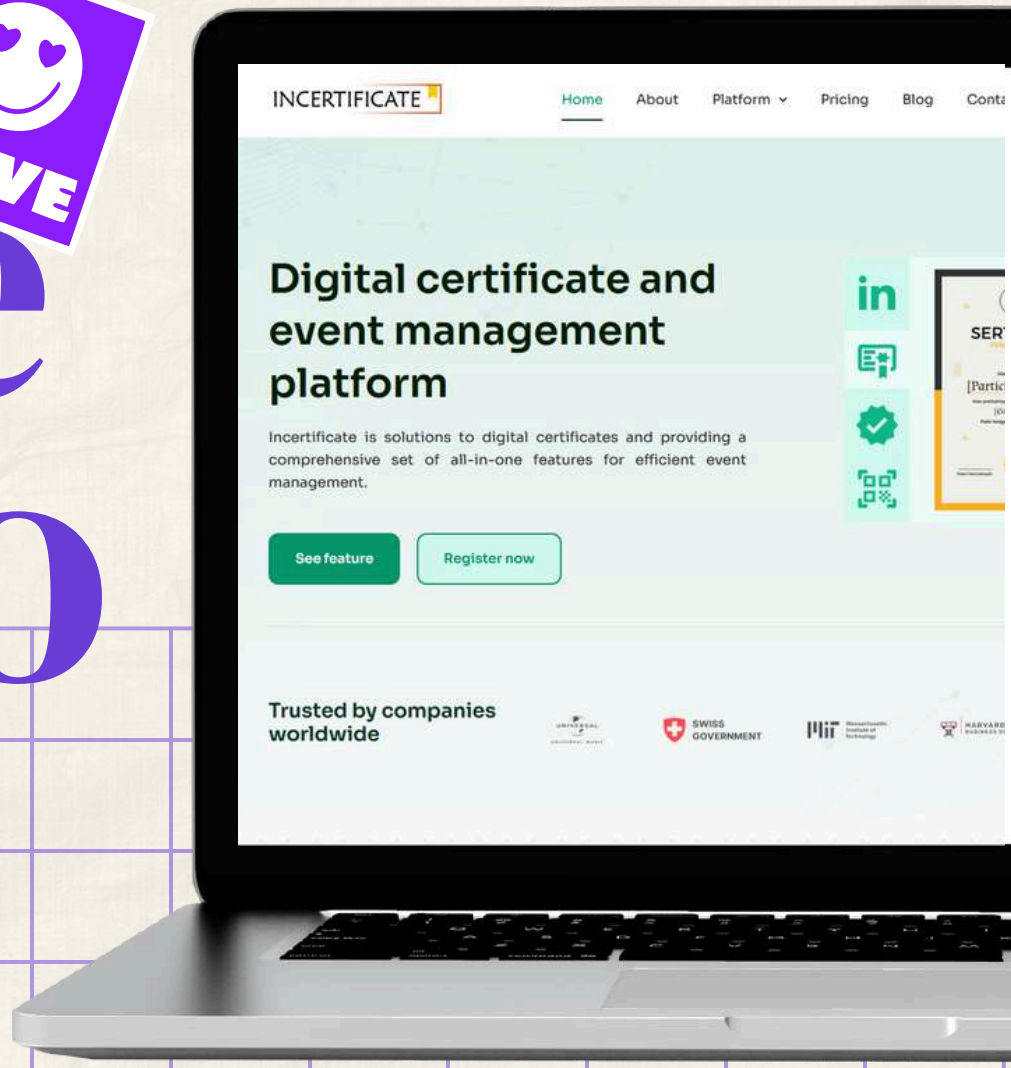
Presentation by **Naufal Furqan**

Creative Portfolio

Presentation

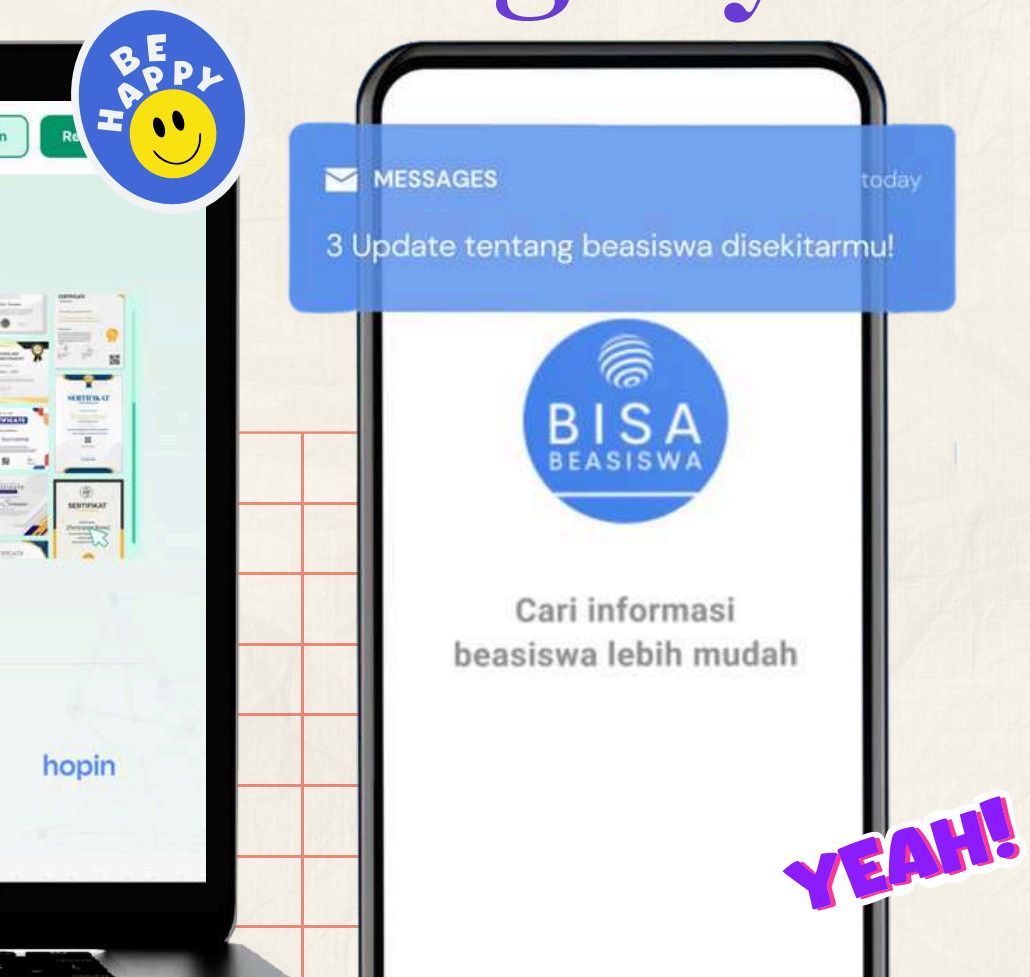
I am a UI/UX Designer using my background as an IT and hobby as an Illustrator to create a suitable and smart design

FEBRUARI 2025



NAUFAL'S CREATIVE PORTFOLIO

Category



Website Design

Responsive and modern website designs, including landing pages, dashboards, and e-commerce for an optimal user experience.

Mobile App Design

Intuitive UI/UX for mobile apps, focusing on navigation, accessibility, and aesthetics.

Social Media Content

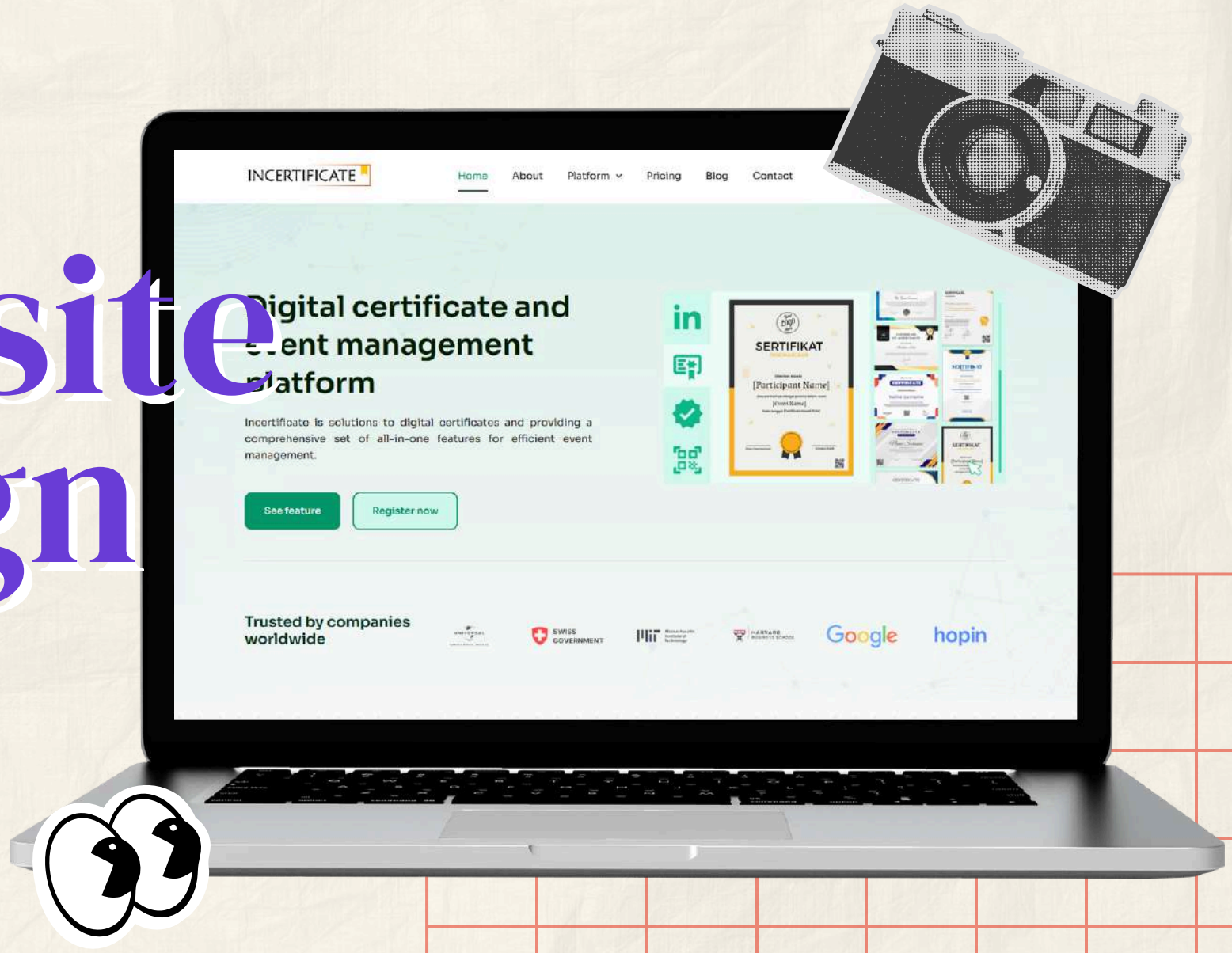
Engaging social media visuals that enhance brand identity, including posts, banners, and promotional content.

Study Case Example

UI/UX case studies covering research, user testing, and design solutions from ideation to final prototypes.

NAUFAL'S CREATIVE PORTFOLIO

Website Design



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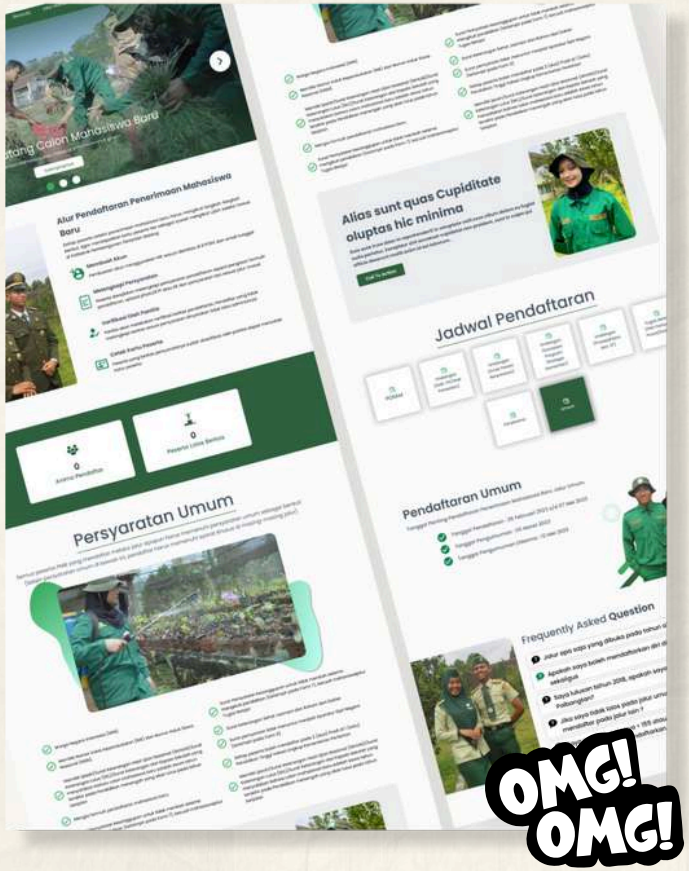
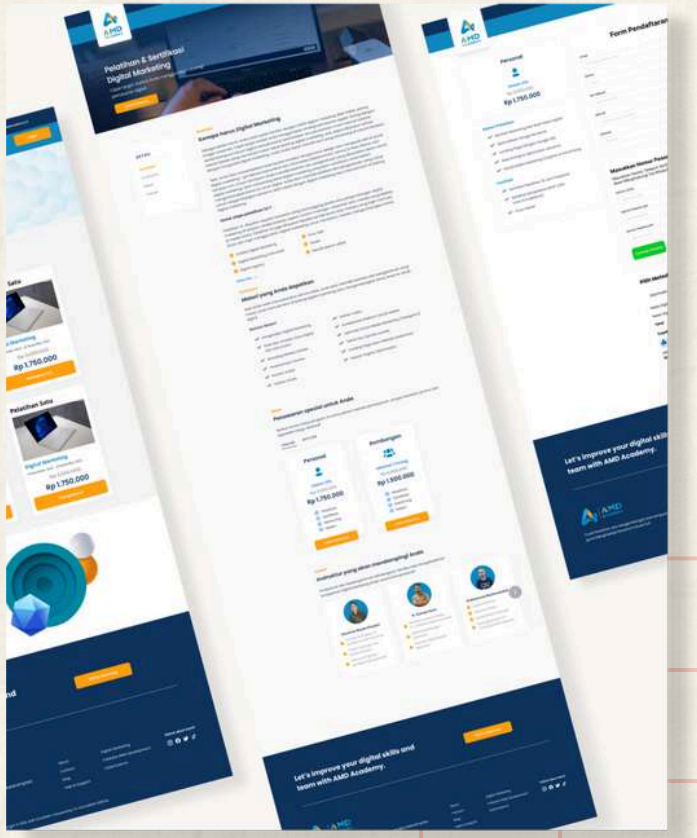
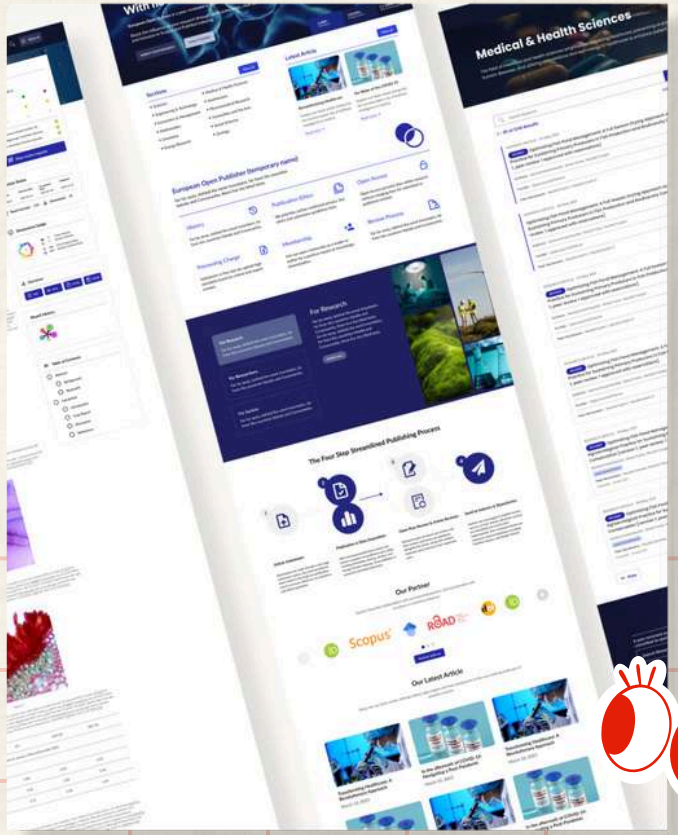
University Website #1



Bootcamp Website #1



Journal Website #1



+ More

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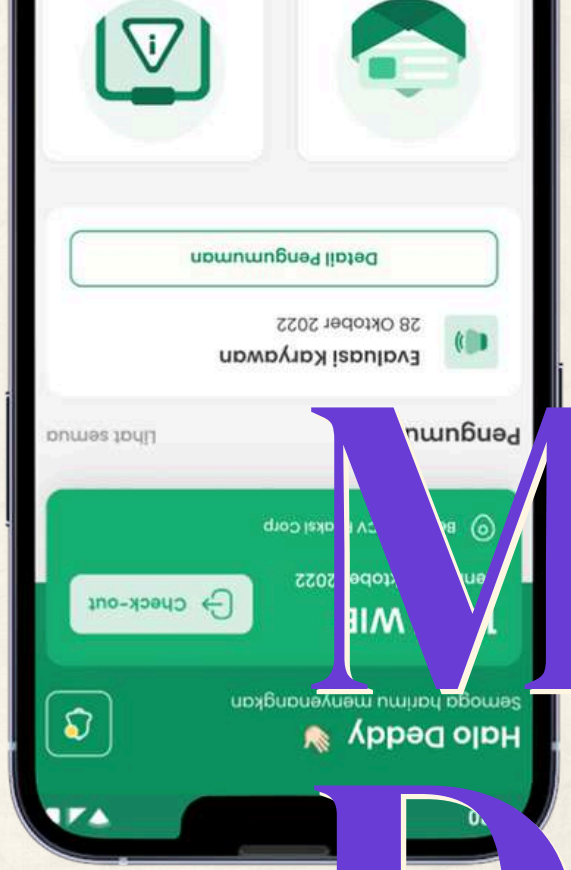
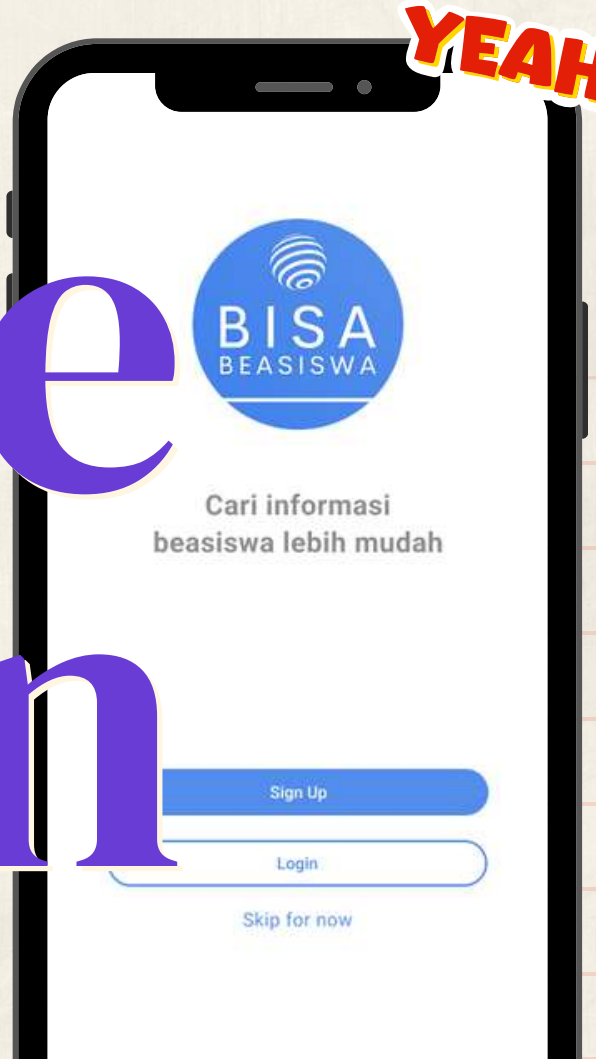


Mobile Design



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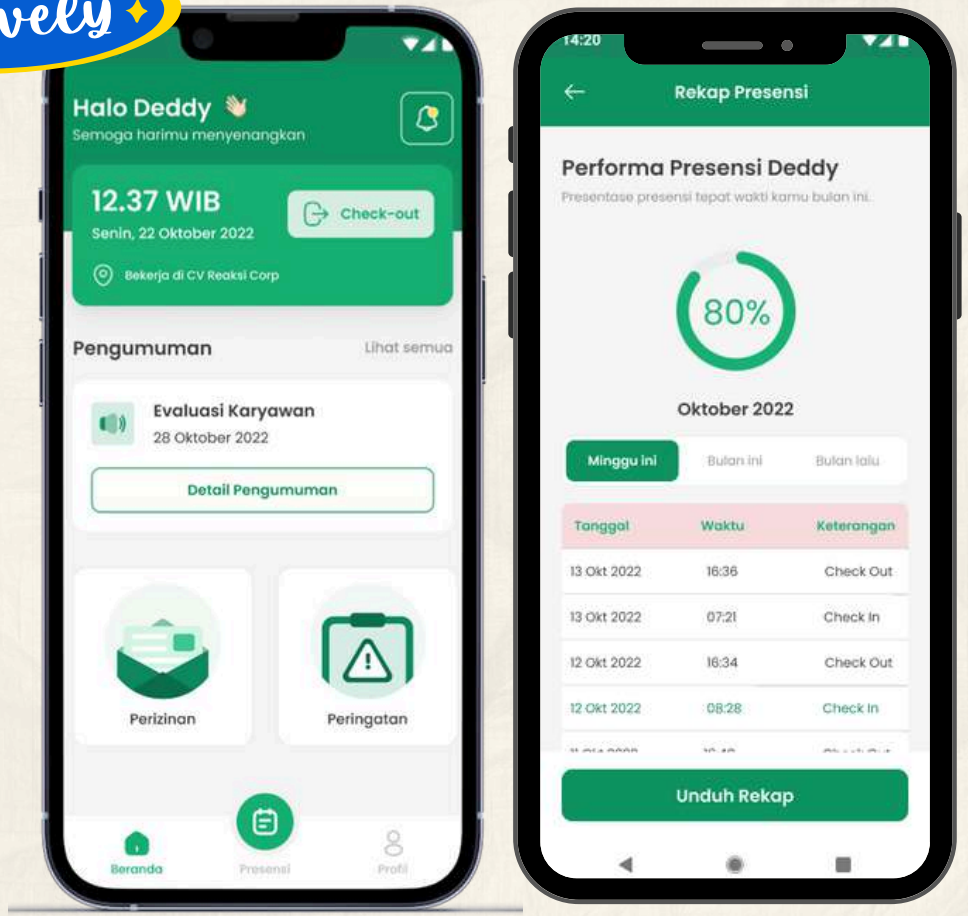
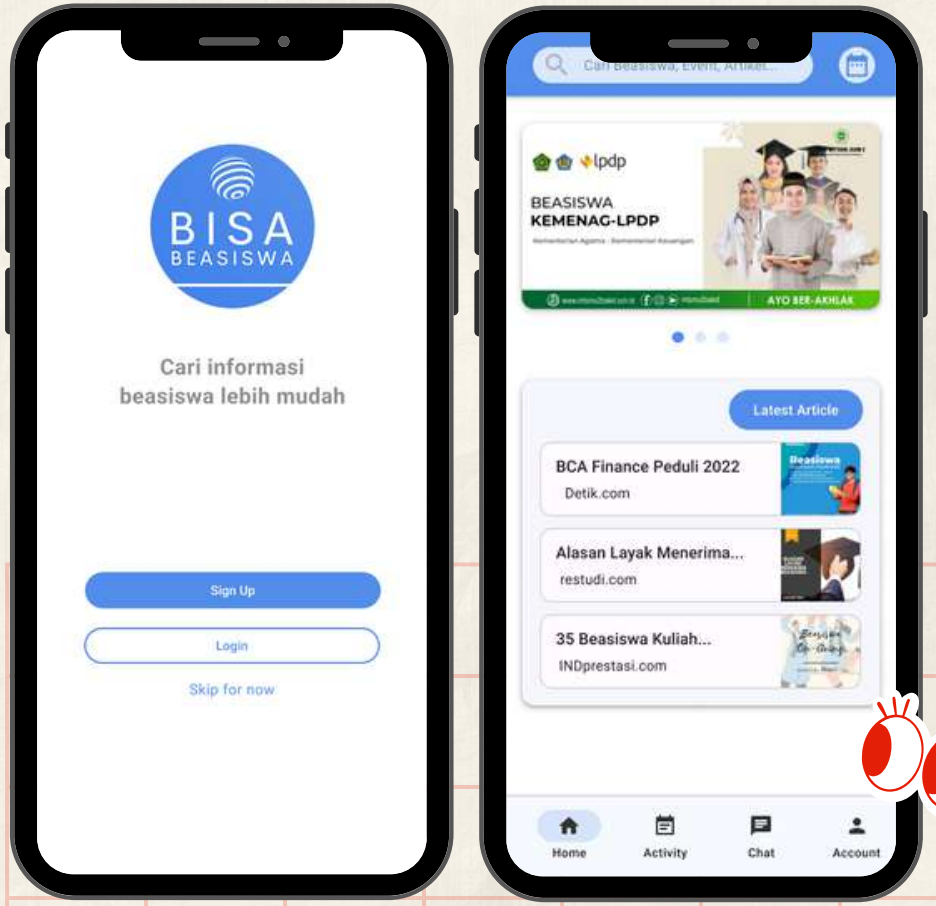
Employee Application



BISA Beasiswa



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NAUFAL'S CREATIVE PORTOFOLIO

Social Media Content

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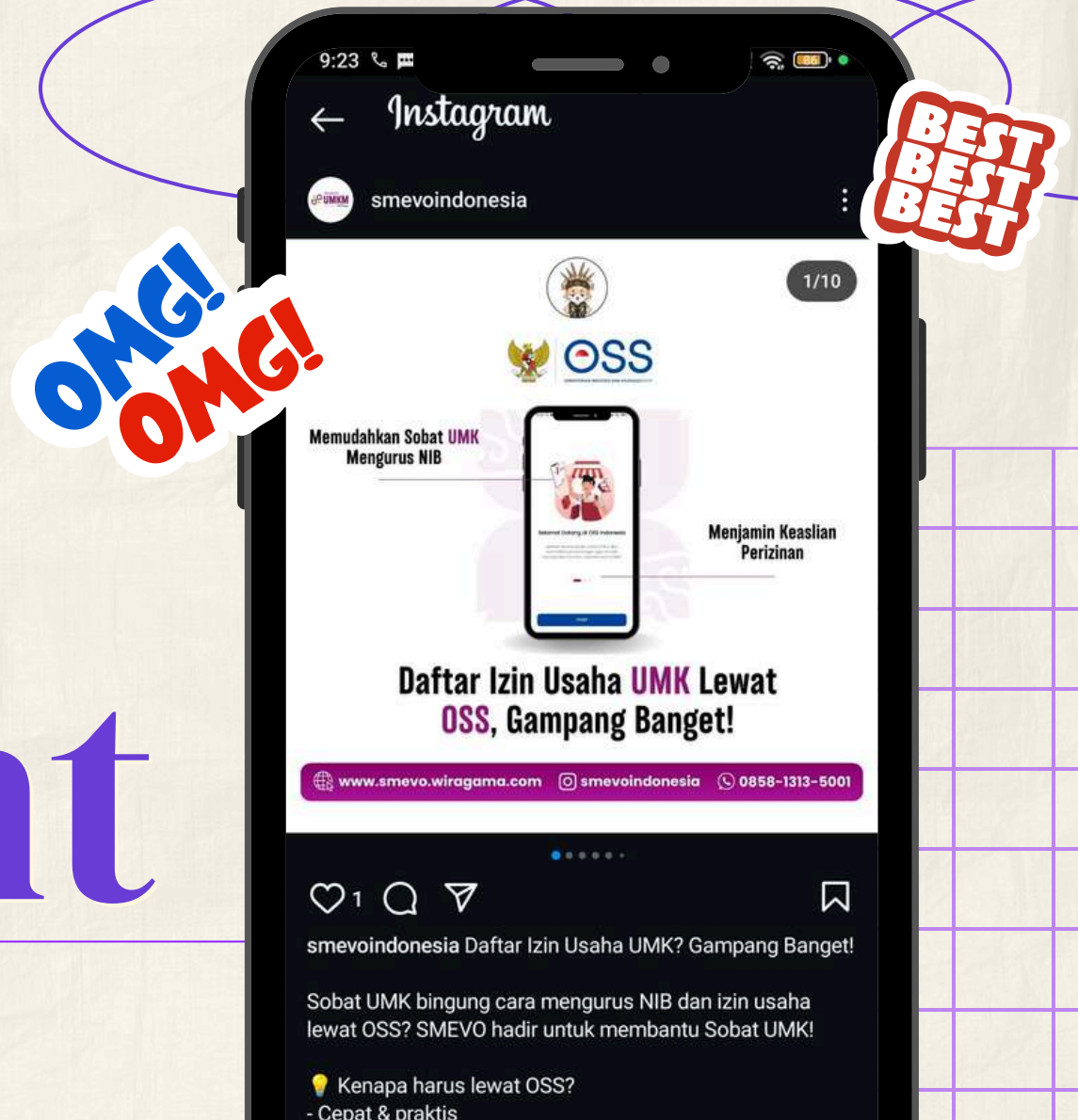

Export Product

Social Media UMKM

Art Event

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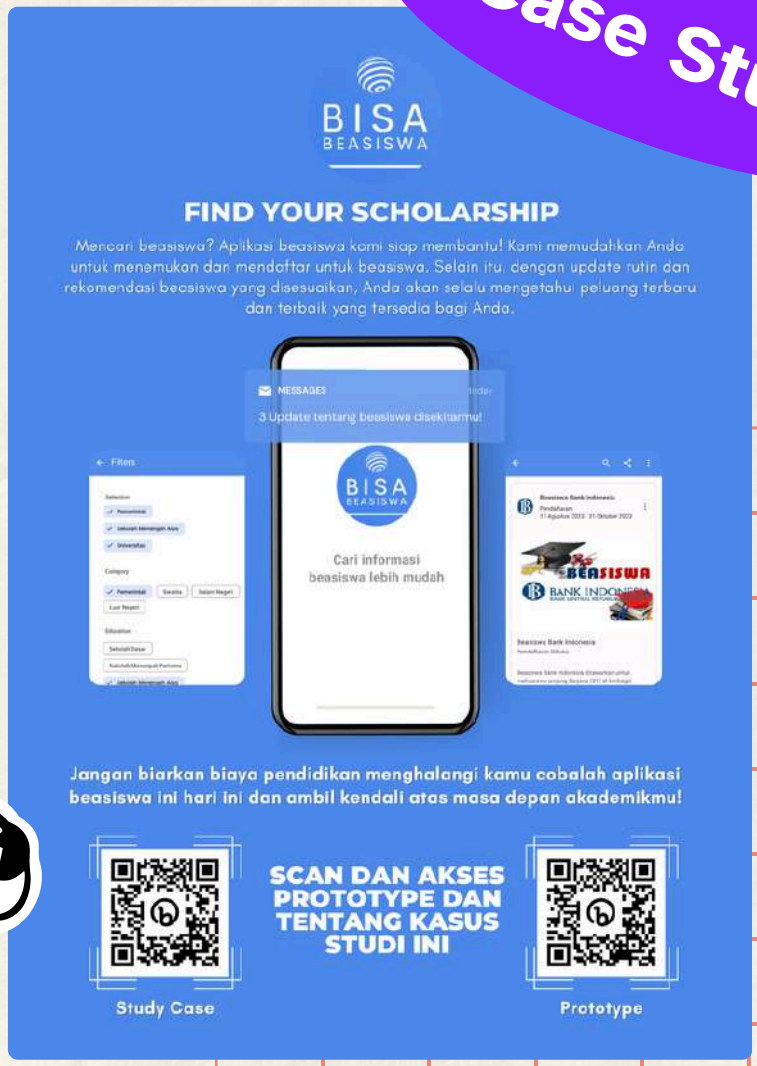
M

BISA Beasiswa

Case Study

App Project

This section highlights how I conduct a case study, using BISA Beasiswa as the subject. It covers user research, competitor analysis, usability testing, wireframing, and prototyping to create an effective design solution.



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Background

Scholarship information is often scattered across multiple sources, making it difficult for students to find relevant opportunities. Existing platforms lack usability, with limited filtering options and outdated listings. This study aims to design a more accessible and user-friendly scholarship platform.

The Problem

Students struggle with unclear eligibility criteria, missing deadlines, and inefficient search tools on current platforms. A streamlined system with better organization, real-time updates, and personalized features is needed to improve the scholarship search experience.

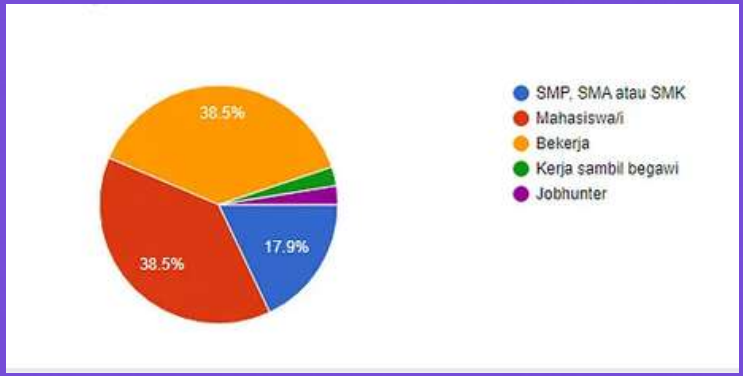
Given these concerns, I wondered...

How can we design **a scholarship application** platform that simplifies the search process, provides real-time updates, and enhances the user experience?

- Background
- The Problem
- **you're in here**
- Research
- Competitive Analysis
- Ideation
- High Fidelity
- Thank You

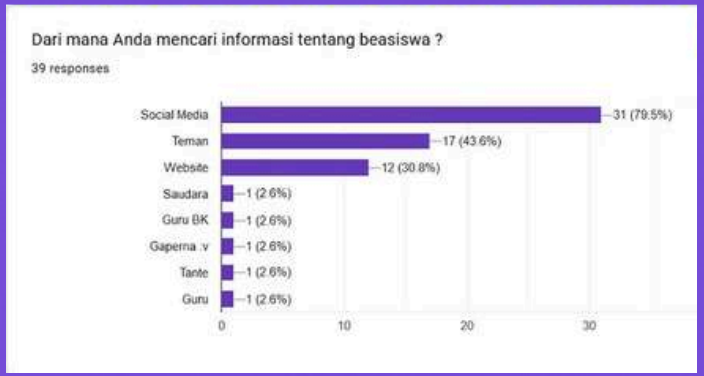
Research

An open-ended questionnaire with **39 respondents,** including students and teachers.



audience’audiences ranging from high school students to college students and teacherss education now

More than 50% of respondents have used the application to search for scholarships



Where the audience looks for scholarship information, most respondents said social media platforms.

We analyzed existing scholarship apps like Sejuta Cita, Aku Pintar, and Satu Dikti. While they provide useful information, users reported issues such as complicated interfaces and lack of filtering options.

We asked the names of the applications that respondents have used. Here are some applications that already contain information about scholarships such as Sejuta Cita, Aku Pintar and Satu Dikti.

Next we asked what was lacking from the applications mentioned above. Many said there were some concerns such as the complicated display and scholarships not up to date.

We asked after the application was available whether respondents still found it difficult to find scholarships.

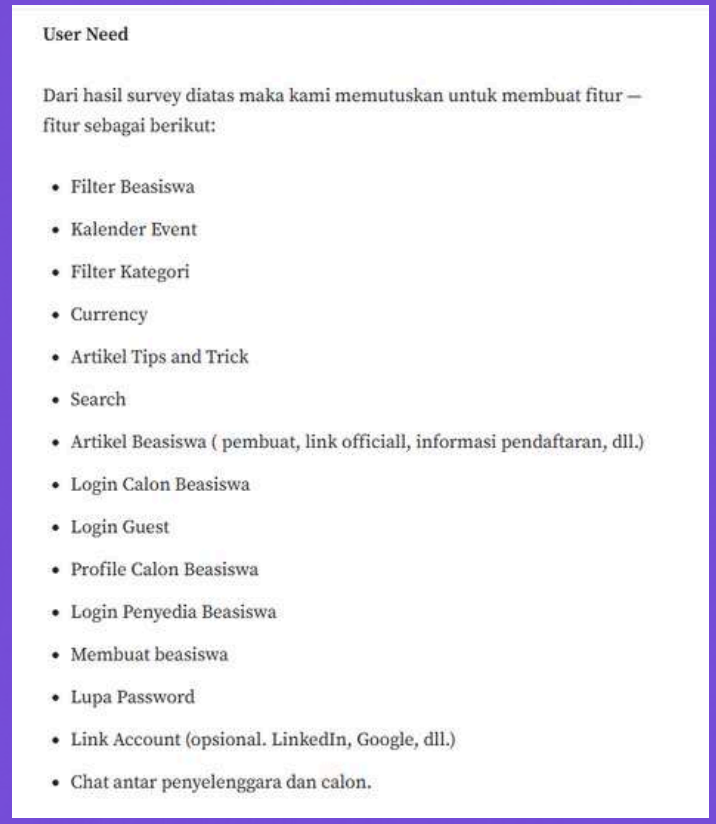
We asked respondents to share their concerns in searching for scholarships.

We identified key pain points that needed to be addressing :

- The lack of effective filtering options,
- Outdated information,
- And complex application processes.

To solve these issues, we brainstormed features that would enhance the user experience and streamline the scholarship search journey.

Our ideation process began with sketching wireframes and mapping out user flows to ensure seamless navigation.



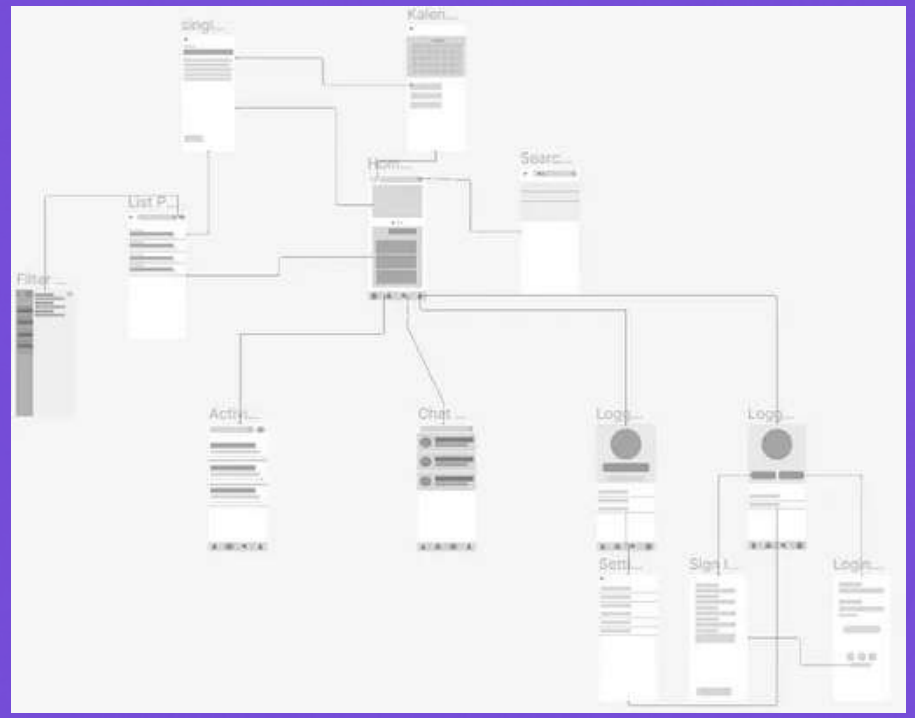
User Need

Dari hasil survey diatas maka kami memutuskan untuk membuat fitur – fitur sebagai berikut:

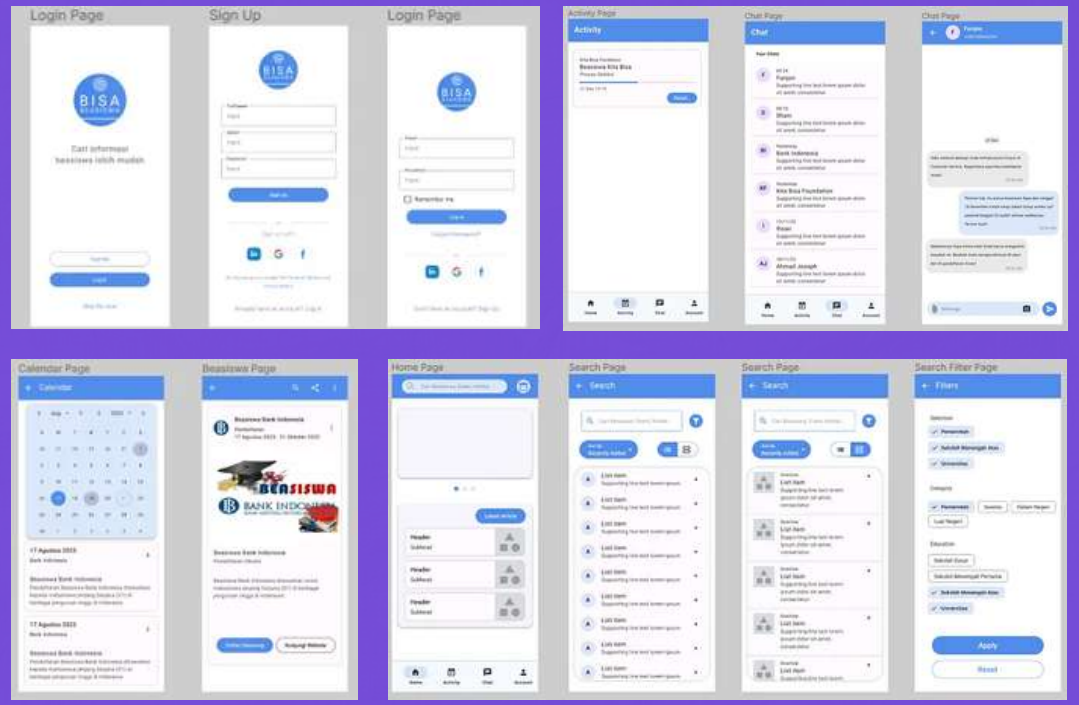
- Filter Beasiswa
- Kalender Event
- Filter Kategori
- Currency
- Artikel Tips and Trick
- Search
- Artikel Beasiswa (pembuat, link officiall, informasi pendaftaran, dll.)
- Login Calon Beasiswa
- Login Guest
- Profile Calon Beasiswa
- Login Penyedia Beasiswa
- Membuat beasiswa
- Lupa Password
- Link Account (opsional. LinkedIn, Google, dll.)
- Chat antar penyelenggara dan calon.

First developed a user flow to ensure smooth navigation and an intuitive user experience. and then High Fidelity

USER FLOW



HIGH FIDELITY



ACHIEVEMENT

Game Development

WOW

BE HAPPY

UI/UX Designer and Lead Artist

Achieved Third Place in the Game Seed competition among 324 professional teams from the industry and indie studios, with a total of 1,176 participants. Contributing as the Lead Artist and UI/UX Designer, I developed the foundational concept and initial UI/UX design idea for the project. Additionally, I represented the team at the Indonesia Game Developer Exchange (IGDX) 2024 in Bali to showcase the game.

CERTIFICATES

UNIT PENUNJANG AKADEMIK BAHASA
UNIVERSITAS LAMBUNG MANGKURAT

CERTIFICATE

NOMOR: 4.04/UN8.16/BS/2024

This is to certify that:

M NAUFAL FURQAN

Has participated as
Participant
in TOEFL Preparation Course for Students of ULM
held by UPA Bahasa of Lambung Mangkurat University on March 25-April 1, 2024

Head of UPA Bahasa,

Dwi Hariyati, S.Pd., M.Pd.
NIP. 197908062001122002

TOEFL - 543

MySkill

Certificate of Skill Specialization

E-Learning - MySkill Learning Path: UI-UX Research and Design

Completed a Full Topic with Specialization during 5 hours in:

UX WRITING

Date: February 10, 2025 Total Course Completed: 5 Courses

This certificate is awarded to:

MUHAMMAD NAUFAL FURQAN

Angga Fauzan
CEO MySkill

UX Writing Certificate

MySkill

Certificate of Skill Specialization

E-Learning - MySkill Learning Path: UI-UX Research and Design

Completed a Full Topic with Specialization during 12 hours in:

USER INTERFACE DESIGN

Date: February 17, 2025 Total Course Completed: 12 Courses

This certificate is awarded to:

MUHAMMAD NAUFAL FURQAN

Angga Fauzan
CEO MySkill

UI Design Certificate

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET, DAN TEKNOLOGI
UNIVERSITAS LAMBUNG MANGKURAT
FAKULTAS TEKNIK
HIMPUNAN MAHASISWA TEKNOLOGI INFORMASI

SURAT KETERANGAN AKTIF ORGANISASI

Active Org. Cert.

KEMENTERIAN PENDIDIKAN TINGGI, SAINS,
DAN TEKNOLOGI
UNIVERSITAS LAMBUNG MANGKURAT
FAKULTAS TEKNIK

SURAT KETERANGAN LULUS

Surat Keterangan Lulus

MySkill

Certificate of Course Completion

E-Learning - MySkill Topic: UX Writing

Course Title:

UX WRITING TESTING AND DOCUMENTATION

Date: February 10, 2025 Learning & Self-Practice Duration: 1 hour

This certificate is awarded to:

MUHAMMAD NAUFAL FURQAN

Angga Fauzan
CEO MySkill

25+ Moduls Certificate

Ijazah belum keluar

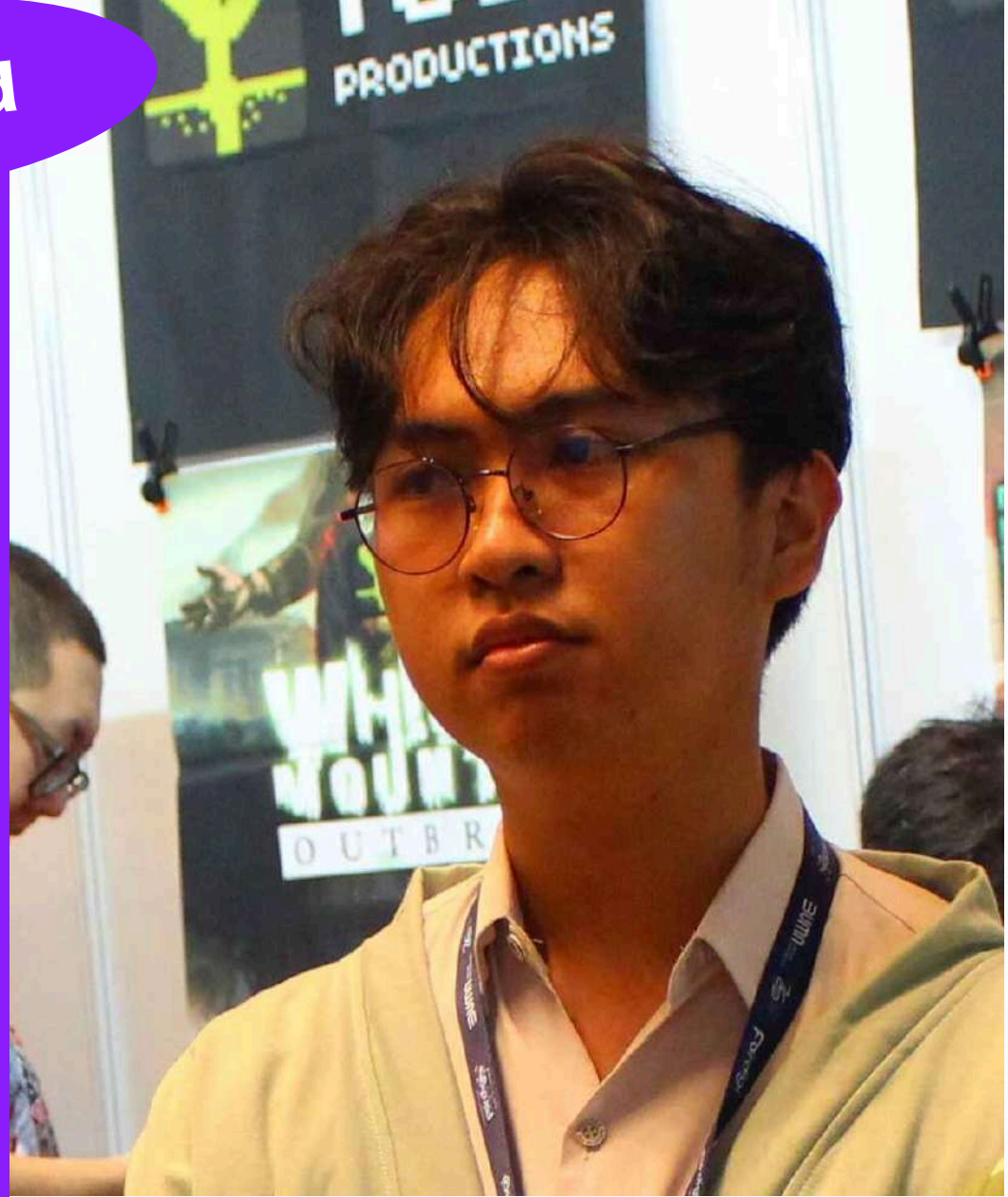
The End

Contact Me

I am a UI/UX Designer using my background as an IT and hobby as an Illustrator to create a suitable and smart design

Let's connect

crunchiinao@gmail.com

+62 813 5001 6474

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