



Muhammad Falah Abdurrafi

UI/UX Design | Logo & Brand Identity
Design | Front-End Web Development |
Machine Learning Development |
Project Management | Startup
Development

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Kendal, Central Java

SUMMARY

As a **Pi-Shaped person**, I have deep understanding in both web programming and design with a breadth of knowledge in various related fields. My passion lies in **UI/UX design** and **Web Development**, where I bring my creative ideas to life by coding user-friendly websites. I also specialize in freelance **Logo and Digital Design**. You can find my work at <https://falahrafi.com>.

Additionally, I explore other areas, such as machine learning, startup development, and project management, broadening my understanding and skills.

EXPERIENCE

08/2018 - Present

Freelance Logo & Identity Designer

99designs

Helping clients worldwide to build their logo and brand identity design.

08/2015 - Present

Graphic Designer

Self Employed

01/2024 - 01/2024

Project-Based Intern: UI/UX Designer @ Niagahoster

Niagahoster - Web Hosting Unlimited Indonesia

- Learn and deepen knowledge in the field of UI/UX Design.
- Complete the challenge to solve the company's problem.

08/2023 - 12/2023

FEBE - Capstone Project | Role as Project Manager, Product Designer, and Front-End Developer

Dicoding Academy

I successfully led my team to become the Best Capstone Team.

My Contributions:

1. Product Design: I created an intuitive user experience through wireframes, UI/UX design, and responsive website design.
2. Branding: Contributed to the project's identity by designing the logo and establishing a cohesive brand image.
3. Front-End Development: Implemented the front-end for the UI design, ensuring a seamless and visually appealing user interface. Conducted web optimization for enhanced performance.
4. API Development: Developed the API and documented its functionalities, ensuring smooth integration with the Galseid platform.
5. Project Management: Orchestrated project planning, risk management, and oversaw all project documentation, including the project plan, brief, user guide, and presentation slides.
6. AI Integration: Successfully integrated Artificial Intelligence into the platform, enhancing user engagement through personalized painting recommendations.

08/2023 - 08/2023

Guest Speaker and Trainer for Design Thinking

SMKN 4 Kendal

I had the privilege of returning to my alma mater, SMKN 4 Kendal, to share insights on "Design Thinking" and its practical application. During this engagement at SMKN 4 Kendal, I had the pleasure of guiding students in exploring the world of innovation and creative problem-solving.

02/2023 - 06/2023	The Founder - Capstone Project Role as Chief Technology Officer (CTO) Startup Campus <ol style="list-style-type: none"> 1. Product Design: Guiding the design of AthletSense's mobile app, I applied design thinking principles to create an intuitive UI/UX. The iterative design process, influenced by invaluable user feedback, resulted in a seamless and engaging platform for convenient sports venue bookings. 2. Landing Page Development: Taking the helm of AthletSense's startup landing page, I crafted a compelling online presence to effectively communicate our unique value proposition. This digital gateway serves as a first impression for users and investors, generating crucial interest and traction. 3. Brand Identity and Design Guide: Establishing a cohesive brand identity, I defined visual elements and curated a comprehensive design guide. This strategic approach ensures consistent branding across channels, fostering recognition and trust among our target audience. 4. Market Research: While not leading, I played a pivotal role in collaborative market research, contributing insights to refine AthletSense's market positioning. This collaborative effort informed decision-making, aligning our strategy with the dynamic sports reservation landscape. 5. Project Management: Overseeing development, I honed project management skills by coordinating cross-functional teams. This collaborative approach maximized efficiency, contributing to the successful launch of AthletSense's MVP.
07/2019 - 10/2019	Internship Program Indosat Ooredoo <ul style="list-style-type: none"> • Help in data entry and office tasks. • Self-learning about basic Android development with the Indosat Ooredoo Digital Camp program. • Learn and adapt to the company culture. The company culture is more hierarchical, a structured work culture that follows established roles and processes.
12/2018 - 03/2019	Graphic Design Intern CAN Creative <ul style="list-style-type: none"> • Create UI design, assets design, and logo design for client projects. • Learn and adapt to the company culture. The company culture is a more goal-oriented, high-pressure culture that focuses on output and goal attainment.

EDUCATION

2024	Sarjana Komputer - S.Kom., Informatics Engineering Universitas Stikubank Semarang GPA: 3.92/4.0 <ul style="list-style-type: none"> • Best Graduate
2023	The Founder Startup Campus Final Grade: A
2023	Front-End Web and Back-End Development Dicoding Academy Final Grade: A <ul style="list-style-type: none"> • Best Graduate • Leader of the Best Capstone Project Team
2020	SMK, Computer Software Engineering SMK Negeri 4 Kendal #1st Place in School Final Exam

CERTIFICATES

Front-End Web Developer Expert ↗
Dicoding Indonesia

Creating Web Applications with React ↗
Dicoding Indonesia

Fundamental Front-End Web Development ↗
Dicoding Indonesia

Mini Course - Product Management ↗
RevoU

Creating Back-End Applications for Beginners ↗
Dicoding Indonesia

Startup Campus Batch 4 - The Founder ↗
Startup Campus
Skills: Venture Capital · Product Design · Market Analysis · Project Management · Financial Analysis · Market Research · User Experience (UX) · Startup Development · User Interface Design

Advanced Level English - C1 (570/599)
EnglishScore by British Council

SKILLS

User Interface Design	Product Design	Figma	PHP, Laravel
Front-End Development	User Experience	Adobe Illustrator	JavaScript
Logo Design	Project Management	Adobe Photoshop	React
Tailwind CSS	Responsive Web Design	HTML, CSS	Python

L A N G U A G E S

Indonesian	Native	English	Advance
Javanese	Native		