



# KEMAL

UX DESIGNER & ILLUSTRATOR



## ABOUT ME

Name : Moch Kemal Thoriq Aziz

Gender : Male

Date of birth : 6 May 1997

Contact Number : 0895-3956-83796

Email : mochkemal86@gmail.com

I passed the Vocational Diploma Program at Brawijaya University and also a UI / UX designer and self-taught illustrator. I have designed it for almost 3 years. I am passionate about solving real-life problems, changing the way people see and interact with the interface, conveying messages through illustrations. I like learning with new knowledge and working with teams or individuals.

## EDUCATION

Diploma Degree of Vocational Program at Brawijaya University (Information Systems)

2015 - 2018

## AWARDS

**NEXTDEV** Finalist The Nextdev Academy Jakarta (2018)

## INTEREST

Art

Travelling

Coffee

## LANGUAGE

Indonesia (Native)

English (Intermediate)

## TOOLS



## WORK EXPERIENCE

### UX Designer & Illustrator

📍 Freelance 📅 Jul 2018 - Present

Work with a team of 7 people to develop mobile applications and websites for a number of startup companies. My role is to design mobile phone models, illustrations, and cellular application brand guidelines, prototypes, etc. Tight time limits have made me a more disciplined and punctual person.

### UX Designer & Illustrator

📍 Lactashare 📅 Feb 2018 - Jul 2018

Lactashare is a maternal and child health startup that aims to bring together ASI donors and recipients and lactation consultations in accordance with medical and sharia procedures. Worked on redesign the ux of website & mobile pages. The pages were designed to suit all device needs. Apart from it, I worked on making illustrations for promotional mail and Facebook ads.

### UX Designer & Illustrator

📍 Visionet 📅 Aug 2017 - Feb 2018

Collaborated with PM, business heads and designers to design a better experience for users. Also introduced practice of using symbols and text styles in sketch to smoother workflows.

## COMMUNITY & EVENT

### INDUX.ID Malang (Member)

2017 - 2018

### 1000 Startup Digital (UX Designer)

2017

### The Nextdev Jakarta (UX Designer)

2018



Car, Scooter, Camper Van  
Rental In Bali



**Rentalio** is one of several design projects that I have worked on. Rentalio is more than rental app, you can access any kind of dream vehicle anytime & anywhere without having to own it. It's your digital garage.

Rentalio allows you to choose for hundreds vehicle that you want to all popular spot destination anytime and anywhere. It will help you to save time and money by finding what you are looking for in just a few seconds.

You can check on [Google Play](#) or [www.rentalio-app.com](http://www.rentalio-app.com).

Role : UX Designer & Illustrator

Tools : Used: Xd, Coreldraw & Photoshop

Team Partner : Product Manager, Website Developer & Mobile Developer

## The Challenge

So, my job is to redesign the page to meet the new design with a cleaner and simpler design, giving it a fresh look. Considering that most of the work such as font selection, font size, and color has been decided in the old guidelines, many of the changes I have made include the addition of illustrative elements. When creating new design guidelines. Accepting the challenge, I began with research.

## Target Audience

Rentalio is a B2B2C company, which means Rentalio partners with other companies/businesses to provide its services. This service attracts customers to the Rentalio application where they rent vehicles. Therefore the Rentalio page should provide enough information about the benefits of partnering with Rentalio as well as renting a vehicle using the Rentalio application.



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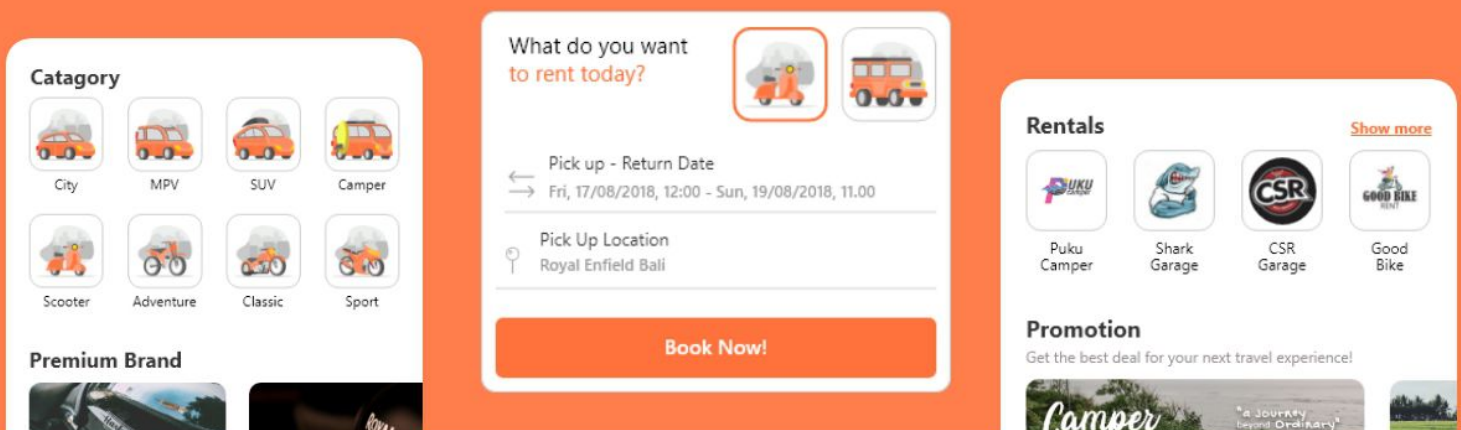
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## Research

Because the vision of the user is clear now. My goal is to see how to attract these users to take advantage of this service. For this, I studied various competitors and other rental companies. I work closely with product managers, who help me understand technical terms in Business. I began to make a list of various parts before going into designing wireframe.

## Lead capturing



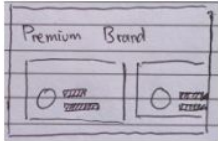
The best way to increase conversions in the B2B market is to make the process of meeting between 2 types of users simple and interesting. The simpler the process, the more people come and register for this service. This is called capturing Lead. We decided to redesign the front page for our users so that it was easier and simpler in the process of renting the vehicle they wanted, thus making the process more complex but still looking simple is how we capture prospects on our mobile applications.



## Wire-frames

Six of all wire-frames that have been made.

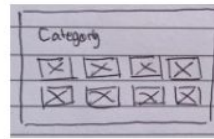
Premium Brand



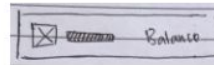
Explore Bali



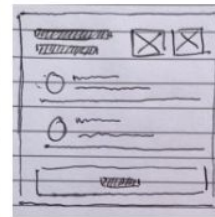
Vehicle Category



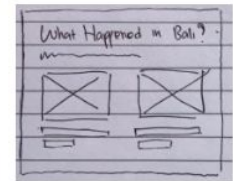
Balance Info



Quick Searching



Vehicle Category



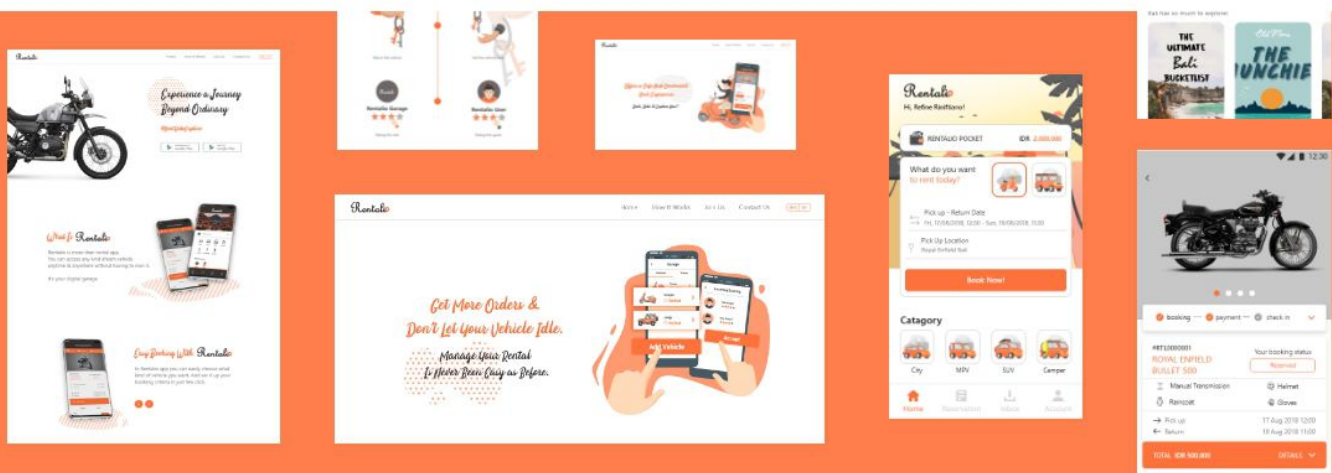
## Illustration

Three of all illustrations that have been made.



## Mockup

Several website and mobile mockups.

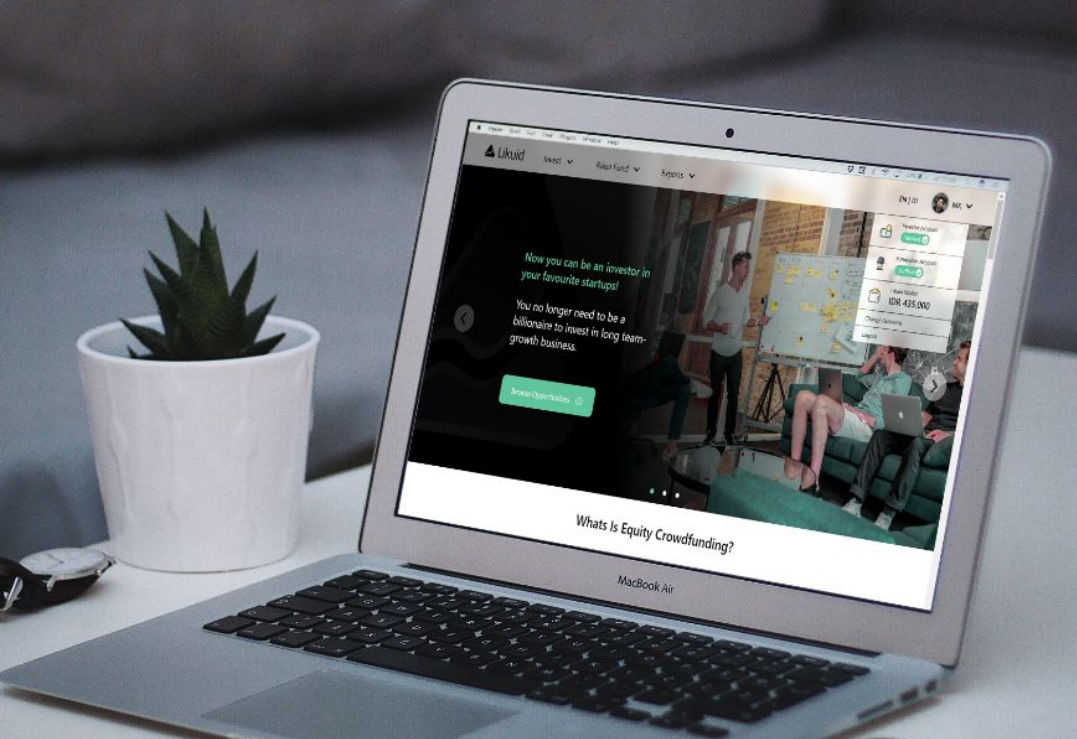


## Prototype

After all the mockups were finished, I used Xd to prototype the website and communicate my entire design to the team and fortunately, it was immediately produced.



Equity crowd funding  
platform solution



**Likuid** Equity Crowd Funding (ECF) Platform to Manage the Crowd Funds Raises on Equity as a Market Place for the Fund Raiser and Investor Into one ecosystem investment.

Role : UX Designer & Illustrator

Tools : Used: Xd, Coreldraw & Photoshop

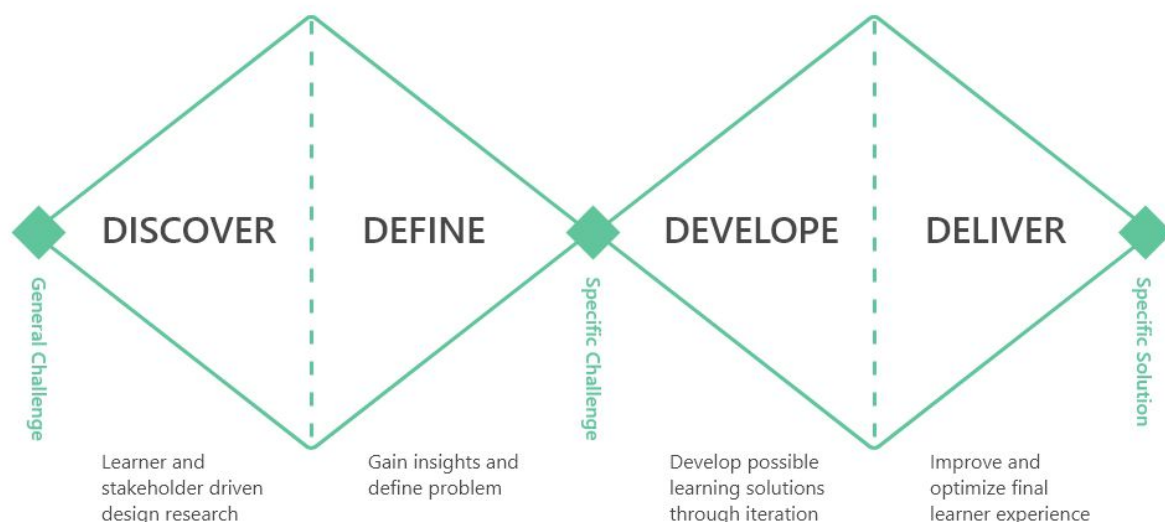
Team Partner : Product Manager, Website Developer & Mobile Developer

## Problem Statement

To design a channel for users to invest in companies with various categories in it at a share price determined by certain regulations and at the same time ensure that it makes a good investment transaction.

## Design Process

I followed the Double Diamond approach for the project.





## Understanding Likuid Flow and Business Requirements

To understand Likuid flow, I first saw how the Santara application handled investment issues with companies that opened investments. For each type of funding that adds to the length of the scroll page. Therefore, we want to add categories in it to have separate types. Likuid allows all types of investors to invest in a business that they trust and share in their success. Likuid allows all types of businesses to increase capital in the process.

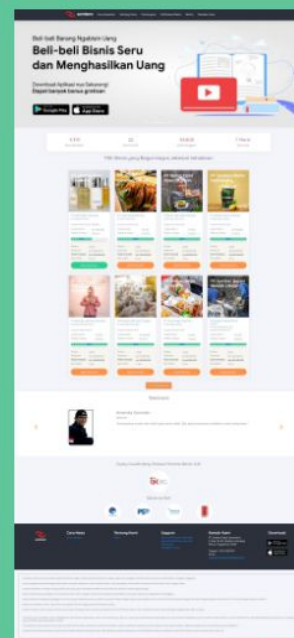
## Competitive Study

We also looked into the variant flow of some ECF products- seedrs and santara.



### SEEDRS

1. Enabling internationally funding.
2. Category selection button.
3. Requires a minimum investment to get funding (for fundraiser).
4. requires a minimum investment of a specified amount (for investor).
5. Provides a direct button to the wish-list / follow.
6. Using UK standard regulations (UK platform).



### SANTARA

1. Only applies to Indonesian businesses.
2. Not provide a Category selection button.
3. Requires a minimum investment to get funding (for fundraiser).
4. requires a minimum investment of a specified amount (for investor).
5. Not Provides a direct button to the wish-list / follow.
6. Using Indonesia standard regulations (Indonesian platform).

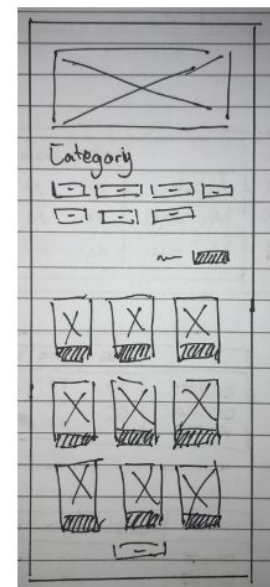
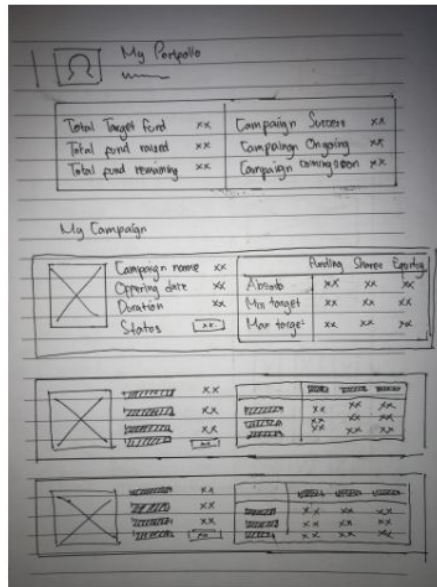
## Defining Problems

After gathering data and understanding the requirements, I formulated a set of issues that I needed to consider when designing. We do this using the "How" method where each problem is converted to a "How" question.

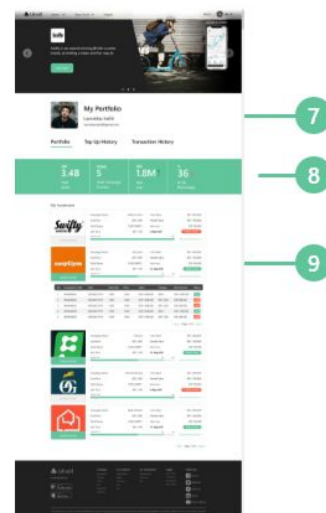
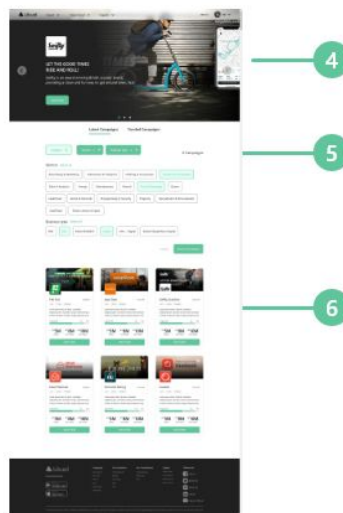
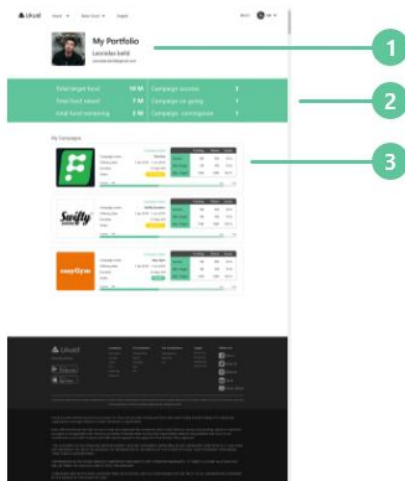
1. How can fundraisers monitor all the campaigns they have applied?
2. How can investors easily find the campaigns they want?
3. How can investors monitor all the campaigns they have invested and are currently investing in?
4. How can investors make investments safely?

## Ideating

I began sketching out possible solutions for Liquid flow and trying to figure out how to solve mapped problems.



## Finalising the Solution



From the above solutions,

1. Users with fundraising roles (part "1" brief identities of fundraisers) can easily monitor some important information about each campaign they have implemented (section "3") and can see the overall development of the campaign (part "2").
2. users with an investor role can choose the categories they want (section "5") and they can choose campaigns according to the category they have set (section "6").
3. pengguna dengan peran sebagai investor dapat dengan mudah memantau beberapa informasi penting tentang masing-masing kampanye yang berhasil mereka invest (bagian "9") dan dapat melihat keseluruhan perkembangan (bagian "8").