

# Muhammad Al Fayyadh

## Product (UI/UX) Designer | Creative Technologist

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[Portfolio](#) · [LinkedIn](#)

## PROFESSIONAL SUMMARY

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Innovative Product (UI/UX) Designer with over 2 years of experience delivering end-to-end digital experiences by translating complex requirements into clear information architecture, user flows, wireframes, and high-fidelity interfaces. Expertise in UX/UI design complemented by practical knowledge of implementation technologies including Next.js, MongoDB, and WordPress to enhance prototype fidelity and streamline developer handoff. Skilled in photo/video editing and motion graphics to produce polished visual assets supporting product communication and brand consistency. Proven leadership in managing cross-functional teams of up to 10 members, standardizing workflows, and shipping systems that improve clarity, usability, and operational efficiency.

## CORE COMPETENCIES

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- **UX / Product Design:** Information Architecture, User Flow, Wireframing, High-Fidelity UI, Prototyping (Figma), Design Systems, Usability Testing, Journey Mapping
- **Engineering & Delivery:** Next.js, MongoDB, WordPress CMS, API Integration, Git/GitLab, CI/CD, Penetration Testing, Deployment Collaboration
- **Collaboration:** Stakeholder Workshops, Cross-Division Feedback Cycles, Documentation & Guidelines, Product and Content Operations Alignment

## PROFESSIONAL EXPERIENCE

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### BSI UMKM Centre Yogyakarta — UI/UX & Frontend Developer (Next.js)

*Aug 2025 – Present | Yogyakarta, Indonesia*

- Developed a comprehensive UMKM management web platform using Next.js, focusing on operational workflows including product catalogs, in-app purchases, data management, content publication, and admin needs, enabling rapid and organized information updates.
- Implemented consistent UI and page structures to simplify staff management of events, training, products, and agendas, reducing technical barriers.
- Collaborated with the team using MCP-assisted development to accelerate iteration cycles through task breakdown, component scaffolding, and implementation refinement, maintaining quality control via reviews and functional testing.

### InTO UGM 2026 — Full-Stack Developer & UI/UX Designer

*Nov 2025 – Present | Indonesia (Remote/Hybrid)*

- Led a full redesign of the InTO UGM platform for 2026, tailoring design profiles and participant information needs.

- Restructured information architecture and UI for consistent visual tone and improved navigation.
- Rebuilt platform using Next.js and MongoDB, ensuring readiness for all event phases with rapid iteration.

## **InTO UGM 2025 — Full-Stack Developer & UI/UX Designer**

*Nov 2024 – Jan 2025 | Palembang, Indonesia*

- Developed event information and registration platform with Next.js and MongoDB, integrating Midtrans payment gateway.
- Customized UI/UX components to align with event identity and participant needs.
- Managed page structure and navigation for quick, clear access to event information.
- Conducted iterative improvements based on internal committee feedback to enhance information clarity.

## **VELG SHOP — Product/UI Designer**

*Jul 2024 – Present | Yogyakarta, Indonesia*

- Transformed manual record-keeping into a structured cashier administration system covering transactions, record management, and operational summaries.
- Mapped user needs into workflows, data structures, and interfaces, reducing time spent searching and verifying data during transactions.
- Collaborated within a 4-person team (PM, Backend, Frontend, UI/UX) to ensure smooth design implementation aligned with store processes.
- Iterated system design based on internal operational walkthroughs to enhance usability and ease of learning.

## **Freelance Full-Stack WordPress Developer & Designer**

*KARAKTER UGM, Yogyakarta | Jul 2024 – Present*

- Redesigned official organization website to strengthen editorial identity and visual clarity.
- Improved site architecture for enhanced article discoverability and reading flow.
- Developed structured post templates and optimized media management, accelerating content updates with fewer formatting issues.
- Enhanced typography, spacing, and visual rhythm aligned with journalistic tone.

*SCOPH by CIMSA, Solo | Aug 2024 – Sep 2025*

- Modernized organization website visual identity and program clarity.
- Streamlined site architecture to reduce clutter and improve content discovery.
- Created modular WordPress components to facilitate updates by communication officers and admin staff.
- Improved mobile responsiveness and readability for better accessibility.

## **ORGANIZATIONAL & ADDITIONAL PROFESSIONAL EXPERIENCE**

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- **Documentation Lead & Media Roles** — LosFM Jogja, RDK UGM 1446H, GARASI UGM, InTO UGM, UGM ONLINE, PIONIR Gadjah Mada
  - Managed photography and video documentation for events, campaigns, and publications.
  - Led creative teams of up to 10 members producing publication assets and visual campaigns.
  - Established production guidelines standardizing editing style, color grading, and delivery workflows.
  - Increased social media engagement by approximately 300%, achieving over 641,000 insights.
- **Stage Photographer** — D Fest Concert 2025, Dental Project 2025, CRSL Landfest #6 (Yogyakarta)
  - Captured dynamic live performance visuals emphasizing energy and audience interaction.
  - Delivered curated high-resolution images suitable for publication and storytelling.
  - Edited RAW materials with advanced color grading and effects.

## EDUCATION

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**Universitas Gadjah Mada** — Bachelor of Software Engineering

2023 – Present | Yogyakarta, Indonesia

GPA: 3.71

**MAN Insan Cendekia OKI** — Science Program

2020 – 2023

## SKILLS

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- **UX/Design:** Interaction Design, UX Design, Wireframing, Prototyping, UI Design, Storyboarding, Brand Guidelines, Design Systems
- **Research & Analysis:** User Interviews, Surveys, Competitive Analysis, Information Architecture, Journey Mapping, Heuristic Evaluation, Usability Testing
- **Development:** Next.js, WordPress CMS, Frontend/Backend Fundamentals, API Development, MongoDB Integration, Docker Basics, Git/GitLab, CI/CD Basics
- **Tools:** Figma, Adobe Photoshop, Illustrator, Premiere, After Effects, Lightroom, DaVinci Resolve, Blender, Unreal Engine, VS Code

## CERTIFICATIONS

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- Google UX Design
- Interaction Design (UCSD/Coursera)
- NN/g UX (Interaction Design Track)
- IBM Enterprise Design Thinking (Co-Creator)
- Figma Certification
- Meta Front-End/Back-End Development
- AWS Cloud Practitioner