

# CREATIVE & DESIGN PORTFOLIO

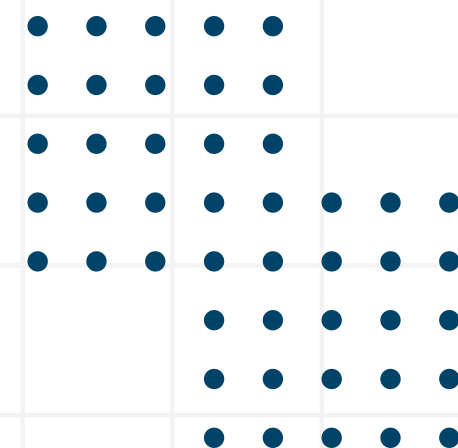
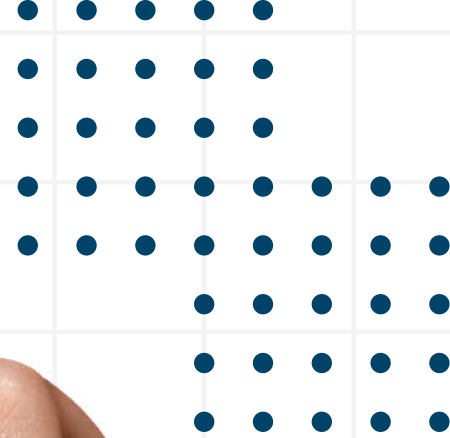
NAUFAL DAFFA



# HELLO! I'M NAUFAL DAFFA



Hi, I'm Naufal Daffa, a creative designer specializing in logo design, web design, and packaging design. I'm passionate about crafting visual experiences that communicate meaning, strengthen brand identity, and connect emotionally with audiences. To me, design isn't just about appearance, it's about emotion, message, and the way it shapes perception. I approach every project with a balance of creativity and strategy, ensuring each element has a clear purpose and contributes to a cohesive story. Guided by the principles of clarity, simplicity, and impact, I strive to turn ideas into memorable visuals that are both aesthetically powerful and conceptually strong, creating timeless designs that leave a lasting impression.





# EDUCATION



IPB UNIVERSITY - VOCATIONAL SCHOOL

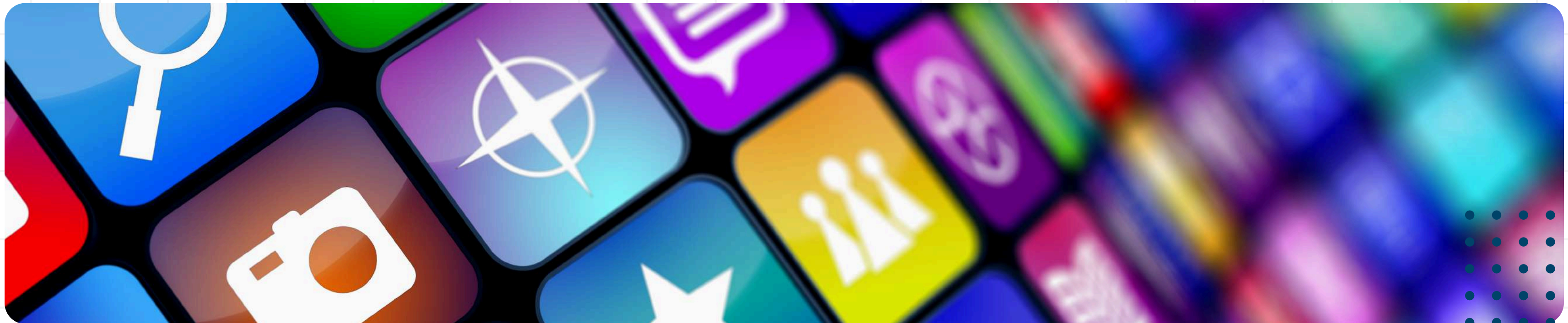
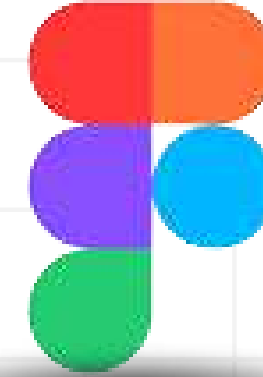
DIGITAL COMMUNICATION AND MEDIA (2023 - 2027  
EXPECTED)

I'm currently pursuing a Bachelor's degree in Digital Communication and Media at IPB University, where I explore the intersection of creativity, technology, and strategic communication. Throughout my studies, I've developed a strong foundation in visual communication, branding, and digital marketing, skills that continuously shape my approach to design. My academic journey has allowed me to blend analytical thinking with creative expression, helping me understand how design can influence perception, build connections, and tell meaningful stories in the digital era.



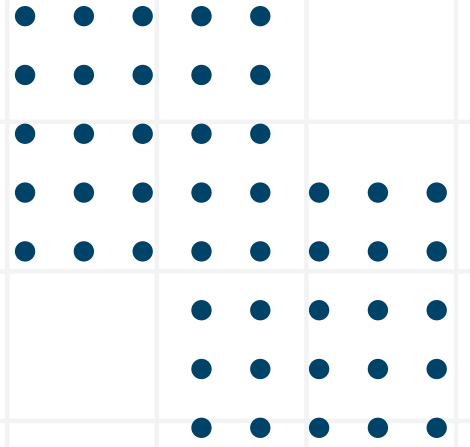


# SOFTWARE THAT I USED





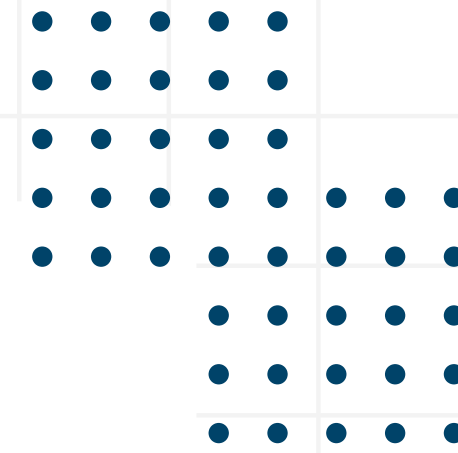
**PORTFOLIO**



**LOGO DESIGN**



# PROJECT 01

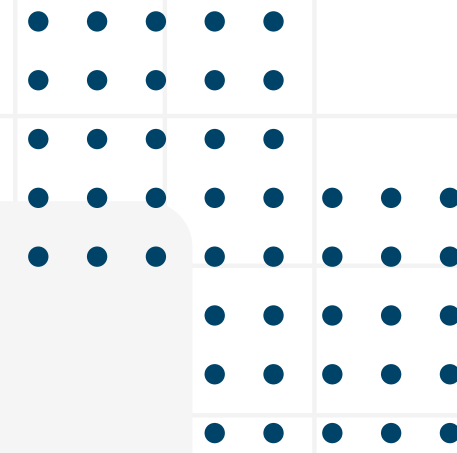
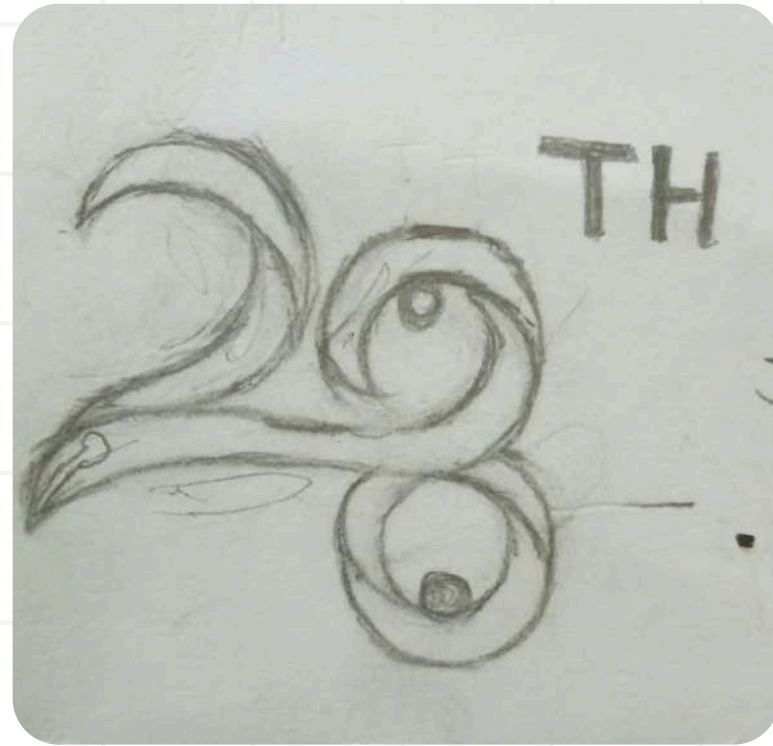


**HNS GIANYAR**



This logo tells the cultural journey of Gianyar, rooted in the traditions of Puri Sanen Agung Ubud, symbolized by the blooming Bunga Pucuk with three petals representing ideals, and seven stamens signifying the pioneers of each district. The unity of both sides forms the Pura Tirta, a symbol of purity and harmony that reflects the balance between cultural preservation and innovation. The color palette, consisting of passionate pink (#F84B78), optimistic yellow (#FFEB00), and progressive orange (#FF7300), enriches the story and creates visual harmony that celebrates Gianyar's spirit of tradition and growth.

# PROJECT 02



## HUT 28 BEKASI

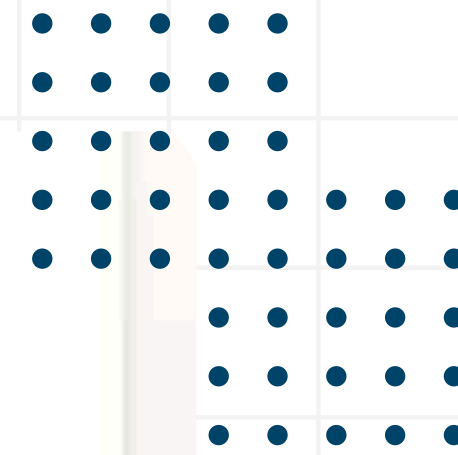
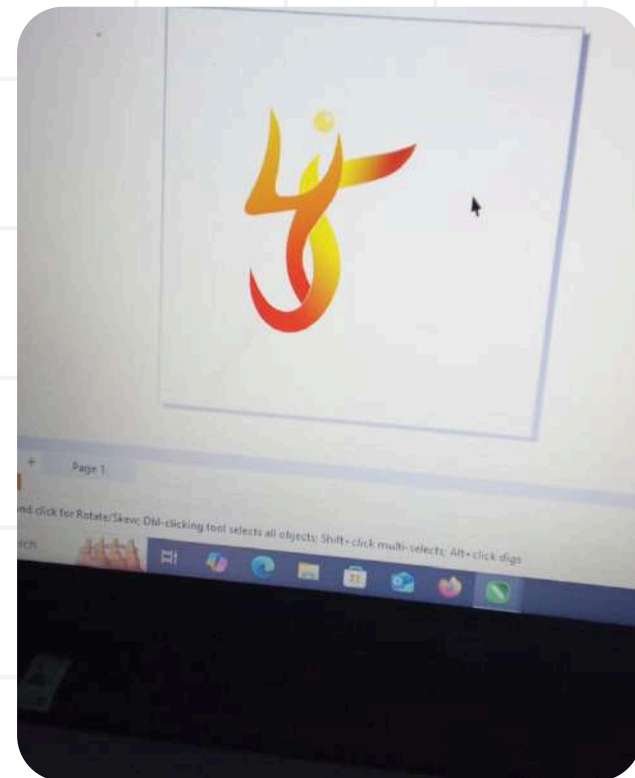


The logo celebrates Bekasi City's 28th anniversary, symbolizing growth, unity, and resilience. The pen within the number "2" represents education as the foundation for developing strong human resources, while the two connected figures express community solidarity. The serpent around the staff reflects commitment to public health, and the flowing arcs illustrate connection and progress. The Tugu Bambu, a local landmark, embodies the strength and adaptability of Bekasi's people, capturing the city's enduring spirit of collaboration and development.





# PROJECT 03



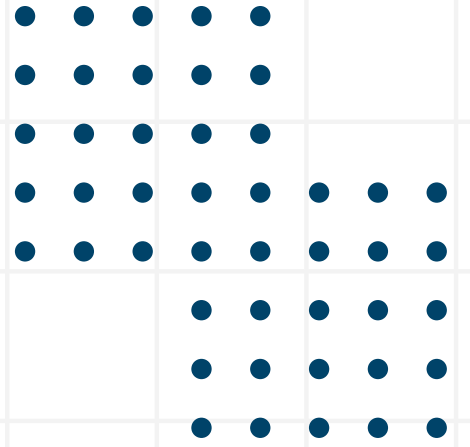
## HUT 45 UTP

The logo for Universitas Tunas Pembangunan's 45th anniversary embodies the spirit and aspirations of its young generation. Formed within the number "45," it reflects the theme "Creating an Excellent Generation Toward Global Achievement." The forward-pointing figure symbolizes progress and excellence, while the praying figure represents hope and gratitude. Wings illustrate ambition and the ability to reach new heights, and intertwined figures signify unity, connection, and mutual support. The flame expresses the students' passionate drive, while the upward-reaching hands toward the circle convey determination to achieve greatness and embrace the world. Together, these elements portray a generation full of energy, optimism, and purpose.





**PORTFOLIO**



**PACKAGING  
DESIGN**

# PROJECT 01

INGREDIENTS

Carbonated Water, Melon Juice, Natural Flavors, Citric Acid, Antioxidant (Vitamin C), Organic Amla Berry Extract

NUTRITION FACTS

Serving Size 1 Can (355 mL)

Calories

40

Total Fat

0 g

Sodium

5mg

Total Carbohydrate

10 g

– Total Sugars

9 g

– Includes Added Sugars

0 g

Protein

0 g

Vitamin C

15 mg (25% DV)

Packed with powerful antioxidants like Vitamin C and hydration-rich melon extract for that breezy, cool refreshment.

036000291452

Melon Oops

MELON MAGIC

Cool off and chill out with Melon Mood — a mellow, juicy blend that tastes like a tropical nap on a summer afternoon. Let the smooth vibes and sweet melon breeze take over your day.

YOUR DAILY DOSE OF MELON CHILL!

FUN FACT

Melons are packed with hydration, vitamins, and antioxidants that help cool your body and boost skin health. A perfect balance of taste and refreshment!

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15 mg (25% DV)

Packed with powerful antioxidants like Vitamin C and hydration-rich melon extract for that breezy, cool refreshment.

036000291452

Melon Mood

MELON MOOD

12 FL OZ (355 ML)

MELON MAGIC

Cool off and chill out with Melon Mood — a mellow, juicy blend that tastes like a tropical nap on a summer afternoon. Let the smooth vibes and sweet melon breeze take over your day.

YOUR DAILY DOSE OF MELON CHILL!

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Melon Oops

MELON MOOD

12 FL OZ (355 ML)

MELON MAGIC

Cool off and chill out with Melon Mood — a mellow, juicy blend that tastes like a tropical nap on a summer afternoon. Let the smooth vibes and sweet melon breeze take over your day.

YOUR DAILY DOSE OF MELON CHILL!

FUN FACT

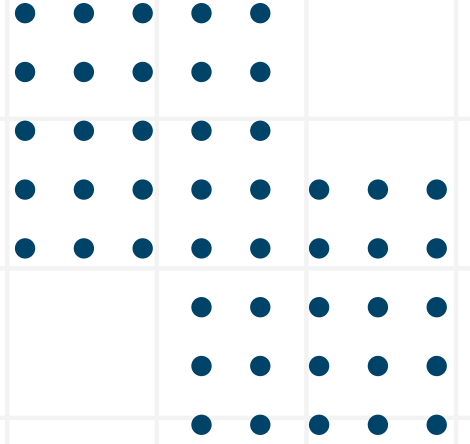
Melons are packed with hydration, vitamins, and antioxidants that help cool your body and boost skin health. A perfect balance of taste and refreshment!

Melon Oops is a playful beverage packaging concept that captures the refreshing and humorous spirit of the brand. Featuring a laid-back melon character and a clean, tropical-inspired color palette, the design visually expresses relaxation and fun. The flowing black path adds a sense of movement, guiding the viewer through the layout while maintaining harmony with the bold, friendly typography. Combining personality with clarity, Melon Oops delivers a modern, youthful identity that stands out while embodying the cool, breezy essence of melon refreshment.



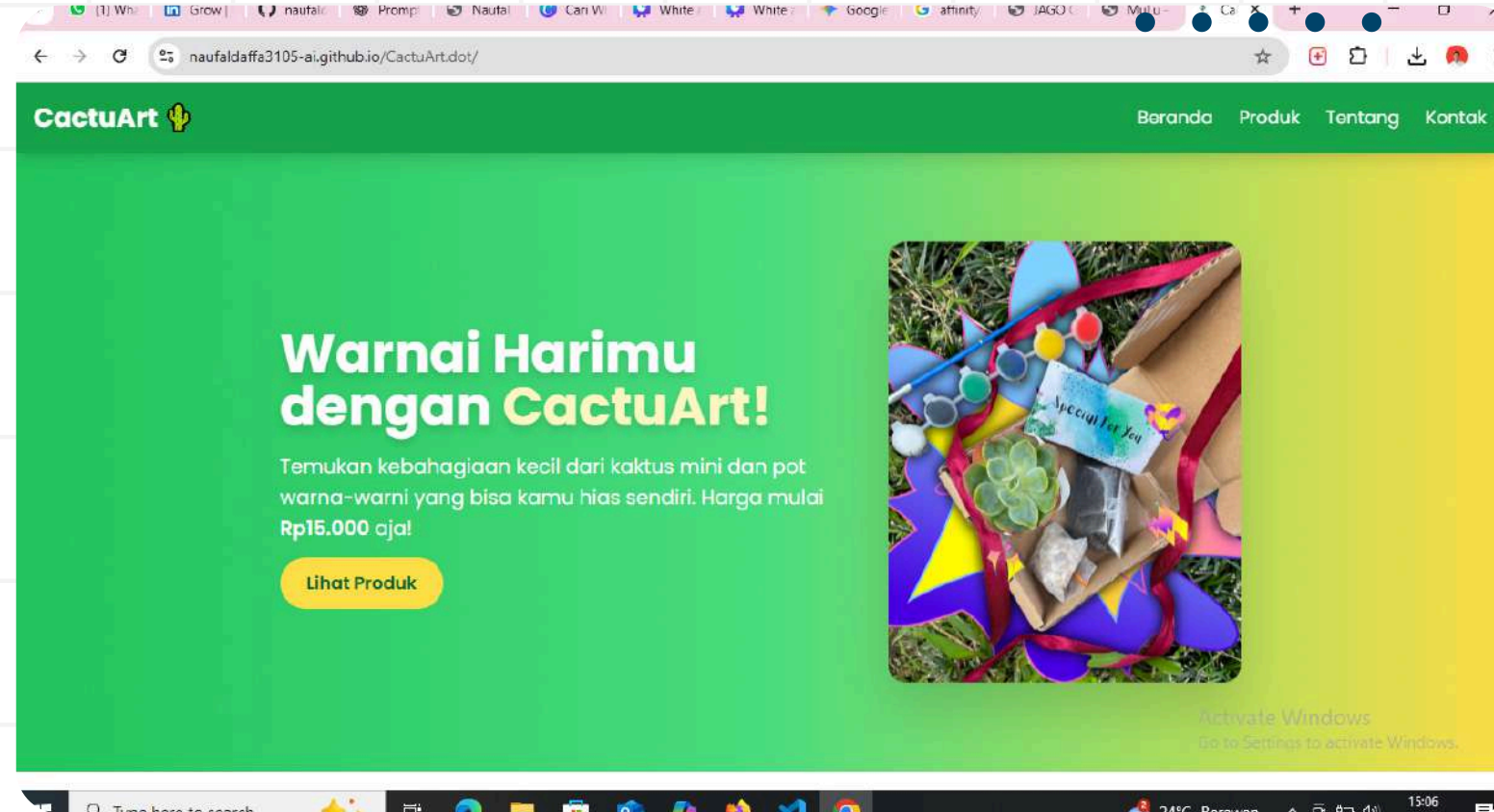
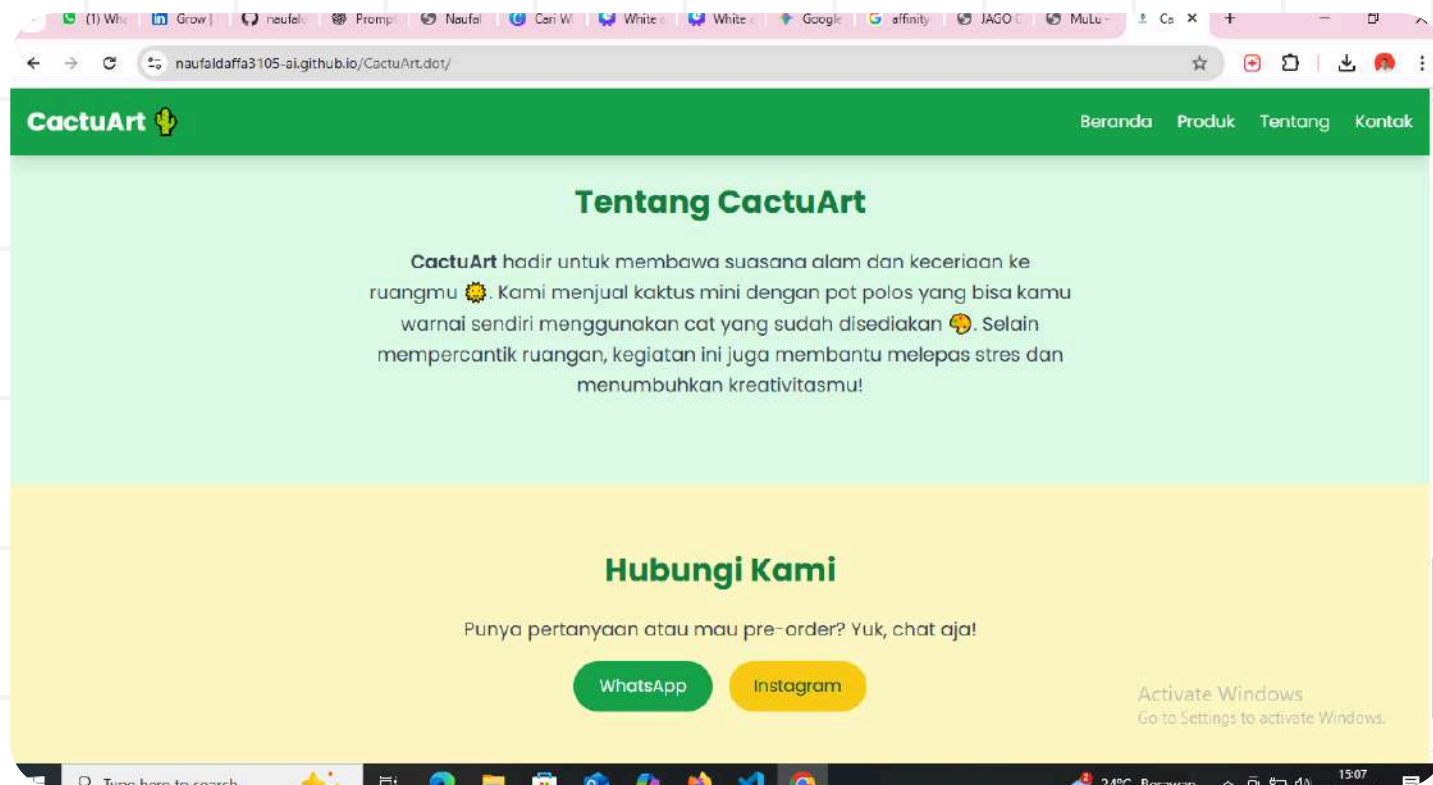
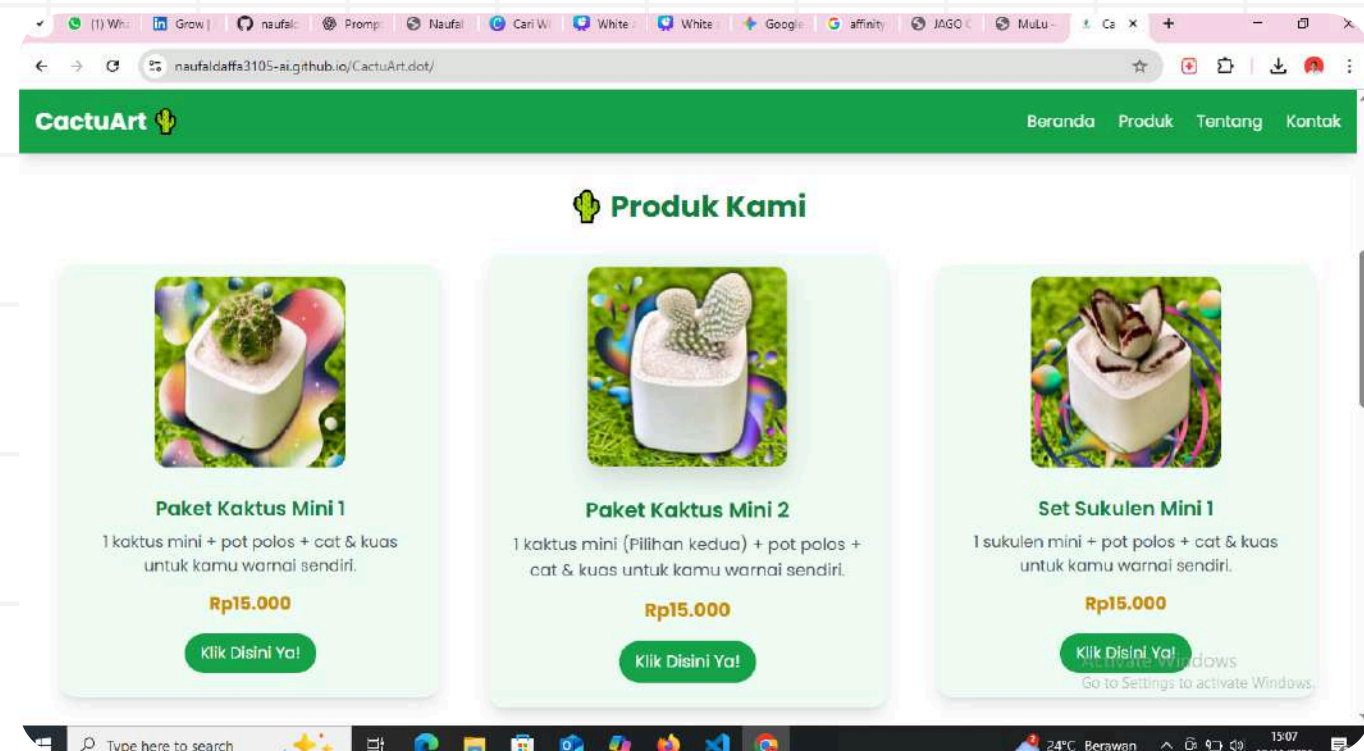


**PORTFOLIO**

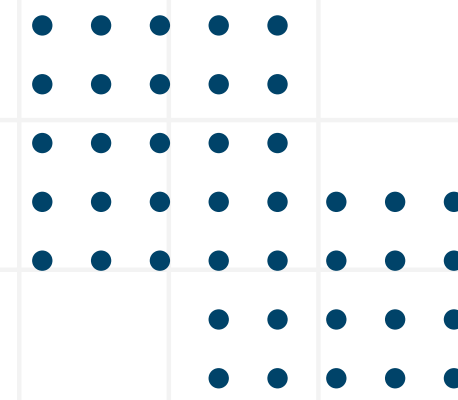


**WEB DESIGN**

# PROJECT 01



CactuArt is a creative e-commerce web design concept for a brand that sells mini cactuses with plain pots and painting kits, allowing customers to personalize their own pots. The website combines a clean, modern layout with playful visual elements that reflect the brand's artistic and eco-friendly identity. With smooth navigation, bright tones, and engaging visuals, the design creates an inviting online experience that encourages creativity, self-expression, and a deeper connection between art and nature.

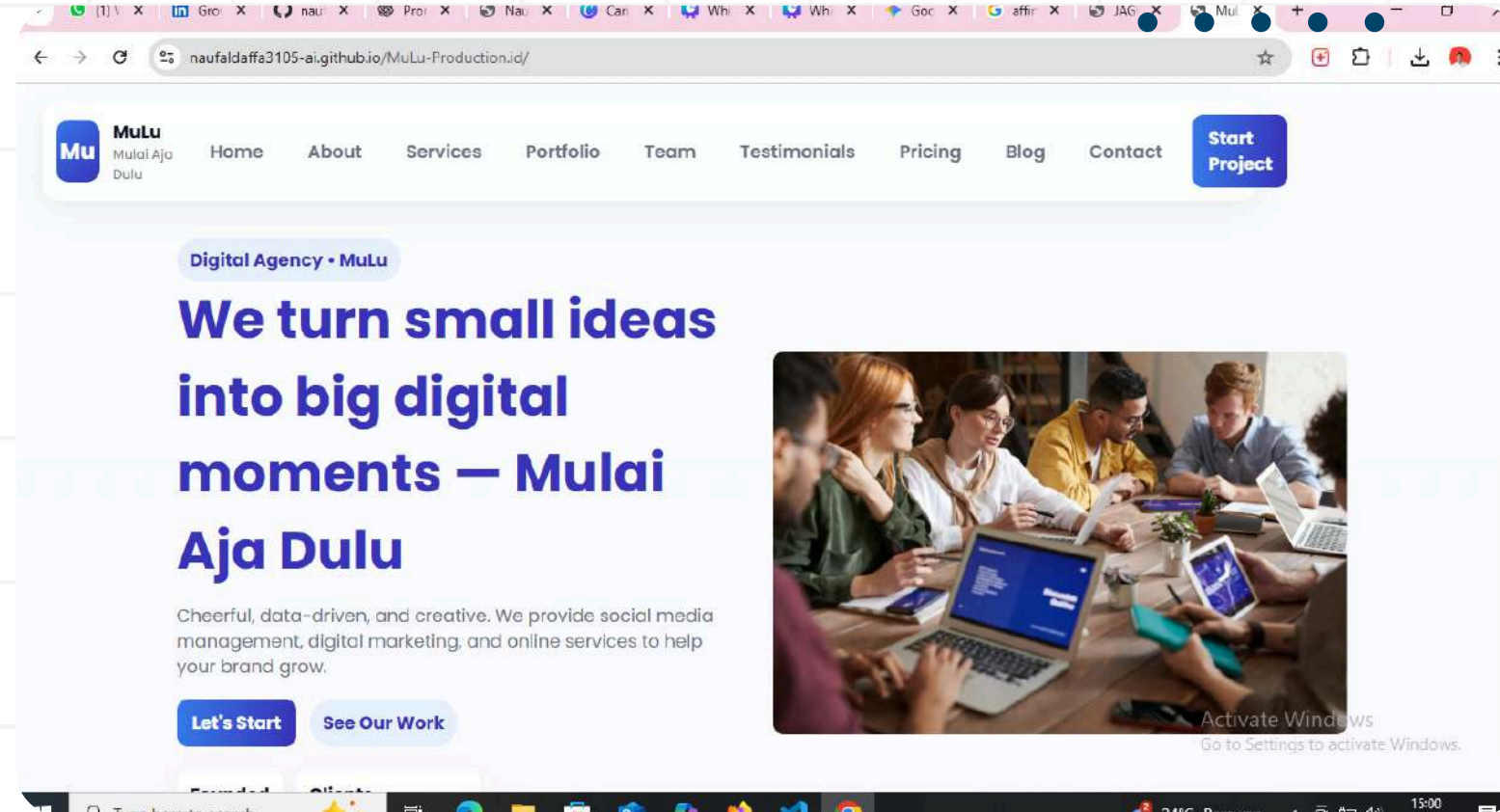
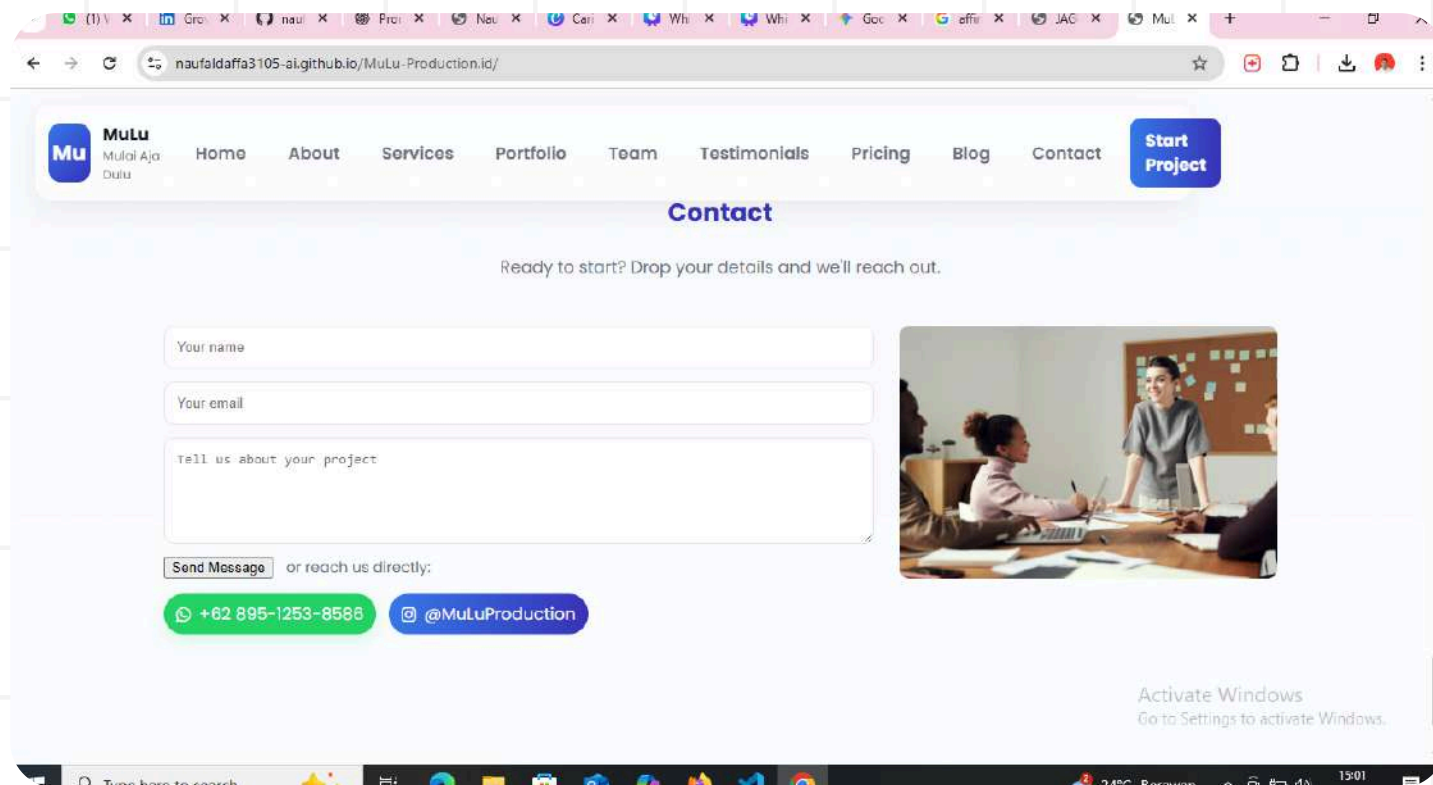
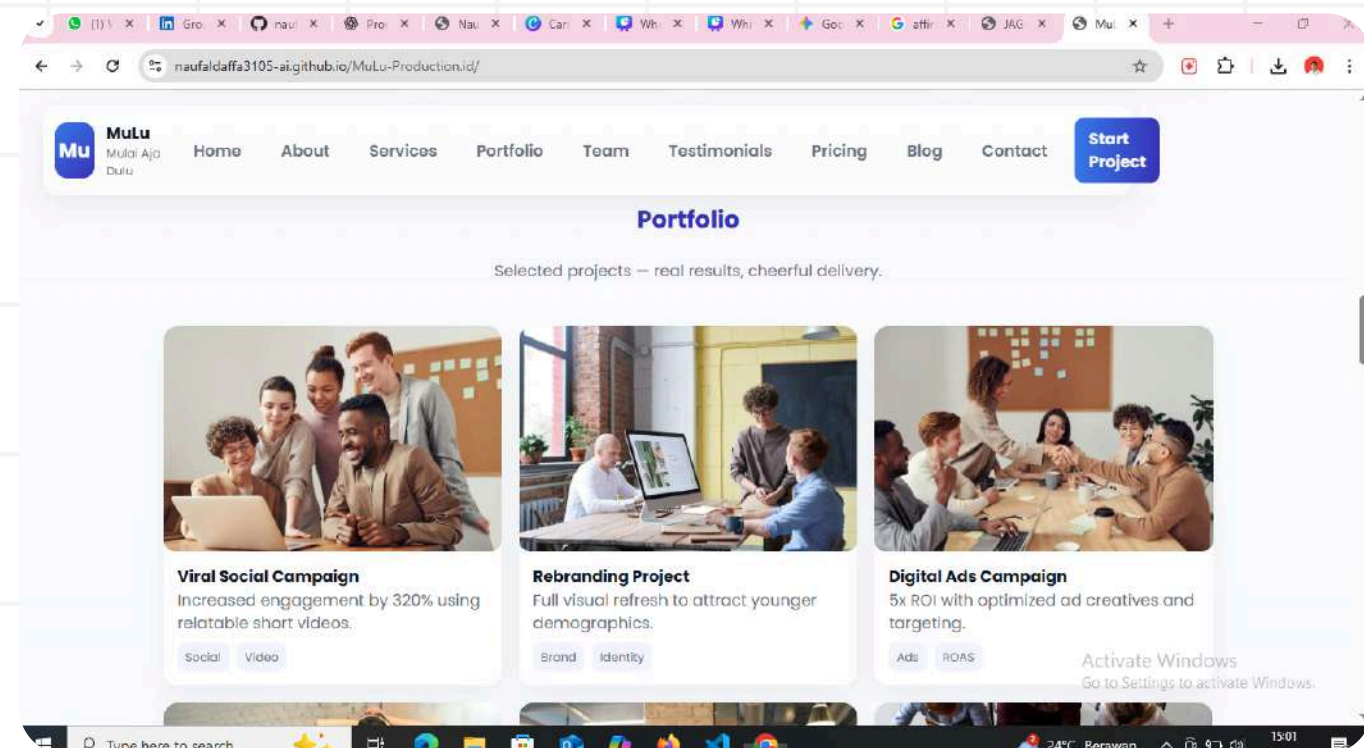


## CACTUART





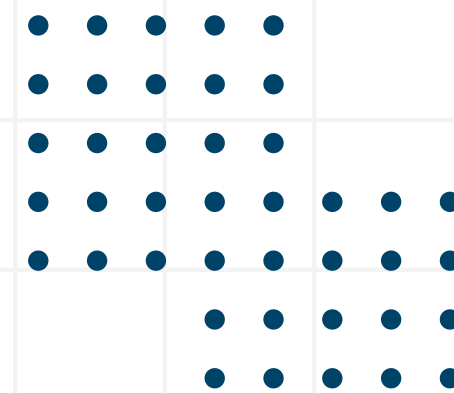
# PROJECT 02



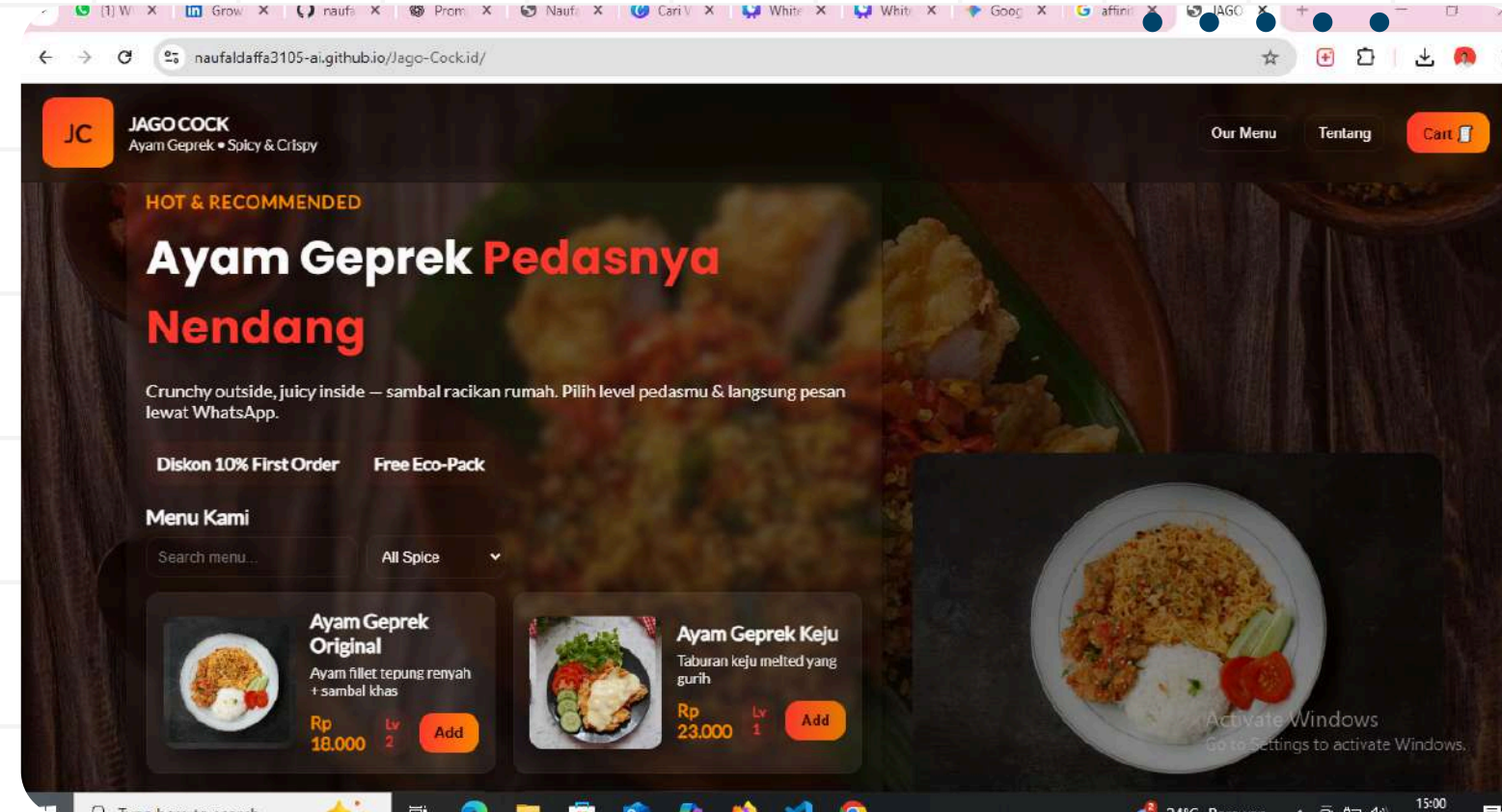
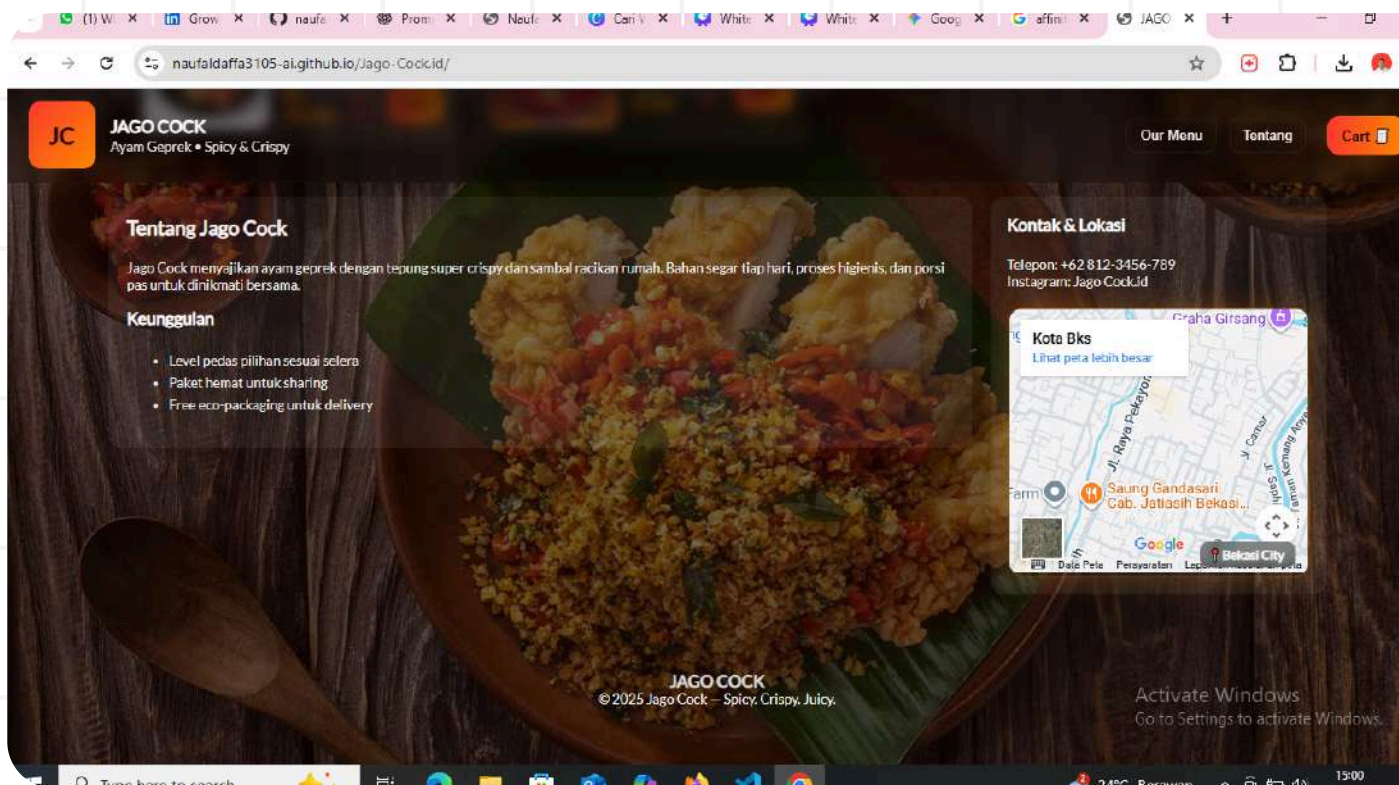
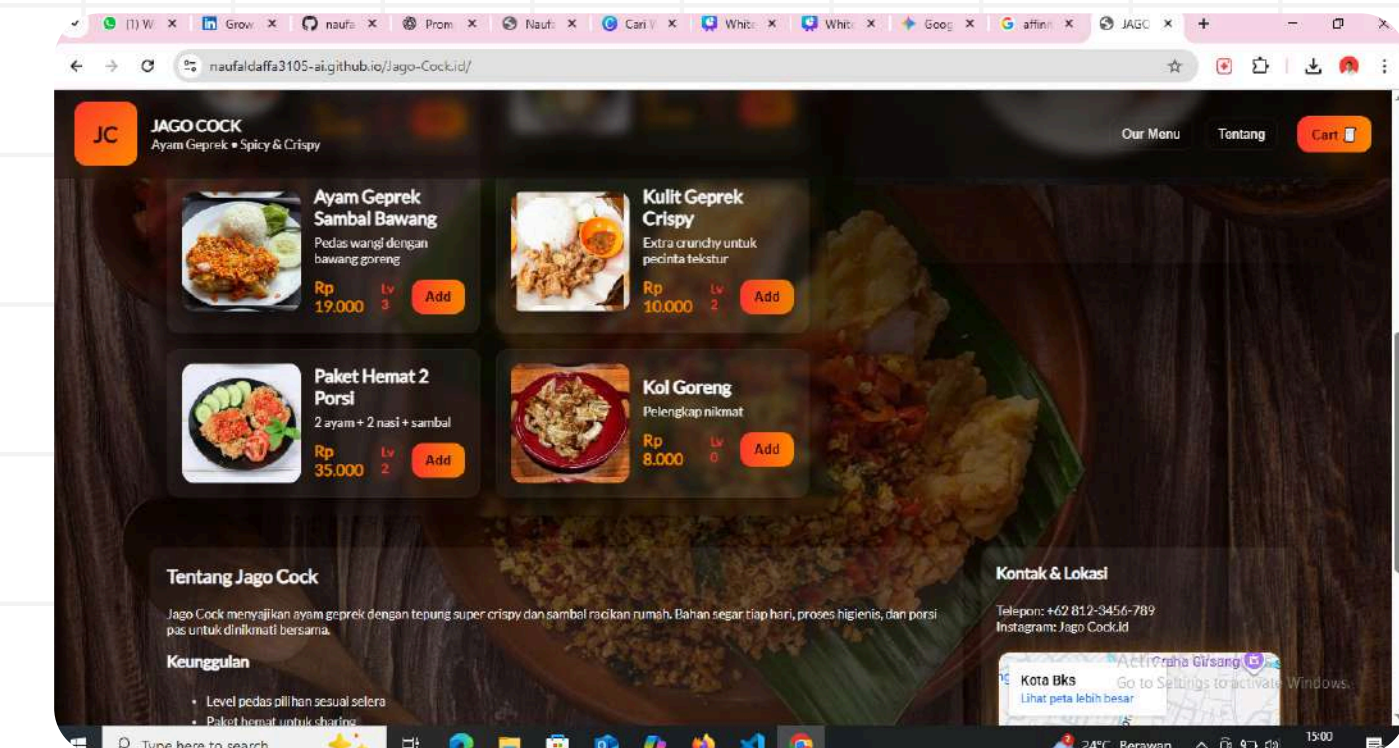
MuLu Production is a modern web design concept for a creative production house specializing in multimedia content, including video production, photography, and digital storytelling. The website highlights professionalism and creativity through a sleek layout, bold typography, and immersive visuals. Designed to showcase the studio's portfolio and services with clarity, it captures the essence of MuLu Production's mission, transforming ideas into impactful visual experiences that inspire and engage audiences.



# PROJECT 03



## JAGO COCK



Jago Cock is a bold and energetic brand concept for a modern ayam geprek business. The design combines fiery visuals, strong typography, and a playful rooster mascot to express the brand's spicy, confident personality. With a color palette inspired by heat and flavor, the branding captures the essence of Indonesian street food culture, vibrant, daring, and full of attitude. Jago Cock stands as more than just a food brand; it's a statement of taste, spirit, and youthful energy.





# LET'S COLLABORATE!

NAUFAL DAFFA

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