

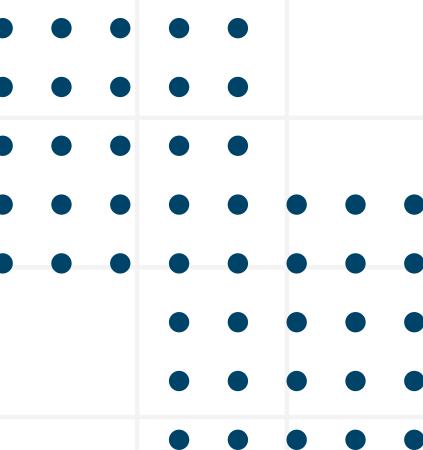
CREATIVE & DESIGN PORTFOLIO

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

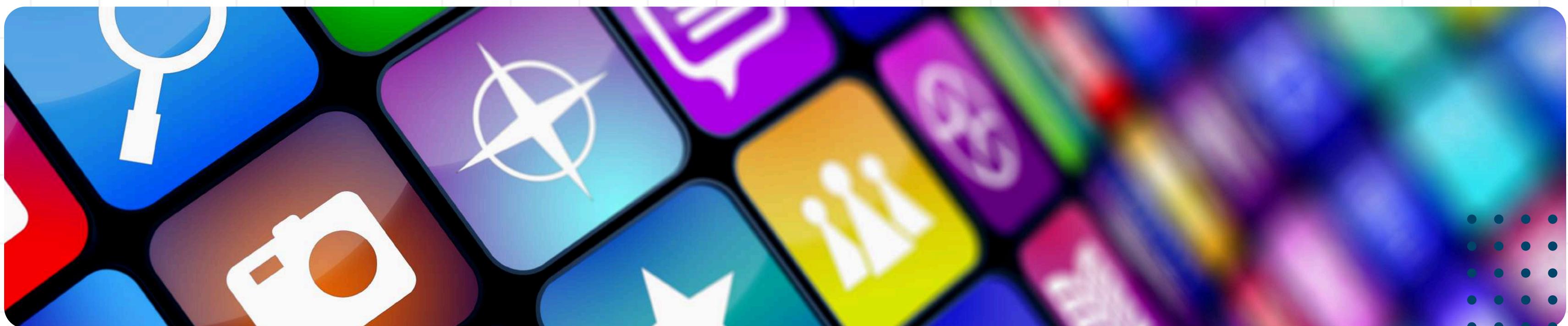
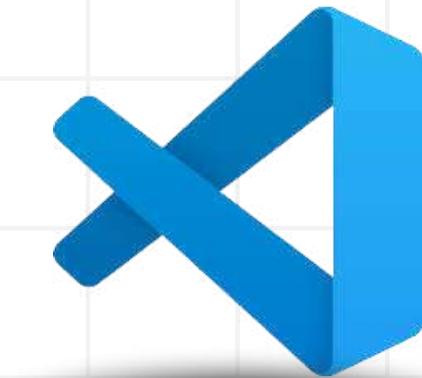
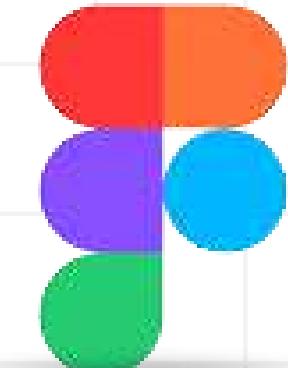
DIGITAL COMMUNICATION AND MEDIA (2023 - 2027
EXPECTED)

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.



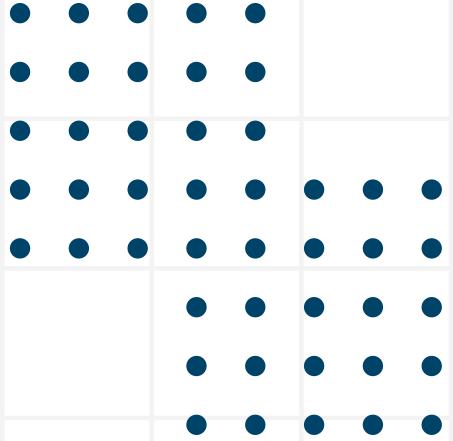


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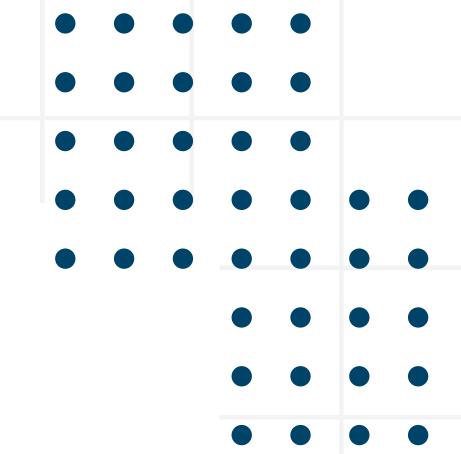
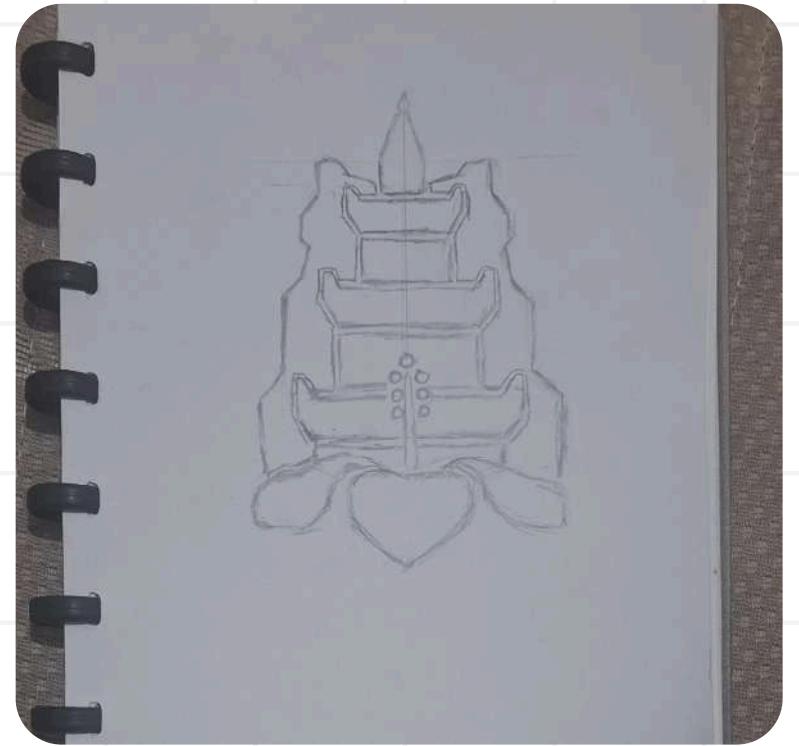


PORTFOLIO

LOGO DESIGN



PROJECT 01

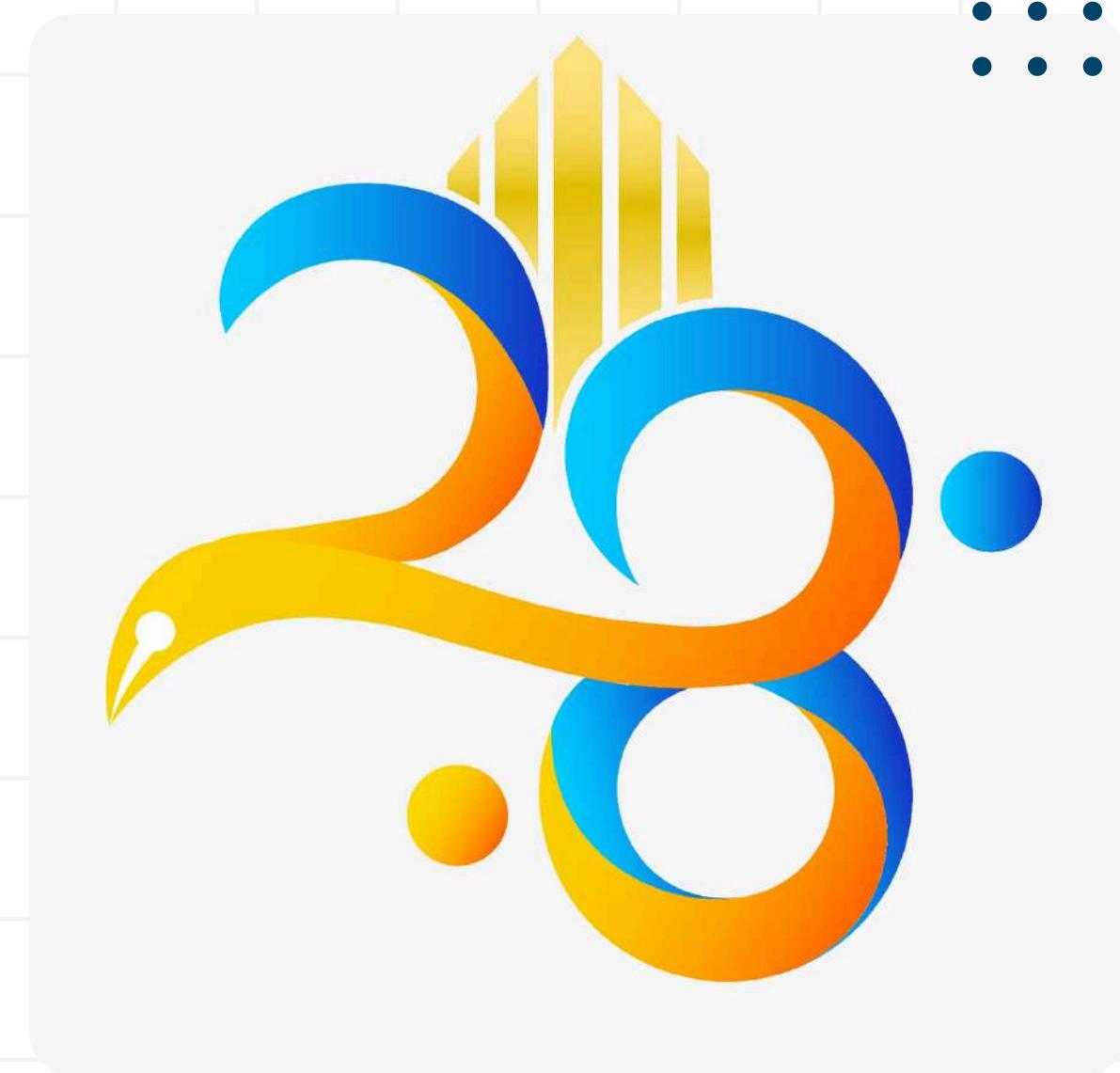
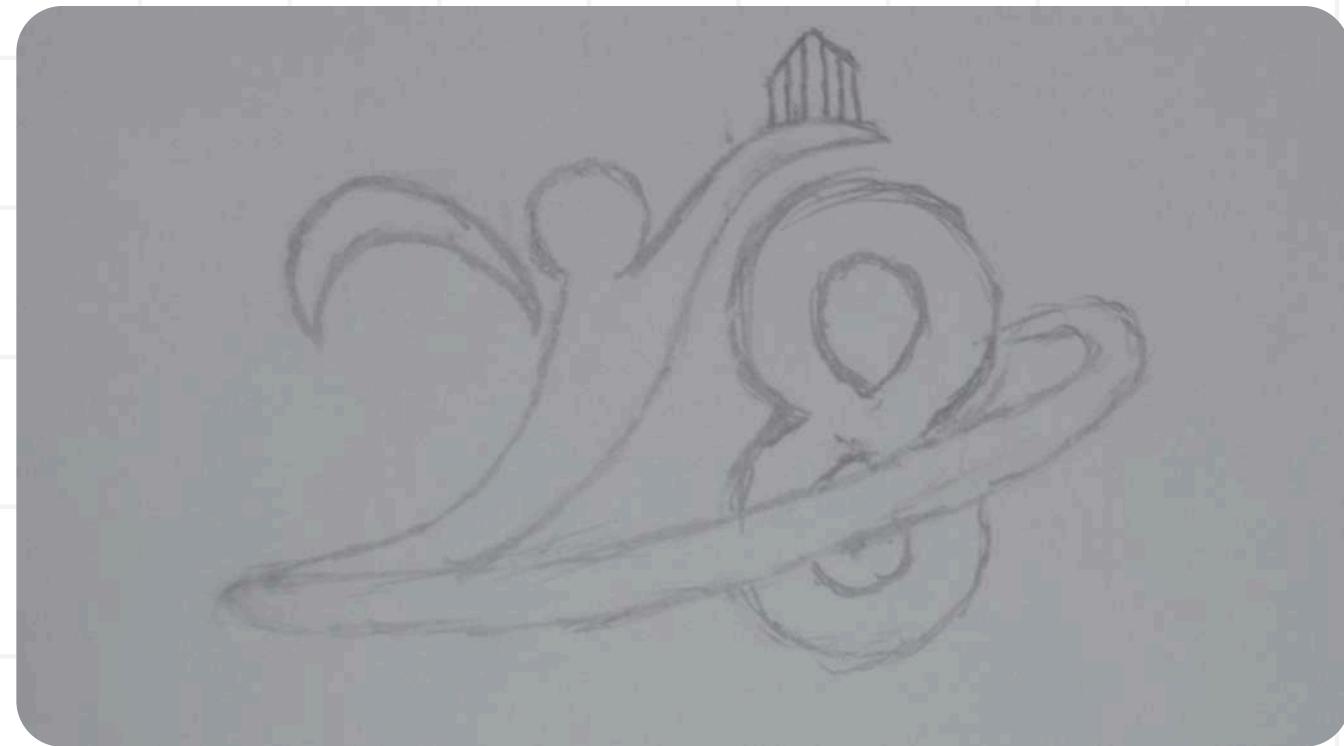


HNS GIANYAR



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.

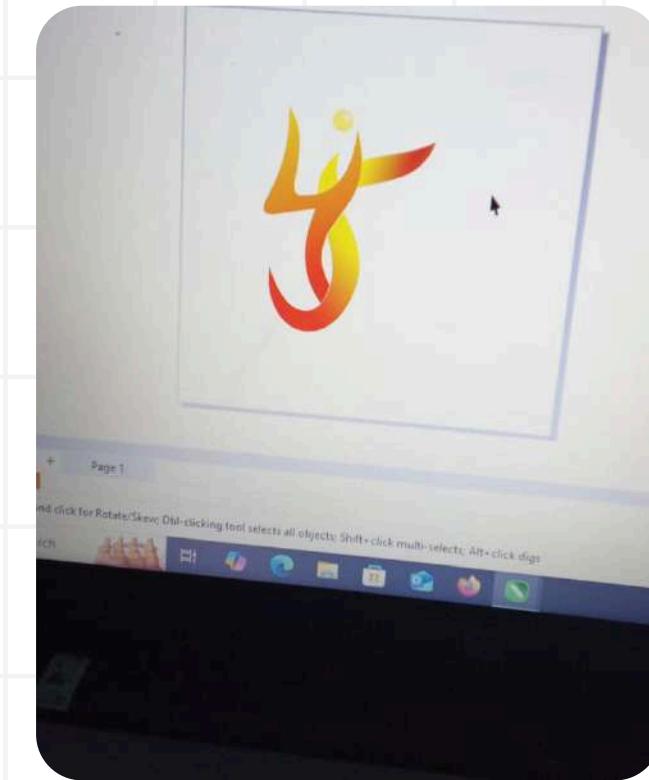
PROJECT 02



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

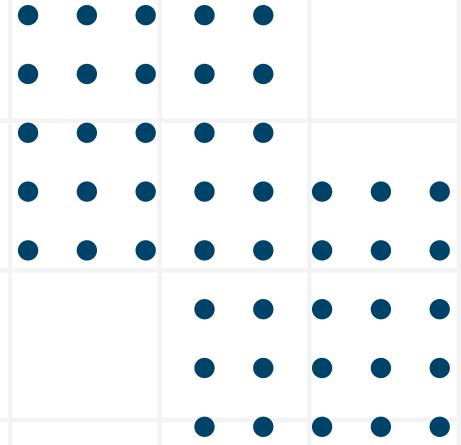


HUT 45 UTP

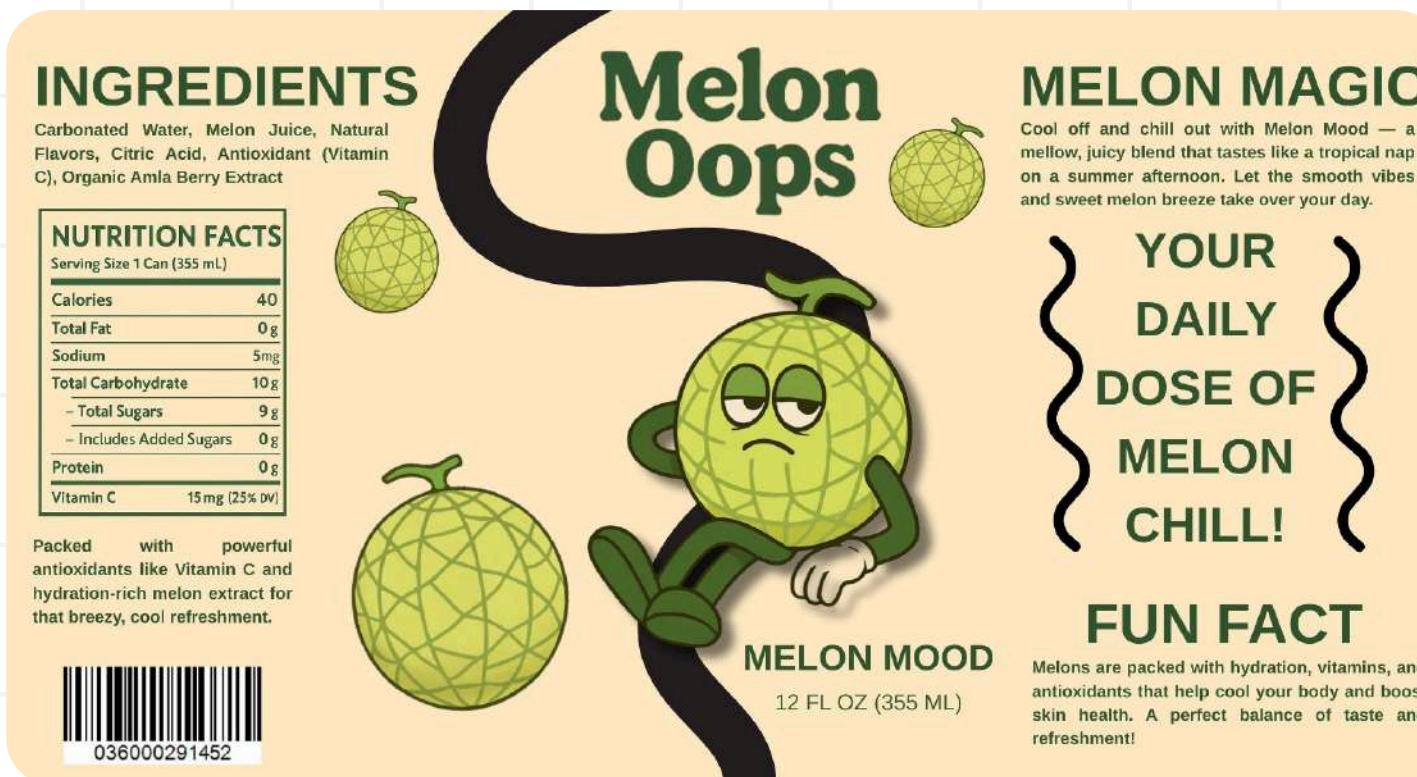
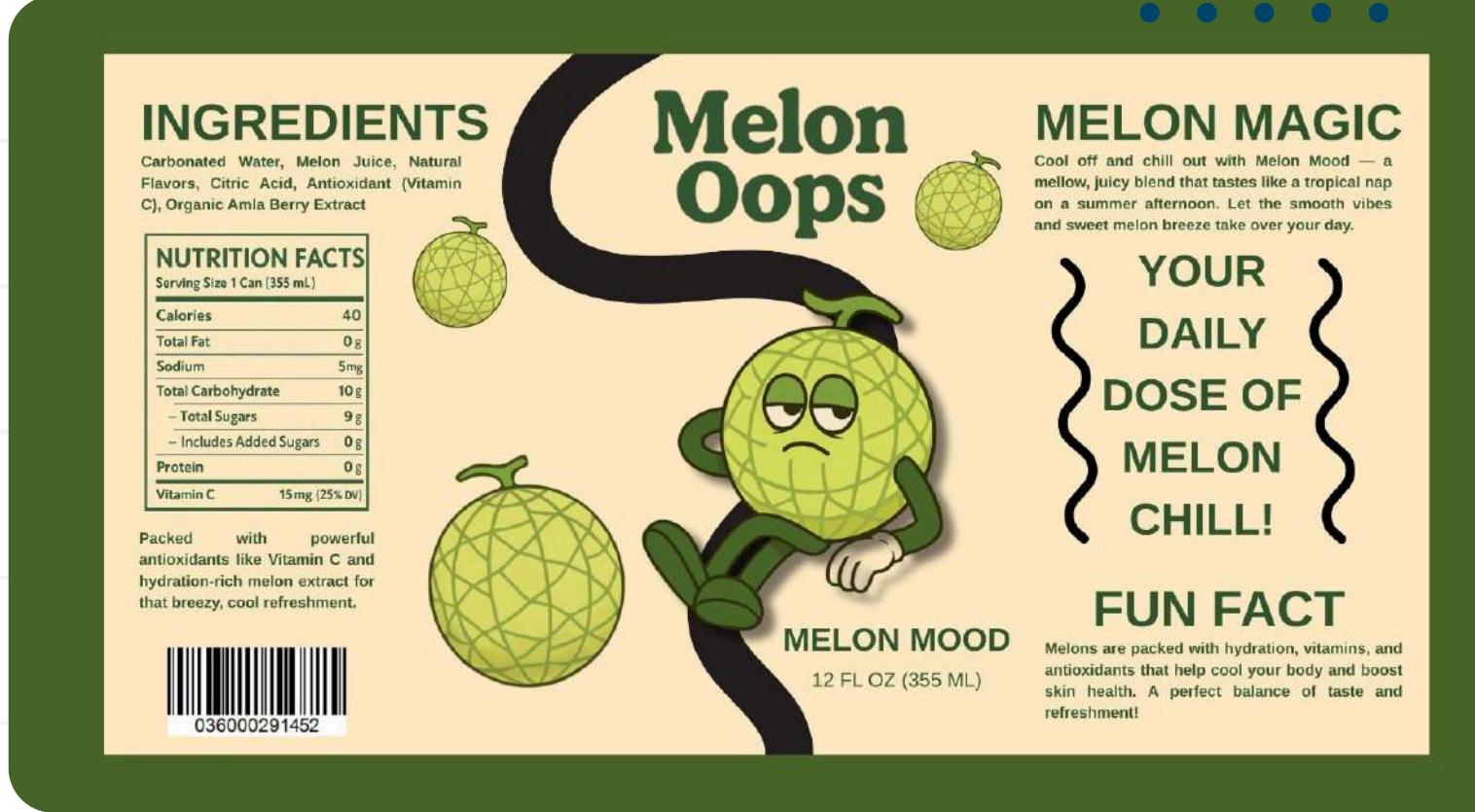
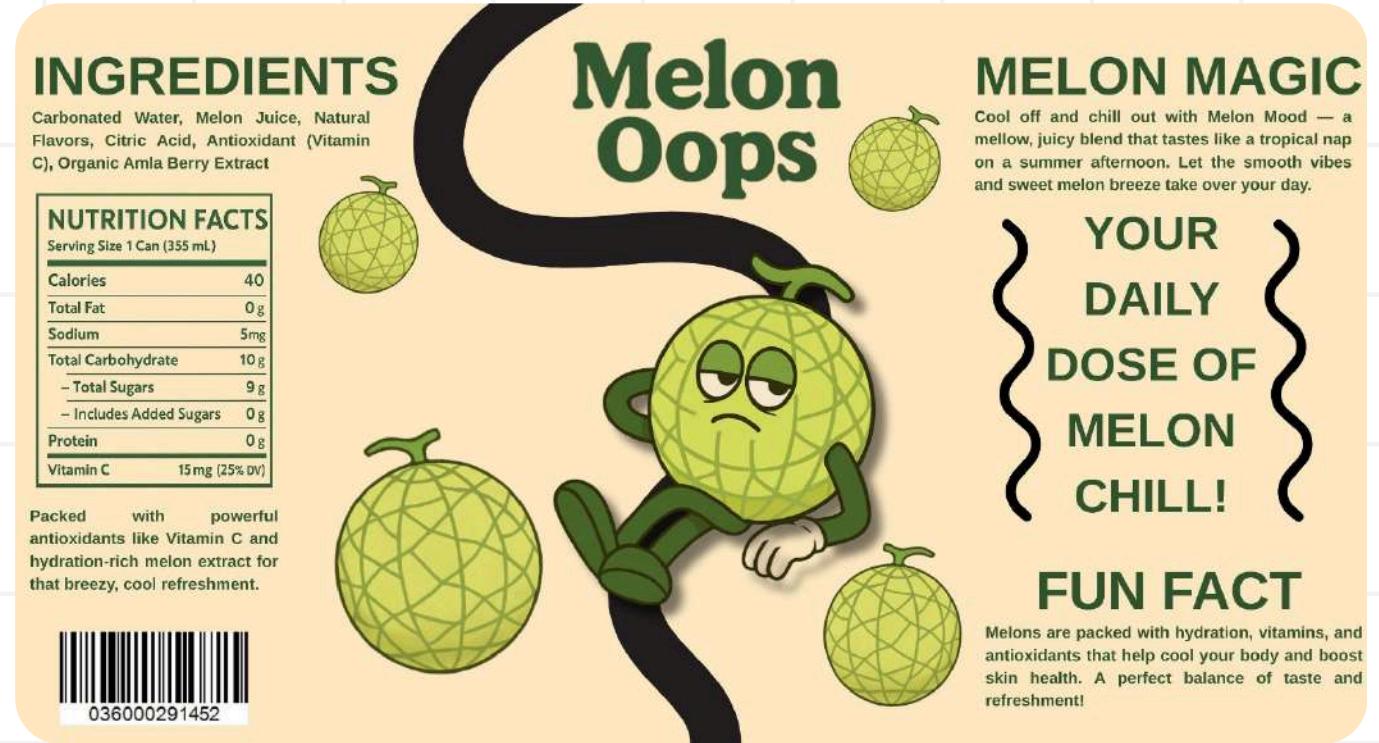
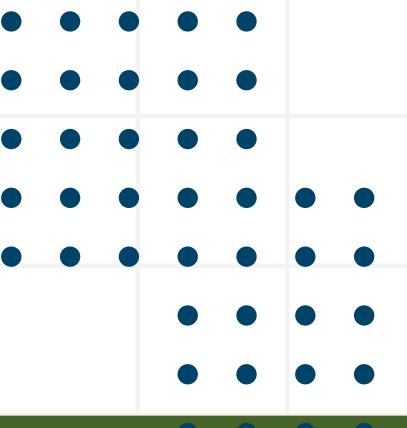
The logo for Universitas Tunas Pembangunan's 45th anniversary embodies the spirit and aspirations of its young generation. Formed within the number "45," it reflects the theme "Creating an Excellent Generation Toward Global Achievement." The forward-pointing figure symbolizes progress and excellence, 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.

**OUTLINE
REPORT**

PACKAGING DESIGN



PROJECT 01



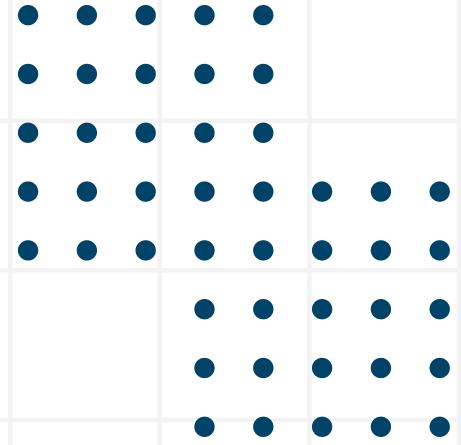
Melon Oops is a playful beverage packaging concept that captures the refreshing and humorous spirit of the brand. Featuring a laid-back melon character and a clean, tropical-inspired color palette, the design visually expresses relaxation and fun. The flowing black path adds a sense of movement, guiding 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.

MELON OOPS



**ONE
PAGE
PORTFOLIO**

WEB DESIGN



PROJECT 01

The screenshot shows the homepage of the CactuArt website. At the top, there's a navigation bar with links for Beranda, Produk, Tentang, and Kontak. Below the navigation is a section titled "Produk Kami" featuring three products:

- Paket Kaktus Mini 1**: Includes 1 kaktus mini + pot polos + cat & kuas. Priced at Rp15.000. A "Klik Disini Ya!" button is present.
- Paket Kaktus Mini 2**: Includes 1 kaktus mini (Pilihan kedua) + pot polos + cat & kuas. Priced at Rp15.000. A "Klik Disini Ya!" button is present.
- Set Sukulen Mini 1**: Includes 1 sukulen mini + pot polos + cat & kuas. Priced at Rp15.000. A "Klik Disini Ya!" button is present.

The screenshot shows the "Tentang" (About Us) page of the CactuArt website. The page has a green header with the CactuArt logo and navigation links. The main content area contains a heading "Tentang CactuArt" and a paragraph describing the brand's purpose:

CactuArt hadir untuk membawa suasana alam dan keceriaan ke ruangmu. Kami menjual kaktus mini dengan pot polos yang bisa kamu warnai sendiri menggunakan cat yang sudah disediakan. Selain mempercantik ruangan, kegiatan ini juga membantu melepas stres dan menumbuhkan kreativitasmu!

At the bottom, there's a "Hubungi Kami" (Contact Us) section with a message input field and social media links for WhatsApp and Instagram. A small note at the bottom right says "Activate Windows Go to Settings to activate Windows."

The screenshot shows the landing page of the CactuArt website. It features a large green and yellow gradient background. In the center, there's a headline "Warnai Harimu dengan CactuArt!" and a subtext encouraging users to find happiness with their own painted cacti. A "Lihat Produk" button is visible. To the right, there's a large image of a painted cactus in a decorated pot. A watermark for "Activate Windows Go to Settings to activate Windows." is at the bottom right.

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

This screenshot shows the 'Portfolio' section of the website. At the top, there's a navigation bar with links for Home, About, Services, Portfolio, Team, Testimonials, Pricing, Blog, Contact, and a prominent blue 'Start Project' button. Below the navigation is a heading 'Portfolio' and a sub-heading 'Selected projects – real results, cheerful delivery.' Three project cards are displayed:

- Viral Social Campaign**: Increased engagement by 320% using relatable short videos. Tags: Social, Video.
- Rebranding Project**: Full visual refresh to attract younger demographics. Tags: Brand, Identity.
- Digital Ads Campaign**: 5x ROI with optimized ad creatives and targeting. Tags: Ads, ROAS.

A Windows taskbar at the bottom shows various open applications like Google Chrome, Microsoft Word, and a file explorer window.

This screenshot shows the 'Contact' section of the website. The navigation bar is identical to the previous page. Below it is a heading 'Contact' and a sub-heading 'Ready to start? Drop your details and we'll reach out.' There are three input fields for 'Your name', 'Your email', and 'Tell us about your project'. A 'Send Message' button and a note 'or reach us directly:' are also present. Below these are two social media links: '+62 895-123-8586' and '@MuLuProduction'. A small video thumbnail of people working together is on the right. A Windows taskbar at the bottom is visible.

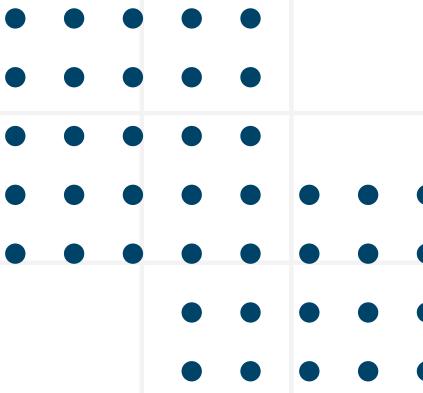
This screenshot shows the homepage of the website. The navigation bar is identical. The main content features a heading 'Digital Agency • MuLu' and a large, bold text 'We turn small ideas into big digital moments — Mulai Aja Dulu'. Below this is a subtext 'Cheerful, data-driven, and creative. We provide social media management, digital marketing, and online services to help your brand grow.' Two buttons, 'Let's Start' and 'See Our Work', are at the bottom. A large image of a team of people working together on laptops and tablets is on the right. A Windows taskbar at the bottom is visible.

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.

MULU PRODUCTION



PROJECT 03



The screenshot shows the homepage of the Jago Cock website. At the top, there's a navigation bar with 'Our Menu', 'Tentang', and 'Cart'. Below it, there are four menu items: 'Ayam Geprek Sambal Bawang' (Rp 19.000), 'Kulit Geprek Crispy' (Rp 10.000), 'Paket Hemat 2 Porsi' (Rp 35.000), and 'Kol Goreng' (Rp 8.000). A large image of a dish is in the background. At the bottom left, there's a 'Tentang Jago Cock' section with text and a map, and at the bottom right, there's a 'Kontak & Lokasi' section with a map.

The screenshot shows a product page for 'Ayam Geprek Pedasnya Nendang'. It features a large image of the dish, a title 'HOT & RECOMMENDED Ayam Geprek Pedasnya Nendang', and a description 'Crunchy outside, juicy inside — sambal racikan rumah. Pilih level pedasmu & langsung pesan lewat WhatsApp.' Below the title, there are two menu items: 'Ayam Geprek Original' (Rp 18.000) and 'Ayam Geprek Keju' (Rp 23.000). The page also includes sections for 'Diskon 10% First Order' and 'Free Eco-Pack'.

The screenshot shows another product page for Jago Cock. It has a similar layout to the previous one, featuring a large image of a dish, a title 'Tentang Jago Cock', and a 'Kontak & Lokasi' section with a map. The menu items shown are the same as in the first screenshot.

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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