



Muhammad Naufal Athallah

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Portfolio: <https://drive.google.com/file/d/1ofFILEOxgMtdZXS-rOei033GIBPWd8Vq/view?usp=sharing>

SUMMARY

I am a first-year college student in the Information Systems and Technology program at Jakarta State University. I am a quick learner who enjoys challenges and thrives on collaboration with others. I have a deaf disability, specifically a hearing impairment (**deaf disability**), but I can hear with the help of hearing aids, and I can speak well. My experience in graphic design, editing, photography, videography, and scriptwriting has equipped me with a diverse skill set. I also have an interest in self-development, communication, photography or videography, and graphic design.

EDUCATION

- **Universitas Negeri Jakarta**
Undergraduate, Information Systems and Technology (2024 – present)
- **SMK Negeri 2 Kota Tangerang Selatan**
Visual Communicational Design (2021 – 2024)

NON FORMAL EDUCATION

- **Binus Center Bintaro**
Full Stack Developer (December 2024 – March 2025)
In addition to my non-formal education, I completed a Fullstack Developer program at BINUS Center Bintaro, a non-formal education institution. The program equipped me with strong foundations in both front-end and backend development, including hands on experience using PHP, JavaScript, HTML, CSS, C, and C++. This experience strengthened my problem solving skills and helped me understand how to build complete web applications from scratch.

WORK EXPERIENCE

- **Lab Media Komunikasi, Budiluhur University**
Multimedia Specialist Internship (August 2023 – February 2024)
 - Developed social media strategy by conducting in-depth research on the optimal form of content uploads on each platform and identifying target audiences.
 - Creating content planning, creating content in the form of captions and content thumbnails, and distributing them on each social media platform.
 - Taking videos and pictures in the campus environment.
 - Edit the videos and photos that have been taken, then adjust them to the planned concept.
- **Ruang Karya Festival, TangCity Mall**
Multimedia Event Creator (March 2023 – May 2023)
 - Created designs for posters, Instagram feeds, Instagram stories, and banners for the Ruang Karya Festival event.
 - Take pictures and videos of the Ratoh Jaroe performance while the event is in progress.
 - Taking photos and videos of the audience enjoying the performance.
 - Editing the video to be posted on Instagram Ruang Karya.
- **Callme Clothing Vendor, Pondok Aren**
Social Media Creative Internship (January 2025 – February 2025)
 - Create and edit video content for various social media platforms.

- Design T-shirt prints with visually appealing concepts tailored to client needs.
 - Develop aesthetic and strategic social media feed designs to boost engagement.
 - Plan and structure content strategies aligned with current market trends.
- **Adira Dinamika Multi (Adira Finance)**, Millennium Centennial Center, Sudirman
Adira Corporate University, Business School/Learning Academy (February 2025 – present)
- Designed training materials such as flyer invitations, PowerPoint slides, and other visual assets based on company training needs.
 - Worked on e-book design projects (Buku Saku 5C) for both internal and external corporate purposes with a professional and clear layout.
 - Involved in creating several UI designs and conducting UI/UX research to support the development of user friendly digital products.
 - Assisted HR team with CV screening, interview scheduling, and monitoring candidate progress
 - Managed and input employee training data, prepared training schedules, and supported reporting for learning & development activities.
 - Collaborated across HR, finance, and creative teams to ensure smooth workflow and timely project execution.
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EXPERIENCE

- **OH FASILKOM UI 2023**, Fakultas Ilmu Komputer, Universitas Indonesia
Students Ambassador (Agustus 2023 – November 2023)
- Promote the university's values, programs, and initiatives to prospective students and communities.
 - Guide campus tours and assist during open days and orientations.
 - Share content on social media to highlight student life and campus opportunities.
 - Assist prospective and new students by answering questions and sharing experiences.
- **Fextor Labs**, SMK Negeri 2 Kota Tangerang Selatan
Yearbook Leader (December 2023 – February 2024)
- Created and managed the photoshoot schedule for individual, class, and group photos.
 - Secured venues for photoshoots and coordinated logistics with vendors, teachers, and students.
 - Led the design, layout, and concept of the school yearbook.
- **Funday STI 2024**, Sistem dan Teknologi Informasi, Universitas Negeri Jakarta
Staff HPDD (Humas, Publikasi, Desain dan Dokumentasi) (November 2024 – Desember 2024)
- Designing graphic materials for various promotional items (posters, ID cards, logos) using graphic design software.
 - Taking photos and videos during the event for documentation and social media purposes.
 - Uploading and managing design content on social media platforms to enhance event visibility.
 - Collaborating with the team to ensure that each visual material aligns with the theme and goals of the event.
- **EduFest SMK Negeri 2 Kota Tangerang Selatan, Campus Expo 2025**, Pondok Aren
Chief Executive of Campus Expo 2025 (January 2025)
- Event Planning Management. Designed the concept, theme, and activity timeline to ensure the smooth execution of the campus expo.
 - Invited inspiring alumni and universities to provide valuable information to participants.
 - Developed effective promotional strategies through social media, posters, and announcements to increase participation.
 - Organized the committee team, supervised technical preparations, and managed event needs such as booths and equipment.
 - Educational Guidance Provision. Assisted high school seniors in understanding university admission processes and provided guidance on choosing the right major.
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ORGANIZATION EXPERIENCE

- **Digital Marketing**, SMKN 2 South Tangerang City
Photography, Videography, and Editing (Video & Design) (July 2022 – July 2023)

- Capture high-resolution photographic images for various purposes, including portraits, events and commercial projects at school, utilizing advanced camera equipment and techniques.
 - Create interesting content and then upload it on the school's social media accounts.
 - Take videos when there are official school activities, such as student council events, mini concerts, workshops, webinars, and projects.
 - Create a school-specific ID CARD design
- **Ikatan Pelajar Muhammadiyah, SMP Muhammadiyah 35 Jakarta**
Members of Pengkajian Ilmu Pengetahuan (December 2020 – December 2021)
- Creating design for the activities of the IPM organisation.
 - Take photos and videos during activities, such as meetings, work programmes, recitation events, and social events.
 - Being the facilitator of the MPLS group, to introduce the school environment and the rules in the school, accompanying all new students to be able to follow the activities of the school environment introduction period well.
 - Creating work programmes in the field of education, such as museum visits, orphanage visits.
- **BEMP Sistem dan Teknologi Informasi, Universitas Negeri Jakarta**
Deputy Head of Department Kominfo (February 2025 – present)
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SKILLS

- **Tools :** Visual Studio Code, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Adobe Lightroom, Microsoft Office Software (*Word, Excel, Power Point*), Google Service (*Slide, Docs, Form, and Spreadsheet*), Capcut, Canva , Figma.
- **Programming Language:** HTML, CSS, JavaScript, Java, PHP, C, C++.
- **Soft skills :** Leadership, Teamwork, Time Management, Adaptability, Flexibility, Public Speaking.
- **Hard skills :** Visual Design (UI/UX), Video Editing, Photography or Videography, Website Designer.
- **Language:** Indonesian (Native), English (Intermediate).