

# Bilal Arief

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## PROFILE

I am a dedicated UI/UX Designer, driven by three years of hands-on experience in the field. Passionate about my craft, I thrive in the dynamic world of design, constantly striving to evolve with emerging trends and technology.

## SKILLS

**Languages** : Indonesian (Native), English (Professional Working Proficiency).  
**Technical Skills** : HTML, CSS, Web Design, User Interface Design, User Experience Design  
**Software/Tools** : Figma, Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Visual Studio Code, Jira, Confluence  
**Additional Skills** : Video Editing, Motion Graphics

## EDUCATION

**Software Engineering** September 2022  
*Vocational High School 4 Bandung, West Java, Indonesia*

## WORK EXPERIENCE

**Head of Design** May 2025 - Present  
*NoEffort, Bandung, West Java, Indonesia*

- Led the creative direction for the brand identity of NoEffort, crafting a cohesive and modern visual language across all platforms.
- Designed UI for an AI-powered chatbot, focusing on accessibility, conversational flow, and a user-friendly interface.
- Created visually compelling and consistent social media content to enhance brand presence and engagement.

**Graphic Designer Internship** December 2024 - Present  
*D2L.sg, Singapore*

- Designed visually compelling posters to raise awareness about food waste.
- Created engaging Instagram feed posts to educate the audience on food waste issues and encourage volunteer participation.

**UI/UX Designer Freelance** January 2021 - Present  
*Aurora Web, Bandung, West Java, Indonesia*

- Designed a visually appealing and user-friendly landing page for the Economics Program at Universitas Padjadjaran, resulting in a 30% increase in website traffic and engagement.
- Revamped the look of Padjadjaran University's Graduate School website, which resulted in a tremendous increase in website traffic and user engagement. This user-friendly design upgrade captivated students, faculty and staff, resulting in a significant increase in overall website metrics.
- Designed a mobile app and website for booking rooms in the faculties of Universitas Padjadjaran's Graduate School, resulting in a user-friendly interface that received positive feedback from both the university and its students.

- Created a visually stunning and user-friendly LMS website for the Faculty of Dentistry at Universitas Padjadjaran, which exceeded the expectations of both the faculty and students.

### **UI/UX Designer**

June 2024 - March 2025

*Opticore Technology, Bandung, West Java, Indonesia*

- Designed a visually appealing website to showcase GPS tracking products, creating an engaging and informative experience for potential customers.
- Created a comprehensive assets documentation guide for GPS tracking products to ensure users can easily understand how to configure the GPS tracker.
- Led the design of a GPS Tracking System Application, focusing on usability, seamless navigation, and an optimized user interface to enhance functionality and user satisfaction.

### **UI/UX Designer Internship**

November 2023 – March 2024

*Cakeplabs., Denpasar, Bali, Indonesia*

- Designing a user-friendly Web3 Dashboard, to provide the information that users need and that is easy for users to understand.
- Create custom illustrations and assets for the Web3 Platform, to visualize users and make it easier to understand the context.
- Design the main menu UI for a game, with a focus on clear context and an engaging interface.
- Crafted a CMS Dashboard UI with a user-friendly Create and Edit view, simplifying content management.
- Designed a landing page with responsive elements for optimal viewing on various devices.
- Created design banners for survey popups on landing pages, capturing attention and enhancing visual appeal.
- Actively learning UI design principles and applying them by redesigning an existing website for practical experience.

### **UI Developer Internship**

April – September 2021

*Birutekno Inc., Bandung, West Java, Indonesia*

- Created the user interface for a website that contains the Question Management System, designed to produce test questions for tax consultant employees.
- Collaborated with the development team to refine and enhance the front-end of the Question Management System website, optimizing it for tax consultant employees. Implemented intuitive user interfaces and seamless interactions to ensure a smooth user experience.
- Assisted the Front-end developer in the process of slicing and implementing designs into a fully functional website. Collaborated closely to ensure pixel-perfect implementation and adherence to design guidelines.
- Tidied up and organized the UI design assets, ensuring consistency in visual elements and contributing to a more efficient design development workflow.

## **ORGANIZATION**

### **Orbit**

October 2019 - February 2022

*Vocational High School 4 Bandung - Design Division*

## **AWARDS**

### **1st Place, Web Design Competition, DINAMIK 16 UPI**

December 2021

*Universitas Pendidikan Indonesia - University of Education Indonesia*

**3rd Place, Web Design Competition, HIEDESCOM**

*Universitas Airlangga - Airlangga University*

October 2021

**2nd Place, Web Design Competition, Dies Natalis RPL**

*Universitas Pendidikan Indonesia Cibiru - University of Education Indonesia Cibiru*

May 2021

**1st Place, Web Development Competition, DINAMIK 15 UPI**

*Universitas Pendidikan Indonesia - University of Education Indonesia*

November 2020