

RAFIQ AL HAFIZH ADHA

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OBJECTIVE

I am a recent graduate in Computer Systems with substantial experience and expertise in the field. My interests lie in UI Design, Wordpress Development, and Front End Development. I have gained experience throughout my journey, starting from my graduation from Vocational School and culminating in my completion of College.

EXPERIENCE

PT Duta Agensi Mail (Duniafintech.com) - Contract

SEO Specialist Lead (January 2024 - Present)

- Carry out On Page Optimization in the form of articles and Internal Links to overcome the occurrence of Drop Traffic
- Make strategic changes to improve the Fintech World Website using various methods starting from disavow backlinks, and updating each article to add new backlinks.
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Halo Siswa / Halo Expert - Part Time

Product Designer (Desember 2023 - Present)

- Working on UI Designer challenges to create visualizations and components such as navigation sections, footers, heroes, and so on
- Take a quiz in the form of research in interaction design visualization and make prototypes in application testing
- Creating collaboration between developers and designers to rebuild and re-brand new products from previously Halo Siswa to become Halo Expert

Upwork - Freelancer Project

UI Designer, Web Developer, and SEO (Oktober 2020 - Present)

- Open Work Service Create Website and Goal Create Website 11 Project Website Finished
- Open Work Service UI Designer and Redesign UI Website App Goal 2 Website Finished
- Open Work SEO Optimization Website Page One, Optimization Website, and PageSpeed Goal 2 Project Finished

North Sumatera University (Doctor Faculty) | Medan, Indonesia

Web Developer (Mei - Agust 2023)

- Creating a USU FK Pema Website, one of the university's medical organizations, and optimizing existing content and optimizing keywords on the website.
- Optimization Page Speed Website Before 45% (Google PageSpeed) and after optimization speed 99% (Google PageSpeed)
- And Redesign UI Website PEMAFK USU A Powerfull Friendly

PT OUZEN ANUGERAH INDONESIA (Ouzen Group) | Medan, Indonesia

Web Developer (June 2019 - February 2023)

- Research the sales page according to the product that will be used, such as Colus Men, a product for men that involves bold and strong colors
- Creating System Design for every landing page created
- Create a design framework along with mockups for the initial stage before carrying out the UI Design process and how the user experience regarding the design framework created.
- Perform Design TEST from mockups or design frameworks that have been created and researched and have been reviewed by users for user experience

Building Salespage For Product (June 2019 - July 2022)

- Create a website sales page or landing page for product prospects to be marketed
- Sales Page creation using CMS Wordpress with Elementor and Brizy Builder Page plugins, We also use Merchant.id to create a sales page builder
- Conduct research on competitors' websites and reformulate with differences
- During the creation of Sales Pages for products, I have produced in 1 year about 130 sales pages that I created

Topcoder| Part - Time Freelance

UI Designer (Jul 2022 - June 2023)

- Working on UI Designer challenges to create visualizations and components such as navigation sections, footers, heroes, and so on
- Take a quiz in the form of research in interaction design visualization and make prototypes in application testing
- The use of this opsioper website redesign uses figma and balsamiq as wireframing

Peddium Team Dribbble Shot (Peddium Studio) | North Sulawesi, Indonesia

UI / UX Designer (Desember 2021 - January 2022)

- Determine the ux design concept planning to be made
- Realizing Planning design ux into a wireframe or design framework

• Conduct research on the design framework created and how the user experience obtained by users can be implemented in a framework earlier.

• Ui designer makes System Design which includes Typography, Asset, Wireframe, Icon, Prototype, and the final Design which will be presented

• Familiar with using Figma, Adobe XD and Webflow this is because of the ease of choosing a plugin, user friendly.

PROJECT

Codedesign.dev - Contribution UI Designer | Online

UI/UX Designer (2023 - Present)

- Contribution in the development of the Codedesign.dev website to provide a challenge to front-end developers, so that there is a website slicing from design to website that can train developers.
- Applying levels to a design, so that it can make it easier for developers to conduct training using codedesign.dev
- Apart from doing UI Designer, create components to make it easier for novice UI Designers to learn Mockup, AutoFlow, Wireframe, and so on.
- This contribution generates 45 copies for each design and 145 views, which means this contribution is great for novice developers trying to slicing from existing designs to real websites.

Luna Project - Generate Text to Image With Stable Diffusion is Deep Learning | Online

UI/UX Designer (November - Now 2022)

- Analyzing some parts of ReonComics structure such as UX Design and UI Design
- Changing Design interactions to be simpler and easier to reach because the range of readers is 18 - 40 years
- Improved UI appearance according to the questionnaire given to 50 ReonComics visitors
- Observing and making a UI design version of the Questionnaire and according to the concept and according to the age of the reader

Hubnigo Company Profile Dribbble Shoot With Peddium | Online

UI Designer (October 2021)

- Research and create a concept for a niche and look for references from existing shots to be combined into one design
- Doing several implementations to one niche taken from several references into one good design. and become one system design and UI Design
- Planning of wireframing, Typography and determining the appropriate font and coloring from the existing questionnaire

Komunitas Manajemen Hutan Indonesia (KOMHINDO) | Online

Web Designer (May 2021)

- Building a website from scratch aims to publicly introduce this KOMHINDO organization
- This website development uses CMS Wordpress with the Elementor Page Builder and WP Rocket plugins for speed optimization on the website both from minify CSS and defer JS
- Website creation is done in 1 night and the next day the website can be released publicly

EDUCATION

Pembangunan Pancabudi University | Medan, Indonesia

Computer System (8th semester) - Graduation IPK 3.83/4.00

- Honor Project : Rebuild Portofolio Website UI Designer, Creation UI Designer Thesis, Build RiComics UI Design for ReonComics

SKILL & TOOL

Skills : UI Designer (Design System, Wireframing, Interaction Design, Coloring, and Visual Design), User Experience (Mockup, Wireframe, Kusisioner, UX usability, UX Testing, and Prototype), Web Developer, Wordpress Developer

Tools : Figma, Adobe XD, Balsamiq, Lunacy App, Adobe Illustrator, Adobe Creative Suite, Webflow, Wordpress, WP Bakery, Oxygen Builder, Elementor Builder, Locofy.ai, and typeform

Portofolio Sites

- <https://grizmedia.id>
- <https://hajaraswadtour.id>
- <https://petai.org/>
- <https://sewamobilhiacemedan.com/>
- <https://dzagroup.co.id/https://alamisehatglowing.com/>
- <https://strum.id>
- <https://www.coluscollagen.id>
- <https://ucraftindo.com/>
- <https://pemafkusu.id/>
- <https://ouzenmart.com>
- <https://haloexpert.id>