# FORT FOLIO



# RHENALD KARREL

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Jakarta, Indonesia

Hello, I am Rhenald. A passionate UI/UX and graphic designer. I currently studying at Politeknik Negeri Jakarta majoring Informatics Engineering.

On my journey as a I designer, I always want to solve people's problem. I am a usability-aesthetic adherents designer. I always prioritize about how informations can be delivered to the people understandably, intrestingly, and creatively.

I also have skills in front-end web development, SQL, and machine learning.

- in linkedin.com/in/rhenald-karrel-8216781b3/
- dribbble.com/rhenaldkarrel
- Bē behance.net/rhenaldkarrel
- github.com/rhenaldkarrel

#### **WORK EXPERIENCES**

# Propertinian - UI/UX Designer | 2021

- Conduct research both in terms of competitors, business integration with applications, and users.
- Designed the information architecture, user flow, and application interface design for and is in the process of being implemented by my colleague into the program.
- Create a prototype of the Propertinian application
- Designed the brand identity and logo of Propertinian.

# Disain.id - UI/UX Designer | 2021

- I have done competitor research and interviewed designers from various communities before designing the app.
- I have designed the information architecture, user flow, system design, and interface design of disain.id.
- I have implemented interaction design, created components, and did prototyping.
- I design a brand identity and logo of disain.id
- Design pitch decks and other creative design needs of disain.id

## Logos ID - Graphic Designer | 2021

Volunteering to design an carousel instagram post for the philosophy content of Logos ID. Layouting the content text and combine it with many elements creatively so the audience feel comfort to learn philosophy by reading the design.

#### **EDUCATION**

## **BASc Informatics Engineering**

Politeknik Negeri Jakarta 2019-present | GPA = 3.64

#### TOOLS

Figma

Adobe XD

**Adobe Photoshop** 

Adobe Illustrator

Notion

Trello

## **SKILLS**

UI/UX design Javascript
Design thinking Teamwork

Graphic design Communication

Branding SQL

HTML/SASS Python

#### LANGUAGES

English Indonesia

#### **ORGANIZATIONS**

## **SAUM TIK PNJ 2021 - Design Division**

April 2021-August 2021

Volunteering to design media products such like instagram posts (feed & story), proposal, funding promotion, etc and wrapped it with creativity in order to interest the viewers and make them receive informations comfortably.

## Pandora Fest PNJ 2021 - Creative Design Division

April 2021- July 2021

Volunteering to design media products such like instagram posts (feed & story), proposal, funding promotion, etc and wrapped it with creativity in order to interest the viewers and make them receive informations

## ITechno Cup PNJ 2021 - Event Coordinator

April 2021-August 2021

Volunteering to design media products such like instagram posts (feed & story), proposal, funding promotion, etc and wrapped it with creativity in order to interest the viewers and make them receive informations

## Google Developer Student Clubs 2020 - Web Development Division

September 2020-September 2021

DSC is an organization initiated by Google to influence university students to improve their knowledge in technologies (especially Google's). At this ocassion, I have been chosen to be a part of web development division which means I need to create an event about web development to influence my university to learn about it.

#### **ACHIEVEMENTS**

#### **BRAWIJAYA STARTUP ACTION**

Semifinalist Team

#### **LISTEN FGMMI 2021**

3rd place poster design competition

# INDONESIA INDEPENDENCE DAY HIMATIK PNJ 2021

3rd place poster design competition

#### **CERTIFICATIONS**

# Certificate of Completion - Basic Programming of JavaScript

Dicoding Academy

July 2021

# Certificate of Completion - Learning the Fundamental of Front-End Web Development

**Dicoding Academy** 

April 2020

# Certificate of Completion - Machine Learning for Beginner

**Dicoding Academy** 

November 2020

# UI/UX Design





# **PROPERTINIAN**

Propertinian is an android application project that is engaged in the property business for the Program Kreativitas Mahasiswa Karya Inovatif 2021 organized by the Ministry of Research, Technology and Higher Education on Indonesia. Propertinian managed to get funding through the existing selection process from the Ministry of Research, Technology and Higher Education, and is currently under development.

# **USER RESEARCH**

Based on the academic research, we found that there are two suitable candidates for Propertinian app:

- 1. Property agent
- 2. People who want to find a property

# **USER PERSONA**

Based on a surveying users, there are two big obstacles the users feel in this pandemic. That is they can't survey a property offline and they are found it difficult to search a rent-able property.



# **Detail Properti**





# **Rumah Mewah**

Jl. Muara Karang Raya, Jakarta Utara, Muara Karang, Jakarta Utara, DKI Jakarta



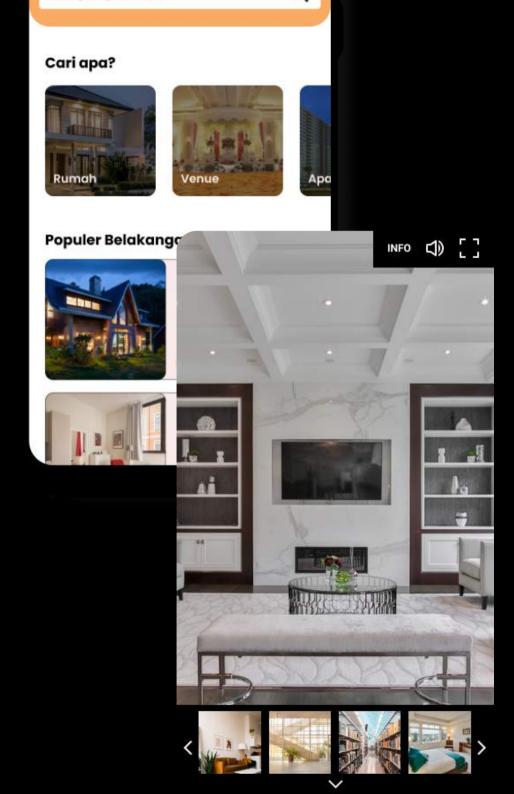


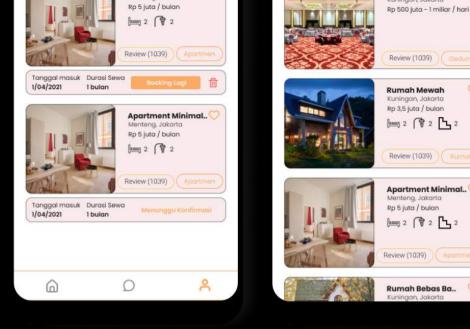
# **OUR SERVICES**

Propertinian helps users to do a virtual tour for experiencing the property they want to buy/rent easily, user-friendly, and from home. They also can chat with the agent in the app to talk more about the property.

In the future, Propertinian may update some new features to expand the market:

- 1. The feature that allows the users to do transactions in the app.
- 2. The feature that allows the users to request to be an agent.

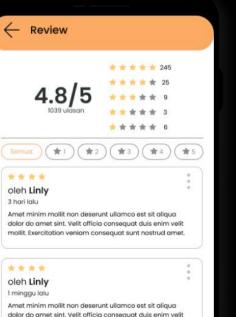








# Click here to see prototype



Rumah V

Semua V

Semua V

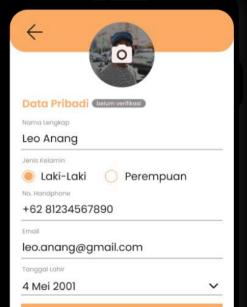
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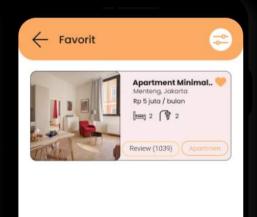
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Lengkap V

Semua V

Semua V







# Virtual tour

Pengalaman survei yang nyata dengan virtual tour

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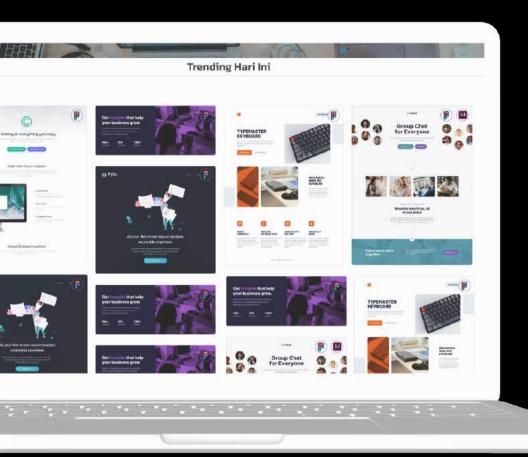


Cari apa?



Populer Belakan





# **DISAIN.ID**

Disain.id is a website platform project that I and some of my colleagues in the class have developed until now. Disain.id is a platform for local Indonesian designers to hone their skills, share knowledge or experiences, and share portfolios of their works. Disain.id was born from our awareness of seeing local Indonesian designers who have various problems and we want to provide solutions through this disain.id platform.

# **USER RESEARCH**

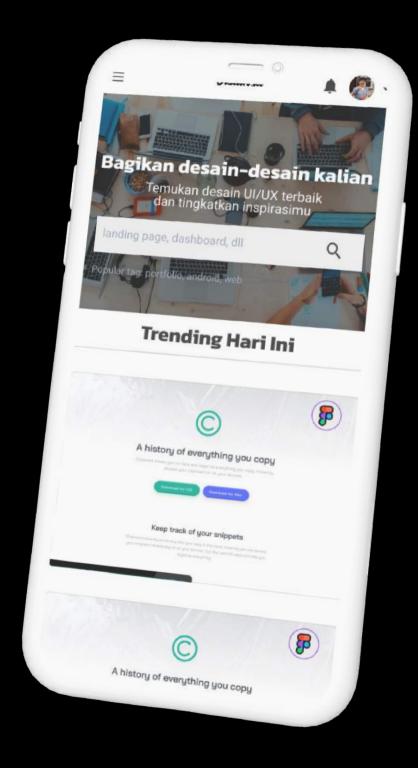
We have done research and found that our platform is suitable for:

- 1. Designers (from amateur to professional)
- 2. People/company who want to find a designer
- 3. People who want to held a design contest/competition

# **USER PERSONA**

Relying on a surveying users, there are three big obstacles the users feel:

- 1. Designers can't protect their work from theft in social media
- 2. People found it difficult to find local designers to work together
- 3. People want to reach larger and various designer on their competition/contest

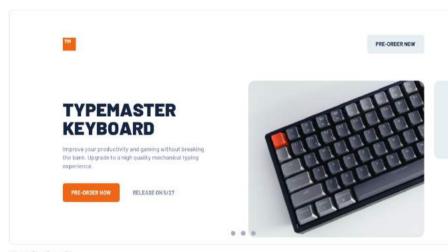


# **OUR SERVICES**

Disain id helps our customer to:

- 1. Designers
  - a. Share their portfolios and got feedback from other designers
  - b. Protect their portfolios with creative commons license
  - c. Participate in a contest/competition
  - d. Got hired by company or got projects with clients
  - e. Start a forum discussion about specific topic with other designers
- 2. Companies/Clients:
  - a. Hire designer
  - b. Open job vacancies
- 3. Institutions/Organizations:
  - a. Held a contests/competitions easily from the beginning to the end

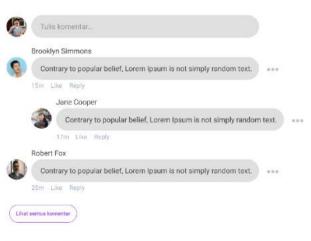
# **Typemaster Keyboard Landing Page**



#### Deskripsi

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

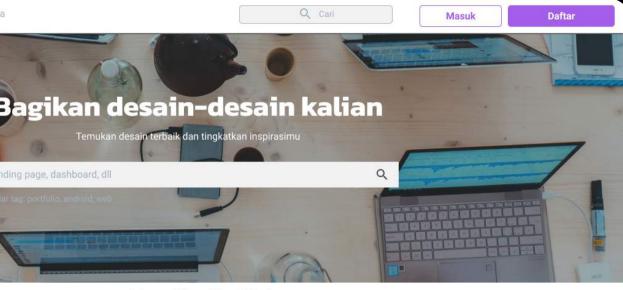
#### Komentar

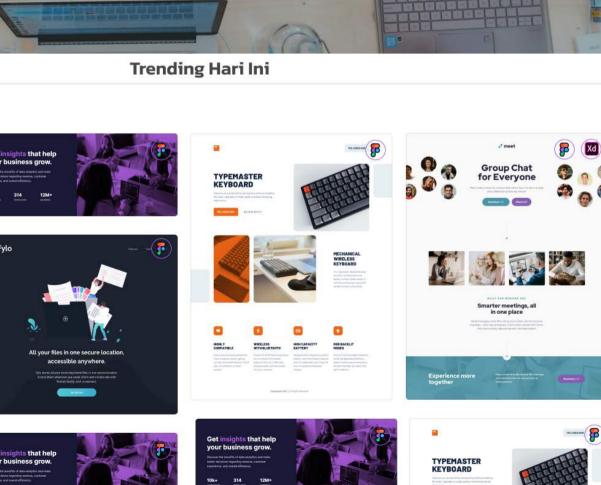


#### Desain lainnya yang sama









# Click here to see prototype

# Poster Design

# Kembali Sekolah Dengan Aman



# **Description**

I created a poster to tell all school students about six informations that they should know before back to school. It is really important for them knowing these information and practicing it in their school life in order to support the country's educational recovering alongside the pandemic. With this poster, I hope all student will always remember about these important informations and always practicing it when they go back to normal school life.

# Concept

I designed the poster with a school vibes concept. I'm using a book illustration as the background of the poster and use 'labels' that often use by Indonesian's school student in their school life. And I choose a font that has a pencil characteristic in order to increase the school vibes for the informations. I also mix kind of design trend concept in 2021 and that is abstract geometrical in the poster.

For the colors, I choose a colorful and playful vibes palette so the students won't get bored whenever they see the poster. In that way, the informations always flow to them so they always be reminded.

# Save Nature From Home

# **Description**

In the era of the Covid-19 pandemic, everyone is required to carry out all activities from home, whether it's work or school activities. This inspired me to create a poster campaign to encourage people to keep preserving the environment from home. There are 4 things that people can do to be able to preserve the environment from home, including:

- 1. apply 3R (reduce, reuse, recycle),
- 2. save energy use,
- 3. implement waste management, and
- 4. gardening/planting in the garden of the house

## Concept

I chose green to be the theme color for my poster. Green is the color of life, renewal, nature and energy. The color green is associated with growth, harmony, freshness, security, fertility, and the environment. I also use supporting illustrations for the theme. I use illustrations of animals and plants, that even though we only carry out conservation activities from home, but it can have a tremendous impact on the ecosystems on this earth.

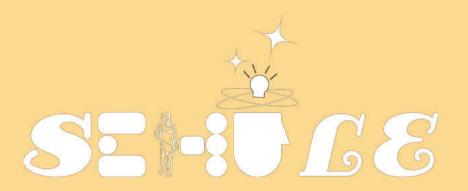


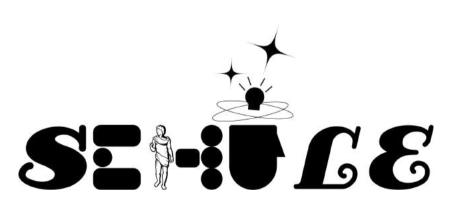
# Logo Design

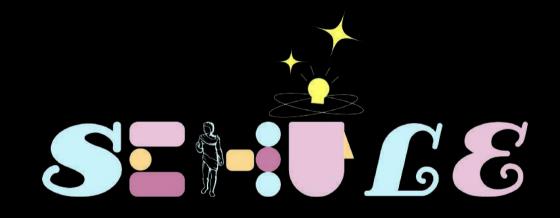












# Social Media Content

# Logos ID

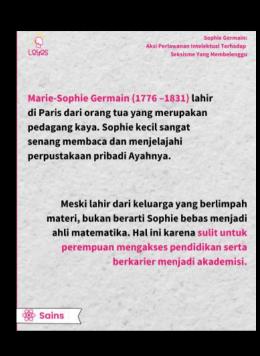
Logos ID is a non-profit organization that has a vision to teach people of Indonesia about philosophy, history, social culture, and politic.

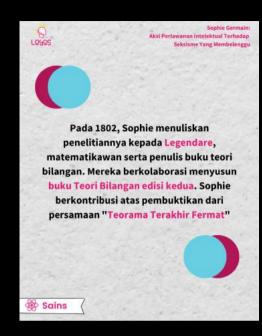






Sains







Sains www.hanmatematika.blogspot

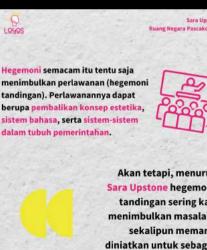
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Politik

# Supel Maranatha

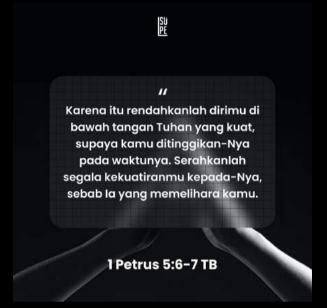
Supel Maranatha is a church community that involves teenagers to grow together in God

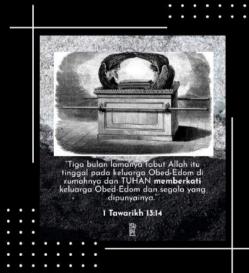
**o** supel.maranatha











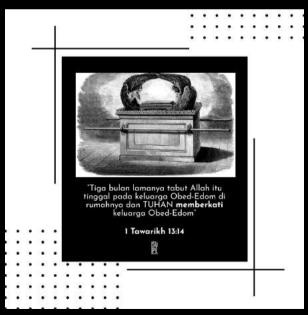
















# LET'S WORK TOGETHER



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