

Work Portfolio of

# Kenneth Mahakim

2016- 2019

A work

If  
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And if you  
want to

A wise man said:

If you can  
design  
one thing,  
you can  
design  
everything.

And if you seek for the 'co-designer',  
that will make two of us.

# Hello!

My Name is Kenneth Mahakim.  
But you can call me Ken, because I believe 'I Ken'.

I'm a digital designer, but most likely, my focus is in  
UI/UX design.

I have a passion for building a digital product that  
effectively fulfilling people purposes.  
I love to discover and learn new things, and design is  
something I want to pursue.



@kennethmahakim

**A little bit  
about me as  
designer.**

# Tools I commonly use

## UI Design & Prototyping

To create high-rendered UIs and connect them based on sequences of interaction.



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## Illustration and Iconography

To create rich and meaningful illustrations and Icons



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## UI Engineering

To code design in HTML and CSS



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## Motion Graphic

To simulate Interaction/mini-interaction through motion





**Work  
Experience,  
Education,  
Product  
Experience.**

# Work Experience

ARTENOV

## Artenov

UI Designer and Lead Designer 2013 - 2014

This was my first time joining product-based startups. Artenov built mobile apps for the fanbase of Indonesian Musicians. Not too long after I left Artenov, they pivoted its business model to smart school provider.



## Charmeleo Studio

Lead Designer 2015 - 2016

Charmeleo was design studio I built with colleagues, focused on developing and selling paid icon pack apps in Google Play Store. We built various icon pack apps, that if accumulated, hit more than 50,000 downloads.

kreavi

## Kreavi

Digital Designer 2016 - 2017

Kreavi focused on building ecosystem for visual creators. If I want to get to know the quality standard of Indonesian creative industry, I needed to join Kreavi. I had great experience as portfolio curator, business partnership, social media strategist and digital designer (Branding, UI/UX, and Digital publications)

NEVIIM

## Neviim

Marketing Communication 2017 - 2019

Neviim was IT consulting company focused on data analytics. I was challenged to revamp the corporate look and feel to be more appealing to their clients. I led the marketing communication team. Directing and supervising copywriters, content writers, and graphic designers to build effective marketing kit for the sales team.



## Vektoria

Mentor 2018 - present

Vektoria is an offline 2-day crash course for people who would like to learn graphic design and flat design illustration. As co-founder/mentor, I develop the curriculum and guide the mentee to at least have the fundamental capacity and capability to create one illustration during the crash course.

# Education



## SMAN 1 Depok

Natural Science 2008 - 2011

My creative journey began its sparks in the high school days, which was spent most likely in organizations: *Kelompok Ilmiah Remaja* and *Satu Musikku*. **The Milestone:** My *Kelompok Ilmiah Remaja* team won the most creative recycling ideation at PNJ in 2010.



## Gunadarma University

Information Technology (S1) 2011 - 2015

At the first year, I began to open 'graphic design as a service', joined with some startups, and understand that my role in the IT industry is most likely in UI/UX. **The Milestone:** My dev. team won Android App Competition held by XL in 2013.



## Gunadarma University

Mgmt. of Information System (S2) 2015 - 2017

I realized that coding is not my jam. Turns out, the mindset of system analyst has been really helping me to build effective and efficient design solution. The Milestone: I build my own design studio, selling paid icon pack apps to Google Play Store that hit almost 50.000 downloads.



## Experience in Digital Product



### Squarrel Icon Pack App

Product Manager, Lead Designer 2016

A theming app for Android contains more than 2000 popular app icons. Lesson learned: As a Product Manager, I had to find the sweet spot in building app between most compact features offered from existing theming apps in the market and building our own user journey based on user needs, based on polls and interviews in the icon pack community page from Google+.



### CMK Loyalty App

UI/UX Designer 2017

A loyalty app for Jewellery brands under CMK Group. My first thing to do as a freelancer, before the design phase, is, discussing and drilling down the objectives along with its use cases to get the whole contexts of the app. Afterward, I and the representation of CMK Group worked collaboratively to get the user journey as effective and as clear as possible.



### Jannah App

UI/UX Designer 2017

A Hajj and Umrah companion app exclusively for Jannah Travel tours participants. The challenge is the app had a sudden requirement to provide both participant registration and payment feature aside from the Hajj and Umrah guide. Lesson learned: Collaborative work with subject matter experts and understand design patterns is a must.



## Octo Style

UI Designer 2016

Octo Style one-stop payment app with lots of vouchers and discounts for lifestyle needs: Food & Beverages, Automotive, Health, Home deco, Leisure and Sport. Since my working contract for this project is only for product initiation. I was needed to build UI kit, graphical assets, and brand visual guideline to guide developers to build the consistent look of the app for the next product iteration.



## Hara App

UI/UX Designer 2016

Hara is a marketplace/social media platform for Indonesian farmers. it has farming consultation, farmer's forum, and farmer's market to sell/buy farming needs. Lesson learned: Design is not only about providing common aesthetic but also to have deep empathy to the people that are going to use the product to reach their purpose.

# Web and Mobile App Design Portfolio

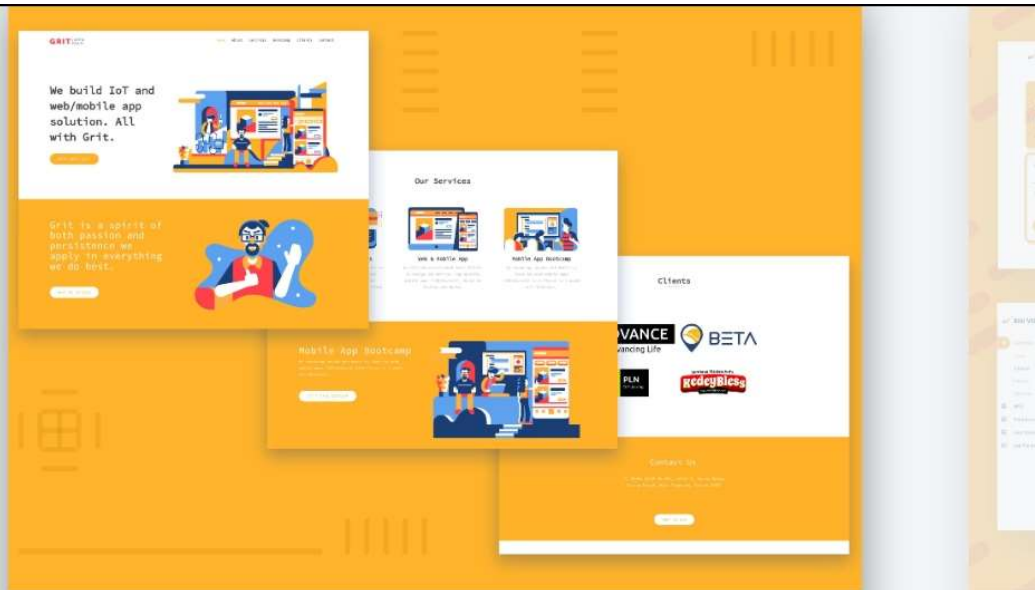
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## Grit Digital Solusi

2019

Grit Digital Solusi (GDS) is an IT Consulting Company that is focused on web/mobile app and Internet of Things(IoT).

As a digital designer, I was assigned to provide super-simple-and-get-straight-to-the-point landing page that introduces GDS and its services in a playful way.

In order to fulfill the objective, I designed one-page-website which in this project, I did also the copywriting, illustrations, UI Kit, and code with Bootstrap framework.

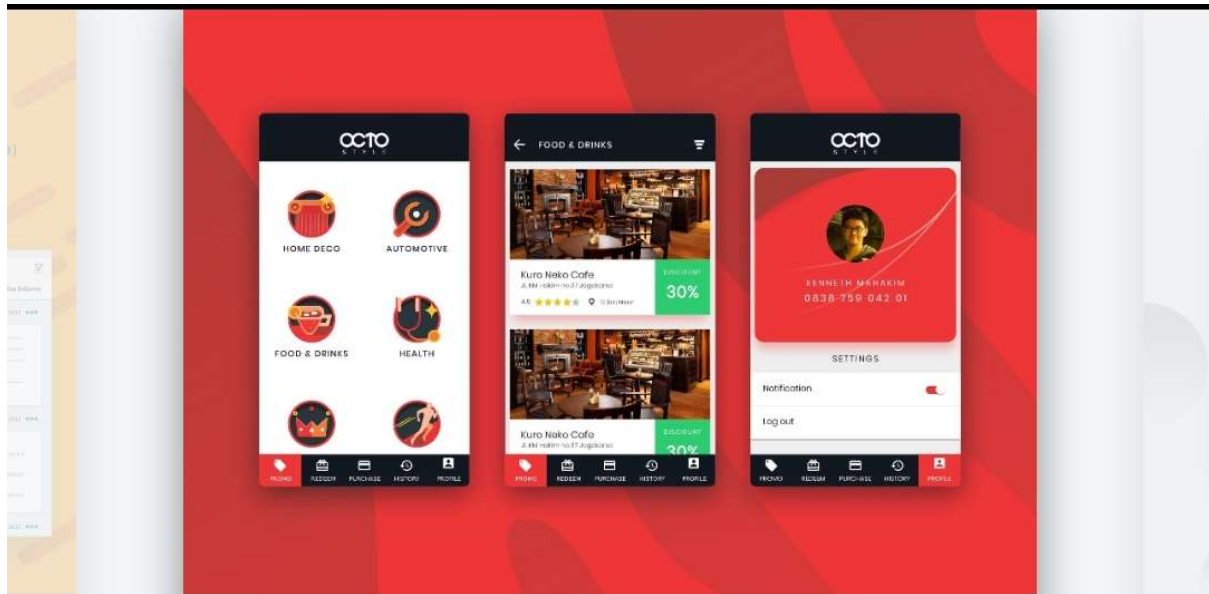


## BNI Vision 2018

BNI Vision is BNI 46's service to provide their corporate customers to have information visualization about their accounts' condition and activities (balance, cash in, cash out).

In this project, I was assigned to design a dashboard on its web/mobile app. I was also involved in creating the name and brand visual of the product.

In order to achieve the goal, I made the UI kit and BNI Vision's visual standard that is aligned with the brand's message:  
"See more, Be more!"



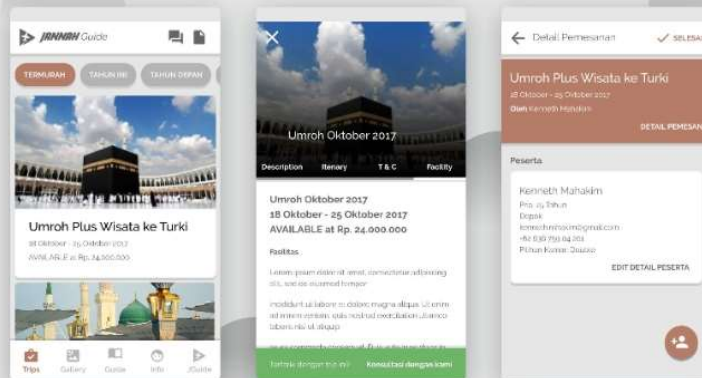
## Octo Style 2016

Octo Style is a one-stop payment app that provides lots of vouchers and discounts for lifestyle needs: Food & Beverages, Automotive, Health, Home deco, Leisure and Sport

As a digital designer, I was assigned to design the UI based on given user flow, to do so I made UI Kit along with brand's visual standard and make a prototype of interaction as usability testing tool for their users before the design enter the development phase.

Octo Style App was launched in 2016. Due to uncertain issues, they stop their services and delete its app on the market in 2017.



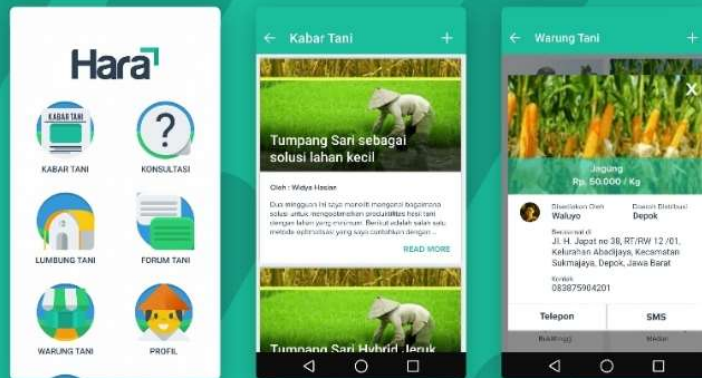


## Jannah App 2017

Jannah App is Hajj and Umrah companion/guide app exclusively for Jannah Travel tours participants.

As a UI/UX designer, I was assigned to build user flow for each use cases along with high-rendered UIs. At first, the mission of the app was only to be a companion app for Jannah Travel's tours participants. But there were sudden additional objectives, which is to provide participant registration and payment feature aside from the Hajj and Umrah guide.

My take on that problem was to simplify the registration processes, made a 'pit-stop' for participant registration, and had constructive brainstorming regarding mobile payment design pattern with developers and subject matter experts of e-payment.



## Hara 2016

Hara is a marketplace/social media platform for Indonesian farmers. it has farming consultation, farmer's forum, and farmer's market to sell/buy farming needs.

I was assigned to design app that must be easy to be used by farmers from all region of Indonesia. To do so, my first focus was design app navigation that clusters each use case. Afterward, the next concern is how information is served on one page. I was once criticized to provide too-small text for a farmer. And design pattern

The project was canceled due to project disagreement. But from there, I learned the hard way that design is not only about providing common aesthetic but also to have deep empathy to the people that are going to use the product to reach their purpose.

# Icons and Illustration Design Portfolio





## Squarrel Icon Pack

2016

Squarrel is squircle-shaped icon pack with Nature tone color that places itself right in the middle of skeuomorphism, material, and flat design. It is bold that Squarrel really breaks the rule by ignoring the borders between each design styles to make something new people worth to have on their phone. Squarrel is compiled in a theming app for Android contains more than 2000 popular app icons.



<  
Squarrel's color  
generation

## Digital Illustration

This section will show my work of digital illustration.

My approach to illustration is 'give less to show more'. Flat design, minimalistic colors, and geometric shaped-illustration is my strong suit to achieve that approach.

I do a lot of illustrations, aside from that, I also make graphical assets for motion graphic, newsletter, and brand. But since the context is to show how illustration can bring more user experience and user engagement to a digital product, here are my non-NDA illustrations for that.



Creative exploration by creating an illustration for the landing page of IT consulting that focused on the implementation of Industry 4.0 through insights-generation technology.



Creative exploration by creating an illustration for the landing page of HR consulting that focus its service in handling HR crisis during their clients' 'bootstrapping' phase.



Creative exploration by creating an illustration for the landing page of drug rehabilitation company that take a different perspective of rehabilitation: another fun trip.

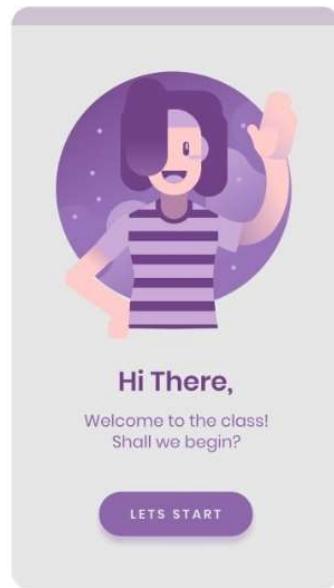




Illustration for BNI Vision landing page. This illustration represents the BNI Clients as 'adventurer' looking through their accounts' activities and status. *See more, be more.*



Illustration pack for Grit.digital landing page. The presented illustration is describing the company's business activities: Internet of Things implementation, Web development, and Mobile app development.



Creative exploration by creating an illustration for user onboarding on education app.



Creative exploration by creating an illustration for popup page notification on logistic app.

# User Interface Kit

# Octo Style UI Kit

Since the contract of the project is not very long, I will not be around for their next product iteration. In order to keep the consistency of the look of the app, I made a UI kit as the guideline for developers to make each UI components.

## Color Styles

### Primary Brand Colors



### Shade Colors



### Complimentary Colors



## Typography, Fonts & Usage

### Poppins

Poppins is geometric sans typeface that represents modern look that fits with the target user of Octo style. Although, Poppins is quite challenging to be properly implemented. There are adjustments in kerning and line spacing. Especially for both title text and body text.

#### LIGHT

Light font is used rarely for any one-sentenced-content that dominates the screen such as: announcements, user onboarding, etc.

#### REGULAR

Regular font is used for both short and long text that is secondary prioritized, such as: body text, promo description, outlet name, outlet address, etc.

#### MEDIUM

Medium font is used for any short text that is primary prioritized, such as: Title of navigation, menu text, buttons, percentage of discount, etc.

### Usage

Large Text

light, 36 px

Page Title

Medium, 20 px

Sub page title/button

Medium, 14 px

Body text

Regular, 12 px

## Base Element

### Primary Button



Default state



Pressed down state



Disabled state

### Secondary Button



Default state



Pressed down state



Disabled state

### Secondary Button



Default state



Pressed down state



Disabled state

Outlet Signs



Rating Icons



Menu Icon



## Components

Outlet Card



Bottom Bar



User Card



Outlet Detailed Card



Qr Code Card





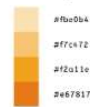
# BNI Vision

## UI Kit

Since the scope of work was only to build initiative dashboards, I will not be involved for upcoming dashboard pages. In order to keep the consistency of the look of the app, I made the UI kit as the guideline for developers to make each UI components.

## Color Styles

### Primary Brand Colors



### Shade Colors



### Complimentary Colors



## Typography, Fonts & Usage

### Source Sans Pro

Source Sans Pro is humanist sans-serif typeface whom it looks represents timeless profesionality and humbleness through its legibility for BNI Vision's Customer in all age.  
Source sans pro is implemented with 3 different weights to emphasize the hierarchy of information text.

#### Bold

Bold font is used rarely for any one-sentenced-content that dominates the screen such as: announcements, user onboarding, etc.

#### REGULAR

Regular font is used for both short and long text that is secondary prioritized, such as: body text, promo description, outlet name, outlet adress, etc.

#### SEMI BOLD

Semi Bold font is used for any short text that is primary prioritized, such as: Title of navigation, menu text, buttons, percentage of discount, etc.

### Usage

Large Text

**Bold, 36 px**

Page Title

**Semi-Bold, 20 px**

Sub page title/button

**Semi-Bold, 14 px**

Body text

**Regular, 12 px**

## Base Element

### Primary Button



Default state

Pressed down state

Disabled state

### Secondary Button



Default state

Pressed down state

Disabled state

### Link Button



Default state

Pressed down state

Disabled state

## Color Usage

### Primary Colors



Implemented for  
Charts that only  
have 3 or less  
variables

### Complimentary Colors



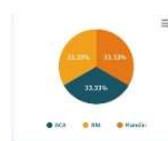
Implemented for  
Charts that only  
have more than  
3 variables

## Components

### Doughnut Chart



### Pie Chart



### Bar Chart



### Stacked Bar Chart



### Table

Kegiatan Kas		
Account_A		
Tanggal	Kegiatan	Nominal (Rp)
01/05/2019 18.45	Kas Masuk	100.000.000,00
01/05/2019 18.45	Kas Masuk	120.000.000,00
01/05/2019 18.45	Kas Keluar	50.000.000,00

### Styled Card Background



Study Case / Design Exploration:

# Suarakyat

Designing solution on how legislative candidates  
information provider app can fulfill more impactful  
purposes not only for the users but also, the nation.

## 1. Finding the Problem

Indonesian elections in 2019 arrived. As voters, I and some colleagues experienced challenges, not in deciding executive candidates (president and vice president) but legislative candidates. The decision was difficult, caused by limited access to consumable information about legislative candidates.

There are already several information provider apps available, but how can the improve through an app so that it can be used and accessed easier by a broader audience? I named the project 'Suarakyat'.

## 2. Research

Before stating that the limited access to information of the legislative candidates is a problem, I need to validate if this problem is also experienced by others.

I conducted a **comparative analysis** of legislative candidates information providers app.

In addition, during the election, I also went to the polling station and talked with neighbors while **interviewing** and validating the problem and looking for the pain points when the voting activities were held.

### 2.1 Comparative analysis of information provider apps

The objective is to find common flow used and what types of information that commonly provided by legislative candidates. The analysis is conducted by comparing features, provided information, and user flow. The information providers are *Jariungu*, *Calegpedia*, and *Kenalicaleg*.

Here is the findings:

	Jariungu <i>jariungu.com</i>	Calegpedia <i>calegpedia.id</i>	Kenalicaleg <i>kbr.id/kenalicaleg/2019</i>
Features	Filtering, detail of candidates, candidates-related news, multiple-variable search for candidates.	Location-based wizard, detail of candidates, search, collaborative data entry for candidates with account management, checker for permanent voter status.	Party-based wizard, search, details candidates, candidates-related news.
Provided Information	Name, election number, party, domicile, place of birth, employment status, education.  Motivation, target, mission & vision, background.  photos, videos and news of candidate	Name, election number, party, place and date of birth, sex, religion, marital status, husband / wife name, number of children, education, employment status, special status.  Motivation, target.  (Curriculum vitae, district court testimony, photograph, physical-spiritual health information registered as voters, etc.)	Name, election number, party, place and date of birth, sex, religion, education, organizational history, job history,  Motivation, target.
User Flow	Select the election area> select the legislative category> filter by criteria> select candidates> profile of candidates	Select election area with GPS> Select the legislative category > select candidates> profile of candidates	Pick the party> pick provincial> sort election area> select candidates> profile of candidates



## 2.2 Interviewing voters

The interview was conducted in order to understand the pain points and also what kind of information needed by voters to make the decision of their choices.

The result of the legislative criteria of elderly voters:

- From a party that supports executive candidates they choose
- From point 1 with one or more degree.
- Anyone whose name/face is often seen by them on the side of the road.
- For the DPD-RI: Anyone whose picture is good-looking with the background photo that represents the party they choose.

In the other hand, the young or mostly first voters also have their considerations or preferences. The criteria are:

- From a party that supports executive candidates they choose
- From point 1 whose track record is good and has never been involved in corruption cases.
- Candidates who have digital existence (in the form of social media) that is also easy to reach.
- Anyone who can explain the vision and mission clearly along with their program to make vision and mission happens.

From D-7, they (the young voters) already make their choices from legislative information provider apps, such as *Jariungu*, *Calegpedia*, and *Kenalicaleg*.

Another pain points found:

- Queuing over time,
- Election sheet is not easy to use
- Inserting election sheet to ballots according to color code.

### 3. Ideating Solution

#### 3.1 Research Conclusion

From the mini-research. It's concluded that common legislative criteria for voters are the legislative candidate should be from a party that supports their executive candidates. Meanwhile, there are also considerable legislative criteria, the candidates should have one or more degree and never been involved in corruption cases.

For information that is commonly served in legislative information provider apps, it was found that the legislative candidate's information can be grouped into 3 groups: Profile, Objective, and Supporting Documents. With following details:

##### Profile

Name, election number, party, place and date of birth, sex, religion, education, employment status, special status.

##### Objective

Motivation, target, vision / mission, proposed program.

##### Supporting Documents

Curriculum vitae, district court testimony, photograph, physical-spiritual health statement registered as voters, etc.

#### 3.2 Ideating Solution

From the conclusion, the use case of the app solution is:

- Voters can easily see the catalog of legislative candidates without worrying about inputting their election area. This can be solved with detecting voters' current location as the primary suggestion.
- Voters can easily filter the candidates based on criteria/preferences. This can be solved with a filter feature.
- Voters can be reminded of what they already chose to vote. This can be solved with the 'bookmark' feature for chosen legislative candidates.

### 3.3 User Flow

To get the purposes I break down the proposed app to fulfill 6 use cases, as follows:

Use case	Objective	Page Flow
Auto-fill for election area	Users have their candidates list based on their election area	Home > (if manual selection is preferred) > election area form > Home
List of candidates per legislative category	Users can see list of legislative category, alongside with each candidates	Home > selected legislative category > list of candidates
Filtering Candidates	Users can filter candidates based on their preferences	List of candidates > Filter > Filtered list
Select and Bookmark candidates	Users can see candidates information and select them as 'bookmark' for each legislative category	Candidate detail > Bookmark
See candidates bookmark	User can access the 'bookmark'	Home > Bookmark
Search for candidate	User can search the candidates through name	Home > Search > Search Result > Candidate detail

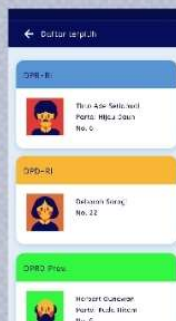
## 4. Design MVP

### 4.1 Capturing Ideation through UI Pages

Based on the Ideation phase, I create UI pages that represent information provision app for legislative candidates.



Home



Bookmark of chosen legislative candidates.



List of DPD-RI Candidates



List of DPR-RI Candidates



List of DPR-RI Candidates (Scrolled down)



Filter form with bottom sheet



Candidate Detail

Candidate Detail  
(scrolled down)

#### 4.2 Never fall in love with the first idea

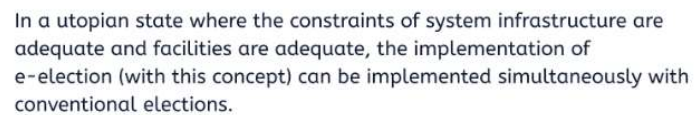
As the first idea iteration is fulfilled, I was challenged, what could be more? I watched the news regarding the 2019 election situation. I found out that there are heavy difficulties in manual vote recapitulation. A lot of KPPS Officers were down due to work tirelessly to accommodate manual recapitulation. So how can an app solve this problem?

Inspired by the first concept, I plan to add extra-feature: Generating QR Code from the bookmark. And make e-voting happen.

First, voters should completely finish their bookmark (in this proposed concept, the bookmark is not for legislative candidates only, but also for executive candidates). Then, the bookmark can be converted to QR code.

Afterward, the QR code can be scanned in a voting booth. And next to the scanner, there is a mobile printer. The mobile printer will print 5 ballots(vote paper) that contain voter's number and the name of their chosen legislative & executive candidates.

Here is the additional UI Page that can support e-recapitulation.



In addition to the cost efficiency of voting paper printing, Voting officers are also assisted with a faster manual vote recapitulation with the removal of the burden to count voters who use e-election, since the entry has been stored in the system.



## 5. Validating Solution

As this is the last phase of my design process, I need to validate the solution through usability testing to get feedback for the next idea iteration. Unfortunately, I don't conduct usability testing yet.

But to show how I conduct usability testing, I will provide a screen prototype for the test participants. The participants will be required to fulfill the list of contexts, so I can understand which works and which does not. The contexts are:

Get the right election area	See candidate detail	Search candidates	Convert to QR Code
Filter legislative candidates	Vote legislative candidates	See Bookmark of chosen candidates Scan	Election simulation

End of Study Case

Too many  
things to tell,  
Too little  
time to share.

*Let's Talk More!*

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