BY ALFAN FADILLAH FIRMANSYAH

2025

Creative Design

+

PORTFOLIO

About Me

HELLO! I'M ALFAN FADILLAH FIRMANSYAH, A BACHELOR'S DEGREE HOLDER IN INFORMATION SYSTEMS, FACULTY OF COMPUTER SCIENCE, UNIVERSITY OF JEMBER. I BEGAN MY EXPERIENCE BY CREATING SOFTWARE DEVELOPMENT PROJECTS AS ASSIGNMENTS FOR MY QUALITY ASSURANCE COURSES. I CURRENTLY HOLD A BACHELOR'S DEGREE IN COMPUTER SCIENCE.

IN THE INDEPENDENT CAMPUS PROGRAM, I TOOK THE PRODUCT MANAGEMENT COURSE IN THE CERTIFIED INDEPENDENT STUDY PROGRAM AT BINAR ACADEMY AND INTERNED AS A UI/UX DESIGNER AT PT BIGENMI GEMILANG INDONESIA AND JEMBER MINI ZOO. WITH MY NEW KNOWLEDGE AND RESEARCH EXPERIENCE, I'M READY TO ENTER THE PROFESSIONAL WORLD OF UI/UX DESIGN.

BIOGRAPHY

BY ALFAN FADILLAH FIRMANSYAH

Education Background

2021 - 2025

University of Jember

COLLEGE STUDENT IN THE INFORMATION SYSTEMS STUDY PROGRAM, FACULTY OF COMPUTER SCIENCE. WHO IS CURRENTLY EXPLORING HIS INTEREST IN THE FIELDS OF PRODUCT MANAGEMENT AND UI/UX DESIGN.

2023

Binar Academy

PARTICIPATE IN THE INDEPENDENT CAMPUS PROGRAM AND STUDY PRODUCT MANAGEMENT IN BINAR ACADEMY.

2024

PT Bigenmi Gemilang Indonesia

INTERNSHIP FOCUSES ON CREATIVE DESIGN IN THE COMPANY'S DIGITAL MARKETING AND ANALYZING DATA FOR EACH CONTENT TO CONDUCT EVALUATIONS AND IMPROVE DIGITAL MARKETING EFFORTS

Personal Skills

Hard Skills

- Graphic Designer
- UI/UX Design
- System Analyst
- Market Research
- Competitor Analysis
- Go to Market Strategy
- Product Requirements Document
- Usability Testing

Soft Skills

- Leadership
- Problem Solving
- Public Speaking
- Teamwork
- Time Management
- Environmental Adaptation

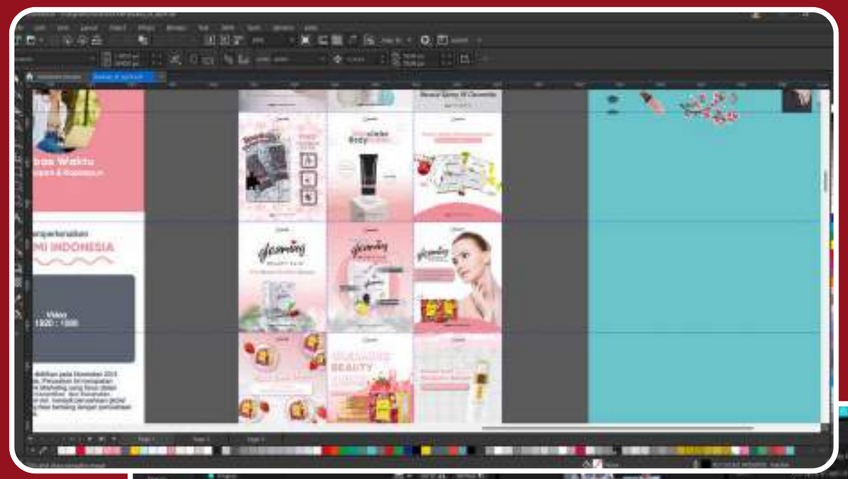
Software Skills

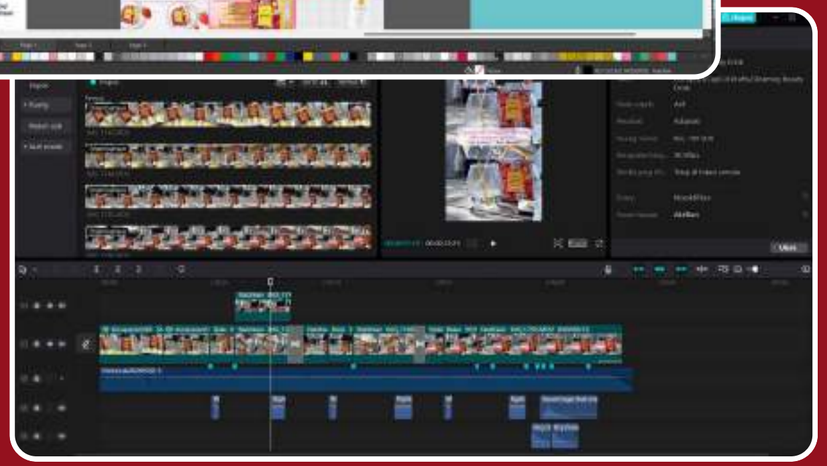
- ADOBE PHOTOSHOP
- ADOBE PREMIER PRO
- COREL DRAW
- CAPCUT
- CANVA
- FIGMA

Experience

Internship Program
PT Bigenmi Gemilang Indonesia
as Graphic Designer

View Results





Objectives

LEARNING DIGITAL MARKETING BY DESIGNING CREATIVE DESIGN STRATEGIES ESPECIALLY ON COMPANY SOCIAL MEDIA AS WELL AS ANALYZING MARKETING CONTENT TO INCREASE THE COMPANY'S ENGAGEMENT

Process

- CREATING CREATIVE DESIGNS FOR THE COMPANY'S SOCIAL MEDIA
- CARRYING OUT THE PRODUCTION PROCESS FOR THE COMPANY'S MARKETING MEDIA
- ANALYZING CONTENT MARKETING AND CREATING SOLUTIONS FOR ISSUES IN THE CREATED CONTENT

Results

PRODUCT PHOTOGRAPHY AND EDITING IN THE FORM OF MARKETING CONTENT SUCH AS FEEDS AND VIDEOS FOR SOCIAL MEDIA OR PRINT MEDIA FOR THE COMPANY

Experience

Certified Independent Study (MBKM)
Binar Academy
as Product Management & UI/UX Design

View the Document
View the UI/UX Design

Objectives

INCREASING OPPORTUNITIES TO ADVANCE INDONESIAN UMKM IN TERMS OF PRESERVING LOCAL CULTURAL VALUES AND REACHING THE FASHION MARKET MORE WIDELY AND EFFECTIVELY, ESPECIALLY THE UNIQUE VALUE OF BATIK.

Process

- DETERMINE BUSINESS PLANS, MARKET ANALYSIS, COMPETITOR ANALYSIS, GO TO MARKET STRATEGY, UNIQUE VALUE PROPOSITIONS AND PRD
- CREATE A SYSTEM PROTOTYPE AND CONTINUE WITH HIFI DESIGN
- USABILITY TESTING THE PRODUCT SYSTEM USING MAZE

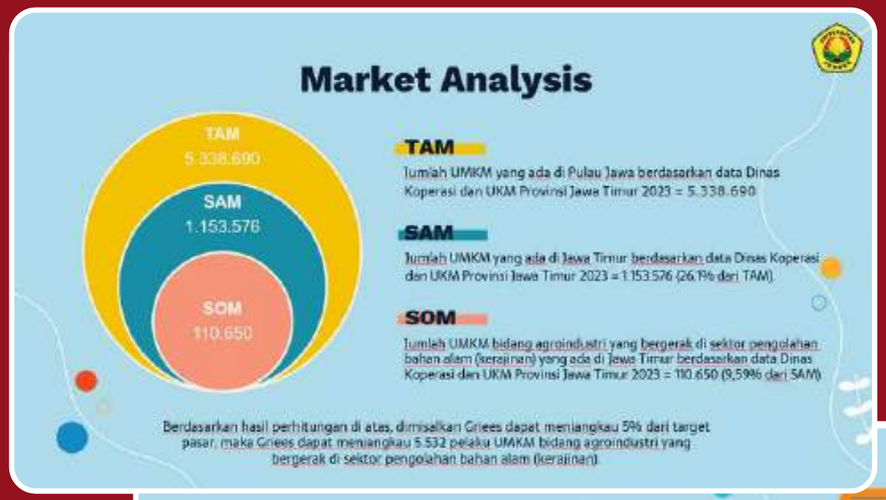
Results

HIFI DESIGN ALONG WITH REVENUE MANAGEMENT CALCULATIONS TO CALCULATE SYSTEM DEVELOPMENT COSTS

Experience

Software Development Project
University of Jember
as UI/UX Design

[View the Document]
[View the UI/UX Design]



Objectives

OPTIMIZE PRODUCT STOCK MANAGEMENT AND FINANCES OF UMKM IN THE AGRO-INDUSTRY SECTOR WHICH IS EQUIPPED WITH CASHIER FEATURES, FINANCIAL MANAGEMENT, EMPLOYEES, PRODUCTS AND STOCK

Process

- INTERVIEWS WITH PARTNERS REGARDING OBSTACLES TO BUSINESS PROCESSES
- DETERMINE BUSINESS PLANS, MARKET ANALYSIS, COMPETITOR ANALYSIS, GO TO MARKET STRATEGY AND BUDGETING PROPOSALS
- EXECUTION INTO A WEBSITE PROGRAM

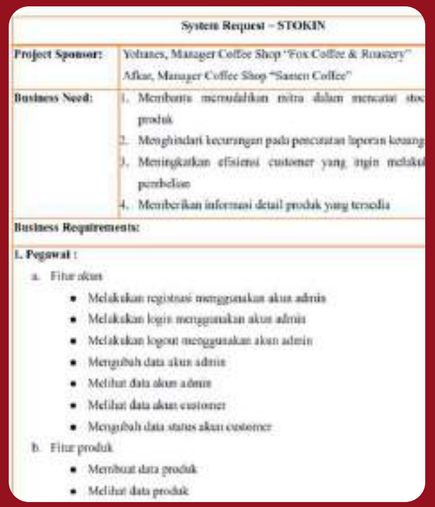
Results

WEBSITE OF THE PRODUCT MADE AND CALLED GRIEES SYSTEM

Experience

Software Development Project
University of Jember
as UI/UX Design

[View the Document]
[View the UI/UX Design]



System Request – STOKIN

Project Sponsor:	Yohanes, Manager Coffee Shop "Fox Coffee & Roastery" Alfian, Manager Coffee Shop "Sanen Coffee"
Business Need:	1. Membantu memudahkan mitra dalam mencatat stok produk 2. Menghindari kecurangan pada pencatatan laporan keuang 3. Meningkatkan efisiensi customer yang ingin melaku pembelian 4. Memberikan informasi detail produk yang tersedia

Business Requirements:

1. Pegawai :

a. Fitur akun
- Melakukan registrasi menggunakan akun admin
- Melakukan login menggunakan akun admin
- Melakukan logout menggunakan akun admin
- Mengubah data akun admin
- Melihat data akun admin
- Melihat data akun customer
- Mengubah data status akun customer

b. Fitur produk
- Membuat data produk
- Melihat data produk

Objectives

MAKES IT EASIER FOR USERS TO RECORD PRODUCT SALES STOCK AND IMPLEMENT CASHIER POINT OF SALES

Process

- INTERVIEWS WITH PARTNERS REGARDING OBSTACLES TO BUSINESS PROCESSES
- FROM THE DATA THAT HAS BEEN OBTAINED, OUR TEAM ANALYZES THE BUSINESS PROCESS TO CREATE A NEW FEATURE/PRODUCT
- WE DESIGN THE FEATURE CREATION PROCESS ACCORDING TO DATABASE SYSTEMS, USED BY VARIOUS USERS AND FEATURE MOCKUPS

Results

THE WEBSITE MOCKUP DESIGN HAS BEEN CREATED FROM THE REGISTRATION FEATURE TO ALL THE FEATURES CREATED

Experience

Social Media Instagram
KKN University of Jember
as Graphic Designer

View the Instagram

Objectives

MANAGING THE DESIGN OF THE SOCIAL MEDIA ACCOUNT OF THE JEMBER UNIVERSITY KKN FOR 45 DAYS FROM THE PHOTO-TAKING PROCESS TO THE DESIGN OF THE INSTAGRAM FEED AND STORY

Process

- TAKING PHOTOS AT EVERY ACTIVITY
- INSTAGRAM FEED AND STORY DESIGN
- MANAGE ALL KKN UNIVERSITY OF JEMBER INFORMATION VIA INSTAGRAM

Results

ALL ACTIVITIES AT KKN UNIVERSITY OF JEMBERHAVE GOOD ARCHIVES

INSTAGRAM : @SLAWU.ADVENTURE

Freelance

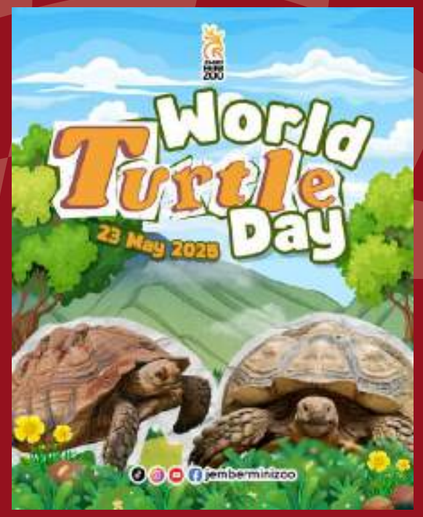
THE BRAND "POPPINS VISUAL" IS A GRAPHIC DESIGNER SERVICE IN JEMBER CITY WHICH WAS LAUNCHED IN 2024. THIS BRAND HAS ITS OWN MEANING AND PHILOSOPHY.

INSTAGRAM : @POPPINSVISUAL

Collection of Projects

Social Media Branding

@jemberminizoo



Collection of Projects

Video

Video 1

Video 2

Video 3

Video 4

Video 5

Collection of Projects

Poster & Backdrop
Jember Mini Zoo

Collection of Projects

Logo & Vector
Jember Mini Zoo

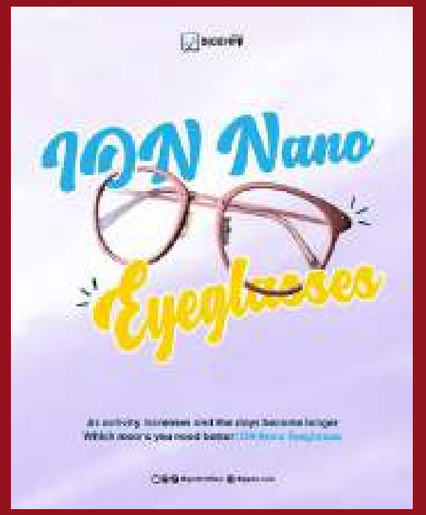
Collection of Projects

Photography
Jember Mini Zoo

Collection of Projects

Social Media Branding

@bigenmi.official



let's work together

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