

HELLO!

WELCOME

TO

MY

GRAPHIC

DESIGN

Portfolio

This is compilation of my graphic design,
UI/UX design, and brand design

2025

 Jember, Indonesia

My Name is

Rutri Aisyah Wardani

I'm a Creative Designer passionate about blending visuals and strategy to bring concepts to life in impactful ways.

My process is all about finding harmony between beauty and usability, ensuring every project achieves its purpose.

In this portfolio, you'll find samples of my web design, app design, branding, and creative projects.

Thankyou



Education

Jember University (2020 - 2024)
Computer Science

Binar Academy (2022 - 2023)
UI/UX Research and Design

Languages

Bahasa Indonesia
Native

English
B2 (Upper Intermediate)

Experience

UI/UX Designer (2024 - Now)
Freelance

UI/UX Class Assistant (2023)
Hansenin - Internship

Softwares

Figma
Adobe Illustrator
Corel Draw
Adobe Photoshop
Canva

1 Personal Project

Branding Design

Bitter and Better 2021

Bitter and Better is a coffee shop concept built on the philosophy "Sip the Bitter, Live the Better." The bitterness of coffee symbolizes life's challenges, which ultimately help us grow stronger and better. The overall vibe reflects a welcoming atmosphere while maintaining a distinctive character.



Blonky Gray Primary Color	Burlywood Secondary Color	Teardrop White Tertiary Color
CMYK 100 0 0 0	CMYK 100 0 0 0	CMYK 0 0 0 100
RGB 128 128 128	RGB 205 133 82	RGB 255 255 255
HEX #808080	HEX #C9A064	HEX #FFFFFF



The logo for 'Bitter and Better' is displayed in a stylized, bold font. The word 'Bitter' is stacked above 'and', which is stacked above 'Better'. The letters are white with a slight shadow effect against a dark background.

The words 'Bitter and Better' are written in a clean, bold, sans-serif font. The text is black and set against a light beige background.



Urban Cycle 2025

Urban Cycle is more than just a bike rental. It's a movement towards a healthier, greener, and freer lifestyle in the city. We believe every ride creates a moment of connection: with yourself, with the community, and with the urban environment around you. With simple access, modern design, and a sustainable vision,



Primary Color
#317371

Secondary Color
#F7E044

Tertiary Color
#F07E04



URBAN CYCLE



URBAN CYCLE



2

UI/UX *D*esign

Aqustore 2022

Aqustore is a prototype developed from the Aquatech Indonesia website, which has undergone a redesign and rebranding. This case study was created to fulfill the final project in the Bootcamp at Brain Academy.



Style Guide



KidDo 2023

KidDo

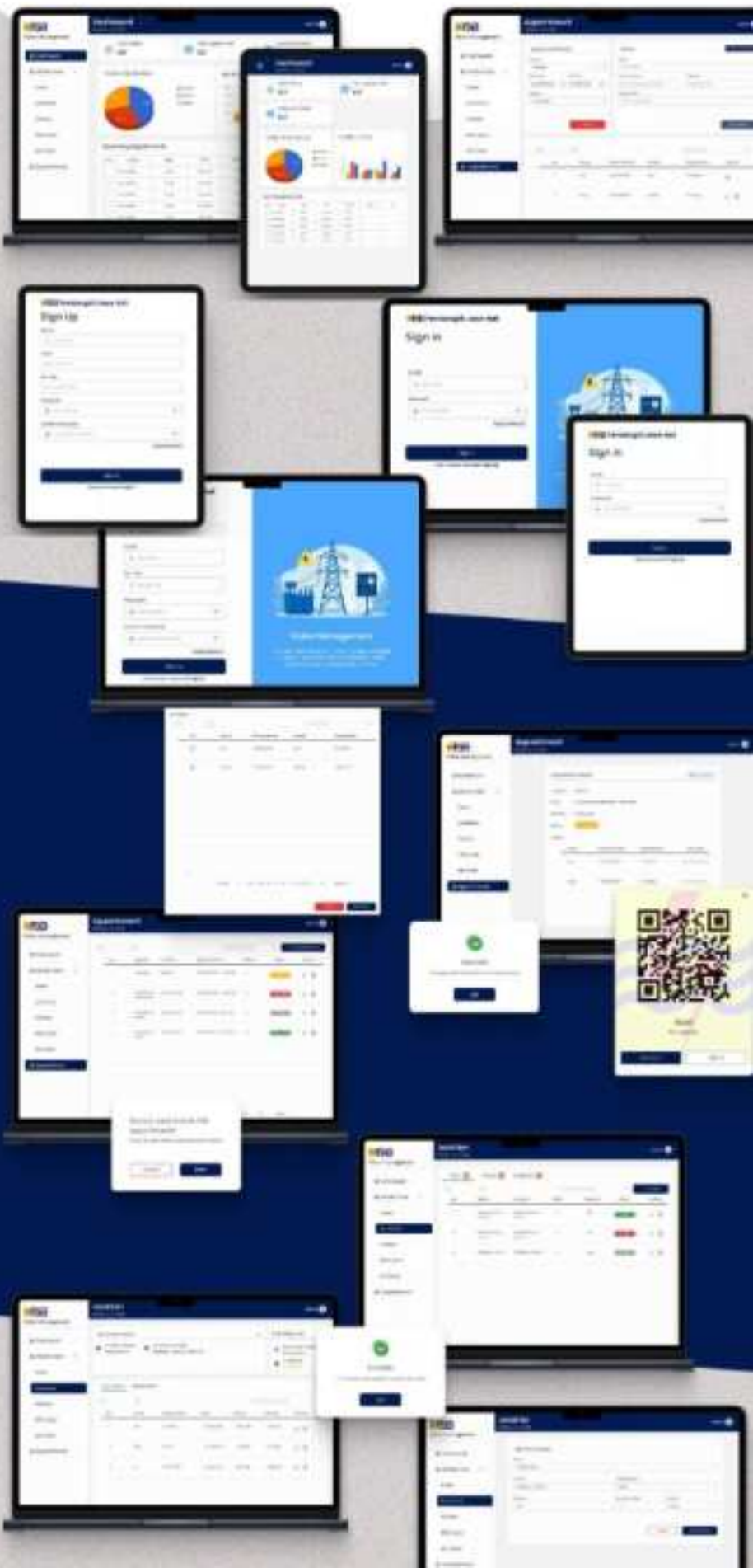
KidDo is a gamification-based mobile application designed to assist children aged 5-10 years old in learning english and basic math. This project was created for a UI/UX design competition NIPC National Informatic Fun Competition 2023.



VMS 2025



This freelance project was carried out at PT Pembangunan Jawa-Bali (PJB), where I worked as a UI/UX Designer to design a Visitor Management System (VMS). The main focus was to create a simple, intuitive, and efficient interface that streamlines the registration process and helps the internal team monitor visitors with ease.



3 Personal Project

Posters Design

Gaonmi Bubbles Ads



Korean Food Poster Menus



Labuan Bajo Poster Ads



Campaign Poster



Music Concert Brochure



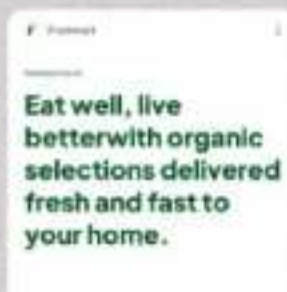
4

Social Media and Merhandise Design

Freshmart 2023



Social Media



HELLO!

WELCOME

TO

MY

GRAPHIC

DESIGN

Get in Touch

aisyah221ayy@gmail.com

*Thank
You*