

Arfan Yusran

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arfandesign.framer.website

Highly motivated individual with an educational background in Information Technology from Institut Teknologi Sepuluh Nopember, and a strong foundation and passion for Information Technology and UI/UX Design. Demonstrates adaptability and a proactive approach to learning new technologies and methodologies. Committed to improving user experience through innovative design solutions and eager to contribute to collaborative projects that drive impactful results.

EDUCATION

Information Technology Sepuluh Nopember Institute of Technology	Jul 2021 - Aug 2025 GPA: GPA 3.80/4.00
• Runner-Up UI/UX Design Competition Codefest 001 (2025) by Universitas Sumatera Utara. • Runner-Up UI/UX Design Competition ICONIC IT (2024) by Universitas Siliwangi. • Assistant Lecturer for the Cloud Computing Technology and Human Computer Interaction course. • Scholarship Awardee of UIUX Research and Design Bootcamp by Digitemy • PT. Freeport Indonesia Achievement Scholarship (FIAS) Non OAP. Scholarship Awardee • Bank Indonesia 2023 Scholarship Awardee. • Adaro Foundation 2025 Scholarship Awardee. • Top 11 Teams IndonesiaNEXT Season 8 by Telkomsel.	
UI/UX Design Digitalent Academy by TelkomselxHacktiv8	Sep 2023 - Dec 2023
Learn the comprehensive product design process, starting from research, user assistance, mapping customer journey, to creating high fidelity prototype with Figma in UI/UX learning.	

WORK EXPERIENCE

Freelance UI/UX Designer (Remote) Selangkah Digital Agency	Jun 2025 - Present Bandung, Indonesia
• Conducted research and user needs analysis to understand user behavior, requirements, and goals. • Developed a consistent design system and created wireframes and interactive prototypes to clearly visualize ideas and user flows, which improved project turnaround time by 15% • Implemented interface designs into WordPress-based CMS according to design standards and client requirements. • Communicated effectively with clients to understand their needs, present ideas, and gather feedback in order to deliver optimal design solutions.	
Freelance Jr. UIUX Designer Retrux Studio	Dec 2024 - Apr 2025 Indonesia
• Performed comparative research to analyze user needs and market trends, while developing intuitive information architecture and user journeys to ensure seamless user experiences. • Designed wireframes, interactive prototypes, and modern visual interfaces, collaborating with developers to deliver designs that meet business objectives and user needs (Jaknews FKUI).	
Freelance UIUX Designer Metrodata Electronics	Oct 2024 - Dec 2024 Jakarta, Indonesia
• Conducted user research through interviews to develop User Persona and map User Journey, identifying key pain points and aligning solutions to user needs. • Designed information architecture and created site maps to ensure logical navigation that meets user expectations and supports business objectives. • Developed detailed Wireframes, scalable Design System, and high-fidelity prototypes for user-facing platforms and admin dashboards, ensuring alignment with user requirements. • Applied the Design Thinking process to empathize with users, delivering visually appealing and functional designs that fulfill user needs and achieve business goals.	
Intern UI/UX Designer Metrodata Academy x MSIB 7	Sep 2024 - Dec 2024 Jakarta, Indonesia
• Redesigned a corporate employee management website project at Metrodata to create a fresher look and improve user experience. Updated the design with a focus on user comfort and visual appeal while ensuring minimal workload for frontend developers. • Optimized the application design for 3 user types: clients, partners, and administrators, ensuring each user receives a tailored experience aligned with user needs.	
Intern UI/UX Designer Retrux Studio	Aug 2024 - Nov 2024 Surabaya, Indonesia
• Designing an intuitive and user-friendly interface while considering the limitations of WordPress. • Improving user experience by optimizing navigation, layout, and overall usability. • Collaborating with developers to ensure design feasibility within technical constraints. • Iterating on design revisions based on feedback from the UI/UX Lead and Art Director.	

ORGANIZATIONAL EXPERIENCE

UI/UX Designer Avalon AI - Worked on a project basis. Active only when design support was required. - Developed the "Summasphere" application design for the Minerva project, from Low Fidelity prototyping to the completion of a comprehensive High Fidelity design. - Designed and prototyped the Camelot app from Low Fidelity to High Fidelity, as well as designing engaging and functional user interactions.	Mar 2024 - Jun 2025 Surabaya, Indonesia
Head of Creative Media (Core Team) Google Developer Student Club (GDSC) ITS - Led team in planning and implementing tasks, resulting in a 20% increase in project efficiency. - Developed engaging Instagram feed content that increased new followers by over 2000.	Sep 2023 - Jun 2024 Indonesia
Head of Subdivision Media and Publications Generasi Baru Indonesia (GenBI) ITS - Designed content for Instagram feeds resulting in a 30% increase in social media engagement and visual appeal. - Supported organizational needs and collaborative projects by fulfilling design requests from various departments.	May 2023 - Mar 2024 Indonesia
Staff of Media and Information Department Himpunan Mahasiswa Teknologi Informasi - Designed Engaging Content for Instagram Feeds to Increase Online Presence using Figma. - Created "IT weekly" content for HMIT Social Media to educate and engage followers.	Mar 2023 - Feb 2024 Indonesia
Expert Staff of Design and Documentation A Renewal Agent (ARA) by HMIT ITS - Designed marketing materials including @ara_its Instagram feed, posters, rulebooks, and websites to increase ARA brand visibility by 15% using graphic design software (Figma and Photoshop). - Captured all moments from ARA activities, documented and exhibited organizational. - Produced ARA After Movie Videos showcasing event highlights.	Sep 2022 - May 2023 Indonesia
Manager of Graphic Design AjakJago - Managed team members with diverse university backgrounds to collaborate in a Figma-based workspace, resulting in a 30% increase in project efficiency. - Developed Graphic Standards Manual (GSM) design for JagoCHAMP program. - Enhanced visual branding for AjakJago and improved interpersonal communication by implementing the RACI framework.	Nov 2022 - Apr 2023 Indonesia
Marketing Analyst (Graphic Designer) 180 Degrees Consulting ITS - Designed various materials including Instagram feed for @180dcits, rulebook, and website to enhance 180 DC ITS's online presence. - Designed consulting bootcamp materials for 180 DC ITS to increase visual appeal and improve information clarity.	Apr 2022 - Mar 2023 Indonesia

SKILLS

Software: Figma, Figjam, Framer, Maze, WordPress, Photoshop, Click-Up, Slack, Canva, Miro, CapCut, Microsoft Office, Google Office.

Hard Skills: UX Research, UI/UX Design, Graphic Design, Wireframing, Prototyping.

Soft Skills: Adaptability, Time Management, Team work, Creative, Innovative, Critical Thinking, Analytical Thinking, Problem Solving, Communication, Discipline, and Responsibility.

CERTIFICATIONS

EnglishScore Core Skills (Credential ID: 3c7b14ab)  by British Council	Mar 2025
Graphic Design & Illustration Using Adobe Illustrator (Credential ID: wbyz6-FaDu)  by Adobe Certified Professional	Jul 2024
Digital Marketing (Credential ID: 62090 2431 0 0059546 2023)  by Badan Nasional Sertifikasi Profesi	Jun 2023
Visual Design using Adobe Photoshop (Credential ID: 6UHS-DwPU)  by Adobe Certified Professional	Mar 2023
UI/UX Research and Design (Credential ID: 010/UIUX1/DIGITEMY/IX/2022)  by Digitemy - Digital Techno Science Academy	Oct 2022

PROJECTS

Graphic & UI/UX Design 
The portfolio includes a variety of UI/UX design and Graphic design projects, such as website landing pages, mobile applications, logos, Instagram posts, PowerPoint templates, and others.

LANGUAGES

Indonesia (Native proficiency) • **English** (Limited working proficiency)