

Firas Arafi Imran

Product Designer

EXPERIENCE

UI/UX Academic Manager

Purwadhika Digital Technology School

Nov 2020 – Present

- Implement and manage an institution's UI/UX academic programs.
- Ensuring resource availability and proper academic alignment with graduating students' objectives.

UI/UX Lecturer

Purwadhika Digital Technology School

Aug 2020 – Nov 2020

UI/UX Designer (Emerging Product)

Loket II Gojek

Jul 2019 – Jul 2020

- A Designer on Product Growth team. which have goals to create new revenue stream through product.
- making design improvement or even a MVP to increase company revenue.
- Creating Enviromental experience and experiment with every Client
Project : (CGV Selfservice, Ideafest apps, DWPX Tapbox etc)

Jr. UI/UX Designer

Loket II Gojek

Dec 2018 – Jul 2019

- Creating Design Language System (Euphoria)
- helping a senior designer on every vertical product (Loket.com & Gotix Indonesia)

Product Designer

Finfolk Media

Oct 2021 (Project Base)

- Create web-design concepts and drawings to determine the best product
- Present product ideas to relevant team members for brainstorming
- Employ web-design concepts into functional prototypes
- Create prototypes for new product ideas (desktop, mobile, tablet)
- Test new ideas before implementing

Brand Designer

Loket II Gojek

Apr 2017 – Dec 2018

- Creating First Visual Guideline of Loket,
- helping identifying solutions for every business needs (pitch deck, brand strategy, etc).
- working in many campaign from Loket Clients and branding campaign

EDUCATION

Visual Communication Design

Binus University



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Jakarta Indonesia

Portofolio website

www.firasarafi.com

Industry Knowledge

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Research

Tools & Technologies

Figma, Sketch, Abstract,

Zeplin, Google Analytics,

Other Skills

Branding Design, Visual

Design & Motion Graphic

Languages

Indonesia (native)

English (professionnal)

Social

linkedin.com/in/firasarafi