MUHAMAD DAFFA NAURANSYAH

UI/UX Designer

Bandung, Indonesia • +6285921325622
daffanauran@gmail.com • LinkedIn • Portfolio

Profile

UI/UX Designer with 4+ years of experience designing digital products and websites across education technology, SaaS, HR, hospitality, and agency projects. Experienced in translating business and user requirements into intuitive interfaces, design systems, and responsive web experiences. Strong in Figma and experienced in taking designs from concept to production using no-code tools such as Framer, Webflow, WordPress, and Bolt.

Professional Experience

PT. Sentra Vidya Utama, Aug 2022 to Jul 2026 · Full Time
UI/UX Designer

- Redesigned student admission workflows, simplifying the registration process and reducing estimated completion time by 50%.
- Improved quality assurance and academic administration workflows by simplifying complex processes and reducing unnecessary user steps.
- Developed reusable design system components, improving design consistency and reducing repetitive UI work by 30%.
- Collaborated with Product Managers and Engineering teams throughout the design and development process.
- Designed and improved digital products used within the higher education ecosystem.

EditFlow, Jan 2024 to May 2026 · Freelance
Web & Graphic Designer

- Designed and delivered 120+ web and graphic design projects for international clients across different industries.
- Created responsive websites and landing pages, from Figma design through live implementation.
- Worked on a wide range of visual projects including websites, logos, static ads, social media creatives, pitch decks, and brand assets.
- Translated client briefs and business requirements into clear, engaging visual solutions.
- Worked across different brands and industries, adapting design direction to each client's goals and visual identity.
- Collaborated with clients and the agency team to deliver projects from concept to final output.

Wiselyst, Mar 2024 to Mar 2025 · Freelance
UI/UX Designer

- Redesigned interfaces across multiple HR SaaS products, focusing on usability, clarity, and visual consistency.
- Improved existing workflows by simplifying information hierarchy and reducing unnecessary interactions.
- Created reusable UI patterns to maintain consistency across different product experiences.

Visoeal Studio, May 2022 to Aug 2022 · Internship
UI/UX Designer

- Designed the agency's digital portfolio, presenting projects and services through clear and engaging layouts.
- Translated existing client work into polished portfolio case studies and visual presentations.
- Created UI layouts and supporting visual assets for the agency's online presence.

Education

Asia Cyber University, Sept 2022 to May 2026
Information System · GPA: 3.86 / 4.00

Areas of Expertise

- User Flows
- Wireframing
- Prototyping
- Information Architecture
- Design Systems
- UI/UX Design
- Web Design
- Design-to-Development
- Website Optimization
- Branding
- Graphic Design
- Pitch Decks

Tools

Figma · Framer · Webflow · WordPress · Bolt · Adobe Creative Suite · Canva

Licenses & Certifications

2nd Winner of UI/UX Design SEMESTA Batch 4 Scholarship

Mini Bootcamp UI/UX Design — Digital Skola

Finalist — UI/UX Design Competition, IDN IT Fest 2021

2nd Place in the Cloud Computing Club Competition (C4) West Java Region 2021