

# Bilal Arief

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## PROFILE

UI/UX designer with 3 years of experience designing digital products and marketing assets. I focus on creating clean, consistent interfaces and visuals that support user goals and brand identity. Comfortable working in fast turnaround environments and collaborating directly with developers and clients.

## SKILLS

**Design Tools:** Figma (components, auto layout, prototyping), Photoshop, Illustrator, Basic Webflow understanding

**UI Design:** Mobile App UI, Onboarding Flows, Paywalls, Responsive Design

**UX Methods:** Wireframing, Prototyping, User Flow Design, Benchmarking

**Workflow:** Agile, Jira, Notion, Developer Handoff

**Languages:** English (Professional), Indonesian (Native)

## WORK EXPERIENCE

### Head of Design

May 2025 - Present

*NoEffort, Bandung, West Java, Indonesia*

- Led UI/UX design for an AI chatbot app, focusing on clear onboarding and usability.
- Built design templates for web and social platforms to maintain visual consistency.
- Worked closely with developers to ensure accurate design implementation.

### UI/UX Designer Freelance

January 2021 - Present

*Aurora Web, Bandung, West Java, Indonesia*

- Designed several mobile-first dashboards and booking apps for education sector clients
- Focused on improving conversion through layout simplification and UI clarity
- Worked directly with dev teams to ensure implementation quality

### Graphic Designer Internship

December 2024 - February 2025

*D2L.sg, Singapore*

- Developed digital campaign visuals and feed layouts for educational app awareness

### UI/UX Designer

June 2024 - March 2025

*Opticore Technology, Bandung, West Java, Indonesia*

- Designed mobile and web interfaces for GPS tracking system
- Created onboarding and setup flows to simplify user adoption
- Participated in weekly agile sprints, design reviews, and QA

### UI/UX Designer Internship

November 2023 – March 2024

*Cakeplabs., Denpasar, Bali, Indonesia*

- Created UI for mobile Web3 app dashboards and responsive landing pages
- Contributed to design system improvements and internal prototyping

### UI Developer Internship

April – September 2021

*Birutekno Inc., Bandung, West Java, Indonesia*

- Turned design specs into functional components for a custom CMS
- Collaborated on frontend styling and QA to maintain consistency

## AWARDS

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<b>1st Place, Web Design Competition, DINAMIK 16 UPI</b> <i>Universitas Pendidikan Indonesia - University of Education Indonesia</i>	December 2021
<b>3rd Place, Web Design Competition, HIEDESCOM</b> <i>Universitas Airlangga - Airlangga University</i>	October 2021
<b>2nd Place, Web Design Competition, Dies Natalis RPL</b> <i>Universitas Pendidikan Indonesia Cibiru - University of Education Indonesia Cibiru</i>	May 2021
<b>1st Place, Web Development Competition, DINAMIK 15 UPI</b> <i>Universitas Pendidikan Indonesia - University of Education Indonesia</i>	November 2020