

Salman Alfarizi

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EXECUTIVE SUMMARY

I'm a passionate UI/UX Designer and Creative Visual Specialist with a strong background in graphic design, videography, and web development. With a degree in Informatics Engineering and hands-on experience across various creative roles, I bring both technical skills and a design-driven mindset to every project.

I've worked on digital products, crafted engaging social media content, led creative direction for startups, and collaborated in multidisciplinary teams to solve real-world problems through thoughtful design. Always eager to learn, adapt, and deliver impactful solutions — I believe good design isn't just about looks, but also about how it works and feels.

EDUCATION

Bachelor in Informatics Engineering, Universitas Perjuangan 2019 - 2024

- GPA: 3.83 / 4.00

WORKING EXPERIENCES

Creative Director (Part Time), MeatMap 2025 – Present

- Lead the creative direction and visual identity of the MeatMap culinary app.
- Develop and oversee content production for social media and pre-launch campaigns.
- Collaborate with design and content teams to ensure consistent branding across platforms.

UI/UX Designer, SMACTACTIC 2025 – Present

- Design user interfaces for internal and external digital products.
- Create interactive prototypes using Figma to support the development process.
- Work closely with developers to ensure seamless implementation of design solutions.

Social Media Designer, Inovasi Alfatih Maulana 2024 – 2025

- Created visual content for Instagram and TikTok platforms.
- Designed feeds, stories, and promotional assets aligned with brand identity.
- Contributed to digital content strategy to boost engagement and reach.

Photographer & Graphic Designer, Filosovis 2024 – 2024

- Captured high-quality product photos for micro, small, and medium businesses (MSMEs).
- Designed engaging Instagram feed layouts tailored to each client's needs.
- Delivered visual assets that strengthened brand visibility on social media.

Video Editor & Videographer, MEWAH Project 2023 – 2024

- Recorded and edited various types of events including religious gatherings, social campaigns, and weddings.
- Created compelling visual narratives through video editing and color grading.
- Managed camera equipment, audio tools, and editing workflows independently.
- Coordinated with the documentation team to capture important moments with precision.

ORGANIZATIONAL EXPERIENCES

Head of Videography Division, Liga Film Mahasiswa 2019 - 2023

- Led the videography team in planning, producing, and editing short films, documentaries, and campus event coverage.
- Supervised all phases of video production, from concept development to final editing.

- Provided training and mentorship to new team members, improving technical and creative skills.

HONORS & AWARDS

- **3rd Honorable Mention of Short Movie, TMF (Tasik Movie Festival)** 2022
Awarded for creative storytelling and visual production in a city-level short film competition.

SKILLS

Language: Language: Indonesian (Native) and English

Software: Microsoft Office, Premiere Pro, Photoshop, Illustrator, After Effects, Figma, Canva, PHP, JavaScript, CSS, Laravel

Others: Video Editing, Videography & Photography, UI/UX Design, Web Developer