

Welcome To My Resume & Perspective



Kun Yahya Mustofa

UX/UI Designer, Front-end Developer
& Digital Enthusiast



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About Me

Hi ! my name is Kun Yahya Mustofa. Digital Enthusiast from bandung with a demonstrated history of working in software agency, startups, crowdfunding property industry, full time remote worker in singapore company for 3 years. Skilled in user experience research, user experience/user interface and front-end design, Web development, web design, project management, Digital Products and Scrum.

i'm optimist, experimenters. i'm hard working and willing to learn, i'm willing to listening a whole process of work schedule and time frame, so it would meet user requirement. i believe that problems that occurs on the customer side can be solved accurately if i pay much attention to user request.

i'm also founder and initiator of UXWannabe, targeted for people who are willing to learn UX in bandung. i have been invited as guest speaker in few startups conference in bandung was talking about UX and Web development stuffs.



Experience

May 2010-2013 | **2 years**

At **Topi Putih Kreasi Indonesia**

As UI/UX Designer & Front-end Developer



Aug 2014-2015 | **1 years**

At **Kolaborasi Kapital Indonesia**

As UI/UX Designer, Project Manager



Aug 2015-2019 | **3.5 years**

At **Fundplaces**

As Full Stack Designer & Front-end Developer



Aug 2019-2020 | **1 years**

At **Digisales**

As Product Manager



I Joined topi putih kreasi Indonesia with the ability Design and web development. I learned about the User Experience design and project management while studying at National Institute of Technology Bandung.

I joined Kolaborasi kapital Indonesia bringing experience from topi putih. I was recommended by Yohan Totting, one of google developer expert From Indonesia. I maximize my potential as a full stack designer and Managing project & client engagement.

Fundplaces is real estate company based on singapore, they providing a better way for investor to discover, purchase, from global real estate opportunities. i learned a lot about company culture and diversity, also learned how To work with developer overseas.

Digisales is increase your conversions with Salesmate CRM. It is a highly advanced sales CRM smartly designed to tackle the new age businesses and sales challenges. Since Product manager is quite new for me at that time, I learned what are the best practice/method/system to use as Product Manager.

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Freelance Web Development & UX/UI Design Consultant

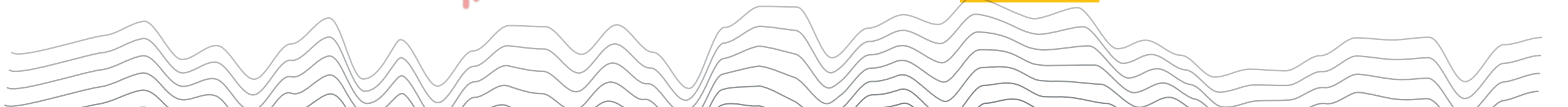
+

2018 - Present

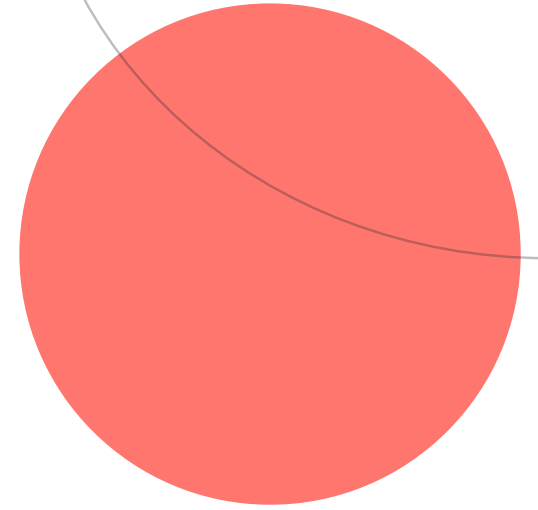
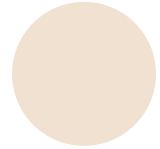


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Happy Clients :



Education



Informatics Engineering | National Institute of Technology Bandung / Sept 2010 – Nov 2014

Software Engineering | Public Vocational School 4 Bandung / Mar 2006 – May 2010



Technical Skills



WEB DESIGN



PHOTOSHOP



GRAPHIC DESIGN



UX DESIGN



UX RESEARCH



WEB DEVELOPMENT



I believe

Design is
The Way of Thinking

I believe

“Design create culture.

Culture shape value.

Value determine the future”

~ Robert L. Peter

I believe

“Design is
silent ambassador
of your brand”

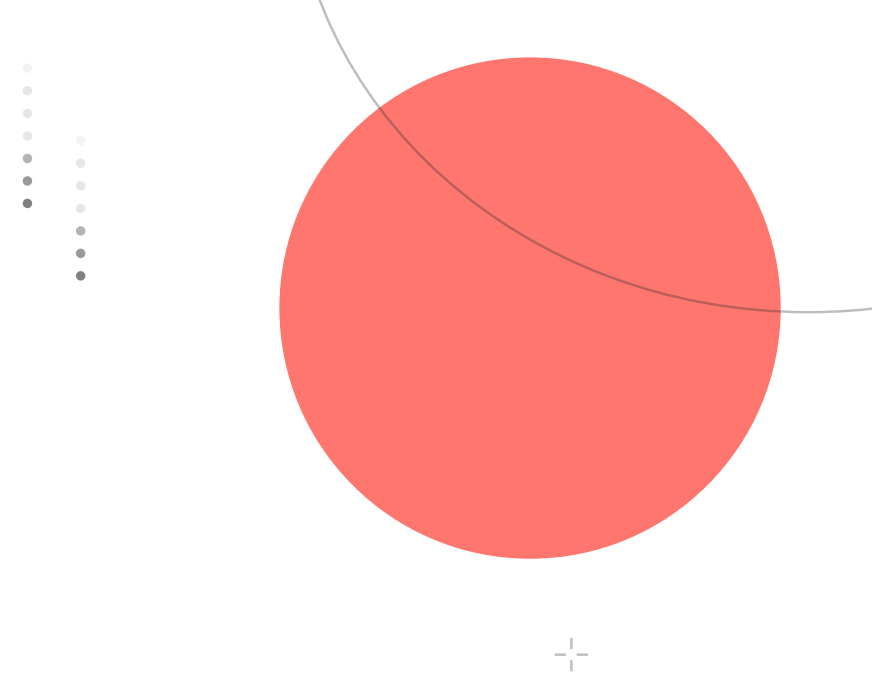
~ Paul Rand

I believe

Good Design
is Good Business

Marketing

Perspective



Understanding Business Model



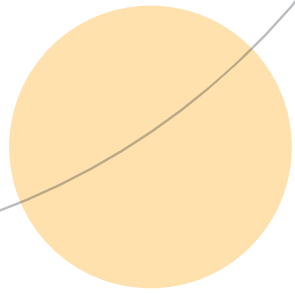
B2C



B2B



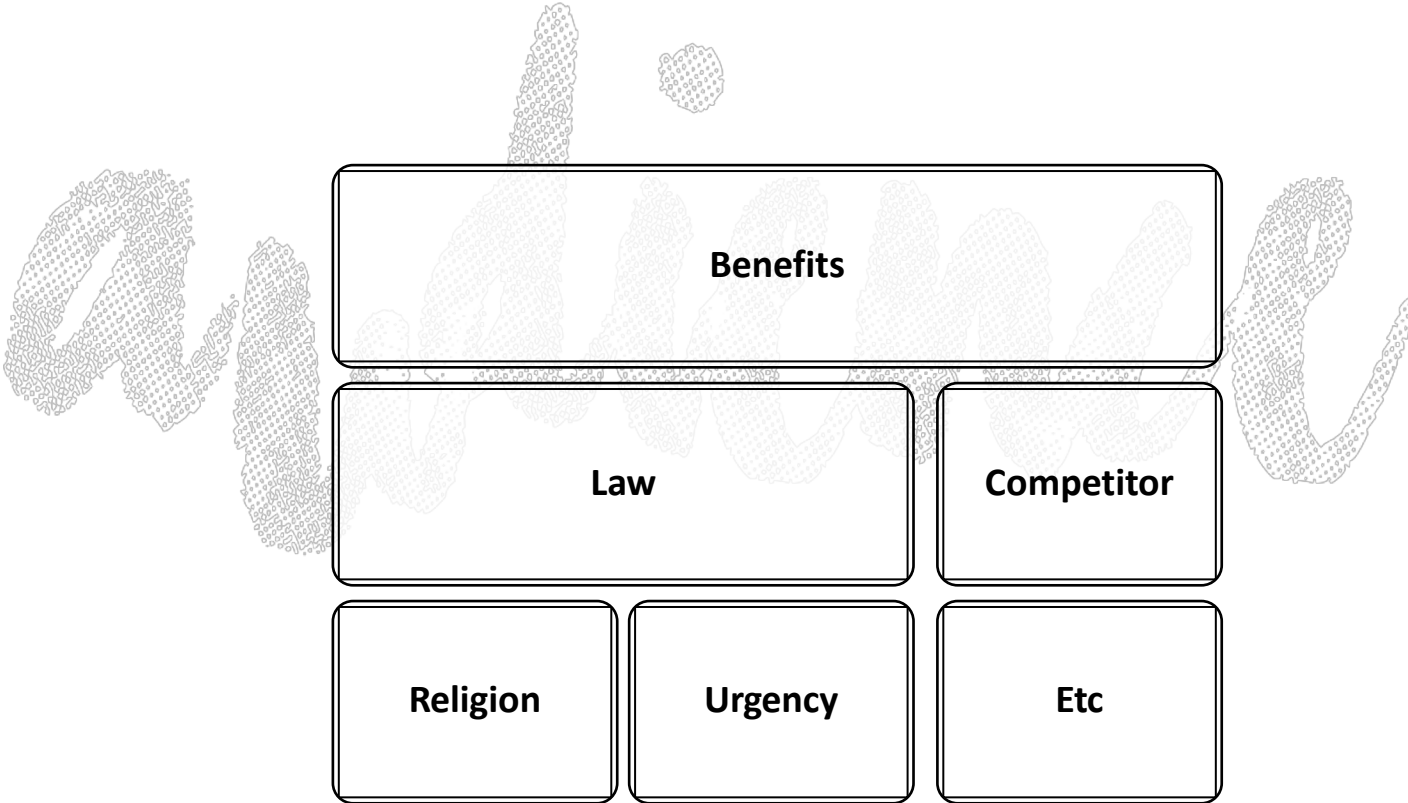
B2G



Understanding Aspects



Understanding Audience

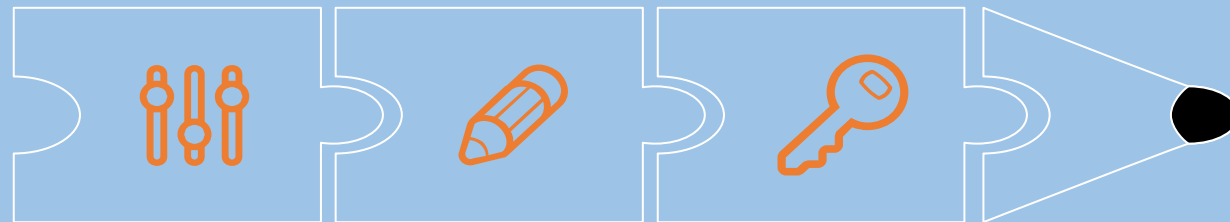


Understanding Communication



Brand Aspect

User Aspect



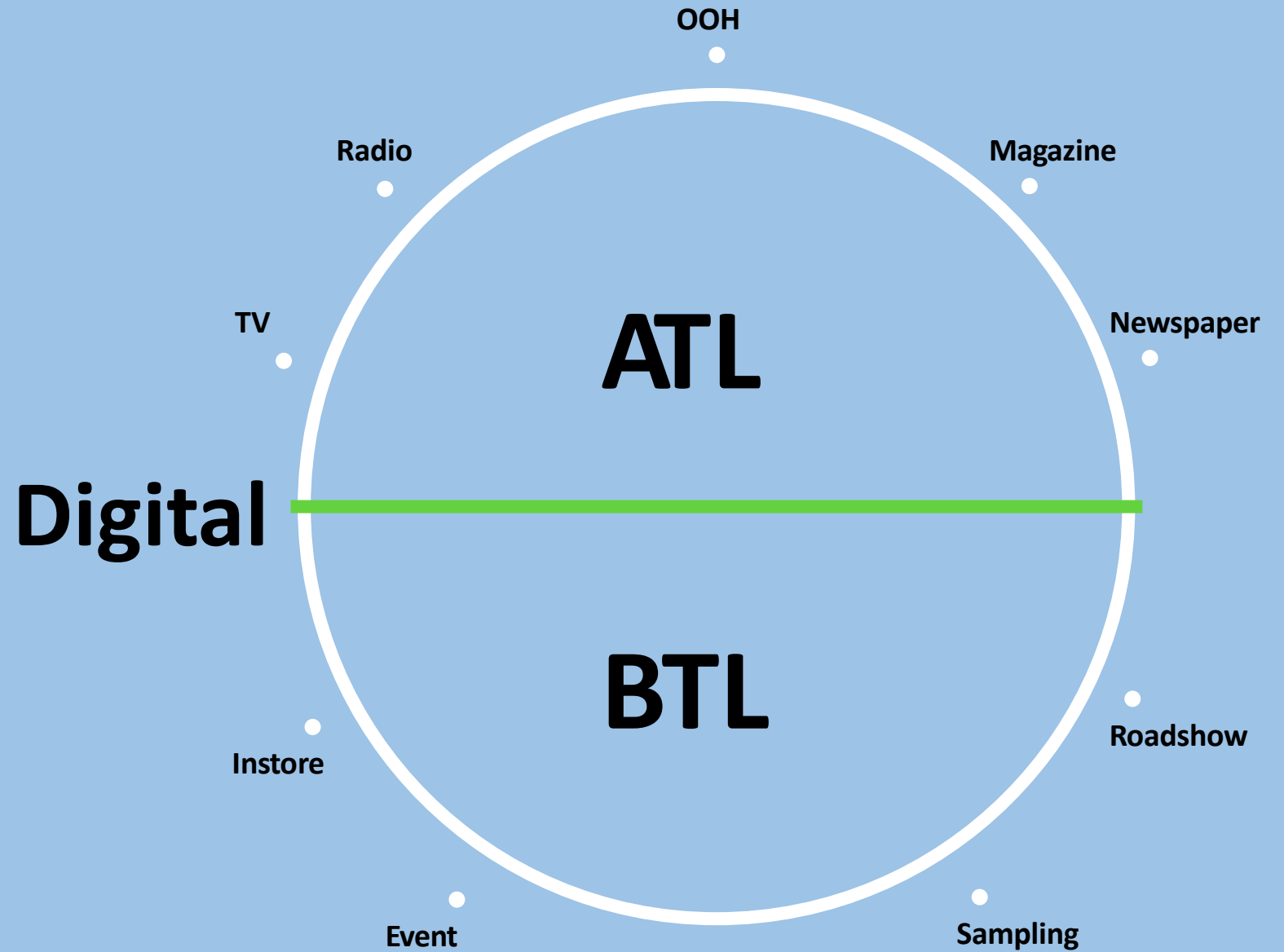
Brand Persona

User Persona

Communication
Idea

Insight

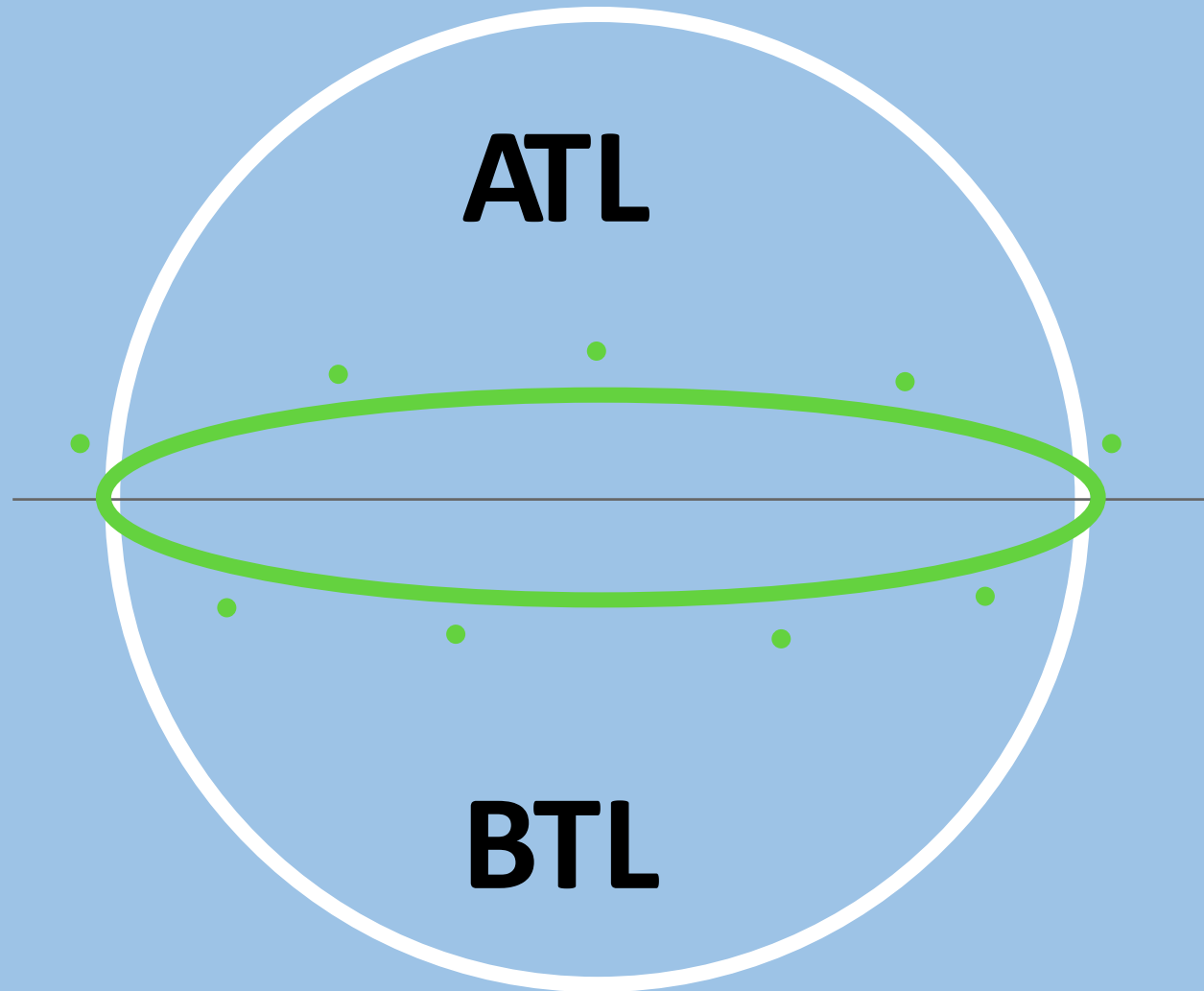
Understanding How to Deliver

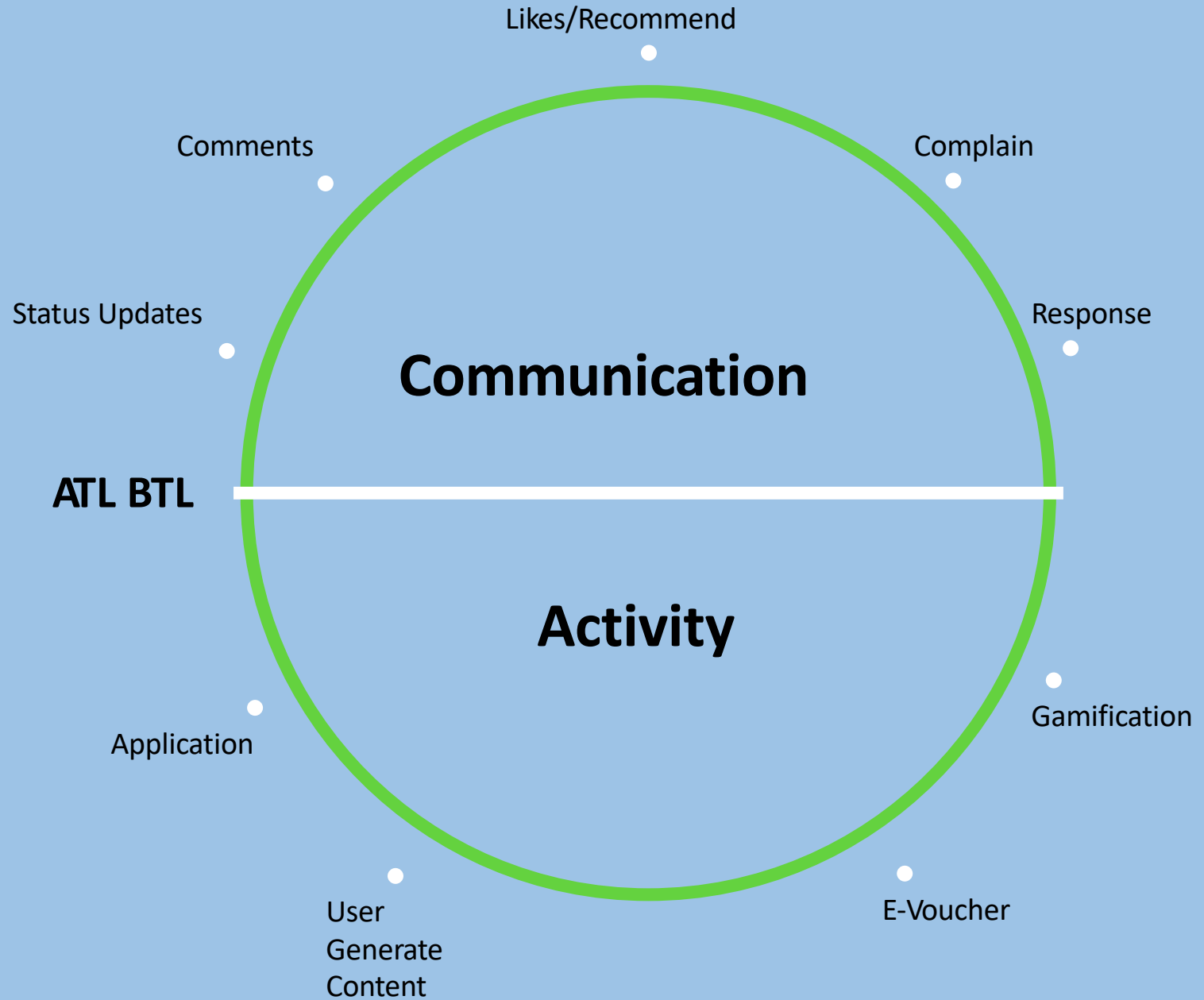


Seen from another
perspective

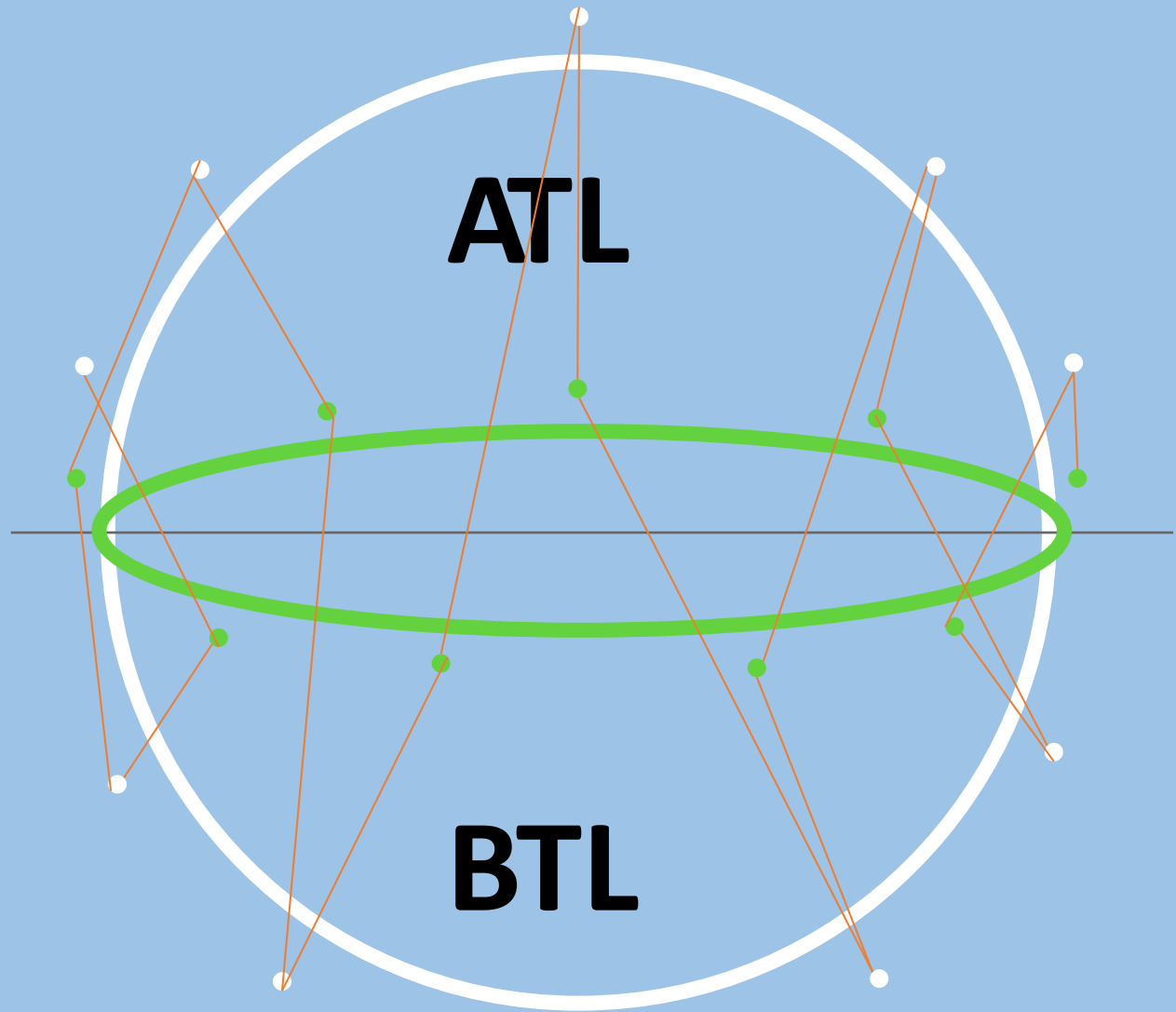
Digital

has its own circle





Digital



ATL

BTL

Integrated Marketing

Activate

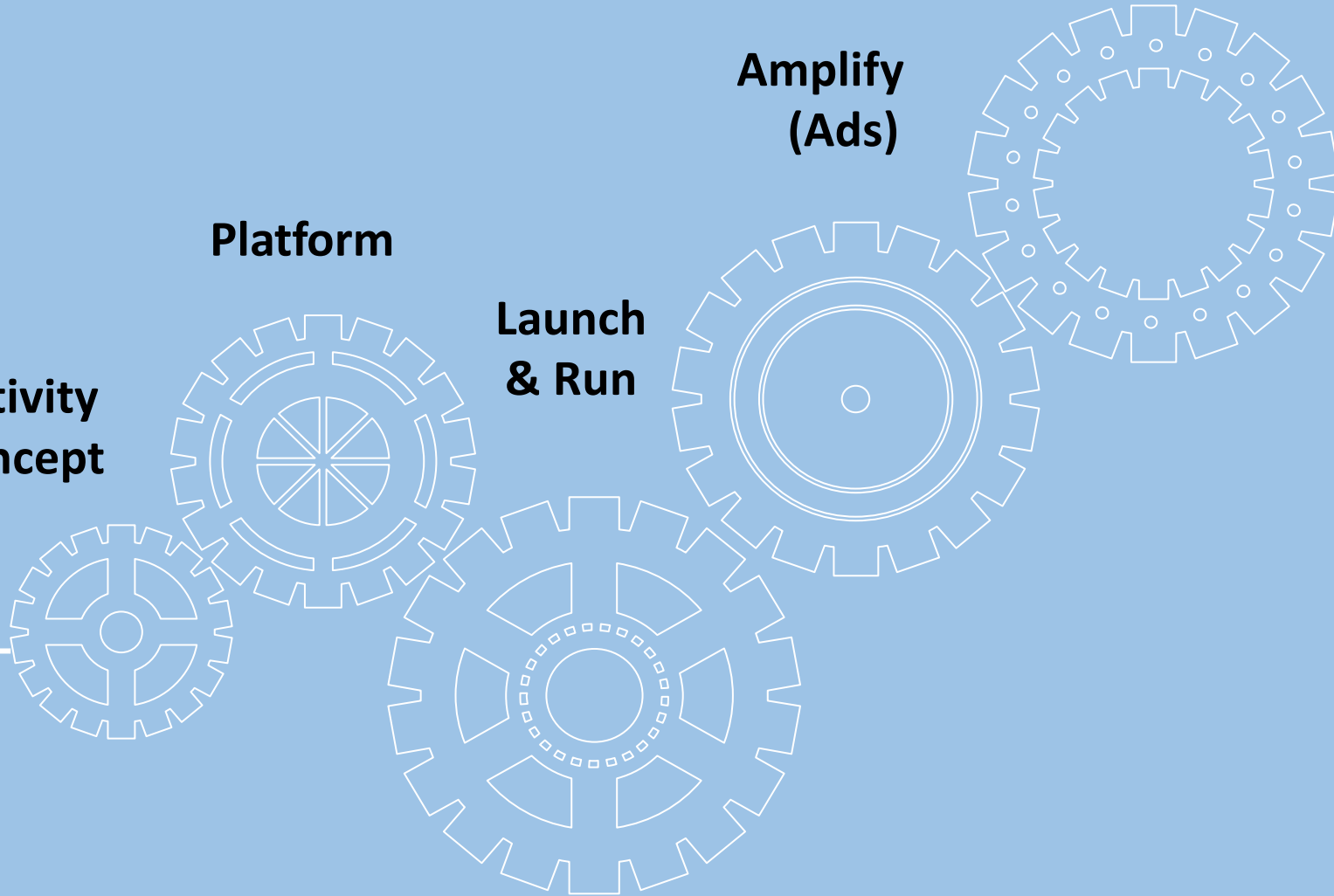
**Activity
Concept**

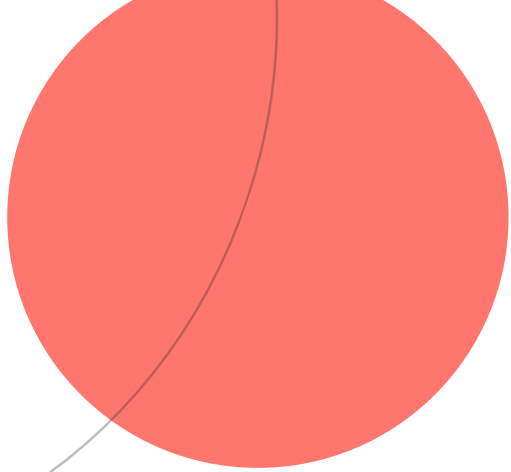
Platform

**Launch
& Run**

**Amplify
(Ads)**

Analytics





Let's Talk!



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Kunyahya.com

