Muhammad Naufal Daffa Salim

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UI/UX Designer experienced in employee attendance, HRIS, CRM, and responsive web and mobile products. Skilled in user research, interaction design, prototyping, usability testing, and design systems using Figma, Miro, Whimsical, and Maze. Collaborates with developers to translate user needs and business requirements into usable interfaces, with additional experience building digital invitation and learning products.

Work Experience

Junior UI/UX Designer • Mitracomm Ekasarana

May 2025 – Present

- Designed web and mobile interfaces for Phinter attendance and HRIS, the Mitracomm Sumber Sarana company profile website, and MePay PPOB. Serve as the dedicated UI/UX designer responsible for Phinter Mobile and Website, improving the employee experience in the attendance app and the HR team's experience on the HRIS website.
- Conducted competitor research and user interviews to inform design decisions. Collaborated with developers through design reviews and implementation feedback to maintain interface consistency.

Freelance UI/UX Designer • Codepanda

Nov 2023 – Present

- Design web and mobile interfaces based on client requirements and product needs.
- Gather client requirements and coordinate design tasks and project timelines with developers.

UI/UX Designer Intern • PT Phincon

Aug 2024 – Feb 2025

- Identified CRM and ticketing user needs through desk research, benchmarking, and requirements discussions with the project manager and product owner.
- Designed CRM and ticketing interfaces to support clear navigation and everyday user tasks.
- Proposed interface and workflow changes to simplify ticket creation and management.

UX Design Teaching Lab Assistant • IPB University

Jan 2024 – Jun 2024

- Developed a curriculum for 14 UX design practicum sessions.
- Supported computer science students in understanding and applying UX design methods.

UI/UX Design Intern • Eduwork

Nov 2023 – Jan 2024

- Conducted product research with 10 users over two weeks and organized findings in Miro.
- Analyzed user feedback in Miro to identify usability issues and opportunities for improvement.
- Created user flows in Miro to guide wireframe development.
- Created a design system for the HiSocial project.
- Designed web and mobile interfaces for HiSocial using consistent visual components.

UI Design Mentor & Graphic Designer • AgriUX

Aug 2022 – Oct 2023

- Shared UI design knowledge in weekly community sessions.
- Created visual assets for AgriUX social media.
- Produced UI design tutorials for the AgriUX YouTube channel: youtube.com/@agriux.
- Created a Figma learning module for Ilkomerz 59 during Ilkomerz Week.
- Led the Creative Division for the Saung Desain event.

UI Design Intern • ICT IPB University

Jan 2023 – Mar 2023

- Redesigned the interface of siti.apps.ipb.ac.id.
- Built a design system for siti.apps.ipb.ac.id.
- Designed interfaces for the IPB Maps project.

Selected Projects

Phinter Mobile Revamp V.1 • UI/UX Designer

- Redesigned the employee attendance experience for Phintraco Group, focusing on clearer navigation and next actions across check-in, activity records, leave requests, and approvals.
- Designed connected workflows for employees and heads and collaborated with developers to translate designs into the mobile experience.

Phinter Mobile Revamp V.2 • UI/UX Designer

- Refined permission and leave flows with clearer request types, date rules, leave usage, and unpaid leave; designed shift swaps requiring colleague and head approvals.
- Designed daily-activity and allowance workflows, team resignation features, and performance-appraisal training information. Collaborated on bulk approvals and improved access to employee guides.

Maldo | UI/UX Designer | 2024

Designed an animal-welfare crowdfunding prototype with a team. Across two prototype-testing rounds, reported average Maze scores increased from 81.85 to 98.42. Placed fourth at Find IT UGM.

Deaf Buddy | UI/UX Designer | 2024–2025

Translated research artifacts into nine requirements for an inclusive learning prototype for Deaf students. Led ideation, prototyping, usability testing, and iteration for transcription and AI-assisted learning journeys.

Sini Rayain & Omoidashi | Product Builder / UI/UX | Ongoing

Build interactive digital invitations with personalized guest links and RSVP journeys, alongside a Japanese-learning product with flashcards, kanji, reading exercises, and content management.

Volunteer Experience

Head of Media and Branding Division • HIMALKOM IPB

Nov 2022 – Dec 2023

- Led the Media and Branding Division at HIMALKOM IPB.
- Coordinated the Center of Publication program.
- Designed Instagram feed templates, posts, and stories for @himalkomipb.
- Led the Himalkom IPB website redesign, from requirements and wireframes to responsive designs, interactive prototyping, and developer handoff.
- Photographed HIMALKOM IPB programs and events.

Creative Staff • IT Today 2023

Jan 2023 – Sep 2023

- Created visual assets based on requests from other divisions.
- Supported creative activities for the main event and awards.

Creative Staff • Peduly Bogor

Nov 2022 – Apr 2023

- Created visual assets based on requests from other divisions.
- Participated in fundraising activities for disaster victims in Garut.
- Participated in social activities with residents of a Bogor nursing home.

Creative Content Coordinator • IPB Web Development Community

Aug 2022 – Dec 2022

- Participated in weekly community activities.
- Designed Instagram posters and carousels for @iwdc_ipb.

Fundraising & Catering Staff • IT Today IPB 2022

Jan 2022 – Sep 2022

- Supported fundraising through sales and paid promotions.
- Coordinated catering support for the awards event.

Education

IPB University

Bogor | Aug 2021 – May 2025
GPA: 3.51

Certifications

- UX Design - Google, Coursera
- User Interface Mobile Apps - Rubrik Grafis

Achievements

- Semifinalist, MCR Mathematics Olympiad - Universitas Negeri Surabaya, 2020
- Top 20, Phi Mathematical Competition - Airlangga University, 2021
- Fourth Place, Find IT UGM UI/UX Competition - Maldo, 2024

Skills

Design: User Research | Interaction Design | User Flows | Wireframing | Prototyping | Usability Testing | Responsive Design | Design Systems | Developer Handoff

Tools: Figma | Miro | Whimsical | Maze | Photoshop | Microsoft Word

Collaboration: Requirements Gathering | Problem Solving | Teamwork