

Hello, my name is **Rafly Nurfallah**
A versatile Designer specializing in UI/UX for web and apps.

Tech Stack

Figma, Framer, Sketch, Rive, Lottie, Adobe After Effects, Gemini CLI, Google Antigravity

Language

- **English:** Full Professional Proficiency
- **Indonesian:** Native
- **Japanese:** Elementary

Email Address

itsme@rafly.dev

Portfolio

dribbble.com/hellorafly

Case Studies

contra.com/rafly_nurfallah

Company



ALVA Digital
Network, Future
Creative Network
JAN 2025 – PRESENT

Job Title

**Senior UI/UX
Designer**

Descriptions

- Lead designer for an **AI product development**, responsible for creating and implementing design systems.
- Develop prototypes and user-centered user interface.
- Successfully **launched version 1.0** of the mentioned AI product.
- Create marketing materials using various design tools, including Figma, Adobe After Effects, and Lottie.



Maleo, Future
Creative Network
AUG 2023 – JAN 2025

**Senior UI/UX
Designer**

- Leading several design peers to run clients project
- Work as additional **motion designer** for Maleo's new website



Ayoconnect
MAR 2023 – JUL 2023

Lead UI/UX Designer

- Mentoring team members to enhance the current workflows.
- Planning and executing the new design system from scratch.

Company

Job Title

Descriptions



Studio Flolab

FEB 2022 – JAN 2023

Lead UX Designer

- Construct plan and strategize for incoming project.
- Setting up and organizing project timeline.
- Review and publish deliverables to clients.
- Communicate and troubleshoot with engineers.



Ada Apa Dengan Gaming Podcast

FEB 2020 – PRESENT

Podcast Host

- Creating the overall Ada Apa Dengan Gaming **brand identity**
- Hosting each podcast and directing the conversations to deliver the news smoothly.
- Managing Ada Apa Dengan Gaming social media content and brand voices.



Studio Flolab

NOV 2020 – FEB 2022

Senior UX Designer

- **Mentored new designers** for the first time and forming my new team to work on one particular Flolab's client.
- Leaving the comfort zone to start learning Interaction Design and creating high fidelity prototypes.
- Sharpening my animations skills to animate some illustrations for **Ayopop, Cekaja, Mojoreads, and Pegadaian**.



Studio Flolab

NOV 2018 – NOV 2020

UI Designer

- Generating some illustrations assets for Ayopop App.
- Create and maintaining new features for Mojoreads Web designs.



Studio Flolab

JUL 2017 – NOV 2018

Junior UI Designer

- Responsible to create new interface for every new Ayopop app's features.
- Help shaping the new **redesigned Ayopop App** for Android and iOS.



Lentras Studio

Graphic Designer

- Generating social media content in image and videos format.
- Creating marketing material such as **brochure and posters**
- Assisting the primary photographer on a field work.

Company	Job Title	Descriptions
 Giant Computer , PT Gian Teknokino Solusi	Graphic Designer	• Create and designing product posters for marketing purposes. • Contributing to do visual rebranding of Giant Computer Depok and IT Cermat