Alfi Faisal

PORTOFOLIO HERE →

SKILLS SUMMARY

- •- Product Research & Market Analysis
- •- Wireframing & Prototyping (Figma, Whimsical)
- •- Brand Positioning & Messaging Development
- •- Brand Identity Creation
- •- UI/UX Design (Figma, Canva)
- •- Frontend Development (HTML, CSS, React.js)
- •- Content Strategy & Social Media Branding

mohamadalfi47@gmail.com

CAREER OBJECTIVE

Highly motivated Product Owner and Brand Developer with strong experience in UI/UX design, digital marketing, and system development. Adept at transforming ideas into structured digital products and building strong, relatable brand identities. Seeking to contribute my strategic thinking, creative leadership, and technical expertise to an innovative company.

0895384896046

SUKABUMI, JAWA BARAT

PROFESSIONAL EXPERIENCE

FULLSTACK DEVELOPER JAVA FESTIVAL PRODUCTION (2019 – 2021)

- Oversaw and led accreditation projects to ensure quality standards and compliance with healthcare regulations.
- Coordinated with various teams to ensure the accreditation process ran smoothly and on time.
- Improved clinic services by introducing policies and procedures that supported successful accreditation.

PROJECT MANAGER & DIGITAL MARKETING KING SALAM CORPORATION (2021 – 2022)

- Led digital transformation for clinics and event systems, including implementing digital solutions to improve operational efficiency.
- Developed digital marketing strategies involving SEO, social media marketing, and online advertising campaigns to increase visibility and customer acquisition.
- Managed teams in designing and launching technology projects focused on enhancing healthcare services.

MANAGER AT KLINIK PRATAMA (2022 – 2024)

- Oversaw and led accreditation projects to ensure quality standards and compliance with healthcare regulations.
- Coordinated with various teams to ensure the accreditation process ran smoothly and on time.
- Improved clinic services by introducing policies and procedures that supported successful accreditation.

DIGITAL MARKETING & FRONTEND DEVELOPER (FREELANCE) (2024 – PRESENT)

- Manage and develop UI/UX design projects for clients, including user interface design and frontend development for applications and websites.
- Collaborate with development teams to create optimal user experiences and responsive designs.
- Conduct market research and analyze user needs to develop digital products accordingly.
- Work as a Freelance MarComm (Marketing Communications), handling marketing strategy development, social media campaigns, and promotional content for clients.
- Assist companies in enhancing brand communication and building relationships with target audiences through various marketing channels.

ACADEMIC BACKGROUND

MARCH 2014 - DECEMBER 2018

BINA SARANA INFORMATIKA

COMPUTER SCIENCE [GPA 3.3]