



# Siti Khusnul Azifah

UI/UX Designer  
Graphic Designer

[khusnulazifah.co](https://khusnulazifah.co)

PORTFOLIO

# About Me

Hello, I'm Khusnul, a UI/UX Designer and Graphic Designer based in Jakarta, Indonesia.

I started my career in Design field as Graphic Designer in 2015 and currently transitioning to UI/UX Design. I am passionate to learn about design, human, and technology. I love to create designs that value and enhance human experience.

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# Content

<b>4</b>	Resume
<b>6</b>	Product Design
<b>26</b>	Visual Branding
<b>35</b>	Social Media

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# Resume

## Profile

A design enthusiast with two and a half years working experience as Front-End Developer and Application Developer. Familiar with data processing, application development, able to work in a team, having good analytical and communication skills. Experienced in branding, design, illustration, and application design.

## Education

Diponegoro University  
Computer Science Major (GPA 3.50)  
Graduated in 10 July 2017

## Experience

### UI/UX Designer

PT Indonesia Comnets Plus  
(ICON+)

Nov 2021 – Now

Designing User Experience and User Interface for PLN Mobile Marketplace features.

### Freelance Graphic & UI/UX Designer

[www.khusnulazifah.co](http://www.khusnulazifah.co)

Oct 2020 – Nov 2021

Designing User Experience and User Interface for various clients.

### Application Developer

Human Capital Management  
System (HCMS) & IHCS BNI

Jan 2019 – Sep 2020

Creating or editing modules, including building the table, create API, and create User Interface for those modules.

### Front-End Developer

Integrated Human Capital System  
(IHCS) BNI

Sep – Dec 2018

Redesign User Interface for modules in IHCS, collaborating with UX Team and ensuring the design in various browsers and devices.

## Skills

### Design



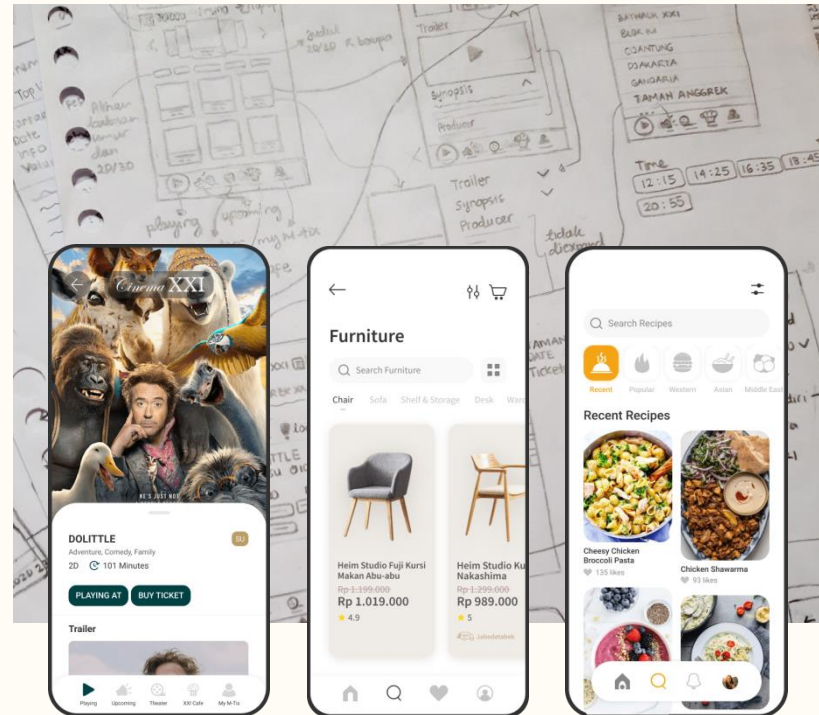
### Prototyping



### Programming

Interactive Flow with HTML, CSS, JS / Data Processing with Oracle SQL / Codeigniter / Java Spring / Spring Boot with IntelliJ IDEA

# Product Design



In this section we will discuss about some of (personal work) digital products that I have designed.

# Cinema XXI Application Redesign



## Overview

Cinema 21 / Cinema XXI Application is an online ticketing application belonging to Cinema 21 which features online ticket purchases for films that will be or are currently playing in Cinema 21 cinemas. My goals on redesign this app are :

- To improve User Experience by improving the navigation structure of the app so it's more seamless for the user
- To design more interactive and appealing User Interface
- To add some features that user might need

## Case Study

Cinema XXI Application Redesign

## Scope

UX, UI, Interaction Redesign for Cinema XXI App

## Timeline

1 Month

## Tools

Miro, Figma, Adobe Illustrator

# Understanding The Problem

## Design Mandates

- Design with better User Interface and User Experience
- Add option to share ticket
- Create reminder for upcoming movie
- Create menu withdraw M-Tix Balance
- Add other payment method to payment process

## Insights

Unpleasant User Interface and User Experience	Can't share ticket	There's no reminder for upcoming movie	Withdraw M-Tix Balance	Other Payment Method
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## Observations

The UI is just unpleasant to look at and the interaction could be better	No Share Button	Need reminder feature for upcoming movies that we marked on	The most unreliable apps, customer can't refund their money	So far so good! But preferably there's Debit Card payment method instead of just Credit Card
Confusing UI and UX need to move to different page to get things done		No reminder button for upcoming movie	How to withdraw M-Tix Balance?	Collaborate with OVO will be perfect!
UX is not clear, it's hard to navigate			You can't refund of sent the balance in this app anywhere else	There's no other payment method, the only payment method is M-Tix
				Doesn't have various payment options like other app

# User Persona

## Sarah Johnson



"I want to watch movie for this weekend gateway"

### Personal Background :

Age : 18  
 Status : Single  
 Education : Currently Studying for Undergraduate

### Professional Background :

Occupation : Student  
 Income : 24 Millions / Year (Pocket Money)

### User Environment :

Location : College / Home  
 Devices : Smartphones

### Psychographics :

- Up to date to Upcoming Movie
- Read IMDB or Rottentomatoes before choosing which movie to watch
- Prefer to watch movie alone or with friends
- Occasionally watch movie

### Scenario :

At least twice a month I like to watch movie in theatre. Sometimes I go back home to visit my parent and spend time with them. Sometimes my friends and I spontaneously wanted to watch movie and pick a random one. Ideally, I'll find movie recommendations that most people wanna watch at that time.

### End Goals :

Use XXI Application to discover what movie to watch and buy tickets. And because I watch movie with friends often enough, I would love to be able to share my ticket to my friend.

## Gina Linetti



"Movie is my way to refresh my brain and finding my caling"

### Personal Background :

Age : 28  
 Status : Single  
 Education : Bachelor Degree of Public Relation

### Professional Background :

Occupation : Internet Personality at Brooklyn 99  
 Income : 96 Millions / Year

### User Environment :

Location : Office  
 Devices : Smartphones

### Psychographics :

- Up to date to Upcoming Movie
- Likes to schedule what she want to watch
- Ask friends for recommendations on what movies to watch

### Scenario :

At least once a month I like to watching movie in theatre. I have some theatre in the city that I love to go to because I love their popcorn. Sometimes there's upcoming movie that I want to watch but I often forget, so I would love to get notification when I can buy the ticket.

### End Goals :

Booking ticket via XXI Application and get notification when certain movie is available on show.

## Mitchell Pritchett



"I love movie, and my family, and I love to watch movie with them (my kid and my partner)"

### Personal Background :

Age : 38  
 Status : Married  
 Education : Master of Laws

### Professional Background :

Occupation : Lawyer  
 Income : 350 Millions / Year

### User Environment :

Location : Office  
 Devices : Smartphones

### Psychographics :

- Love to watch movie with his kid
- Up to date with kids friendly movies
- Read movie review before deciding movie to watch
- Sometimes I forgot to Top Up my M-Tix

### Scenario :

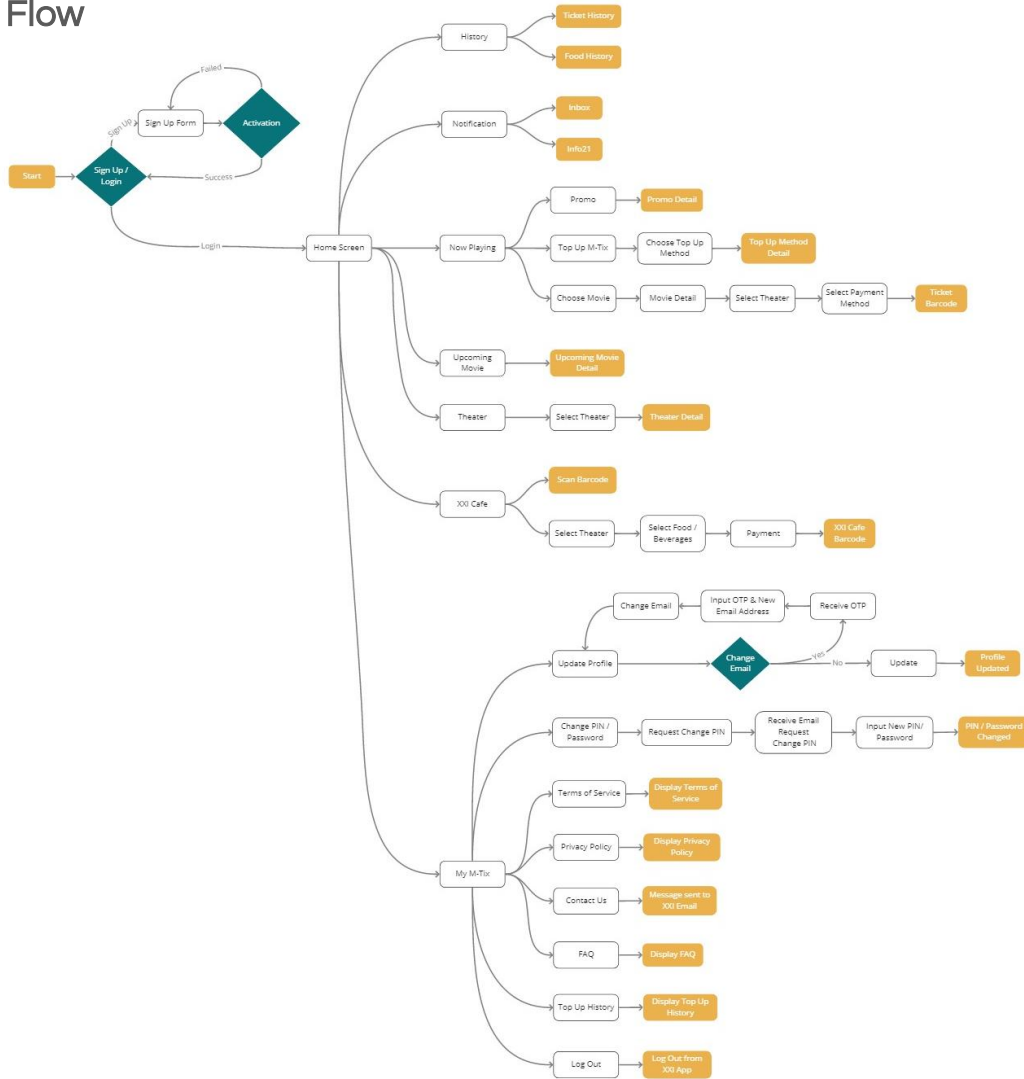
At least once a month I like to watching movie in theatre. I like to bring my kid because that's one of our quality time thing. I would love to choose movie that is kids friendly. Ideally, I can choose movie based on the age restriction. Oh! and other payment method would be great.

### End Goals :

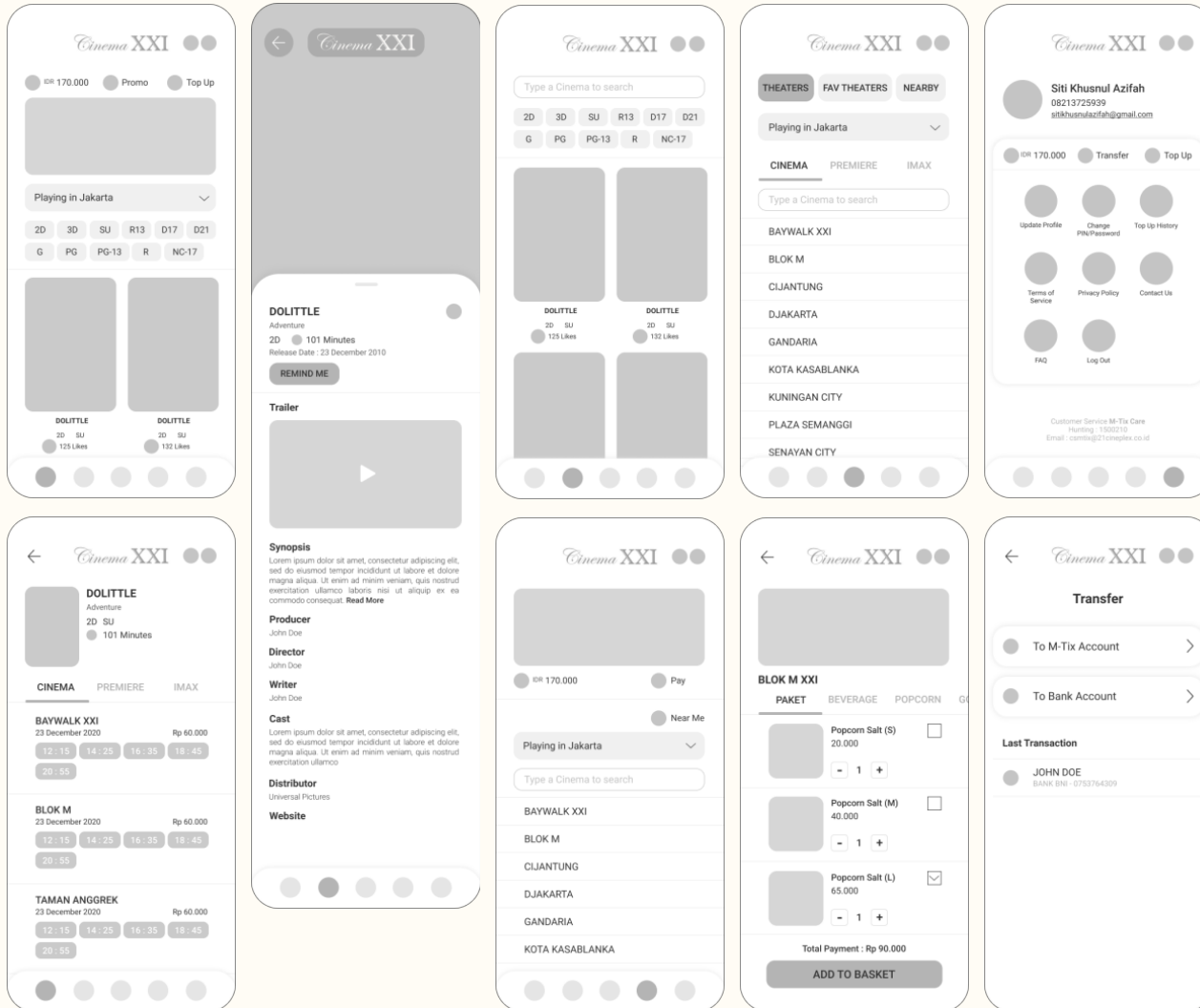
Buy movie ticket based on age restriction and pay using other payment method.



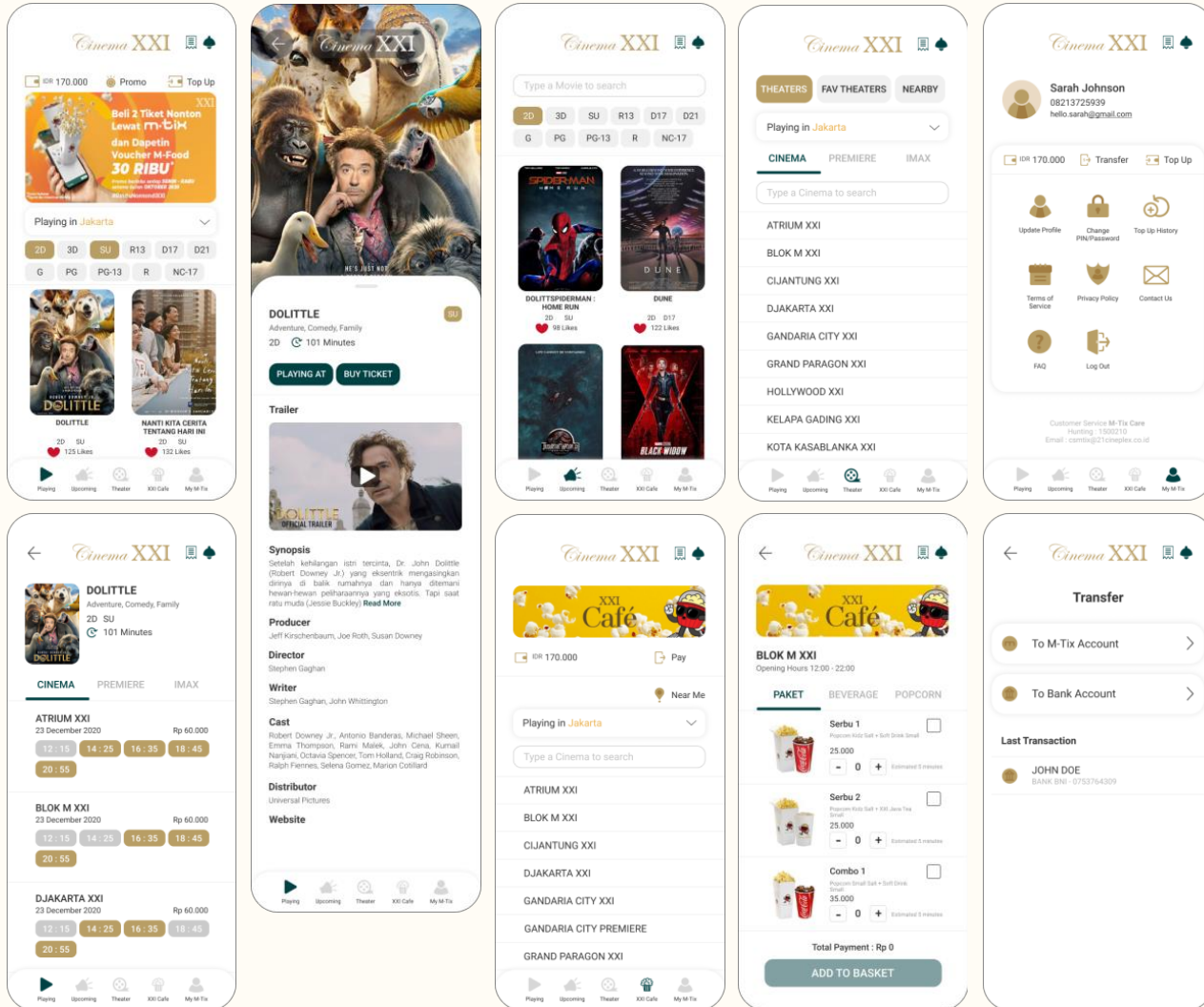
# User Flow



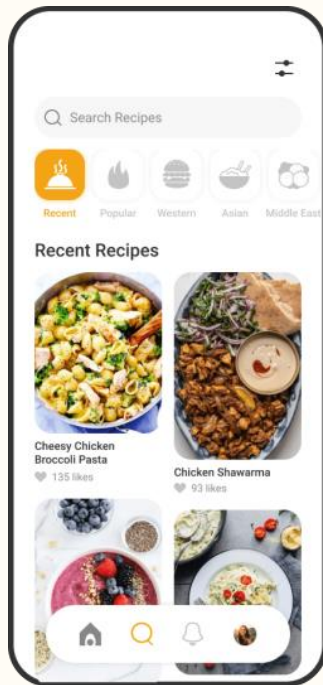
# Wireframes



# User Interface



# Meal Up Application Design



## Overview

Meal Up is an Application idea to get recipe based on ingredients that we have and also share our recipe. The main idea comes up when I lookup on recipe app and some of the ingredients I don't have or even don't know what is it. The other problem that I found is most people don't really have much time to cook because of working or another reasons. So with Meal Up I try to come up with the solutions for those problems.

## Case Study

Meal Up, an app to get and share recipe ideas

## Scope

UX, UI, Interaction Design for Meal Up Application

## Timeline

3 Weeks

## Tools

Miro, Figma, Adobe Illustrator

# Understanding The Problem

## Design Mandates

- Create menu to search recipe based on given ingredients
- Create filter based on healthy and time category (vegan, vegetarian, calories, time filter etc.)
- Make the ingredients, process, and measurement clear and easy to apply
- Create menu to share recipe

## Insights

Search recipe based on ingredients

Create filter based on healthy and time category

Simple ingredients, process, and clear measurement

Share recipe

## Observations

I usually have things on my fridge but don't know what to cook

I'm a newly vegetarian and lack of ideas about what to cook

Many of the recipes I have found have ingredients that are not easy to find

My grandma knows a lot of recipes and I wanna share it to other people so it won't be lost in time

Sometimes I'm hungry and want to cook but there is no time to shop for ingredients

I'm on a diet and consider the number of calories of the food I eat

I found that many recipe are too long and too complex

For me, food represents culture, and I would love to explore more food from other culture

We do meal on a budget so don't have many choices of food ingredients

I'm a vegan, so maybe dairy free meal filter is a good idea

There are people who don't say the amount of ingredients to prepare, it confuses me

I like to explore new recipe but don't have platform to share to people out there

I do weekly groceries so usually lack of ingredients at the end of the week

I like to cook meals my way and would love people to try my meal too

# User Persona

## Laura Martin



"As a beginner I would love to cook something simple with easy-to-get-ingredients"

### Personal Background :

Age : 21  
Status : Single  
Education : Currently Studying for Undergraduate

### Professional Background :

Occupation : Student  
Income : 24 Millions/Year (Pocket Money)

### User Environment :

Location : Flat  
Devices : Smartphone

### Psychographics :

- Little experience in cooking non-instant meals
- Cook only on the stove
- Need recipe variation for ingredients that I have on my fridge
- The easier the better

### Scenario :

I live alone so usually I cook for myself. I'd love to try to cook meal for my daily meals with my limited time and ingredients.

### End Goals :

Use Meal Up App to discover new recipe that is simple and easy to make.

## Amy Grant



"My Husband and I are trying to live a healthy life but still wanna eat delightful meals."

### Personal Background :

Age : 29  
Status : Married  
Education : Bachelor Degree of Public Health

### Professional Background :

Occupation : Healthcare Analyst  
Income : 96 Millions/Year

### User Environment :

Location : Home  
Devices : Smartphone

### Psychographics :

- My husband and I both working so we don't have a lot of time to cook
- Occasionally hosting dinner with family or friends
- Weekly grocery shopping so usually lack of ideas when the remaining ingredients are low
- I consider the amount and calories in a food that I eat
- My husband is a vegetarian so I need to consider about that too

### Scenario :

Once or twice a month we are hosting dinner with family or friends so we need variety of meals that can be enjoyed together. I am on a diet and my husband is a vegetarian so we consider those things when cooking.

### End Goals :

Use Meal Up App to get occasional dinner and daily recipe which doesn't take much time to cook.

## Tom Nielsen



"Food is our common ground, a universal experience. - James Beard"

### Personal Background :

Age : 35  
Status : Married  
Education : Student Master of Laws

### Professional Background :

Occupation : Lawyer  
Income : 180 Millions/Year

### User Environment :

Location : Home  
Devices : Smartphone

### Psychographics :

- Cooking is my way to spend my free time
- I love to cook for my family better if it's kids friendly
- Love to try traditional recipes
- I like to modify or make recipes and would be great if I can share those recipes to people
- My grandma taught me a lot of recipes and I'd be happy if people could try them too

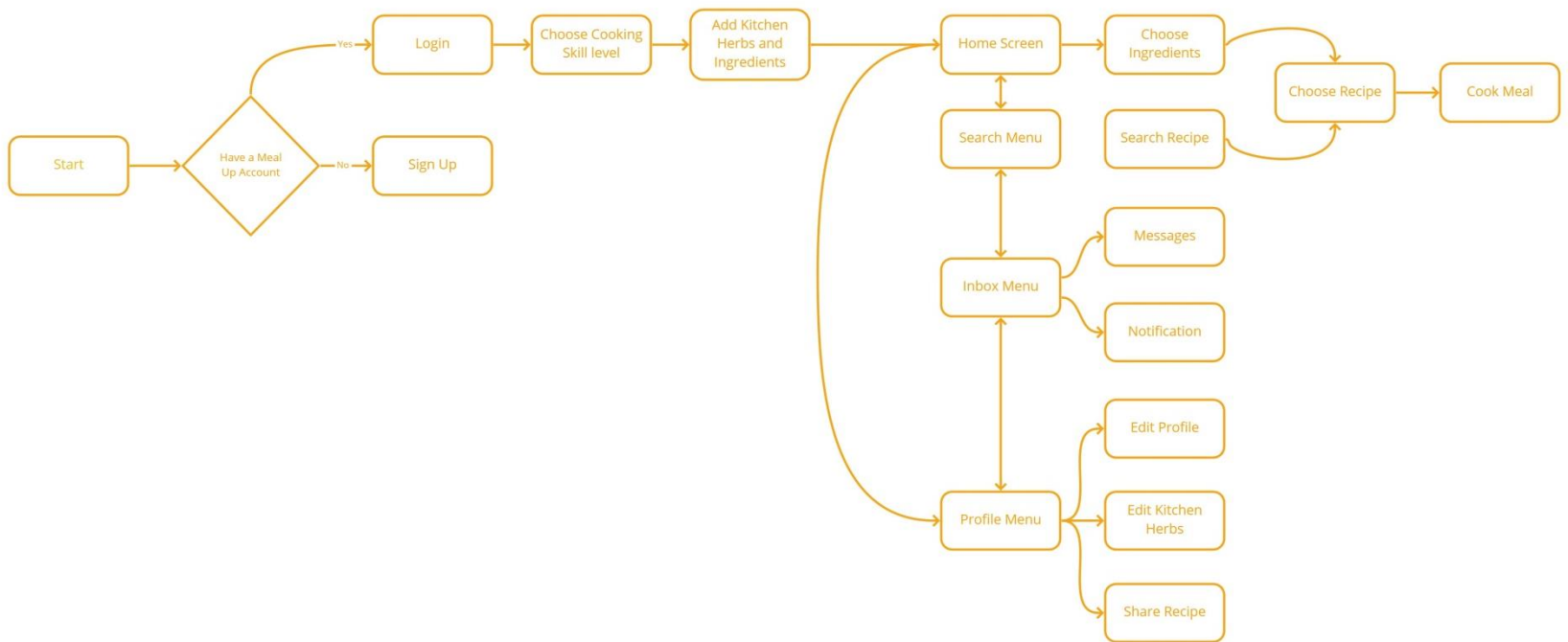
### Scenario :

I often cook for my family and like to experimenting with recipes on my free time.

### End Goals :

Use Meal Up App to explore new recipes and share my recipe with people.

# User Flow



# Wireframes

Let's Start Fresh! [Next >](#)

Hello, Laura!  
Let's start with your cooking skill level so we know what kind of recipe that you can pull off right away.

Beginner Intermediate Advanced

Kitchen Groceries [Next >](#)

Search Groceries

Onion Garlic

Onion Garlic

Onion Garlic

Onion Garlic

Onion Garlic

Onion Garlic

My Herbs :  
Onion  
Garlic

Search Recipes

Recent Popular Western Asian Traditional

Recent Recipes

Avocado Egg Cups 95 likes

Cloud Eggs 90 likes

Be Frit. 115 likes

82 likes

Messages Notifications

Search Messages

Jessica Miller  
Good idea! I will try that

Katie Williams  
Thank you

Heather Brown  
So delicious

Hannah Jones  
Hello I have been try your recipe

Crystal Thomas  
The frittata is addictive lol

Ruth Lang  
My kids love it!

Bellpepper & Kale Frittata

115 likes 238 calories Italy

Ready in under 30 minutes

Ingredients : For 4 Servings

large egg	4
milk	125 ml
olive oil, drizzle	
kale, chopped	33 g
bellpepper, diced	50 g
salt, to taste	
pepper, to taste	
feta cheese, crumbled	55 g

Nutrition Info : [v](#)

calories	238
fat	18 g
carbohydrates	5 g
fiber	1 g
sugar	3 g
protein	13 g

Estimated value for one serving

Method :

- In a medium bowl, whisk together the eggs and milk.
- Heat the olive oil and oven-safe pan over medium low heat. When the oil is shimmering, add the kale, bellpepper, salt, and pepper. Sauté until the pepper is tender, about 10 min.
- Pour the egg mixture into the pan and sprinkle the feta cheese on top. Continue to cook, pushing the edge occasionally to make sure all the egg cooks evenly remove from the heat.
- Place the pan in the oven and broil on high until the top is lightly browned, about 4 minutes.
- Enjoy!

Laura Martin @lauramartin

Hope you like it!

Leave a comment POST

View All Comments (8)

Michael Green So easy to make and very delightful!

Tanya Malik Definitely will make this again!

My Ingredients

Search Ingredients

Potato Potato Potato

Potato Potato Potato

Potato

GET RECIPES

Recipes for You

Avocado Egg Cups 95 likes

Cloud Eggs 90 likes

Bellpepper & Kale Frittata 115 likes

Avocado Egg Cups 82 likes

Messages Notifications

Connor Higgins liked your recipe

Maria Mills liked your recipe

Homer Foster liked your recipe

Ruth Lang liked your recipe

Jessica Miller liked your recipe

Tom Nielsen commented on your recipe: "Delightful!"

Summer Townsend liked your recipe

Olivia Connor liked your recipe

Laura Martin @lauramartin Rome, Italy

Search Recipes

Your Recipe Loved Recipe

Avocado Egg Cups 95 likes

Cloud Eggs 90 likes

Be Frit. 115 likes

82 likes



# User Interface

Let's Start Fresh! [Next >](#)

Hello, Laura!  
Let's start with your cooking skill level so we know what kind of recipe that you can pull off right away.

Beginner
 Intermediate
 Advanced

Search Recipes

Recent
 Popular
 Western
 Asian
 Middle East

Recent Recipes

Cheesy Chicken Broccoli Pasta  
135 likes

Chicken Shawarma  
53 likes

Kitchen Groceries [Next >](#)

Search Groceries

My Kitchen :

Onion
 Garlic
 Salt

Chilli Pepper
 Green Onion
 Avocado

Red Onion
 Salt

Sugar
 Bellpepper

Basil
 Cloves

Messages Notifications

Search Messages

Jessica Miller  
Good Idea! I will try that

Michael Green  
Thank you

Daniel Collins  
So delicious

Samantha Jones  
Hello I have been try your recipe

Tanya Malik  
The frittata is addictive lol

Amy Moore  
My kids love it!

Bellpepper & Kale Frittata

115 likes
 238 calories
 Italy

Ready in under 30 minutes

Ingredients : For 4 Servings

large egg	4
milk	1/2 cup
olive oil, drizzle	
kale, chopped	1/2 cup
bellpepper, diced	1/2 cup
salt, to taste	
pepper, to taste	
feta cheese, crumbled	1/4 cup

Nutrition Info :

calories	238
fat	18 g
carbohydrates	5 g
fiber	1 g
sugar	3 g
protein	13 g

Estimated value for one serving

Method :

- In a medium bowl, whisk together the eggs and milk
- Heat the olive oil and oven-safe pan over medium-low heat. When the oil is shimmering, add the kale, bellpepper, salt, and pepper. Sauté until the pepper is tender, about 10 min.
- Pour the egg mixture into the pan and sprinkle the feta cheese on top. Continue to cook, pushing in the edge occasionally to make sure all the egg cooks evenly remove from the heat.
- Place the pan in the oven and broil on high until the top is lightly browned, about 4 minutes.
- Enjoy!

Amy Moore

Hope you like it!

Leave a comment [POST](#)

3 Comments

My Ingredients

Search Ingredients

Egg
 Potato
 Sweet Potato

Chicken Breast
 Salmon
 Beef

Lettuce
 Eggplant
 Spinach

Potato

GET RECIPES

Messages Notifications

Connor Higgins liked your recipe

Michael Green liked your recipe

Homer Foster liked your recipe

Elizabeth White commented on your recipe: "Another way to make my kids love broccoli. Thankyou!"

Jessica Miller liked your recipe

Tom Nielsen liked your recipe

Summer Townsend liked your recipe

Olivia Connor liked your recipe

Recipes for You

Avocado Egg Cups  
95 likes

Cloud Eggs  
93 likes

Bellpepper & Kale Frittata  
114 likes

Potato Skin Egg Boats  
82 likes

Laura Martin

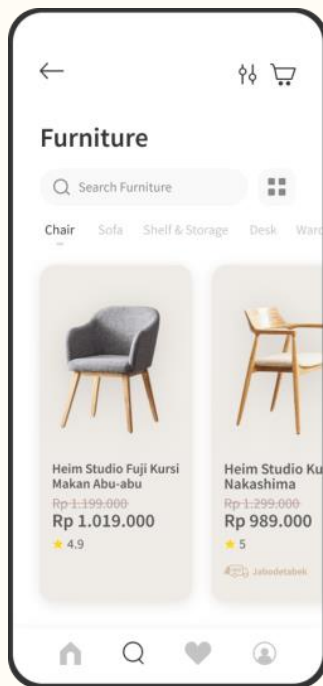
Rome, Italy [Edit Profile](#)

Search Recipes

My Recipe  
Cheesy Chicken Broccoli Pasta  
135 likes

Loved Recipe  
Tofu Scramble With Kale and Sweet Potatoes  
135 likes

# Furniture Application Design Concept



## Overview

Furniture is an essential product for human daily activities. There are a lot of big furniture brands and small furniture brands out there. Through this design concept, I want to put the idea of putting them (big brands and small brands) all together so they can move forward together while at the same time helping customer to have more brand and style options to apply to the design concept they are aiming for.

## Case Study

Furniture App UI & Interaction Design Concept

## Scope

UI, Interaction Design

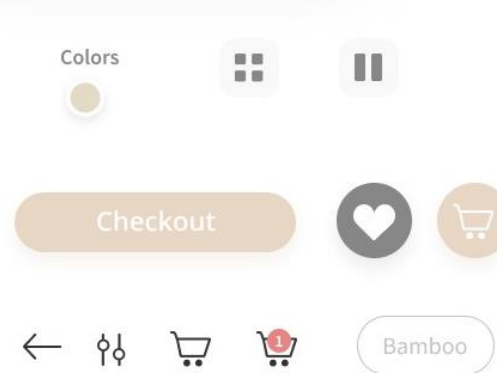
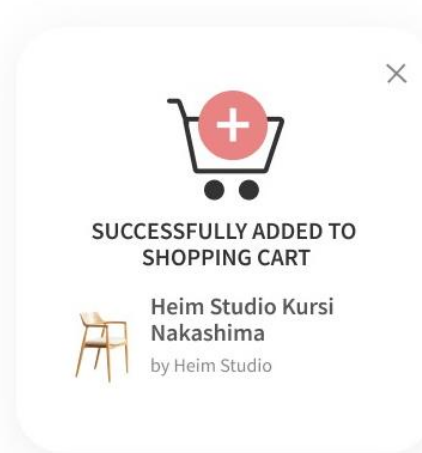
## Timeline

2 Weeks

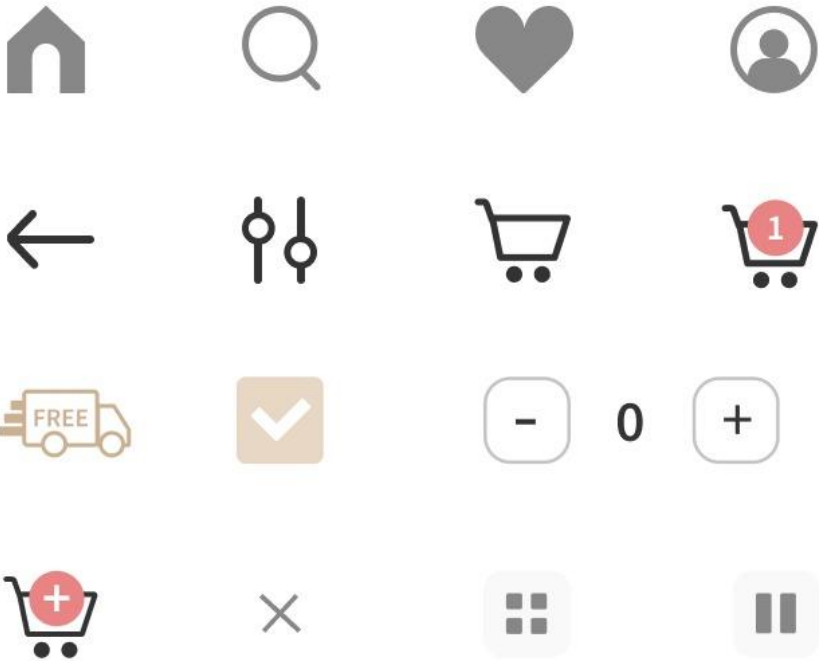
## Tools

Figma

## UI Elements



Icons



## Color & Typography

### Main Colors



#E9D7C5



#EFEBE6



Shade



Tint



#333333

Primary / Title / Icons



#C4C4C4

Second Text



#575757

Body

Background

#FFFFFF

## Color & Typography

### Source Sans Pro

ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ

abcdefghij  
klmnopqrs  
tuvwxyz

0123456789

Ananta Akira Sofa 1  
Dudukan Hitam Raven

~~Rp 3.199.000~~

**Rp 2.879.100**

★ 4.8 • 7 pieces left

 Jabodetabek

Source Sans Pro, SemiBold, 13/15

Source Sans Pro, Regular, 14

Source Sans Pro, SemiBold, 18

Source Sans Pro, Regular/SemiBold, 13

Source Sans Pro, SemiBold, 13

### Heim Studio Kursi Nakashima

by Heim Studio

★ 5 • 40 people bought this item

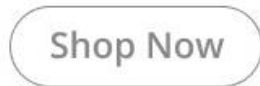
• wooden • scandinavian • 10 kg weights

Source Sans Pro, SemiBold, 30

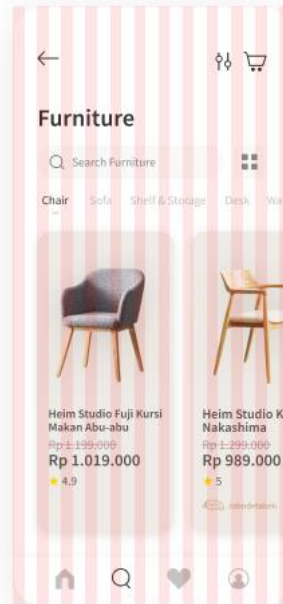
Source Sans Pro, Regular/SemiBold, 18

Source Sans Pro, Regular, 18

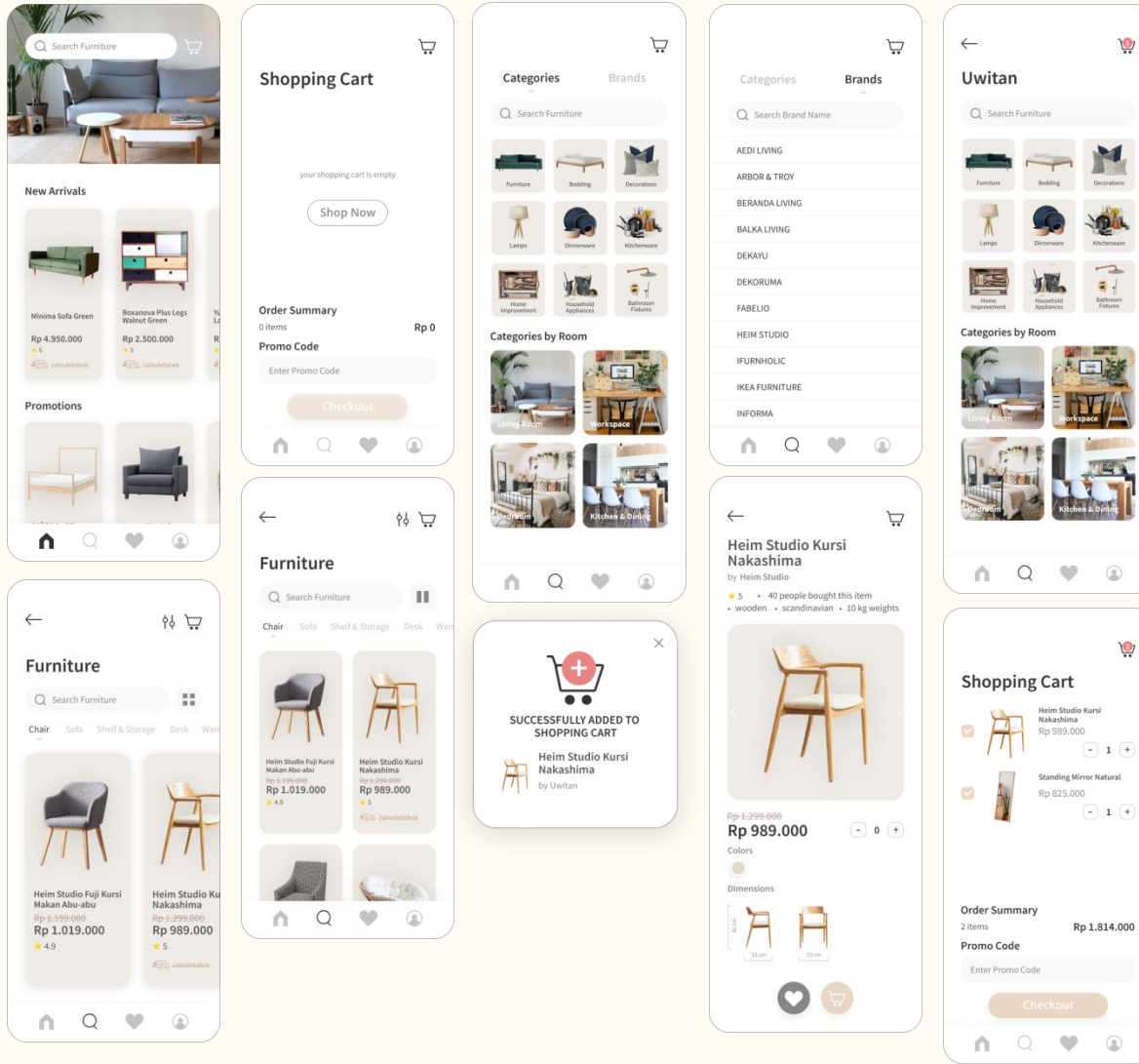
## Buttons



## 12 Columns Layout Grid



# Results





# Visual Branding



In this section we will discuss about some of visual branding I have designed such as logo, package, and advertisement design.

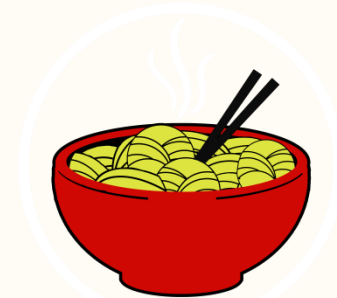
# Logo Designs



# Logo Designs



CUCIMAXI



mieso Takengon

# Visual Brand Package



# Visual Brand Package





# Rumpi Rumpi Home Bistro Menu Design



### Nasi Bakar Juna

<b>Tesky Dasta</b>	<b>Mes Bakar Rice-Rice</b>
Masakan Bakar with 25K	Nasi Bakar Babi 20K
Belegit Ayam 25K	Belegit Ikan 25K
Belegit Ayam 25K	Belegit Ikan 25K
Belegit Ayam 25K	Belegit Ikan 25K
Belegit Ayam 25K	Belegit Ikan 25K
Belegit Ayam 25K	Belegit Ikan 25K
Belegit Ayam 25K	Belegit Ikan 25K
Belegit Ayam 25K	Belegit Ikan 25K
Belegit Ayam 25K	Belegit Ikan 25K

### Masakan Juna

<b>Spaghetti Mawall</b>	<b>Mes Bakar Babi</b>
Spaghetti Mawall 18K	Nasi Bakar Babi 20K
Spaghetti Mawall 18K	Nasi Bakar Babi 20K
Spaghetti Mawall 18K	Nasi Bakar Babi 20K
Spaghetti Mawall 18K	Nasi Bakar Babi 20K
Spaghetti Mawall 18K	Nasi Bakar Babi 20K
Spaghetti Mawall 18K	Nasi Bakar Babi 20K
Spaghetti Mawall 18K	Nasi Bakar Babi 20K
Spaghetti Mawall 18K	Nasi Bakar Babi 20K
Spaghetti Mawall 18K	Nasi Bakar Babi 20K

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### Chicken Teriyaki Ricebowl

<b>Ricebowl</b>	<b>Myung Noodle Bolognaise</b>
Chicken Teriyaki 25K	Myung Noodle Bolognaise 25K
Chicken Teriyaki 25K	Myung Noodle Bolognaise 25K
Chicken Teriyaki 25K	Myung Noodle Bolognaise 25K
Chicken Teriyaki 25K	Myung Noodle Bolognaise 25K
Chicken Teriyaki 25K	Myung Noodle Bolognaise 25K
Chicken Teriyaki 25K	Myung Noodle Bolognaise 25K
Chicken Teriyaki 25K	Myung Noodle Bolognaise 25K
Chicken Teriyaki 25K	Myung Noodle Bolognaise 25K
Chicken Teriyaki 25K	Myung Noodle Bolognaise 25K

### Double Combo Ricebowl

<b>Double Combo Ricebowl</b>	<b>Extra Popping</b>
Double Combo Ricebowl 25K	Extra Popping 10K
Double Combo Ricebowl 25K	Extra Popping 10K
Double Combo Ricebowl 25K	Extra Popping 10K
Double Combo Ricebowl 25K	Extra Popping 10K
Double Combo Ricebowl 25K	Extra Popping 10K
Double Combo Ricebowl 25K	Extra Popping 10K
Double Combo Ricebowl 25K	Extra Popping 10K
Double Combo Ricebowl 25K	Extra Popping 10K
Double Combo Ricebowl 25K	Extra Popping 10K

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### Nasi Lapaan Rice-Rice

<b>Nasi Lapaan Rice-Rice</b>	<b>Sides / Snacks</b>
Nasi Lapaan Rice-Rice 25K	Pho 20K
Nasi Lapaan Rice-Rice 25K	Pho 20K
Nasi Lapaan Rice-Rice 25K	Pho 20K
Nasi Lapaan Rice-Rice 25K	Pho 20K
Nasi Lapaan Rice-Rice 25K	Pho 20K
Nasi Lapaan Rice-Rice 25K	Pho 20K
Nasi Lapaan Rice-Rice 25K	Pho 20K
Nasi Lapaan Rice-Rice 25K	Pho 20K
Nasi Lapaan Rice-Rice 25K	Pho 20K
Nasi Lapaan Rice-Rice 25K	Pho 20K

### Bowlfuls

<b>Bowlfuls</b>	<b>Desserts</b>
Bowlfuls 25K	Ice Cream Sundae 25K
Bowlfuls 25K	Ice Cream Sundae 25K
Bowlfuls 25K	Ice Cream Sundae 25K
Bowlfuls 25K	Ice Cream Sundae 25K
Bowlfuls 25K	Ice Cream Sundae 25K
Bowlfuls 25K	Ice Cream Sundae 25K
Bowlfuls 25K	Ice Cream Sundae 25K
Bowlfuls 25K	Ice Cream Sundae 25K
Bowlfuls 25K	Ice Cream Sundae 25K
Bowlfuls 25K	Ice Cream Sundae 25K

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### Choco Loves

<b>Choco Loves</b>	<b>Tea</b>
Choco Loves 15K	Milk Shake 10K
Choco Loves 15K	Milk Shake 10K
Choco Loves 15K	Milk Shake 10K
Choco Loves 15K	Milk Shake 10K
Choco Loves 15K	Milk Shake 10K
Choco Loves 15K	Milk Shake 10K
Choco Loves 15K	Milk Shake 10K
Choco Loves 15K	Milk Shake 10K
Choco Loves 15K	Milk Shake 10K
Choco Loves 15K	Milk Shake 10K

### Latte

<b>Latte</b>	<b>Juice</b>
Latte 15K	Juice 15K
Latte 15K	Juice 15K
Latte 15K	Juice 15K
Latte 15K	Juice 15K
Latte 15K	Juice 15K
Latte 15K	Juice 15K
Latte 15K	Juice 15K
Latte 15K	Juice 15K
Latte 15K	Juice 15K

### Coffee

<b>Coffee</b>	<b>Smoothies</b>
Coffee 15K	Smoothies 15K
Coffee 15K	Smoothies 15K
Coffee 15K	Smoothies 15K
Coffee 15K	Smoothies 15K
Coffee 15K	Smoothies 15K
Coffee 15K	Smoothies 15K
Coffee 15K	Smoothies 15K
Coffee 15K	Smoothies 15K
Coffee 15K	Smoothies 15K

### Milkshake

<b>Milkshake</b>	<b>Mocha</b>
Milkshake 15K	Mocha 15K
Milkshake 15K	Mocha 15K
Milkshake 15K	Mocha 15K
Milkshake 15K	Mocha 15K
Milkshake 15K	Mocha 15K
Milkshake 15K	Mocha 15K
Milkshake 15K	Mocha 15K
Milkshake 15K	Mocha 15K
Milkshake 15K	Mocha 15K

### Extra Popping (All SK)

<b>Extra Popping (All SK)</b>
Extra Popping (All SK) 10K
Extra Popping (All SK) 10K
Extra Popping (All SK) 10K
Extra Popping (All SK) 10K
Extra Popping (All SK) 10K
Extra Popping (All SK) 10K
Extra Popping (All SK) 10K
Extra Popping (All SK) 10K
Extra Popping (All SK) 10K

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### Menu Prasmanan

<b>Menu Prasmanan</b>	<b>Prasmanan 1 (SOK / Orang)</b>	<b>Prasmanan 2 (SOK / Orang)</b>	<b>Prasmanan 3 (SOK / Orang)</b>
Menu Prasmanan 15K	Prasmanan 1 (SOK / Orang) 15K	Prasmanan 2 (SOK / Orang) 15K	Prasmanan 3 (SOK / Orang) 15K
Menu Prasmanan 15K	Prasmanan 1 (SOK / Orang) 15K	Prasmanan 2 (SOK / Orang) 15K	Prasmanan 3 (SOK / Orang) 15K
Menu Prasmanan 15K	Prasmanan 1 (SOK / Orang) 15K	Prasmanan 2 (SOK / Orang) 15K	Prasmanan 3 (SOK / Orang) 15K
Menu Prasmanan 15K	Prasmanan 1 (SOK / Orang) 15K	Prasmanan 2 (SOK / Orang) 15K	Prasmanan 3 (SOK / Orang) 15K
Menu Prasmanan 15K	Prasmanan 1 (SOK / Orang) 15K	Prasmanan 2 (SOK / Orang) 15K	Prasmanan 3 (SOK / Orang) 15K
Menu Prasmanan 15K	Prasmanan 1 (SOK / Orang) 15K	Prasmanan 2 (SOK / Orang) 15K	Prasmanan 3 (SOK / Orang) 15K
Menu Prasmanan 15K	Prasmanan 1 (SOK / Orang) 15K	Prasmanan 2 (SOK / Orang) 15K	Prasmanan 3 (SOK / Orang) 15K
Menu Prasmanan 15K	Prasmanan 1 (SOK / Orang) 15K	Prasmanan 2 (SOK / Orang) 15K	Prasmanan 3 (SOK / Orang) 15K
Menu Prasmanan 15K	Prasmanan 1 (SOK / Orang) 15K	Prasmanan 2 (SOK / Orang) 15K	Prasmanan 3 (SOK / Orang) 15K

### Prasmanan 4 (SOK / Orang)

<b>Prasmanan 4 (SOK / Orang)</b>	<b>Prasmanan 5 (SOK / Orang)</b>
Prasmanan 4 (SOK / Orang) 15K	Prasmanan 5 (SOK / Orang) 15K
Prasmanan 4 (SOK / Orang) 15K	Prasmanan 5 (SOK / Orang) 15K
Prasmanan 4 (SOK / Orang) 15K	Prasmanan 5 (SOK / Orang) 15K
Prasmanan 4 (SOK / Orang) 15K	Prasmanan 5 (SOK / Orang) 15K
Prasmanan 4 (SOK / Orang) 15K	Prasmanan 5 (SOK / Orang) 15K
Prasmanan 4 (SOK / Orang) 15K	Prasmanan 5 (SOK / Orang) 15K
Prasmanan 4 (SOK / Orang) 15K	Prasmanan 5 (SOK / Orang) 15K
Prasmanan 4 (SOK / Orang) 15K	Prasmanan 5 (SOK / Orang) 15K
Prasmanan 4 (SOK / Orang) 15K	Prasmanan 5 (SOK / Orang) 15K

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### Paket Hemat

<b>Paket Hemat</b>	<b>Paket Luantan</b>
Paket Hemat 1 (2SK / Orang) 15K	Paket Luantan 1 (2SK / Orang) 15K
Paket Hemat 2 (3SK / Orang) 15K	Paket Luantan 2 (3SK / Orang) 15K
Paket Hemat 3 (4SK / Orang) 15K	Paket Luantan 3 (4SK / Orang) 15K
Paket Hemat 4 (5SK / Orang) 15K	Paket Luantan 4 (5SK / Orang) 15K
Paket Hemat 5 (6SK / Orang) 15K	Paket Luantan 5 (6SK / Orang) 15K
Paket Hemat 6 (7SK / Orang) 15K	Paket Luantan 6 (7SK / Orang) 15K
Paket Hemat 7 (8SK / Orang) 15K	Paket Luantan 7 (8SK / Orang) 15K
Paket Hemat 8 (9SK / Orang) 15K	Paket Luantan 8 (9SK / Orang) 15K
Paket Hemat 9 (10SK / Orang) 15K	Paket Luantan 9 (10SK / Orang) 15K
Paket Hemat 10 (11SK / Orang) 15K	Paket Luantan 10 (11SK / Orang) 15K

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# Advertisement Designs

@hotsteakpedas  Store: Jl. Pandan No. 8, Surabaya (Dekat Grand City dan Aldi, Samping SSC Pandan)

**FREE FRENCH FRIES**

SETIAP PEMBELIAN 50.000

OPEN HOUR: 11 AM - 11 PM

Varian Level: HOT (TIDAK PEDAS), ORIGINAL, EXTRA HOT

Sauce: MUSHROOM BARBEQUE, BLACKPEPPER

**Crispy Chicken Steak** Rp 12.500

**MENU BARU**

- Beef Burger Rp 20.000
- Beef Steak Rp 21.000
- Crispy Dori Rp 16.000
- Crispy Chicken Special Cheese Rp 26.500
- Chicken Tiyaki Rp 18.000
- Sirin Steak With Cheese Rp 27.000
- Crispy Chicken Cheese Steak Rp 15.500
- Udang Hot Plate Rp 25.000
- Penderihan Special Steak With Cheese Rp 35.000
- Steak Tuna Rp 20.000



**PROMO CHOCOLATE FOUNTAIN 88**



PAKET SMALL Rp 500.000	PAKET MEDIUM Rp 1.000.000	PAKET LARGE Rp 1.500.000	PAKET EXCLUSIVE Rp 3.000.000
<ul style="list-style-type: none"> <li>200 pcs/tusuk with Premium Chocolate</li> <li>Disajikan dengan Strawberry, Melon, Semangka, Marshmallow, Biscuit Stick</li> </ul>	<ul style="list-style-type: none"> <li>450 pcs/tusuk with Premium Chocolate</li> <li>Disajikan dengan Strawberry, Anggur, Melon, Semangka, Marshmallow, Biscuit Stick, Astor</li> </ul>	<ul style="list-style-type: none"> <li>700 pcs/tusuk with Premium Chocolate</li> <li>Disajikan dengan Strawberry, Anggur, Melon, Semangka, Marshmallow, Biscuit Stick, Candy Sugar</li> </ul>	<ul style="list-style-type: none"> <li>1400 pcs/tusuk with Premium Chocolate</li> <li>Disajikan dengan Strawberry, Anggur, Melon, Semangka, Marshmallow, Biscuit Stick, Candy Sugar, Sponge Cake, Astor, Puding Piramid</li> </ul>
*PROMO FREE 50 PCS/TUSUK	*PROMO FREE 75 PCS/TUSUK	*PROMO FREE 100 PCS/TUSUK	*PROMO FREE 100 PCS/TUSUK

**Note:**  
 Sudah termasuk  
 ★ Meja Chocolate  
 ★ 1 Start Standby  
 ★ Tissue  
 ★ Piring Coklat  
 MEJA, GUBUKAN DAN LUSTRIK DIGEDIAKAN OLEH PEMESAN

☎ 0815 1111 9649 ✉ deronasella619@gmail.com 📍 Jl. Clujung 1 No. 21 RT 09 RW 02 Perumnas 1 Karawaci Tangerang  
 📱 @chocolatefountain88



# Art Direction

**HOT & Steak Pedas!**  
Steak pedas pertama di Surabaya dengan cita rasa yang lezat dan harga mahasiswa. Jika tidak bisa pedas, bisa dibuat tidak pedas dengan mengganti level varian original.

**Sauce**  
Barbeque, Mushroom, Blackpepper, Cheese, Brown

**Varian Level**  
ORIGINAL (Tidak Pedas) | HOT (Pedas) | EXTRA HOT (Extra Pedas)

**Jenis Daging**  
 RIB EYE: Adalah bagian daging sapi yang berasal dari daging di sekitar tulang iga atau tulang rusuk.  
 SIRLOIN / HAS LUAR: Adalah bagian daging sapi luar-luar yang berasal dari bagian bawah daging iga sapi dan terbagi ke bagian sisi luar terdistribusi.  
 TENDERLOIN / FILET / HAS DALAM: Adalah bagian daging sapi luar dalam yang paling lembut dan empuk dagingnya. Tenderloin merupakan menu daging favorit di Hot Steak Pedas.  
 T-BONE: Daging sapi yang memiliki tulang berbentuk T yang dibalut oleh daging pada kedua sisinya.  
 Chuck, Rib, Short LOIN, Sirloin, Rump, Bisket, Plate, Flank, Shank, Shank

**Tingkat Kematangan**

RARE: Very Red, Cool Center  
 MEDIUM RARE: Warm, Red Center  
 MEDIUM: Pink Center  
 MEDIUM WELL: Slightly Pink Center  
 WELL DONE: Cooked Throughout, No Pink

**Alamat:** Jl Pandan No.8 Surabaya  
**Nomor HP:** 085105877011  
 @hotsteakpedas @hotsteakpedas (pakai @)

**Jam Operasional:**  
 - Senin, Selasa, Rabu, Kamis, Sabtu, Minggu : 11.00 - 23.00  
 - Jumat : 13.00 - 23.00

# Social Media Content Design



In this section we will discuss some of the social media content designs that I have worked on.

# Digital Mama ID

## JARAK USIA ANTAR ANAK

KURANG DARI 1 TAHUN	1 - 4 TAHUN	LIBI DARI 4 TAHUN
<ul style="list-style-type: none"> <li>“Sekolah siap” mengantar anak ke toilet</li> <li>Ibu mulai mengatur waktu mengantar ke toilet</li> <li>Mengantar ke toilet sesuai keinginan</li> <li>Ibu belum puas dari perjalanan sebelumnya</li> </ul>	<ul style="list-style-type: none"> <li>Tubuh ibu siap menerima ASI</li> <li>Anak pertama sudah mulai mandiri</li> <li>Melaku aktivitas motorik mandiri</li> <li>“Tubuh” waktu lama mengantar anak ke toilet masih panjang</li> </ul>	<ul style="list-style-type: none"> <li>Ibu punya waktu dengan bayi karena tidak sudah selesai</li> <li>Kakak bisa membantu ibu mengurus aktivitas</li> <li>Jarak usia membuat anak anak punya minat beraktivitas</li> <li>Ibu sudah adaptasi untuk interval mengantar</li> </ul>

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## Libido Killer yang Bikin Gak Berhasrat

ITIR	SIKAP
<ol style="list-style-type: none"> <li>Trauma Jangkitan</li> <li>Perubahan hormon</li> <li>Kurang Tidur</li> <li>Salah diet dan asam lemak dalam tubuh</li> <li>Kesal ke suami, masa kapan mau punya anak lagi?</li> <li>Masih mau atau enggak mau</li> <li>Baby blues, PPD</li> </ol>	<ol style="list-style-type: none"> <li>Ngaget dengan perubahan yang terjadi</li> <li>Langsung pindah yang berhasrat</li> <li>Self-ignoral atau diabaikan tanpa alasan jelas</li> <li>Mau bantu tapi bingung gimana</li> <li>Masal karena coba-coba ngga tepat</li> <li>Masal mau atau enggak mau</li> <li>Masih mau atau enggak mau</li> <li>Baby blues, PPD</li> </ol>

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## Pentingnya Lebih Mencintai Pasangan Dibandingkan Anak

Sebuah penelitian menunjukkan bahwa anak-anak yang orangtuanya saling mencintai akan jauh lebih bahagia dan merasa aman. Orang tua bukan sekedar membuat model bagi anak untuk belajar bagaimana berperilaku di sekolah, hubungan, melakukan tugas untuk belajar. Bagaimana bahasanya ia memperlakukan orang tua atau pasangannya kelak. Tanpa cinta dan perhatian yang kuat dan bijaksana rumah yang penuh cinta, anak-anak tidak akan berkembang. Jadi, Moms, atau Dads bisa mengartikan makna saat anda sedang mengasuh anak-anak anda.

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## OLAHRAGA BERLEBIHAN TURUNKAN KESUBURAN?

Jika olahraga dilakukan secara berlebihan (frekuensi yang sering, intensitas yang tinggi dan durasi yang lama) ternyata ternyata dapat mengurangi kesuburan energi pada tubuh yang mempengaruhi sistem reproduksi. Jika kelebihan energi melebihi jumlah asupan makanan, maka kesuburan terganggu akan terdapat dan efektif pada gangguan pola pengantar hormon di otak (Gangguan hipotalamus). Sehingga terdapat siklus haid yang tidak teratur.

dr. Shanty Olivia Jasriwan, Sp. OG KFER,

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## Setiap hari orang tua menabung sebuah kenangan di "Bank Kenangan" anak-anak.

CHARLES L. SWINDOLL

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## KEBIASAAN MEMBANDING-BANDINGKAN SAAT BERKELUARGA

Membandingkan perbandingan di kasur dengan anak lainnya  
 Membandingkan di kasur sendiri dengan ibu-ibu lainnya  
 Membandingkan masa kasur kasur dengan masa kasur anak lainnya  
 Membandingkan kebutuhan pemindahan kasur dengan pasangannya  
 Membandingkan kasur dengan kasur orang tua lainnya  
 Membandingkan kebutuhan pemindahan kasur dengan orang tua lainnya

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## MANFAAT MINYAK KELAPA UNTUK KULIT BAYI

- Menghilangkan Cradle Cap
- Mengatasi Ruam Popok
- Mengatasi Infeksi Jamur
- Menghilangkan Jerawat Bayi
- Mengobati Gigitan Springless
- Melembabkan kulit
- Memijat Bayi
- Mengatasi Eksim

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## KONDISI PADA NEWBORN YANG NGGA PERLU KAMU KHAWATIRKAN

- Kulit sering dan mengkilap
- Kulit kepalanya seperti mengering
- Kadang mengorok
- Seperti tidak fokus melihat karena matanya masih berkembang
- Kakinya terkadang bergerak lalu berhenti jika diam
- Beberapa hari tidak BAB tapi sekiranya BAB punnya banyak banget
- Kulitnya gurun dari lidah dan mulut setelah menyusui
- Banyak diang, banyak tidur seperti keburn atau digigit mam

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## Pesan Mas Menteri

"Pendidikan itu tidak hanya di dalam kelas, bukan hanya guru, tetapi juga orang tua, dan bagaimana kita berinteraksi dengan masyarakat."

Nadiem Anwar Makarim  
Mendikbud RI

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Thank You! 😊