Ibrahim Ahmad

Multi-Disciplinary Graphic Designer,
Art Director, Project Management

Bekasi, Indonesia 🇮🇩

Summary:

Seasoned multi-disciplinary graphic designer, has worked within design agency, corporate, startup, and as freelancer or independent contractor. Skilled in concept development, design execution, and project management, with passion in creating innovative, effective and visually striking visual that resonate with the target audience and campaign objective.

Over 5 years of experience with portfolio ranging from visual branding, social media content, print design, to publication & deck design. Proficient in various graphic softwares, excellent in working collaboratively and independently, a fast learner with self-starter attitude.

Portfolio:

ibrahimahmad.id

LinkedIn:

@ibrahmad

Contact:

ibrahimahmad.works@gmail.com

(+62) 0812 8746 7906

Skill

Graphic Design, Art Direction, Illustration, Editorial & Publication, Data Visualization, Content Creation

Tools

Various Adobe & Affinity softwares, iC3D, Solidworks, KeyShot, Blender

Industry Interest

Additive Manufacturing, F&B, FMCG, Beauty & Wellness, Musical Instruments

Education

Bachelor of Communication
Visual Communication Design Major
at President University, Indonesia
from 2013 *until* 2017, GPA: 3.44

Language

Indonesian (Native)
English (Proficient, TOEFL: 630)
Japanese (Beginner, ~N5)

Filagain

as Founder
(Full Time)

3D printing material distributor and manufacturing provider

from July 2020 until November 2025

filagain.com

- *Implemented a consistent visual branding across 300+ product SKUs and other digital & print application*
- *Directed digital content campaign for social media & marketplace & e-commerce platform*
- *Lead UI & UX development for FIlagain's own desktop & mobile platform*
- *Designed and piloted a reusable & returnable packaging program to reduce single-use packaging waste from 3D printing material products*

Indonesia Design Development Center

as Packaging Specialist
(Contract)

Design consultation for SMEs by Indonesia's Ministry of Trade

from February 2021 until December 2021

iddc.kemendag.go.id

- *Consult with small business owners & stakeholders regarding their design needs and requirement*
- *Conceptualize packaging design ideas & art direction based on their existing branding and technology*
- *Assist vendor procurement and packaging deliverables*

IbrahimAhmad.id

as Designer
(Freelance)

Creative service with focus on packaging & illustration

from September 2018 until present

ibrahimahmad.id

- *Directed more than 50 design projects for local & foreign SME clients, primarily in packaging design*
- *Notable clients: Kittyrama (UK), Scroll Trellis (USA), Skhindhu (NRA), Kreasi Lutvi (IDN) and so on…*

BrandCompany

as Junior Designer
(Full Time)

Design agency specializing in corporate branding & editorial

from August 2017 until August 2018

brandcompanygroup.com

- *Handled more than 1500 pages of annual & sustainability report, calendar, and other corporate stationeries*
- *Designed intuitive infographics and data visualization*
- *Notable clients (all IDN): Bank Mega Syariah, MAIPARK Reinsurance, Kresna Insurance, STP, and so on…*

BMW Astra

as Designer Intern
(Full Time)

Authorized BMW sales operation by Astra International

from April 2016 until July 2016

www.bmw.astra.co.id

- *Created designs for marketing purposes and internal communication needs*





Ibrahim Ahmad

Brief Portfolio

(More) Portfolio:
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Ibrahim Ahmad

Inspiring brand content for social media, commerce, and advertising! Some of my digital content projects...

Kittyrama

Kittyrama is a UK based pet accessory company. Their main product is flexible pet collars for adult cat & kitten and pet mats, and pet carrier/travel bag; and the brand have been featured in prestigious publication like Vogue, Tattler, CatWorld & YourCat.

My work with Kittyrama revolves around design for social media, marketplace and shop listing, advertising banners, website backgrounds, etc; which involves customized illustration and photo editing and retouching.

Today, Kittyrama served primarily the EU pet's accessories market and have more than two dozens of products, from flexible pet collars for adult cat and kitten, feeding bowl mats, collar charms, and their lastest addition: a carrier bag for travelling with cat that also doubles as their little home.

Visit their website kittyrama.com for more of their brands.



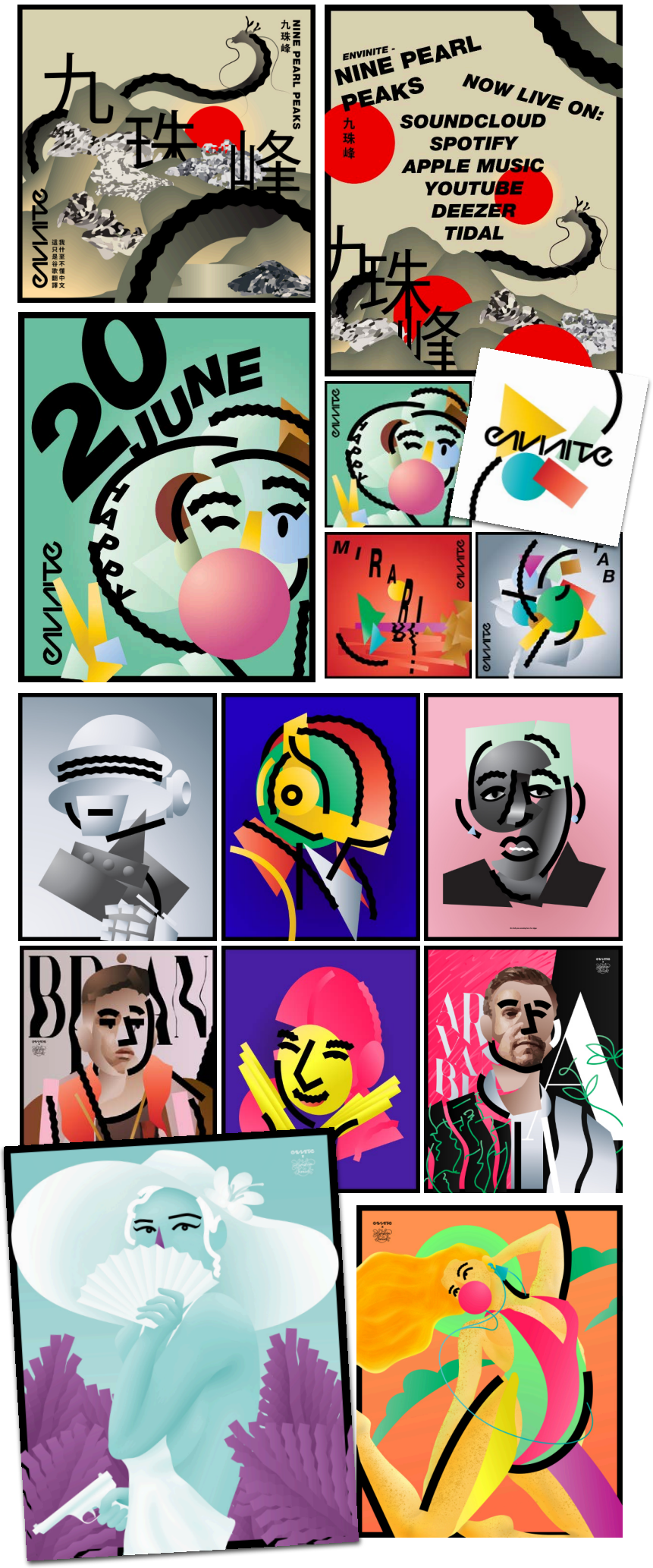
Envinite

In 2019 I started releasing music under artist name “Envinite”, where I produce amateur-ish electro-house genre of music. This was a side project and naturally I also working on the artist visual brand identity, from logo, album cover, and other visuals..

Under Envinite, I also made several illustrations depicting other local & international music producers & artist. This was done mainly to explore my personal art style, where I tend to mix semi-abstract shapes with colorful colors and line art.

So far I've released only 5 songs: Fab, Happy, Mirari, Nine Pearl Peaks, Glass; with hundreds of projects still remain untouched in my Ableton & FL Studio library.

You could listen to my release on my Soundcloud @ Envinite . Unfortunately, I'm currently not very active anymore with music.

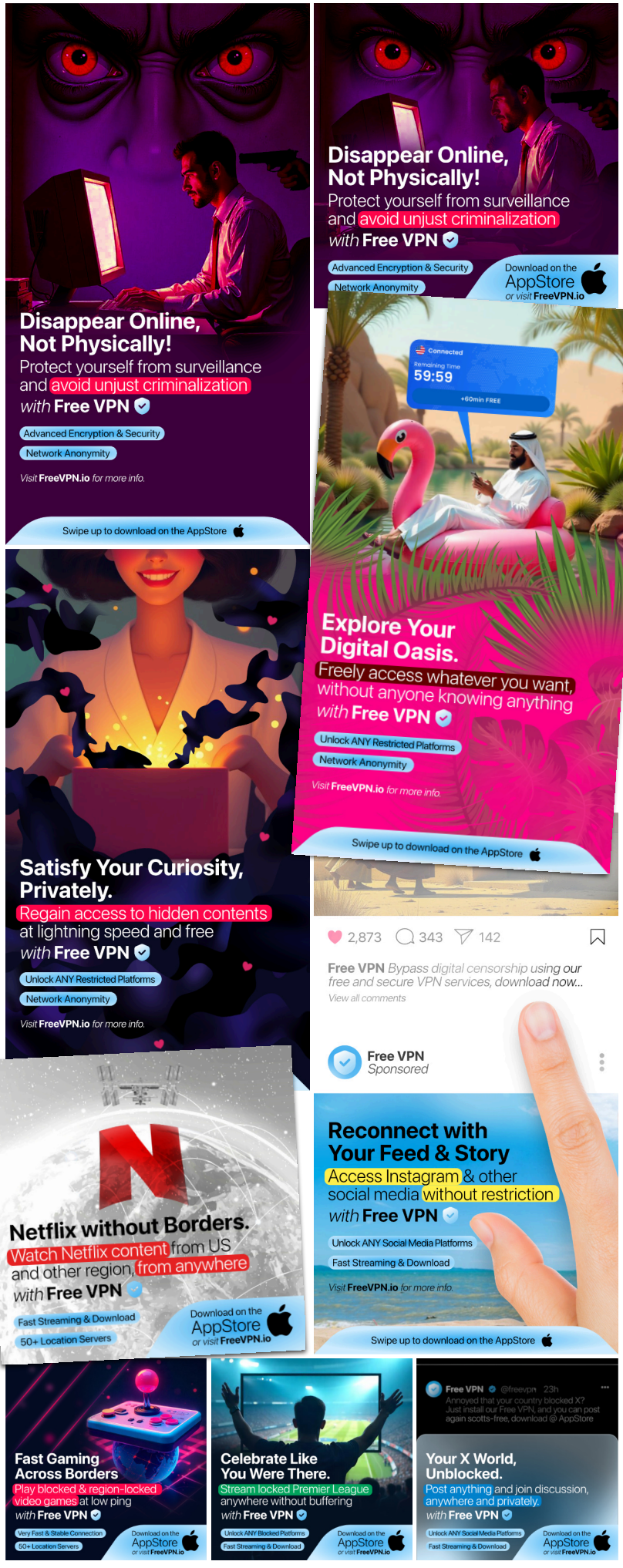


Free VPN by XYZ Goat

Promotional images for "Free VPN" by XYZ Goats, aimed to effectively convey the core benefits of using a VPN service. The app main selling points are the fast network and diverse server location across the globe, with monetization from ads for free users, and paid subscription that also unlocks faster network speed and more server location options.

Free VPN targets several customer profile, such as those from country with intrusive online surveillance, users who would like to access region-locked content like gaming and Netflix shows from other countries, or people who need to access services that is restricted or unavailable from their country, like Instagram and X on some Middle Eastern country, or watch Premiere League from nations that doesn't have the broadcasting license.

The promotional images for Free VPN was created by the help of AI generation tools such as Freepik text-to-image and image-to-image tools, and Gemini for copywriting, with some manual editing for finishing touch. This improves the speed at which the design is ready to be posted on social media.



Filagain Marketing Content

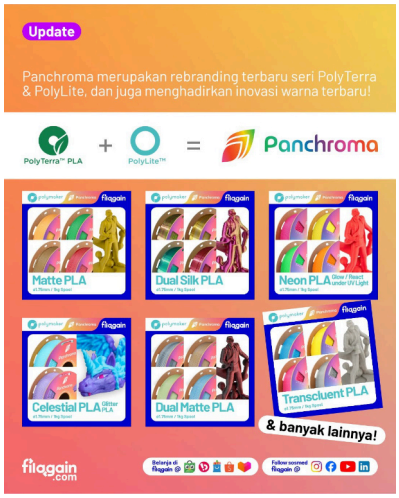
Filagain sells plastic materials and manufacturing service utilizing 3D printing. Due to the technical nature of their industry, the company's communication material consist of a lot of technical explanation of their product offering, elaborating onthe pros & cons of each material options so that customer can easily navigate on their product catalog.

My role at Filagain involves designing easily digestible content and ensuring its seamless integration across a broad range of social media and e-commerce/marketplace platforms. I am also involved in content planning and preparing detailed briefs for these communication materials, some of which are handled by other designers.

All contents made for Filagain are prepared in Indonesian language in mostly static image format and few delivered in animated or video format. See more examples on Filagain's Instagram & Facebook page.

More info >



















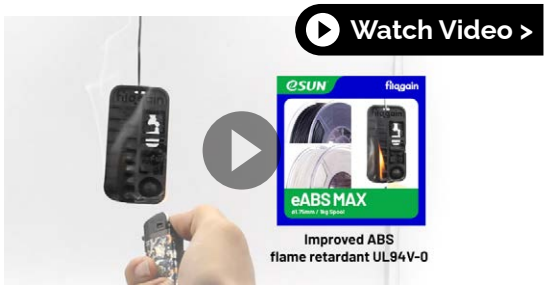
Filagain Video Content

As a founder of Filagain, I'm also responsible in creating various video projects such as video pitch deck, product/feature demo, product comparison, and technology preview; with placement ranging from social media posts, marketplace banners, and Youtube content.

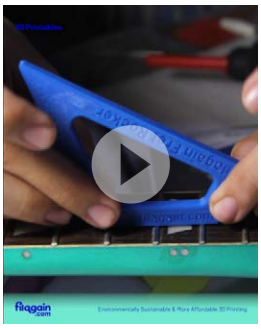
Click the link below for some of Filagain videos that was recorded and mostly arranged by myself.

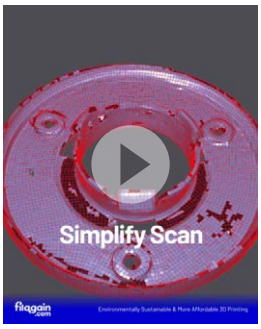
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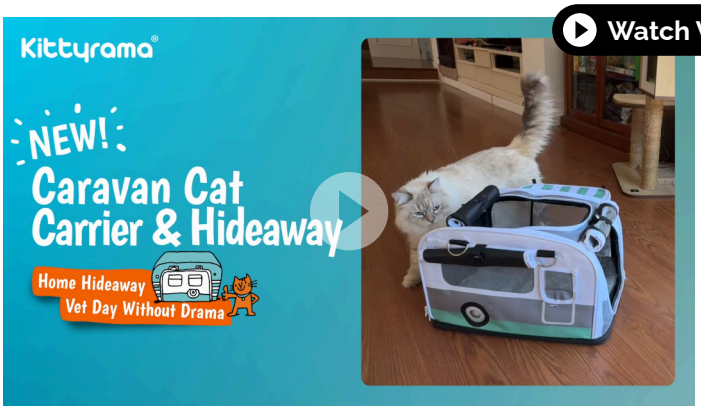


Kittyrama Marketplace Contents

Assets for use on Kittyrama's Amazon page (A+ Contents) and B2B marketplace such as Ankorstore, and Faire. Contents are geared towards product features while carefully adhering to each platform's content requirement.

On the right is few examples of image & video assets that I made to introduce their cat carrier/bag and cat collar products.

More info >







Attractive data visualization that is easily disgestible by readers! Some of my editorial projects:

Kresna Insurance Annual Report

Kresna Insurance, or also known as Asuransi Kresna Mitra (IDX:ASMI) is an insurance company from Indonesia founded in 1956 (under Patriot Insurance Society Ltd.) which later acquired by Kalbe Group in 1991, and went through a merger in 2016 with Kresna Group.

More info >



Maipark Annual Report

MAIPARK is an Indonesia-based reinsurance company specifically protecting business and individual against financial loss due to natural disaster like earthquake, volcanic eruption, and floods

More info >



Bank Mega Syariah Annual Report

Bank Mega Syariah is a Sharia banking institute from Indonesia that was managed under the conglomerate – CT Corpora institution. In 2017 the bank aimed to finish the consolidation stage with CT Corpora groups, and other third-party business; to improve the banking service and expand the customer experience with various business segment from shopping, worship obligation (Hajj & Umrah), and investment.

More info >



Solusi Tunas Pratama Annual Report

Solusi Tunas Pratama (STP) was founded in 2006, and is now the third largest independent tower companies in Indonesia in terms of number of telecommunication towers, the Company operates telecom tower assets in all the 34 provinces in Indonesia alone.

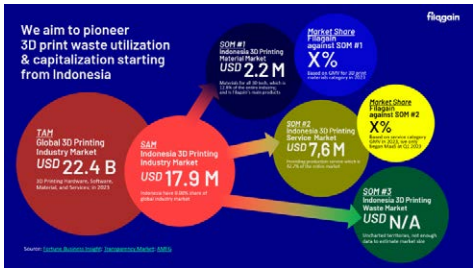
More info >



Filagain Pitch Deck

Presentation or pitch deck for startup called Filagain. Deck design generally is more rigid and align with the brand guideline, featuring a concise data visualization.

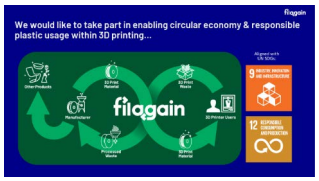
More info >











Miscellaneous Starionery

Some of corporate stationeries designed during my time with BrandCompany. Clients ranging from:

- Jakarta Setiabudi International
- Tungga Ramli & Partners
- China Taiping
- Dayin Mitra
- Makarim & Taira S.
- Bahtera Bahari Shipyard



Attractive packaging that that protect & advertise the product within! Some of my packaging projects:

Keripik Singkong

Tasty cassava chips in 6 flavors by Kreasi Lutvi, SME in Medan, Indonesia. Design in collaboration with Indonesia Ministry of Trade & IDDC.

Packaged in multi-layer zipper pouch filled with nitrogen to improve shelf life without added preservatives.

More info >

Natural Pain Cream

A fast acting pain relief cream to help reduce minor pain like arthritis, muscle strain and sprains. Produced by The Feel Good Lab, USA pharma company.

Packaged using cosmetic tube and encased in custom cardboard box.

More info >

Astro Blaster

Sour & sweet candies with chewy texture aimed for children to young adult, produced by Pink Panda and marketed for USA customer.

Packaged using multi-layer bag for a long shelf life.

More info >

Ovulationstest

Ovulation tester kit aimed for couple that look forward to fertility period to improve the chance of pregnancy. Produced by MediVinius in Germany.

Packaged within alumunium bag, enclosed with standard printed box.

More info >

Drive Shaft Assemblies

Vehicle drive shaft & steering rack spare parts and full assemblies provided by DS Auto Enterprise for the Malaysian market.

Packaged in thick carboard box for secure transport and labels for parts ID.

More info >



Cauliflower Puffs

Healthy vegan snack made from cauliflower for the health-concious adult segment, produced and distributed by Health Guru in USA.

Packaged in multi-layer bag and nitrogen filling to maintains crunchiness and optimal shelf life.

More info >

Super Greens Powder

Supplement powder that combines various good bacteria, fungi and enzymes to break down disgestive plaque for a more balanced gut. Developed by PathoBiome LLC, USA.

Packaged in plastic jar and protected with tamper proof alumunium seal.

More info >

Perfect Trim Advanced

Innovative fat-burner and energy booster pre-workout supplement for young women. Distributed by NUTRII in USA.

Powdered form served in capsules and packaged within transcluent plastic bottle and paper label.

More info >

Aroma Toba Coffee

Various blends of coffee beans & grounds sourced from North Sumatra, Indonesia. Harvested and distributed by Aroma Toba Coffee. Design in collaboration with Indonesian Ministry of Trade & IDDC.

Packaged using multi-layer zipper bag.

More info >

Rose Hip Seed Oil

Essential oils to be used for cosmetics or fragrances. Distributed by Coachella Naturals for USA market.

Product stored in amber bottle with dropper caps, and .safely packaged using outer printed box.

More info >



SFB Coffee Cold Brew

Ready to drink cold brew coffees, available in multiple coffee blend variants and produced by San Fransisco Bay Coffee for USA consumer.

Packaged using 8 fl oz alumunium cans, with additional cardboard box for 12 cans package.

More info >

Meine Curry Kokos Hafersuppe

A traditional eastern asian coconut curry that can be served at home within minutes. Formulated by Maistro in Germany.

Powdered instant spices packaged in multi layer sachet.

More info >

Krishna Almond

Almond based salad dressing that is suitable for vegan diet and is dairy & gluten free. Produced and distributed by Mighty Hara, USA.

Packaged in PET plastic bottle and labeled with laminated sticker.

More info >

Vitamin C Serum

Innovative anti-aging serum formulated with vitamin C and hyaluronic acid. Produced and distributed by Glowena.

Packaged using glass botle with dropper caps and encased within printed outer box.

More info >

Ayam Koplo

Limited run packaging of a bento-like lunch served by Ayam Koplo, a young fast-food specialist in Indonesia, "celebrating" one year survival from Covid19 outbreak.

Design printed on laminated paper plate with plastic cap.

More info >



Aptos Visage & Nano Threads

A medical thread product by Aptos, designed for face and body contouring through minimally invasive thread lifting techniques.

Packaged using PP bag and enclosed within a cardboard box.

More info >



Shinery Jewelry Wash

Specialized soap with a strong degreasing capabilities meant for cleaning jewelries from dirt and skin sheds.

Packaged with small bottle pump and enclosed within cardboard box.



Filagain Reusable Box

Filagain sell plastic material for 3D printing / additive manufacturing practice, and this technology always generate manufacturing waste, like excess plastic materials, unused prototypes. and its single use-packaging.

A reusable box with integerated reverse logistic was piloted by Filagain to deliver materials to customer and self contain any manufacturing waste from 3D printing, which then the box can be shipped back and have its contained waste processed into recycled and repurposed product, while the box is reused for another customer.

With reusability in mind, the box need to be reasonably durable, and since it was made for a pilot program, the box need to be affordable for small run production. An impraboard / Polypropylene (PP) sheet material was chosen which then cut using router with oscilating knife, and fold together, with some section glued using specialized adhesive for PP materials.

Demo video of this project >

More info >



Innovative product for everyday use! Some of my industrial design projects...

Rotating Screwdriver Holder

A tool stand for Diystrument designed to hold various screwdrivers types and its spare bits, and embedded with bearing inside the assembly so that the stand can be easily rotated by user for a convenient tool selection. Desgin was optimized for easy assembly and low-cost production through 3D printing.

More info >

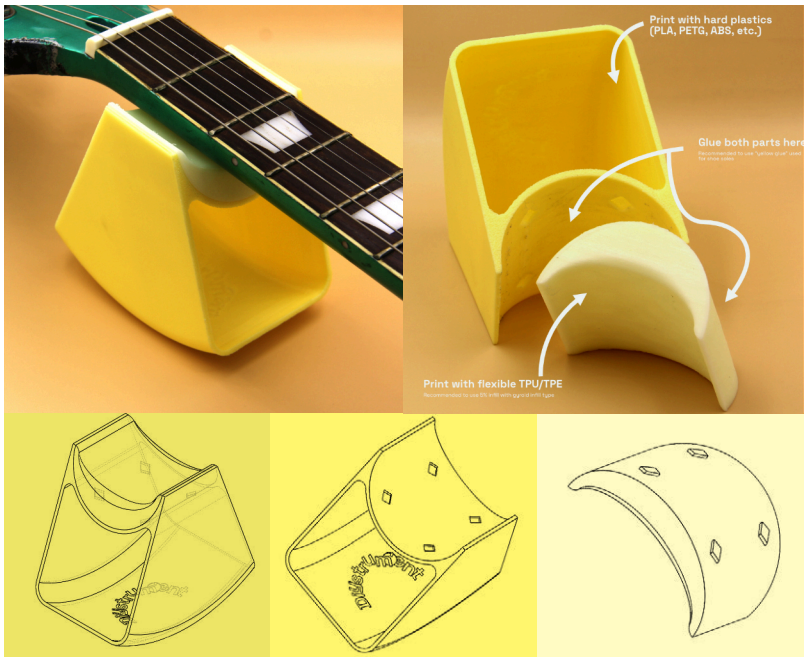


Guitar Neck Rest

The next project is a tool for holding guitar's neck, which is useful when doing maintenance like changing strings, pickup replacement, etc. on a guitar, ukulele and other string instruments; to prevent the neck and head stock section from bumping the ground or table, which can cause scratch on the paint or damaged pegs.

This product was designed to utilize 2 materials, a hard plastic that can hold the instrument weight, and soft rubber-like material to prevent scratch on the instrument's paint surface.

More info >

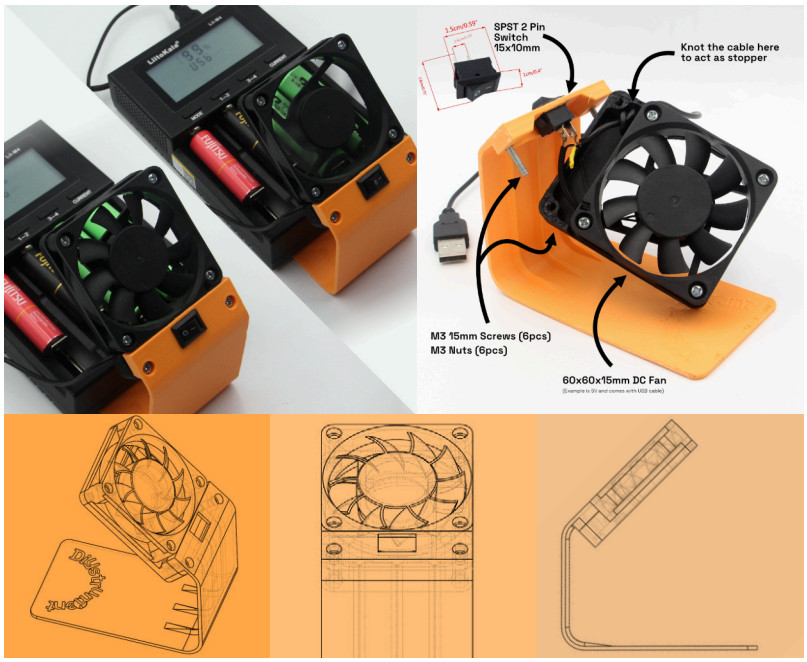


Battery Charger Cooler

This is a simple cooling system for battery charger, that helps avoids overheating during charging process.

Batteries get hot during charging process, especially on charger that supports fast charger (>2A), this tool directs airflow to the charged battery so it cools down a bit, which also heps maintains battery cell health and make it last longer over many charging cycles.

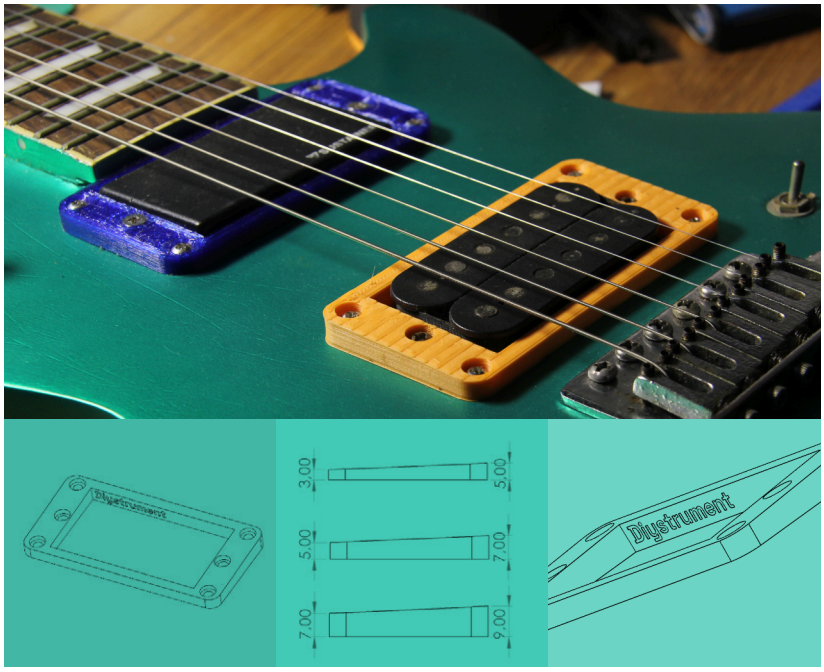
More info >



Humbucker Pickup Frame

A frame for an electric guitar's pickup (the part that made sound in electric guitar). In this project, the frame was designed for "Humbucker" - style of pickup, and designed in 3 height variant, which users can choose depending on the position of guitar string relative to the guitar surface.

More info >



Prototype Vape Chasis

Last year I collaborated with a colleague in creating a vape (electric cigarette) casing prototype for their brand, TH|EF.

The assembly consist of multiple parts, with electronics will be assembled inside the casing.

Example is 3D printed (MSLA) using standard resin.



Earphone Cable Hook Guard

One of my earlier 3D printing project is designing an earhook for IEM (in-ear monitor/earbuds). This product address the issue of IEM cable that hangs around the user's ear which over time, damages the cable from repeated bending.

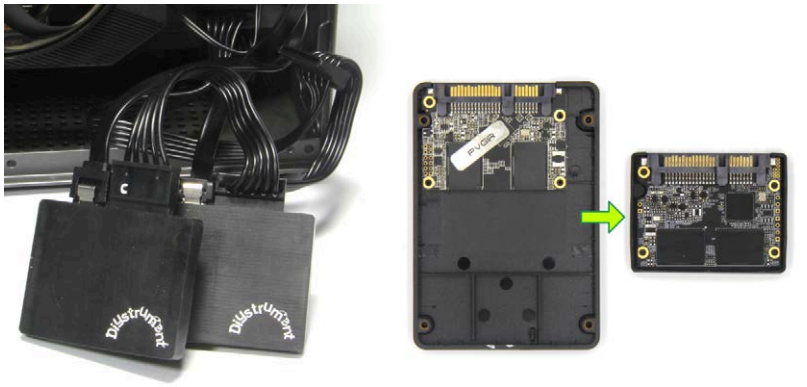
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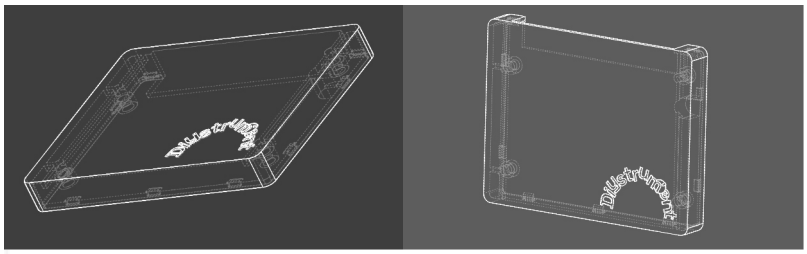


SATA SSD Micro Case

Modified enclosure for SATA SSD, designed for use in ITX & Mini-ITX PC build that have smaller internal space, to allow multiple SATA SSD to be installed without obstructing air flow within the PC case.

More info >





Filagain Filament Container

A Filament Container design to keep multiple spools of 3D printing filament dry and use all of it at the same time.

The container have "valves which filament can exit from the container through PTFE tube so that the filament will stay dry and clean until it reached the extruder motor.

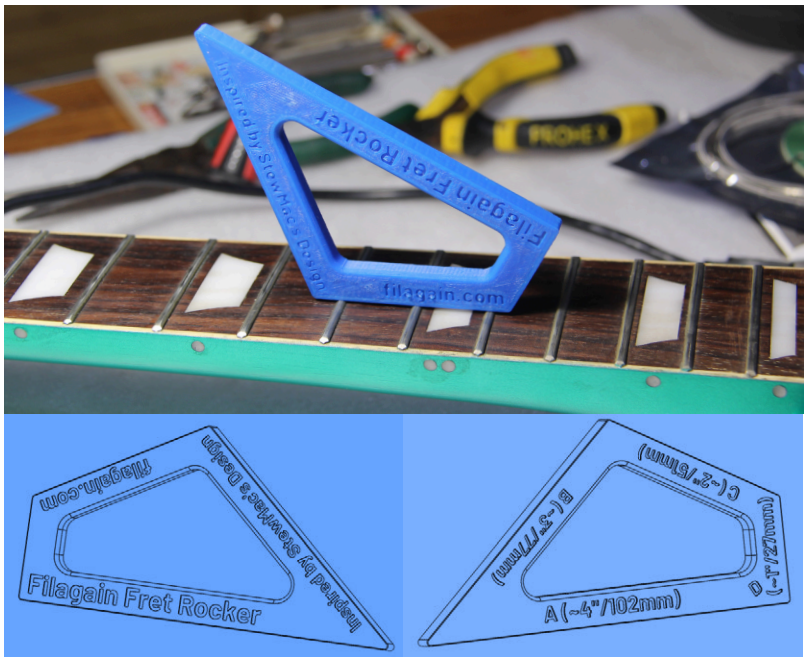
More info >



Filagain Fret Rocker

A Fret Rocker is a tool to check for uneven fret height on guitar on other string instrument, which causes buzzing issues when you pick your string. The design is based on StewMac's steel Fret Rocker design, optimized for 3D printing.

More info >



User friendly interfaces ensuring better engagement & sales conversion! Some of my UI & UX portfolio:

Filagain

Filagain is an eCommerce that sells plastic materials for 3D printer users and had a waste bank program tailored for them to handle their production waste. The company also provide 3D print (manufacturing) service for non-3D printer users.

The company goal is to improve sustainability within 3D printing industry, and this was realized through a proper material identification from tech specs & usage difficulty to product's environmental sustainability & its proper waste management; to ensure that users can be more thoughtful before and after utilizing their 3D printer.

In the future, the platform could feature an ESG rating for each of material manufacturer, actively recommends products to users that is more responsibly produced; while on the user's side, the platform can provide several metrics of their plastic material usage and its 3D print waste creation, and use the data to measure metric such as waste ratio, carbon footprint, etc. which will be helpful in measuring the impact of 3D printing and how to mitigate its environmental issue.

The platform was first started in Wix and the current (live) version was built with Wordpress / Woocommerce. Currently the project is undergoing a re-development using Laravel.

More info >



Pensiap

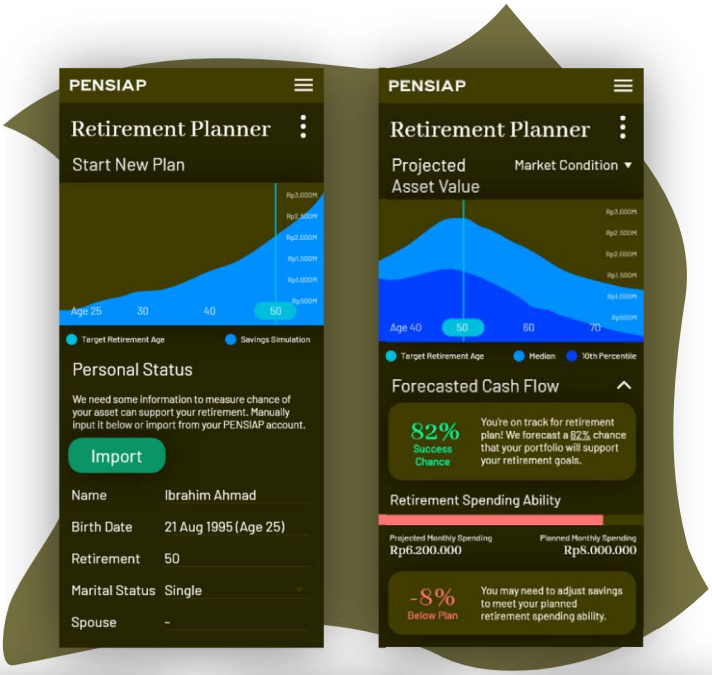
Pensiap is an all-in-one personal finance app that helps forecasting financial readiness for retirement based on personal balance sheet, earning & spending trend (cashflow), and inflation rate.

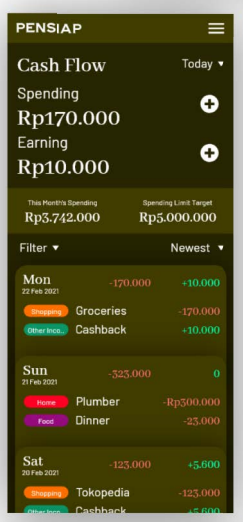
The core of the app is actually its cashflow, which provides vital information in projecting assets value over time. Users can use it for general spending & earning, set a budget plan, and even track loan & mortgage payment which affect the equity vs liability within the balance sheet.

The app will also keep track of a planned major spending that may significantly affect the forecasted retirement readiness; such as childrens education/college fund, expensive overseas holiday, a purchase of house or vehicles, etc.

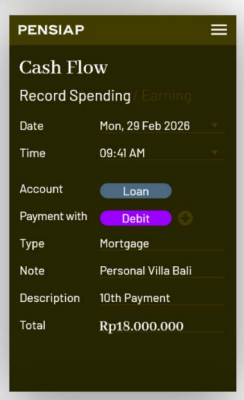
Lastly, users will be able to review all of their portfolio value regardless its asset class, integrating API from other financial service provider used by user, so that a more accurate data can be provided in real time. If the desired integration is not available, users may also manually input a custom portfolio type and its value.

More info >

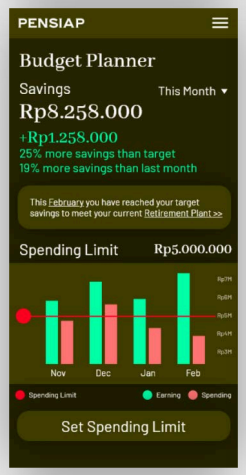


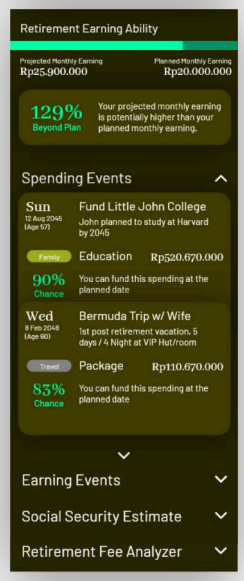




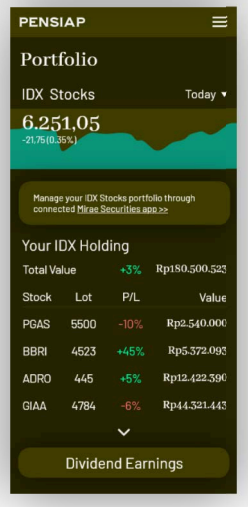


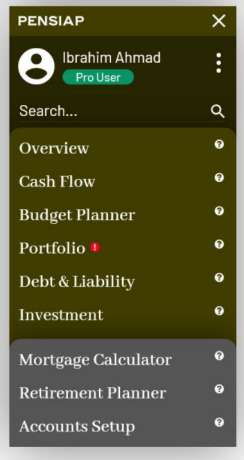












Balanceer

Balanceer combines workplace and personal schedule and recommends learning activities around their area according to user's schedule; and present everything in one display.

The goal of the platform is to give a bigger picture of user's daily activities, see which schedule need to be prioritized and can be delegated, whether it is for work or personal activities, and find a time in between schedule that can be used for personal development.

The platform have its main interface divided into 3 main category, "Work" for any professional task that was pre-scheduled within connected office apps like Outlook, Slack, or Trello. "Learn" give recommendation for upcoming learning activities like from Eventbrite or Meetup. While "Life" is an all-rounder personal task tracker that can use data from Google Task, To-Do, etc.

At its core, Balanceer was meant to be an aggregator between many different productivity and task apps, so having relevant apps connected are crucial to ensure its sync with the appropriate app, or else users will need to manually input their activities which will results in poorer user experience.

More info >



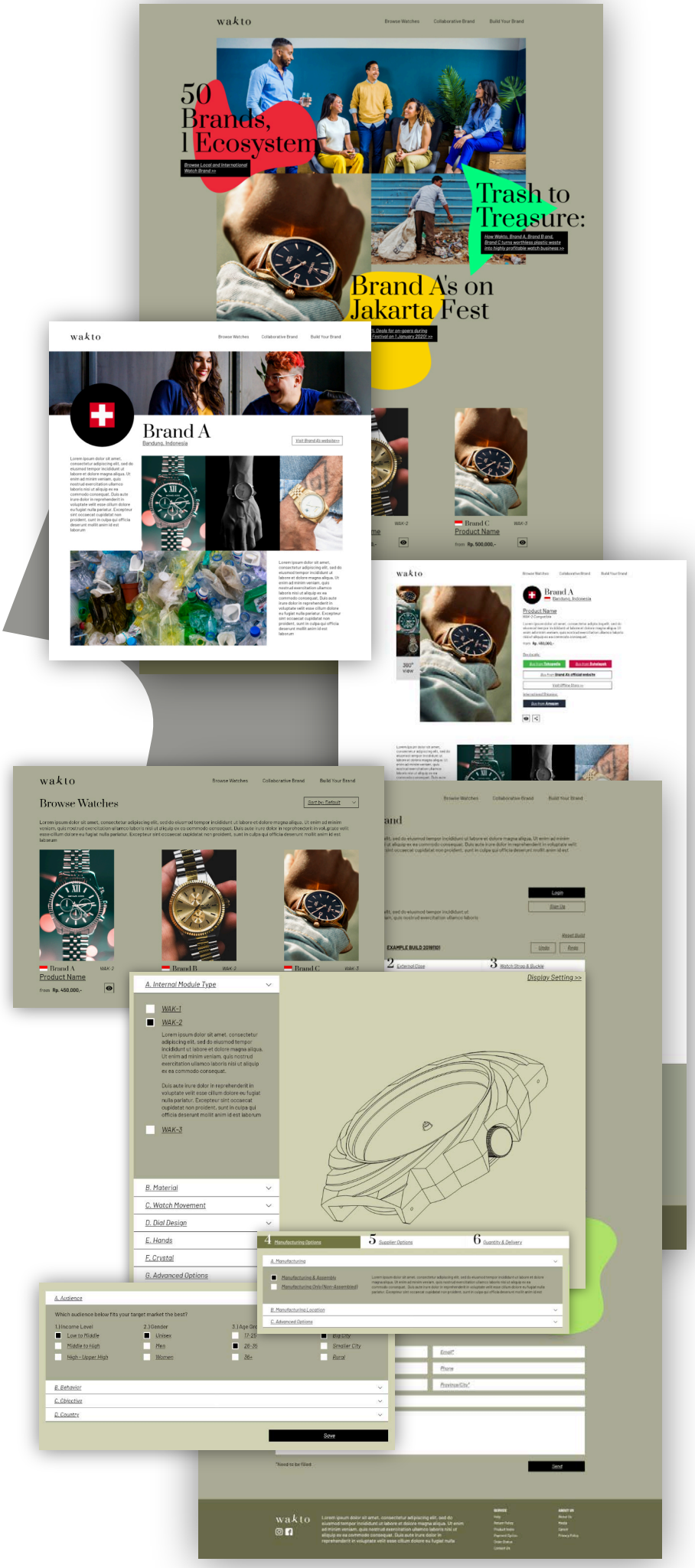
Wakto

Another case study is a UI design concept for a company called Wakto, a manufacturing ecosystem that offers a production service for brands to create custom designed wristwatch product.

The company allows companies like fashion or accessories brands; or simply companies that looking to create a unique corporate merchandise; to have their own wristwatch products without the burden of in-house R&D and logistics of smaller production quantity.

With Wakto focusing the B2B customer, the main feature of their platform is the "Watch Builder" feature that allows customer to design their desired wristwatch, choosing which materials and parts they'd like to use and available from Wakto. Production cost will then be informed to clients, which also varies depending on production quantity.

Lastly, the platform also have marketplace capability, where non B2B customers can purchase a pre-made design from their favorite brands.



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My portfolio website can also be an example of UI/UX portfolio. It was designed in Affinity, developed with Wordpress using DIVI, and is optimized for both desktop and mobile view.

As a portfolio website, its main function is well, showcasing my creative work. All projects are displayed within a single catalog with the ability to filter project based on its design discipline.

Projects are presented in a simple manner with each project page featuring a different themed colors that compliments the showcased project, simply for aesthetic reason. The entire site is also optimized for desktop, tablet and mobile broowsing for a proper user experience.

If you want to see further portfolio, please visit my portfolio site at https://ibrahimahmad.id ;

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