

Portfolio
PORTFOLIO!

HAFIDLUL

Intro INTRODUCTION



I am Hafidul Muffid Hidayat

I am an Information Technology student at the University of Jember with a strong interest and skill set in graphic design, UI/UX design, and front-end development. I enjoy combining visual aesthetics with functionality to create user-friendly, modern, and effective digital experiences. Through this portfolio, I present selected projects that reflect my creative process, problem-solving approach, and technical abilities in designing and building digital solutions.

Work SERTIFIKAT

Graphic Designer Intern

CV Purnama Kreatifa
Sidoarjo, East Java

- Designed various visual assets to support company needs, including logos, icons, banners, backgrounds, and merchandise designs
- Created UI/UX website designs using Figma, focusing on clean layouts and user-friendly interfaces
- Assisted in maintaining consistent brand identity across digital and visual products

 **cv. purnama kreatifa**
Graha Sewu Pratama C-16, Entalsewu, Sidoarjo

Nomer : 04-PKL-XI-2023
Pimpinan / Direktur / Kepala

Menerangkan bahwa :
HAFIDLUL MUFFID HIDAYAT

Asal Sekolah : SMK Telkom Sidoarjo
Nomer Induk Siswa : 0468/0468.070
Jurusan/Prodi : Teknik Jaringan Telekomunikasi Akses
Unit/Bagian/Seksi : *Graphic Designer*

Telah melaksanakan Praktik Kerja Industri selama 5 (lima) bulan,
Di CV. Purnama Kreatifa

Yang dilaksanakan pada
Tanggal 03 Juli 2023 s/d 24 November 2023
Dengan predikat :
A

Sidoarjo, 24 November 2023
Pimpinan / Direktur / Kepala

CV. PURNAMA KREATIFA
SIDOARJO
Bagus Priyandoko S, Si

Daftar Nilai seperti tersebut dibalik

 **cv. purnama kreatifa**
Graha Sewu Pratama C-16, Entalsewu, Sidoarjo

DAFTAR NILAI
PRAKTIK KERJA LAPANGAN (PKL)

Nama : HAFIDLUL MUFFID HIDAYAT
Nomer Induk Siswa : 0468/0468.070
Jurusan/Prodi : Teknik Jaringan Telekomunikasi Akses

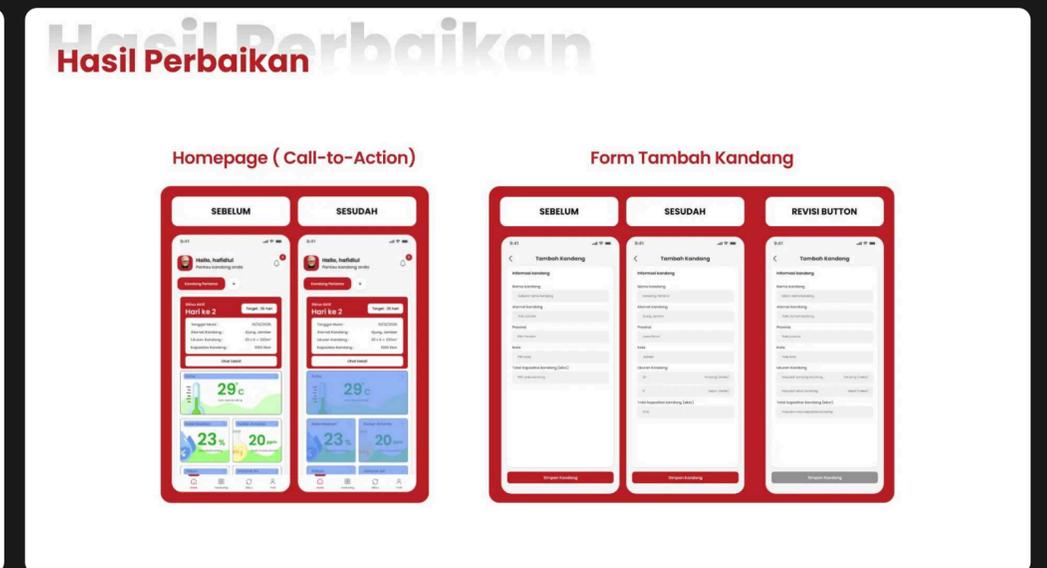
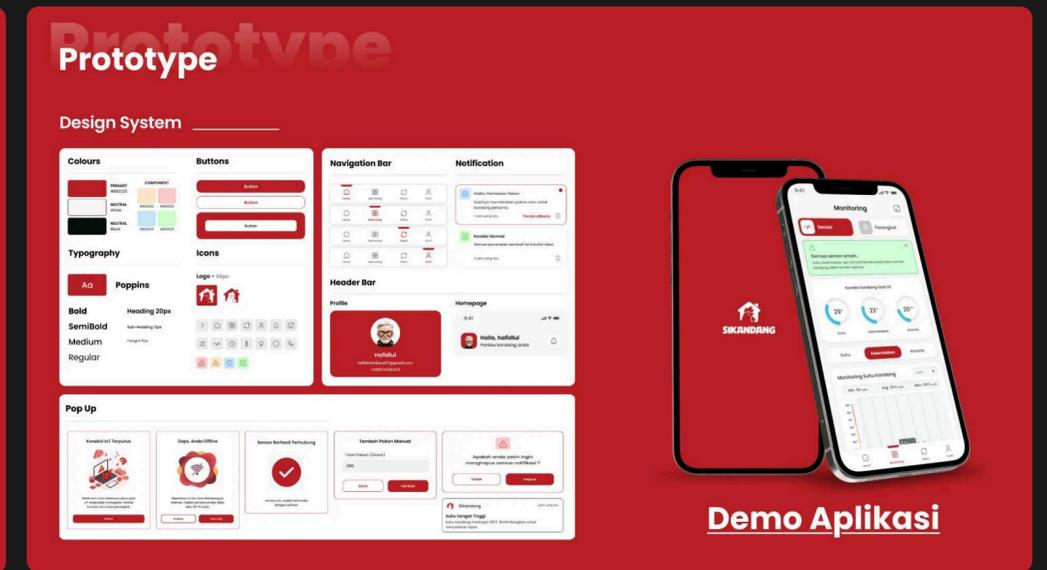
Kriteria Penilaian	A Amat Baik	B Baik	C Cukup	D Kurang	Nilai
	85-95	70-84	65-69	< 65	
A. Hasil Kerja PKL					
1. Kualitas	✓				94
2. Ketepatan waktu & efisiensi	✓				95
3. Kuantitas		✓			84
B. Siap Kerja					
1. Disiplin waktu	✓				95
2. Kehadiran	✓				93
3. Kerjasama tim	✓				90
4. Etika kerja	✓				94
5. Inisiatif	✓				93
C. Personal					
1. Performance	✓				89
2. Keinginan untuk maju	✓				91
3. Tanggung jawab	✓				89
4. Terampil dan tanggap		✓			84
5. Keselamatan kerja	✓				92
Jumlah			1183		
Nilai rata-rata			91		

Ui/Ux DESIGN SIKANDANG

This project focuses on designing a mobile application for IoT-based poultry farm monitoring and management. The solution helps farmers monitor environmental conditions such as temperature, humidity, and ammonia levels in real time, manage feeding schedules, and record farm data digitally. The design process followed a user-centered approach, covering UX research, wireframing, prototyping, and usability testing to ensure the application is simple, efficient, and easy to use for farmers.



Demo Aplikasi



Ui/Ux DESIGN — Healtech

GlucoFit is a digital health application designed to support diabetes management through real-time blood glucose monitoring and gamified motivation features. The project applies a human-centered design approach, integrating glucose tracking, smart reminders, and reward-based gamification to encourage healthy habits and long-term user engagement. The design process included user research, persona development, wireframing, prototyping, and usability testing to ensure accessibility, simplicity, and inclusivity for diverse user groups, including elderly users.



Demo Aplikasi

GlucoFit

Nasi Udux
GlucoFit

Inovasi Digital Berbasis Gamifikasi untuk Mendukung Kemandirian Kesehatan Penderita Diabetes Sejalan dengan Tujuan SDGs

Latar Belakang Masalah Solusi Tujuan & Manfaat User Pengguna **Perangkat** SWOT Testing

Ekosistem Multi-Perangkat untuk Otomatisasi Data

Poin Utama : Menggantikan Input Manual yang Membosankan

GlucoFit dirancang untuk mengatasi pain point pengguna yang merasa pencatatan manual sangat membosankan dan tidak efisien.

Solusi kami adalah sinkronisasi otomatis untuk memastikan data yang akurat dan dapat ditindaklanjuti secara instan

Continuous Glucose Monitor (CGM) & Test Strip

Memungkinkan pemantauan kadar gula darah secara real-time.

Data kadar gula darah ditransfer secara otomatis, menghilangkan kebutuhan input manual.

Menyediakan data yang akurat untuk fitur real-time monitoring dan reminder pintar.

Latar Belakang Masalah **Solusi** Tujuan & Manfaat User Pengguna Perangkat SWOT Testing

Solusi Holistik Berbasis Design Thinking

Real-Time Monitoring

Memantau gula darah secara real-time dan menampilkan hasil otomatis dari perangkat yang terhubung.

Gamifikasi dengan Hadiah

Sistem streak dan achievement yang dapat ditukar dengan reward seperti voucher pemeriksaan gula darah gratis.

Pendekatan Desain Dibangun dengan Design Thinking dan Human-Centered Design agar intuitif dan mudah digunakan.

Latar Belakang Masalah **Solusi** Tujuan & Manfaat User Pengguna Perangkat SWOT Testing

Solusi Holistik Berbasis Design Thinking

Integrasi Perangkat

Terhubung dengan test strip, CGM, dan smartwatch untuk pencatatan gula darah otomatis dan real-time.

Pengingat

Memberikan notifikasi otomatis untuk jadwal konsumsi obat agar pengguna tidak terlambat, membantu menjaga rutinitas dan kestabilan kadar gula darah setiap hari.

Pendekatan Desain Dibangun dengan Design Thinking dan Human-Centered Design agar intuitif dan mudah digunakan.

UI/UX DESIGN Teman Ngaji

Teman Ngaji addresses the challenge of keeping children engaged while learning to read the Quran. By combining spiritual education with fun game elements, this UI/UX project delivers a user friendly interface featuring Daily Missions and Leaderboards. The design aims to build a sustainable reading habit through positive reinforcement and a visually appealing experience.



Demo Aplikasi

teman ngaji

Tim Kerja Rodi

Teman Ngaji

Meningkatkan Minat dan semangat Anak-anak terhadap Al-Quran dengan Pembelajaran Game Petualangan dan Interaktif

Latar Belakang Masalah User Persona Solusi Tujuan & Manfaat Testing

Validasi Desain (Hasil Usability Testing - 3 Responden)

Kinerja Baik

- Skor kemudahan rata-rata 4.7 / 5.
- Alur "Jelajahi Pulau" & "Halaman Misi" 100% sukses.
- Kedua alur tersebut memiliki 0% misclick rate, membuktikan desain sangat intuitif.

Isu Kritis (UX Friksi)

- Ditemukan kebingungan pada alur "Mainkan game bersama teman".
- Terjadi selama 60 detik untuk mencari halaman main game bersama teman

Responses	# of blocks
3	4

See online report

Latar Belakang Masalah User Persona Solusi Tujuan & Manfaat Testing

Teman Ngaji (Pembelajaran Gamifikasi)

Menampilkan game dengan peta dunia islami sebagai progres visual, di mana pengguna menjelajahi pulau-pulau dengan menyelesaikan misi membaca surah di setiap tahap.

Journey Map

Main game bersama teman

Pendekatan Desain Dibangun dengan Design Thinking dan Human-Centered Design agar intuitif dan mudah digunakan.

Latar Belakang Masalah User Persona Solusi Tujuan & Manfaat Testing

Solusi Kami: Fitur Motivasi & Retensi

Menampilkan peringkat pengguna berdasarkan level sebagai fitur sosial dan kompetitif yang mendorong semangat belajar dan meningkatkan aktivitas pengguna.

Papan Peringkat (Leaderboard)

Lencana, XP, & Misi Harian

Pendekatan Desain Dibangun dengan Design Thinking dan Human-Centered Design agar intuitif dan mudah digunakan.

Ui Ux DESIGN Litera

Litera is a platform that helps users discover and shop products from local MSMEs around them easily and quickly.

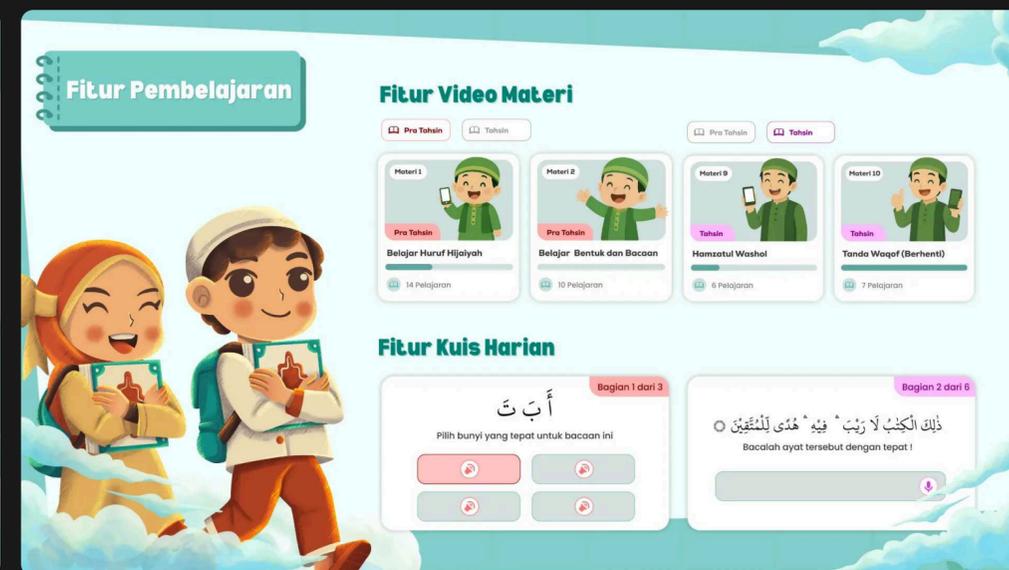
Litera Merchant enables business owners to manage their stores, products, transactions, and store status efficiently within one platform.



Demo Aplikasi

Ui/UX DESIGN StudyQuran

Study Quran offers a modern solution for Islamic education by utilizing animation to capture children's interest. Beyond just learning content, the project solves a key anxiety for parents by including a comprehensive Child Progress Monitoring feature. This ensures that parents can stay connected to their child's spiritual development while providing necessary utilities like Prayer Schedules and Surah Indexes in one application.



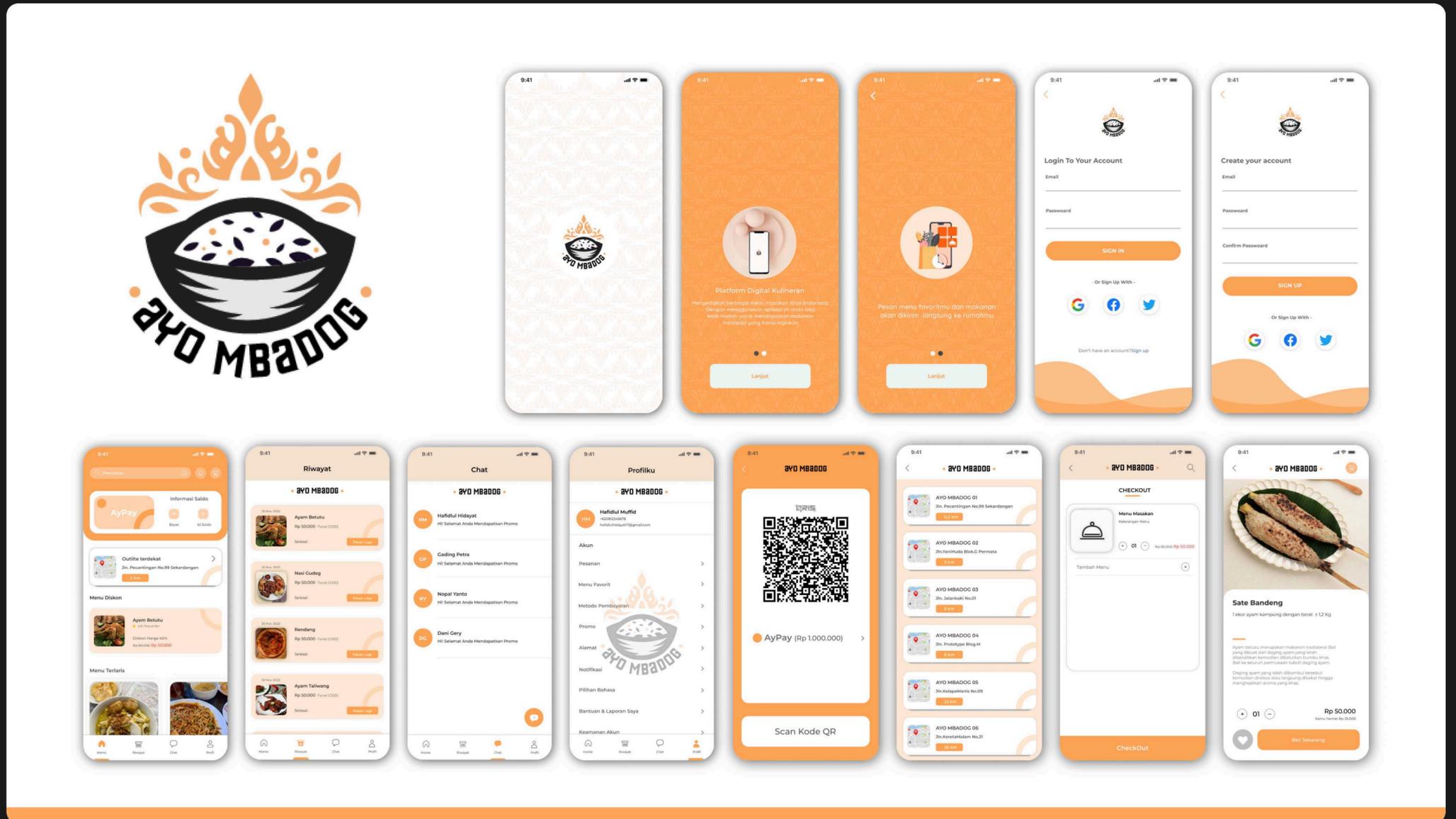
Demo Aplikasi

UI/UX DESIGN Ayo Mbadog

Ayo Mbadog is a mobile food ordering application focused on Indonesian traditional cuisine. This UI/UX project emphasizes visual design, information hierarchy, and user flow to create a clear and enjoyable food ordering experience. The design focuses on presenting local menus in an attractive way, simplifying the ordering process, and ensuring accessibility and ease of use through thoughtful interface design and interaction patterns.

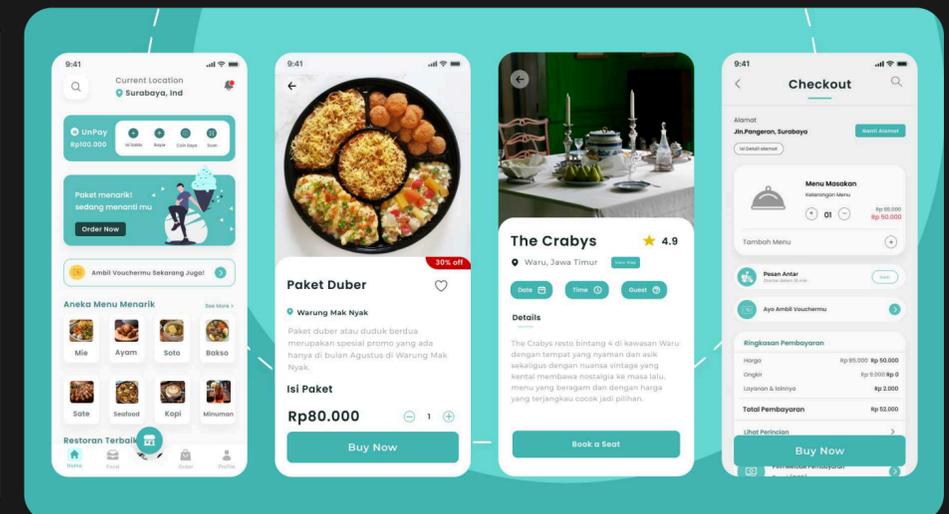
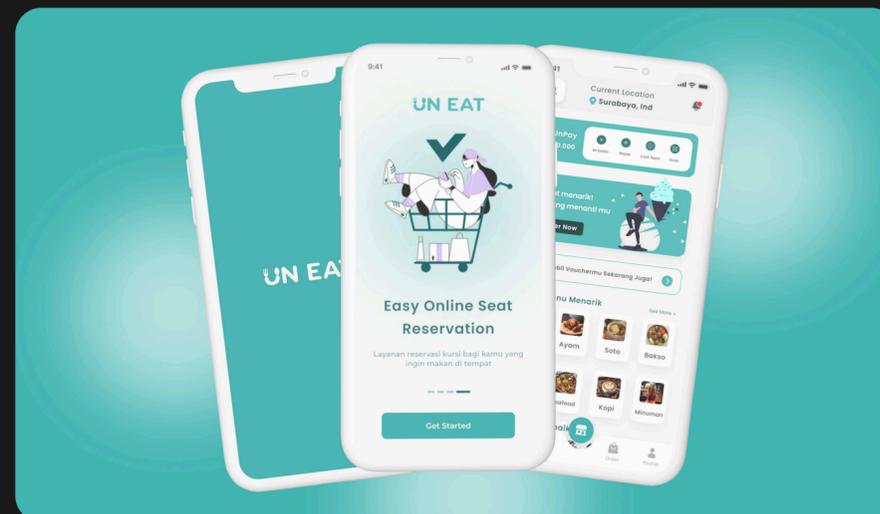
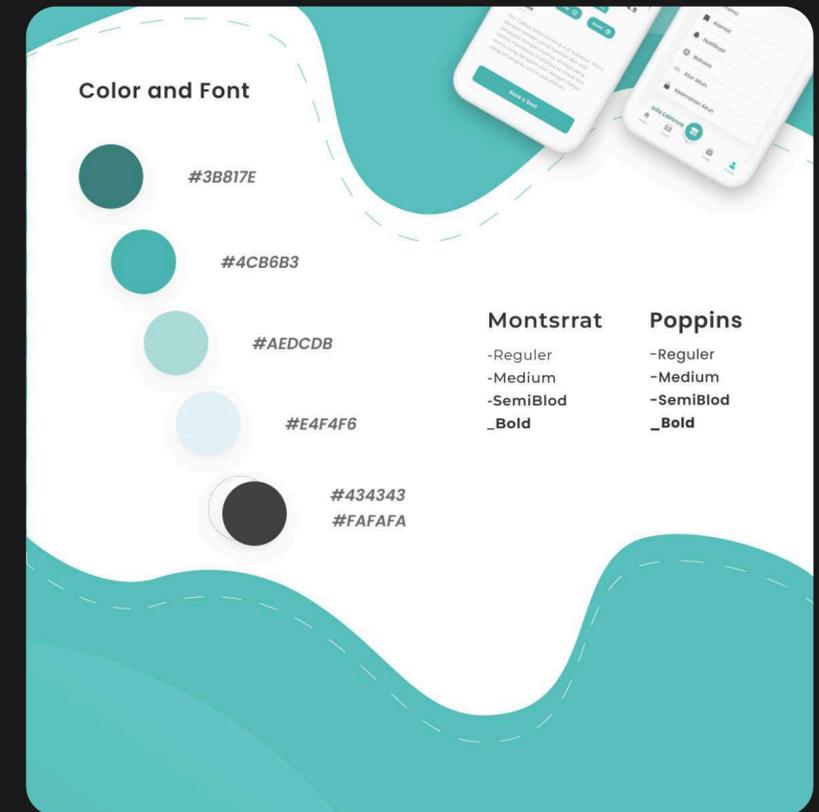
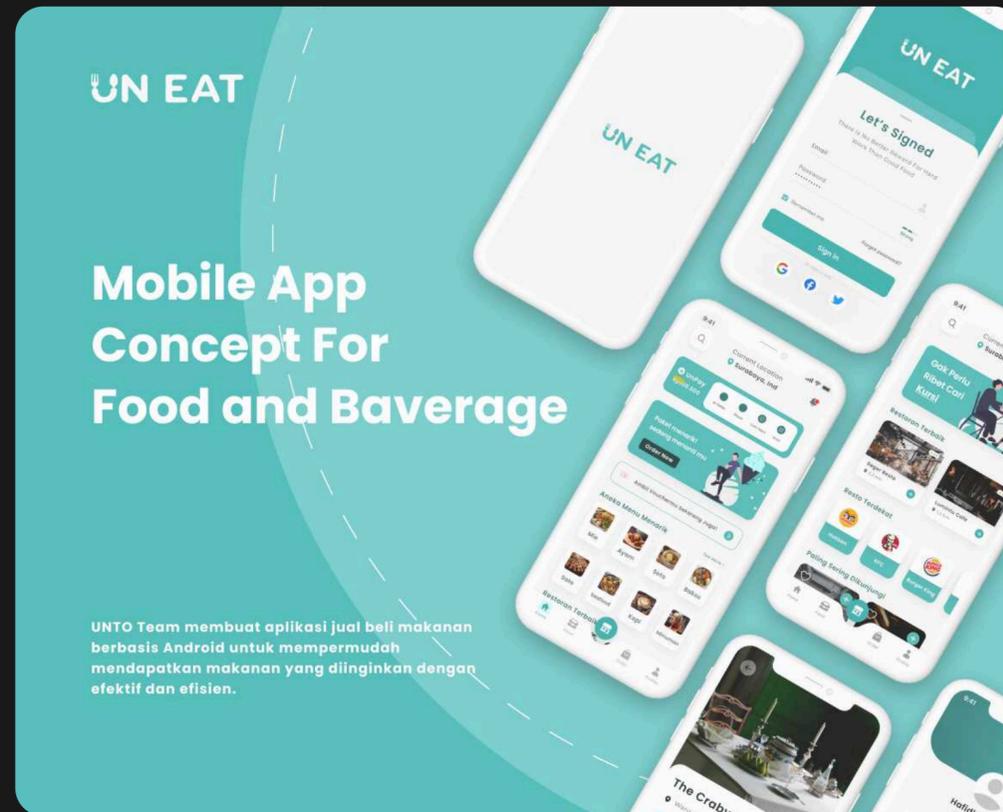


Demo Aplikasi



UI/UX DESIGN Un Eat

UN EAT is a mobile food and beverage application concept designed to simplify food ordering and seat reservation in a modern and user-friendly way. This UI/UX project focuses on clean visual design, clear information hierarchy, and intuitive user flows to enhance the overall ordering experience. The interface emphasizes consistency in color, typography, and layout to create a fresh, accessible, and engaging digital experience for users.



Demo Aplikasi

Ui Web DESIGN DRIVEA

DRIVEA is a web-based car rental application focused on improving user interface design to enhance visual appeal and ease of use. This project emphasizes clean layouts, clear information hierarchy, and intuitive interactions to create a more engaging and user-friendly experience for users.



Welcome !
Selamat datang di DRIVEA

[Login Admin](#)

[Login Pelanggan](#)

Selamat Datang !
Silahkan Login Sebagai Admin

Username

Password

[Sign In](#)

Selamat Datang !
Silahkan untuk membuat akun anda untuk mengakses aplikasi DRIVEA!

Email

Nama

No. Telepon

Username

Password

[Register](#)

DRIVEA Dashboard Admin

Overview To-do-list [Share](#)

Beranda

- Kelola Kendaraan
- Kelola Pelanggan
- Kelola Transaksi
- Lihat Riwayat

Mobil Tersedia : 12 Mobil

Pelanggan Terdaftar : 89 Pelanggan

Total Pendapatan Bulan April 2025: **Rp 9.600.000** +10%
naik 10% dari bulan sebelumnya

Total Pendapatan Tahun 2025: **Rp 84.300.000** +25%
naik 3,04% dari tahun sebelumnya

Grafik Penyewaan Mobil

Kalender

Riwayat Transaksi

Nama Pelanggan	Tanggal Sewa	Tanggal Kembali	Biaya Sewa	Status	Aksi
Hafidul Muftid	27 April 2025	29 April 2025	Rp 700.000	Done	Lihat
Muhammad Hidayat	22 April 2025	25 April 2025	Rp 1.200.000	Done	Lihat
Shivita Bekta	17 April 2025	18 April 2025	Rp 300.000	Done	Lihat
Danang Risky	13 April 2025	16 April 2025	Rp 1.400.000	Done	Lihat

Status Mobil

- Mobil Sedang Disewa: 5 [Lihat](#)
- Mobil Dalam Servis: 4 [Lihat](#)
- Mobil Tersedia: 12 [Lihat](#)

[Logout](#)

Made Dark

DRIVEA Kelola Pelanggan

Overview To-do-list [Download](#) [Share](#)

Beranda

- Kelola Kendaraan
- Kelola Pelanggan
- Kelola Transaksi
- Lihat Riwayat

Daftar Pelanggan

No	Nama	Email	No Telp	Alamat	KTP	Status	Aksi
1	Hafid	Hafidmuftid@gmail.com	123456789123	Jl.Bali, Kec.Balung, Kab.Jember, Prov.Jatim	link	aktif	Lihat
2	Hafid	Hafidmuftid@gmail.com	123456789123	Jl.Bali, Kec.Balung, Kab.Jember, Prov.Jatim	link	aktif	Lihat
3	Hafid	Hafidmuftid@gmail.com	123456789123	Jl.Bali, Kec.Balung, Kab.Jember, Prov.Jatim	link	aktif	Lihat
4	Hafid	Hafidmuftid@gmail.com	123456789123	Jl.Bali, Kec.Balung, Kab.Jember, Prov.Jatim	link	aktif	Lihat
5	Hafid	Hafidmuftid@gmail.com	123456789123	Jl.Bali, Kec.Balung, Kab.Jember, Prov.Jatim	link	aktif	Lihat
6	Hafid	Hafidmuftid@gmail.com	123456789123	Jl.Bali, Kec.Balung, Kab.Jember, Prov.Jatim	link	aktif	Lihat
7	Hafid	Hafidmuftid@gmail.com	123456789123	Jl.Bali, Kec.Balung, Kab.Jember, Prov.Jatim	link	aktif	Lihat
8	Hafid	Hafidmuftid@gmail.com	123456789123	Jl.Bali, Kec.Balung, Kab.Jember, Prov.Jatim	link	aktif	Lihat
9	Hafid	Hafidmuftid@gmail.com	123456789123	Jl.Bali, Kec.Balung, Kab.Jember, Prov.Jatim	link	aktif	Lihat
10	Hafid	Hafidmuftid@gmail.com	123456789123	Jl.Bali, Kec.Balung, Kab.Jember, Prov.Jatim	link	aktif	Lihat

[Tambah](#) [Edit](#) [Hapus](#)

[Logout](#)

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DRIVEA Kelola Kendaraan

Overview To-do-list [Download](#) [Share](#)

Beranda

- Kelola Kendaraan
- Kelola Pelanggan
- Kelola Transaksi
- Lihat Riwayat

Daftar Kendaraan

No	Gambar	Merk	Model	Tahun	No.Plat	Harga/Hari	Bahan Bakar	Kapasitas	Status	Aksi
1	link	Toyota	Innova	2023	P 1234 PQ	Rp 500.000	Solar	8 Orang	Tersedia	Lihat
2	link	Toyota	Innova	2023	P 1234 PQ	Rp 500.000	Solar	8 Orang	Tersedia	Lihat
3	link	Toyota	Innova	2023	P 1234 PQ	Rp 500.000	Solar	8 Orang	Disewa	Lihat
4	link	Toyota	Innova	2023	P 1234 PQ	Rp 500.000	Solar	8 Orang	Tersedia	Lihat
5	link	Toyota	Innova	2023	P 1234 PQ	Rp 500.000	Solar	8 Orang	Tersedia	Lihat
6	link	Toyota	Innova	2023	P 1234 PQ	Rp 500.000	Solar	8 Orang	Tersedia	Lihat
7	link	Toyota	Innova	2023	P 1234 PQ	Rp 500.000	Solar	8 Orang	Tersedia	Lihat
8	link	Toyota	Innova	2023	P 1234 PQ	Rp 500.000	Solar	8 Orang	Tersedia	Lihat
9	link	Toyota	Innova	2023	P 1234 PQ	Rp 500.000	Solar	8 Orang	Tersedia	Lihat
10	link	Toyota	Innova	2023	P 1234 PQ	Rp 500.000	Solar	8 Orang	Tersedia	Lihat

[Tambah](#) [Edit](#) [Hapus](#)

[Logout](#)

Made Dark

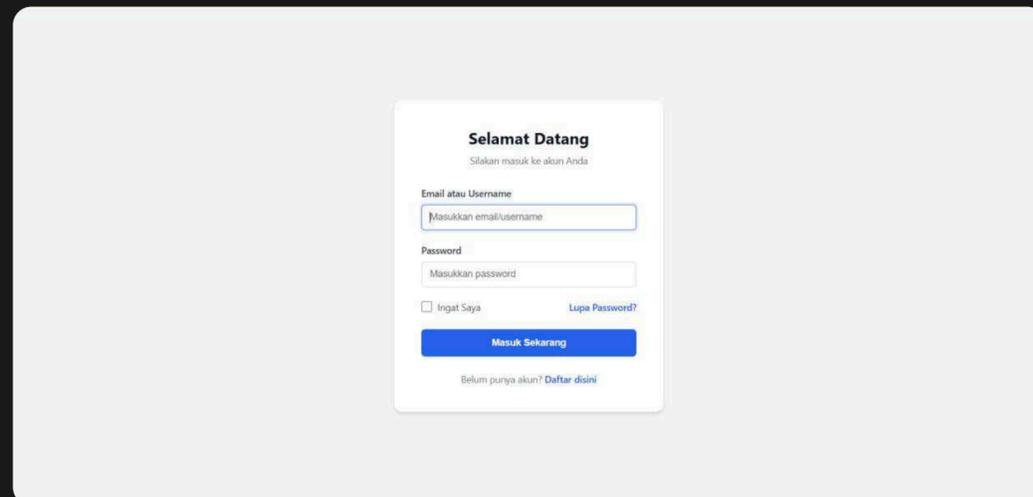
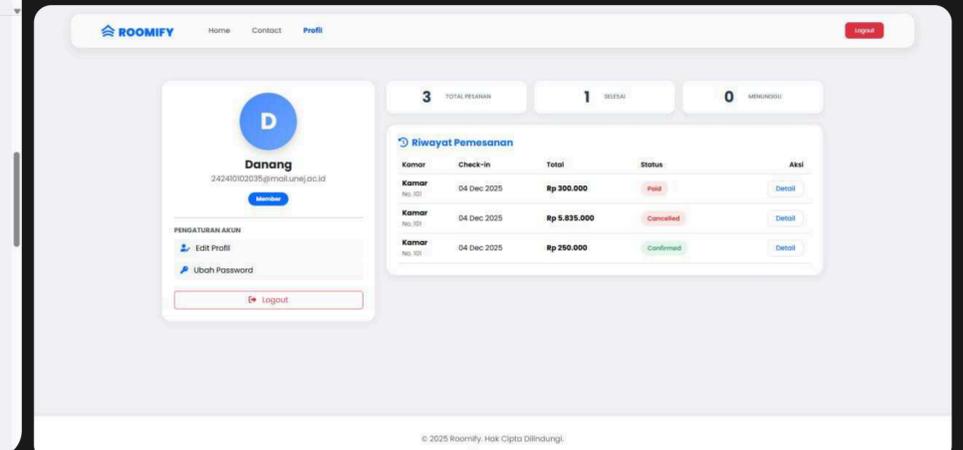
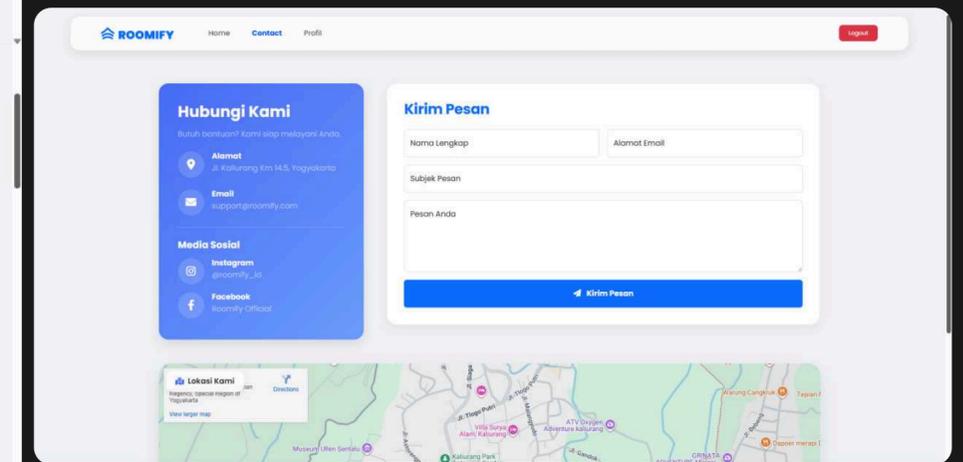
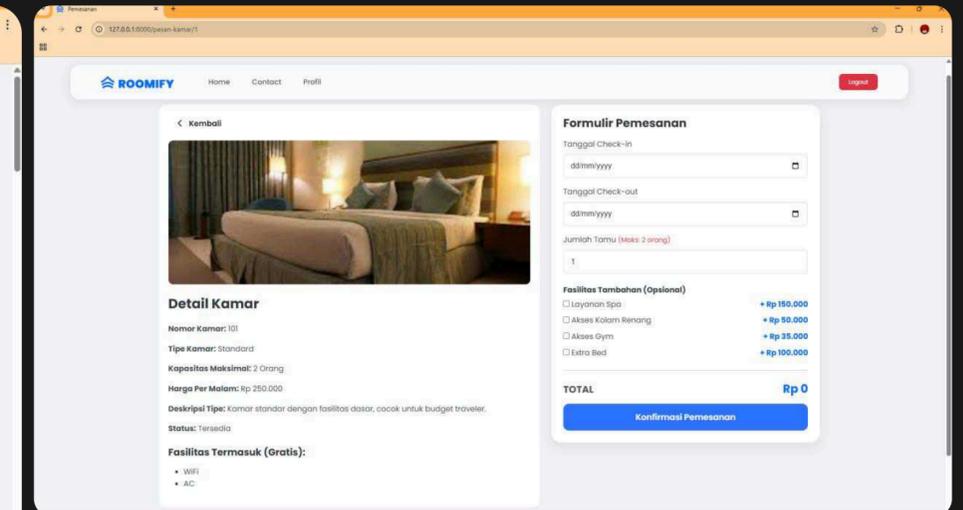
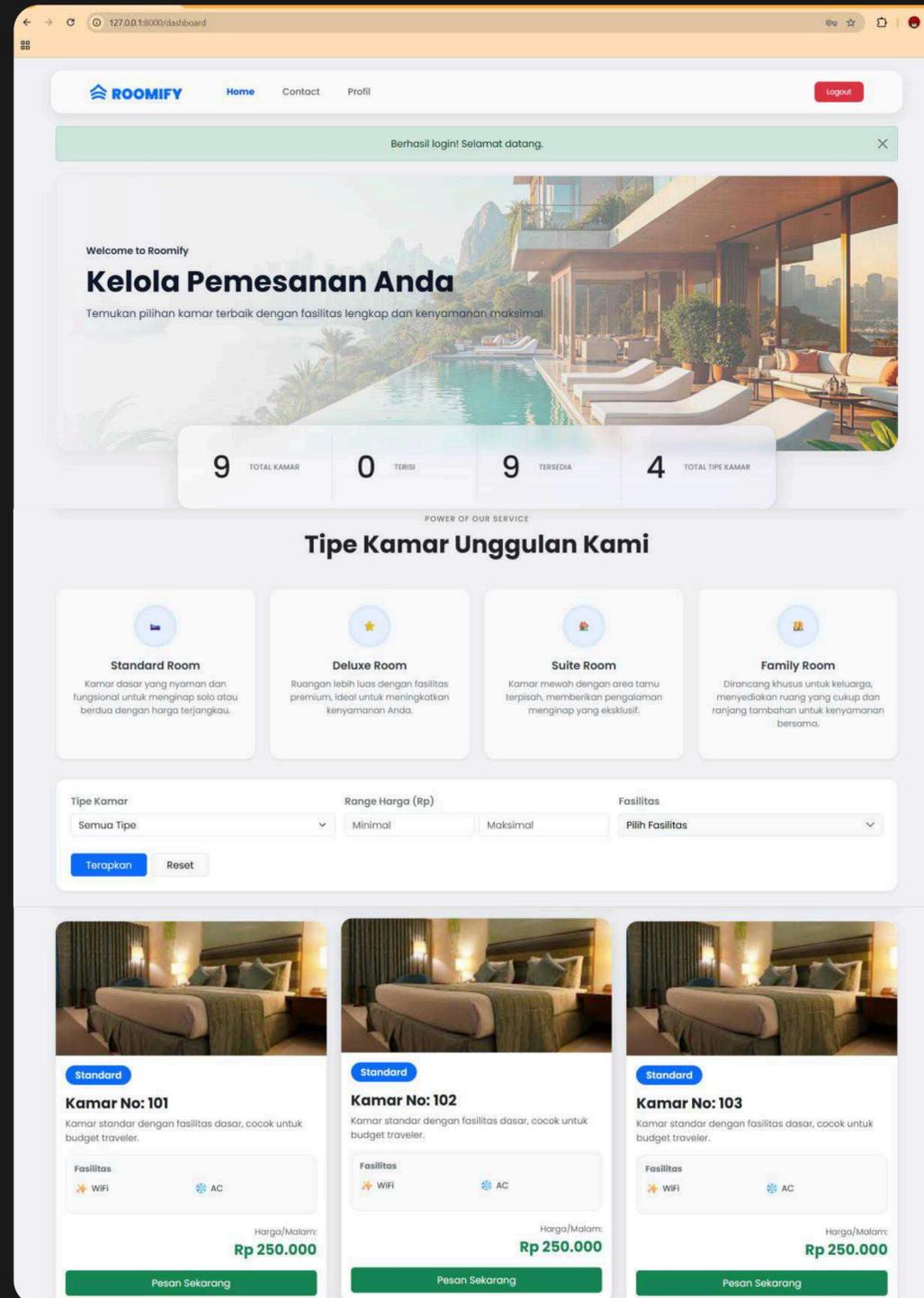
Ui Web DESIGN

This project is a web-based system designed to manage and store comprehensive ship-related information. The website functions as a centralized database for vessel identity data, departure and arrival schedules, shipping routes, and operational status. The system aims to improve efficiency, data organization, and accessibility, enabling stakeholders to record, search, and manage ship data in a more structured and user-friendly way.

<input type="checkbox"/>	kt_pelayanan-x	433	43.0KB	0 Bytes	0 Bytes	InnoDB
<input type="checkbox"/>	kt_periode	433	43.0KB	0 Bytes	0 Bytes	InnoDB
<input type="checkbox"/>	kt_permissions	433	43.0KB	0 Bytes	0 Bytes	InnoDB
<input type="checkbox"/>	kt_role_permissions	433	43.0KB	0 Bytes	0 Bytes	InnoDB
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<input type="checkbox"/>	kt_schema_version	433	43.0KB	0 Bytes	0 Bytes	InnoDB
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<input type="checkbox"/>	kt_settings	433	43.0KB	0 Bytes	0 Bytes	InnoDB
<input type="checkbox"/>	kt_tipe_user	433	43.0KB	0 Bytes	0 Bytes	InnoDB
<input type="checkbox"/>	kt_user_cookies	433	43.0KB	0 Bytes	0 Bytes	InnoDB
<input type="checkbox"/>	kt_user_meta	433	43.0KB	0 Bytes	0 Bytes	InnoDB
<input type="checkbox"/>	kt_users	433	43.0KB	0 Bytes	0 Bytes	InnoDB
<input type="checkbox"/>	kt_view_kapal	433	43.0KB	0 Bytes	0 Bytes	InnoDB

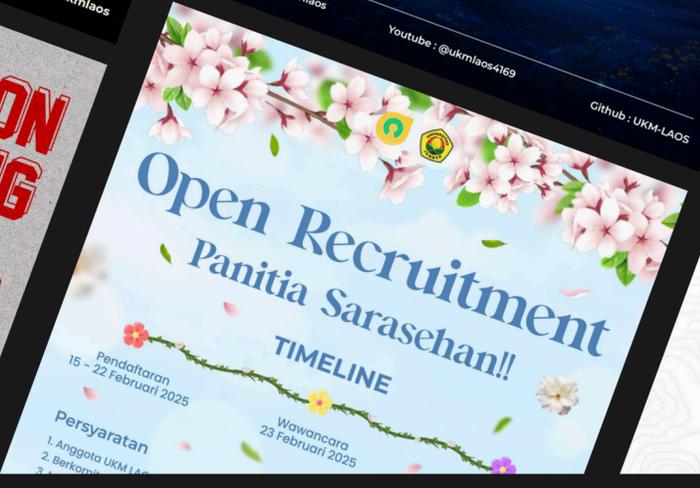
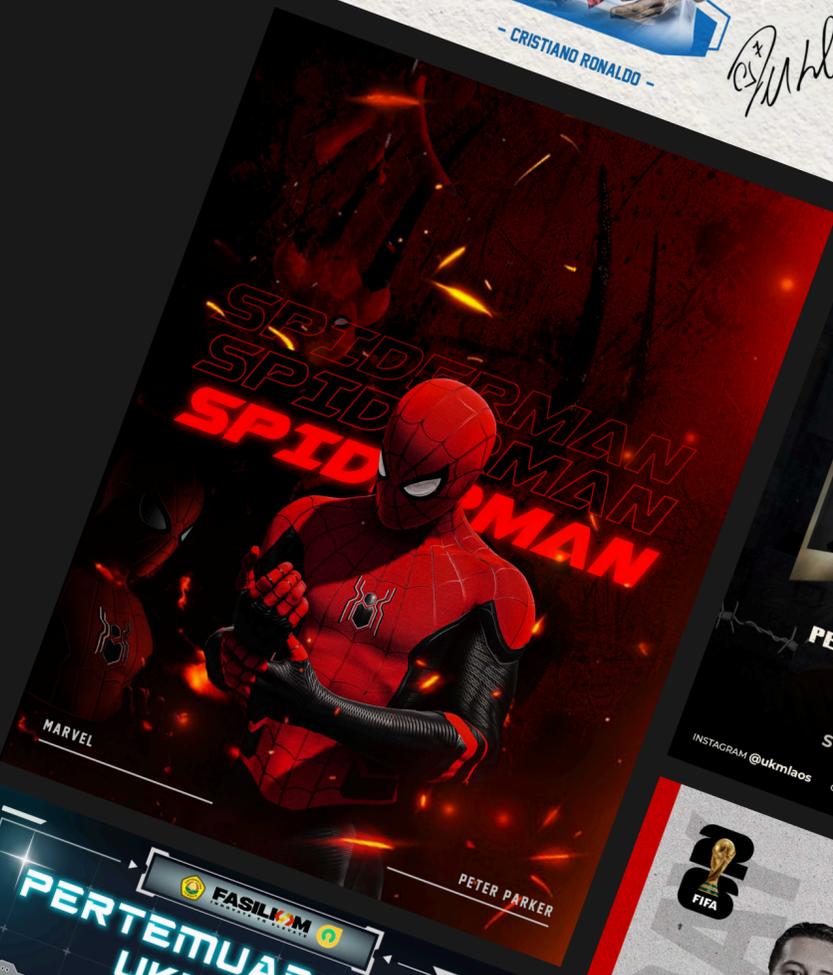
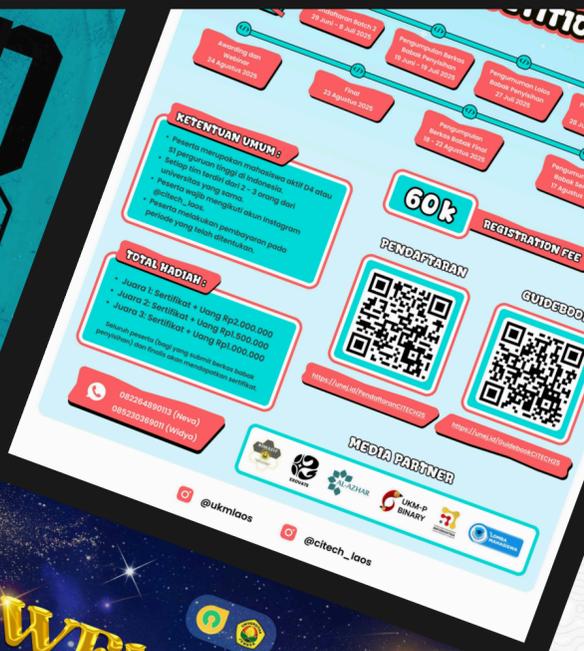
Web WEBSITE

This project is a web-based hotel room management and reservation system designed to digitalize the booking process and improve operational efficiency. The website allows users to view room types, prices, facilities, and availability, as well as register, log in, and make reservations anytime and anywhere. For administrators, the system provides a structured dashboard to manage rooms, room types, users, facilities, and booking transactions through a centralized database. By implementing a well-structured database design, the system aims to reduce errors, streamline data management, and enhance both customer experience and hotel operational workflows.



Poster DESIGN

This poster design project focuses on delivering clear visual communication through strong layout composition, typography, and color harmony. The design aims to attract attention, convey information effectively, and maintain visual consistency with the intended theme and message. Each poster emphasizes readability, visual hierarchy, and aesthetic balance to create an engaging and impactful visual result.



Logo DESIGN



<p>Sekunder Logo</p> <p>Alternate Logo</p>	<p>Sekunder Logo</p> <p>Alternate Logo</p>	<p>Lettermark / Icon</p> <p>Horizontal / Linear Orientation</p>	<p>Sekunder Logo</p> <p>Alternate Logo</p>	
<p>Primary Logo</p> <p>Lettermark / Icon</p>	<p>Primary Logo</p> <p>Lettermark / Icon</p>	<p>Horizontal / Linear Orientation</p> <p>Lettermark / Icon</p>	<p>Primary Logo</p> <p>Alternate Logo</p>	
<p>Lettermark / Icon</p> <p>Primary Logo</p>	<p>Lettermark / Icon</p> <p>Primary Logo</p>	<p>Sekunder Logo</p> <p>Alternate Logo</p>	<p>Primary Logo</p> <p>Alternate Logo</p>	
<p>Primary Logo</p> <p>Lettermark / Icon</p>	<p>Primary Logo</p> <p>Lettermark / Icon</p>	<p>Primary Logo</p> <p>Lettermark / Icon</p>	<p>Primary Logo</p> <p>Alternate Logo</p>	

LOGO DESIGN

FIRM FOUNDATION ACADEMY

COLOUR VARIATION

COLOUR SCHEME

#233c79 #ffffff #e61e27

ZINA LOGISTICS Ltd.

COLOUR VARIATION

COLOUR SCHEME

Z + L = Z

Letter Z Logistic Logo Icon

LOGO FOOTBALL

YOUNG STARS Football Club

PRIMARY LOGO **MONOKROM LOGO**

COLOUR VARIATION

COLOUR SCHEME

#0ae075 #ffffff #231f20

NEXIT CONSTRUCTION
Reliability and Excellence

PRIMARY LOGO **SEKUNDER LOGO**

COLOUR VARIATION

COLOUR SCHEME

N + B = N

Letter N Building Logo Icon

pemela learning Centre
education is the key

MONO LOGO **VARIANT LOGO**

COLOUR VARIATION

COLOUR SCHEME

p + Toga Hat = P

Letter P Toga Hat Logo Icon

Horizontal Logo

50th PT. SIER
Sustainable Green Industry

PT Surabaya Industrial Estate Rungkut 2023

NERITAS

More DESIGN



Pattern on Jersey
"This jersey showcases the batik parang motif designed with simplicity yet still exudes an elegant impression."

About this jersey
"This jersey is designed to appear elegant through the combination of black and gold colors. The color selection for this jersey is also inspired by the basic color palette of drxwear."



Terimakasih

THANKYOU!
