

LAMPIRAN

A-1 Curriculum Vitae Penulis



Naufal Badalsyafiq

Greetings! I'm Badal. With an unwavering passion for design, I am dedicated to crafting memorable and impactful creative solutions. My approach is anchored in thorough research and testing, ensuring that my designs resonate with real-world applications and leave a lasting impression. Specialized expertise in UI/UX, Graphic Design, and Motion Graphics, I bring a blend of creativity and strategic insight to every project.

+62 85156869836

Yogyakarta,
15 April 1999

Tangerang
Selatan, Banten

badal_kaikurii

Naufal Badal ::
Behance

Work Experiences

Co-Founder and CCO of Kreatorku Indonesia

Akksi Akksi.app - is an ongoing project to create SAAS for Event planners from ticketing, tenant management, event management to data collection to growth User's Event and business.

Feb 2024 - Now

- **UX Research** to create an userflow for Event Organizer to effectively and comfortably manage their event. This include Managing hundreds tenant, ticket sales and Event data collection.
- **UI Designer** that create an appealing and useable SAAS platofms suitables for brand's communication principles that target specific markets : Event Organizer and Tenants

arxist Arxist.id - is a platform for content creators to grow and monetize their audience

Sep 2019 - April 2023

- **Creating Assets, icon, Illustration and graphic design** that shape and suits brand image to arxist's target market. Ensuring people to remembers Arxist brand image as Content creator's platform.
- **Creating a Digital Marketing Strategy** to promote Arxist to millions of Creators and talent globally. Such as Promotional Video, Banners, social media content and engagement post.
- **Direct marketing.** Visit in Person to Big Creators, Investors, Key Opinion leaders and potential Partner. Discuss about potential collaboration, investment, and product demonstration.

Contract UI/UX Designer and Front End Developer of INVESTAXI

INVESTAXI Investaxi.com - A car agency and mobile app for cheap, fast and reliable car rentals. It also double as car Investing platform for people who want to supply the car for rentals.

January 2024 - April 2024

- **Graphic Designer** That shape trusted and reliable Brand image to Investaxi's investor and business partner. By creating Graphic assets, apps banner for App store and Play store
- **UI/UX Designer** to create a clean and comfortable app for easy car rentals that generated repeat user base
- **Front end developer** using Flutterflow. I realized the UI/UX design into a functional app
- **Web Designer** - Create a professional company profile websites that shape Investaxi brands as trusted business by investors and users.

Graphic Design Intern at dopang株式会社

dopang dopang.webflow.io - A Japanese company that brings small to medium-scale businesses (UMKM) in Indonesia to the Japanese market.

June 2023 - November 2023

- **Coffee Packaging Designer** for six different coffee UMKM including packaging and labels with mix between japanese style and indonesian style packaging.
- **Graphic Designer for Marketing materials** including brochures, infographics and Illustration to make it appealing for japanese consumers.
- **Speciality Coffee Association Japan Conference 2023, Tokyo** in Indonesian booth is a stage provided to showcase the packaging results and Introduced Indonesian Coffee to japanese market.

A-2 Curriculum Vitae Penulis

■ App Designer at Apple Developer Academy

Using Apple's Challenge Based Learning development method to create Apps and solving real world problems. Here's Projects that I involved, each with different team members :

April 2019 - February 2020

- **Elio** - Is a puzzle Game about Elio, a busy salaryman who needs peace by travelling back to his home country. It is a relaxing game with slow pace and full illustrated story. I became the **Main artist, character designer, and concept artist.**
- **Catting** - Is a Cat community app that let's the owner find their cat's suitor. I contibute by doing **Research to the community, making a logo and UI/UX of the app.**
- **Scoar** - Is a training app to help futsal player score goals accurately. Integrated with Apple watch, user can see and improve their goal's kick. I am responsible for **UI/UX and logo design.**

Honors and Award

- **Top 10 Startup Scalebox Accelerator 2022**
nakama.id
- **Industry Award by Kopi Mesin 2022**
At International Degree Design Exchange, Perak Malaysia
- **1st Winner of Website Mockup competition 2022**
at PEMMZ Channel 11th anniversary
- **3rd Winner of Bumper Video Competition 2022**
at PEMMZ Channel 11th anniversary
- **Favourite Skypreneur Jury's Choice 2021**
at Multimedia Nusantara University, Skystar Venture Batch 8

Education

SMAN 3 Tangerang
Science Major 2014 - 2017

University of Indonesia
Geoscience Major 2017 - 2019
(resigned)

Pembangunan Jaya University
Visual Design Major 2020 - Now

Additional Experience

Skystar Ventures batch 8
by UMN
5 month long Startup Incubator

Scalebox Cycle 2 by Nakama
3 month long Startup accelerator

3 in 1 Animation Training by
Kemenperin

Student Executive Board
Organization (BEM)

Skills

Advance :	Graphic Design Flutterflow Rigging 2D Animation Digital Illustration
Intermediate :	Logo Design Motion Graphic Rapid Prototyping Video Editing Photo Editing Figma Adobe After Effect UI/UX Photography
Business / Management :	Challenge Based Learning Project Manager Mentoring Competitor Analysis Pitch Deck
Soft Skill :	Able to Communicate Technical Terms to Client/user Test and research Works In Team Creative Thinking Analytical Thinking

B-1 Transkrip Bimbingan Tugas Akhir

7/17/24, 2:14 PM

Rekap Percakapan Bimbingan



UNIVERSITAS PEMBANGUNAN JAYA

Jalan Cendrawasih Raya Blok B7/P, Sawah Baru, Kec. Ciputat, Kota Tangerang Selatan, Banten 15413
Website : www.upj.ac.id / e-Mail : info@upj.ac.id (mailto:info@upj.ac.id) / Telepon : 021 - 7455555

REKAP PERCAKAPAN BIMBINGAN

Judul Tugas Akhir : Perancangan Konsep Game Mobile Berbasis Ritme Berjudul "Whiseria Reverie"

Sesi / Bahasan : ke-1 / Briefing bab 1-3 untuk template baru

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Mahasiswa
Selasa, 23 Januari 2024, 18:11:25 Bab 1 Sistematika penulisan berisi overview bab 1-4
Selasa, 23 Januari 2024, 18:11:50 Bab 3 tambahkan analisa pesaing, dipilih dari game yang sudah ada
Dosen Pembimbing
Selasa, 23 Januari 2024, 18:37:32 Bab 2 sub babnya tetap per topik pembahasan saja

Sesi / Bahasan : ke-2 / Melanjutkan penulisan Bab 1-3 untuk Preview 1

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Mahasiswa
Jumat, 26 Januari 2024, 18:00:28 Update progress penulisan Bab 1-3
Jumat, 26 Januari 2024, 18:00:45 Menjelaskan pembuatan kerangka pikiran
Jumat, 26 Januari 2024, 18:02:38 Penyusunan Teori Sub-bab di ubah sehingga teori Game design memiliki banyak sub-bab
Jumat, 26 Januari 2024, 18:03:06 harus menguatkan arah mau bikin game tentang apa
Jumat, 26 Januari 2024, 18:12:08 Tambahkan Jurnal yang menyangkut game dan fokus

Sesi / Bahasan : ke-3 / Memperdalam analisis pesaing (melatonin dan sayonara wild heart)

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Rabu, 7 Februari 2024, 15:36:26 Analisis pesaing berdasarkan visual dan layout, elemen-elemen apa yang ada dan deskripsikan gameplaynya. Dituangkan dalam matrix tabel

https://my.upj.ac.id/siakad/list_bimbingankonsultasi/printall/4959

1/3

Lampiran B-1 Rekap Percakapan Bimbingan

Rabu, 7 Februari 2024, 15:37:12

Pesan fokus yang ingin di sampaikan, serta apa sangkut pautnya dengan dunia nyata

Sesi / Bahasan : ke-4 / 1. Membahas bagian bagian Bab 4 2. Menambahkan materi bab 2 mengenai media game dan riset 5 aktivitas yang bisa menaikkan fokus 3. Konsultasi apakah bisa memakai konsep yang abstrak dan fantasy atau konsep yang literal

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Rabu, 21 Februari 2024, 10:03:13

1. Membahas 5 kegiatan yang bisa menambahkan fokus untuk menjadi tema dari setiap level rythm game.
2. Ditambahkan ke bab 2 mengenai riset 5 kegiatan tersebut

Rabu, 21 Februari 2024, 10:03:48

3. menunjukkan media game di bab 2 (Konsol, PC, mobile, dl...)

Sesi / Bahasan : ke-5 / preview penulisan Bab 4

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Minggu, 25 Februari 2024, 01:56:57

Identifikasi masalah belum nyebutin pentingnya melatih fokus supaya ga jadi stroberi

Minggu, 25 Februari 2024, 01:57:06

Alternatif desain karakter jgn semuanya perfek cantik cakep, cb kasi jg yg mewakili bentuk orang yg beda

Minggu, 25 Februari 2024, 01:57:13

Konsep visual -> layout/ide desain homescreen & in game screennya

Sesi / Bahasan : ke-6 / Membahas preview 2

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Rabu, 13 Maret 2024, 15:26:22

Skenario permainan

Berbagai mekanik dan gameplay setiap level

Sugesti Powerup karakter/item (karakter berbagai kekurangan dan kelebihan)

Sesi / Bahasan : ke-7 / Membahas mekanik story dan mekanik rythm

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Kamis, 21 Maret 2024, 15:30:20

Next membuat latar cerita, sehingga bisa dihubungkan dengan ritme mekanik

Sesi / Bahasan : ke-8 / Menambahkan latar cerita berupa festival Menambahkan prototype gameplay

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Tidak ada data percakapan

Sesi / Bahasan : ke-9 / Desain Tambahan : + Poster Iklan + Poster Merchandise + Point of sale display + Game Art Book + Teaser Video + Trailer Video

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Tidak ada data percakapan

Sesi / Bahasan : ke-10 / Memberikan progress karya berupa Logo Nama game Art concept Karakter desain

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Tidak ada data percakapan

Sesi / Bahasan : ke-11 / menambahkan Map Kota Isometric dan Mockup UI Game

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Tidak ada data percakapan

Sesi / Bahasan : ke-12 / Meminta bimbingan untuk bab 4.2 final art dan bab 5

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Tidak ada data percakapan

Sesi / Bahasan : ke-13 / Membuktikan kenapa harus mobile game Vs konsol misalnya Bab 3 hubungkan dengan proses penelitian Bab 2 ternyata hasil table, pindahkan Bps gede 3.5 ke 3.1 Analisis bukan analisa 3.5.1 segmentasi paragrafnya masuk 5w*1H hapus Judul kasih kutip Pesaing kasih paragraf awalan Table analisa pesaing pindahkan ke bawah banget SWOT Deskripsikan positioning Rencana strategi konteksnya apa Tujuan besarnya apakah itu? Orang bisa belajar Hapus? Aktifitas yang relate dengan karakter Story relate in ke bab 2 Tingkat kesuliran ada 3, objektif dan langsung disebutin Gestur ini dimanfaatkan untuk apa ~ Gambar terangin Cerita gimana, konsep bab Kecil kecilan tulisannya.

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Tidak ada data percakapan

Sesi / Bahasan : ke-14 /

Mahasiswa : 2020061006 - NAUFAL BADALSYAFIQ **Dosen Pembimbing** : 08.1217.035 - Desi Dwi Kristanto, S.Ds., M.Ds,

Tidak ada data percakapan