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Hello, I'm

Muhammad Isnul

Product Designer (UX/UI)

Creative Director & Designer

Six years on products people sit inside all day. I take a surface end to end: design system, brand, interface, and the front end that ships it.

isnulmuhammad@gmail.com | +62 822 5584 5751 | linkedin.com/in/isnul | isnul.site | Indonesia, working remote

Work Experience

- ★ **Jan 2021 – Present**
Product Designer, IMPACTO, for LUNAPOS
Product design across nine apps Indonesian merchants run their shops on, plus the design system that holds them together.
- ★ **Apr 2026 – Aug 2026**
Head of Marketing Strategy, SAMASE Sports Club
Owned the marketing strategy at SAMASE Sports Club from pre-launch through grand opening, covering Fitspace, Physio, and Padel.
- ★ **Feb 2025 – Apr 2026**
Head of Creative, FAR Group
Leading the creative team at FAR Group while running operations for Indonesian Fitness Founders, an agency serving the fitness, beauty, and wellness sectors.
- ★ **Dec 2023 – Dec 2025**
Brand & Graphic Designer, Birru.co
A full rebrand for Birru.co, a speech therapy house for children, down to its own typeface.
- ★ **Nov 2019 – Jun 2024**
Graphic Designer & Illustrator, Nusalab Studios
Five years of identity, content, and illustration for Nusalab and its clients.
- ★ **Dec 2022 – Mar 2024**
Web & Creative Designer, Adonai MediaTech Solutions
Landing pages for Adonai's Singapore clients, from an eye clinic to the country's oldest youth movement.
- ★ **Jan 2022 – Apr 2022**
Brand Designer, Backslash Creative Nusantara
Identity for the studio itself and for Vjatre, a new skincare brand.

Education

- ★ **2018**
SMK Negeri 2 Tarakan
Computer and Networking Engineering

Selected Projects

- ★ **Luna POS, Product design, 2021 – Present**
Active merchants went from 1,000+ to 4,500+ over my time on the product.
- ★ **Laba.id, Product design, 2021 – Present**
Released 23 December 2022 and still in active development.
- ★ **TokoClippers, Product design, 2026**
A platform pairing creators with clippers, two sides with opposing needs, and the design system underneath it.
- ★ **Birru.co, Brand identity, 2023 – 2025**
Birru Sans shipped in twelve styles, six weights each with an italic.

Skills

- Product design (UX/UI)
- Design systems
- Interaction design and prototyping
- Web and mobile app design
- Brand identity
- Type design
- Illustration
- Creative direction

Tools

- Figma & Figjam
- Adobe Creative Suite
- Affinity
- Blender

Languages

Indonesian (native), English (professional)

Contact me

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Thank you!

