



MUH. ISNUL

Product Designer (UX/UI)

Creative Director & Designer

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Experience

Product Designer, IMPACTO (for LUNAPOS)

South Jakarta, Indonesia

Jan 2021 - Present | Fulltime - Onsite

- Designed and launched web & mobile apps such as Laba Bisnis, Laba Saku, Luna POS, TokoLUNA, LUNA Owner Apps, LUNA Kiosk, LUNA KDS, LUNA Lite, LUNA One.
- Built a design system LUNITE (LUNAPOS) to streamline UI/UX workflows
- Contributed to branding through logo design for various applications

Brand & Graphic Designer, Birru.co

Lampung, Indonesia

Dec 2023 - Dec 2025 | Freelance - Remote

- Led the rebranding of Birru.co, a Speech Therapy House for children.
- Developed a new brand identity, including logo redesigns, tagline, color palette, pattern assets, and brand guidelines.
- Created comprehensive brand guidelines to ensure consistent brand application.

Web Designer, Adonai MediaTech Solutions

Punggol, Singapore

Des 2022 - Mar 2024 | Freelance - Remote

- Created a luxurious landing page for Ascend Eye Clinic in Singapore.
- Revamped the Singapore Scout Association's landing page.

Brand Designer, Backslash Creative Musantara

South Jakarta, Indonesia

Jan 2022 - Apr 2022 | Freelance - Remote

- Created the logo for Backslash's internal company and a new skincare brand, Vjatre.
- Designed the logo, developed brand guidelines, crafted the tagline, created social media templates, and assisted in packaging design for Vjatre.

Graphic Designer & Illustrator, Nusalab Studios

Tangerang, Indonesia

Nov 2019 - Jun 2024 | Fulltime & Freelance - Remote

- Designed Nusalab's logo, developed social media templates, and rebranded the company logo.
- Developed a catalog price list for Altravel Solutions and assisted in rebranding CV Karya Multi Bersama. Expanded professional reach through contributions to Micro Stock platforms.

Skills

Software

Figma & Figjam

Adobe Creative Suite

Affinity

Blender (3D Software)

Expertise

Drawing Skills Traditional/Digital

Advanced Prototyping Figma

Design System Builder

Branding Design

Product Design Ops

Education

Computer and Networking Engineering

SMK Negeri 2 Tarakan

Graduation: 2018

Interest/Hobby

Fitness & Wellness Industry

Cryptocurrency & AI

