

Badar Abdi Mulya

Brand & Product Designer

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Summary

Brand and product designer with 9+ years of experience across branding, UI/UX, landing pages, and creative marketing for technology and AI education platforms. At Codepolitan, designed the brand, interface, and launch pages for programs such as RuangAI, DevHandal, Jagoan Siber, and Kelas Fullstack, including programs and events run in collaboration with Google, Alibaba Cloud, and Tencent. Builds working products with AI agents, Vercel, and Supabase, taking designs from Figma to live. Open to remote and international roles.

Tools

- Figma,
- Adobe Illustrator,
- Photoshop,
- CorelDraw,
- WordPress,
- Elementor,
- Whimsical,
- Antigravity (AI agent),
- Vercel,
- Supabase,
- Remotion

Core Skills

- Brand identity and brand systems (logo, guidelines, stationery, merchandise)
- UI/UX design: dashboards, landing pages, wireframing, prototyping, design systems
- Social media design and creative marketing (campaign visuals, UGC-style ads, thumbnails)
- AI-assisted building: Figma to live product with AI agents, Vercel, and Supabase
- Video: motion and video editing with Remotion
- Landing page implementation with WordPress and Elementor

Work Experience

Oct 2021 to Present

Digital Product Designer, Codepolitan

- Designed the UI/UX of e-learning dashboards for a platform with 226.1K+ website users, including the first dashboard in 2021, designed independently from discussions with the team to defining requirements, technical limits, and user expectations. Adapted the interface and visuals each time the product changed direction (membership, single-class sales, community, skill assessment, AI programming).
- Built brand identities from scratch for learning programs: RuangAI, DevHandal, Jagoan Siber, and Kelas Fullstack, keeping visual consistency across products.
- Designed landing pages and digital assets for product launches, hackathons, and strategic collaborations, including ReCloud, Alibaba Cloud Dev Summit, PolarDB Hackathon, DevHandal 2026, and Kartika Cyber Hackathon. Collaborations included Alibaba Cloud, Tencent, and Google (RuangAI, ReCloud, DevHandal).
- Designed the brand, interface, social media, and marketing materials for RuangAI, an AI education program run in collaboration with Google.
- Produced graphic and marketing assets (2024-2026): company profile, flyers, YouTube and article thumbnails, stationery, and stickers.
- Designed social media content (2023-2024) and creative ads (2022-2026) across programs, for a social media audience of 100K.
- Designed and implemented landing pages in WordPress and Elementor independently, from Figma to publish.
- Building the Codepolitan Junior dashboard with AI agents (in progress).

Aug 2017 to Oct 2021

Freelance Graphic & Brand Designer

- Completed 2,000+ design projects for international clients across industries, with a 4.9 rating.
- Logo and branding projects on Fiverr since 2018, with 1,000+ reviews
- Delivered brand identities, social media assets, and digital design for clients abroad.

Dec 2016 to Aug 2017

Graphic Designer, ALF Solution

- Created logos, office stationery, and marketing assets for clients.
- Designed social media content and promotional banners.

Selected Projects

- **RuangAI** (ruangai.id): brand, UI/UX, social media, and creative marketing for all batches, in collaboration with Google.
- **DevHandal** (devhandal.id): brand, UI/UX, social media, and creative marketing for all batches.
- **Jagoan Siber** (jagoansiber.com): brand, UI/UX, social media, and creative marketing for all batches.
- **Alibaba Cloud Dev Summit, PolarDB Hackathon, ReCloud, Kartika Cyber Hackathon**: event landing pages, graphics, and social media.

Builds with AI

- **SalonSync Pro:** booking application built with an AI agent (Antigravity), Vercel, and Supabase.
- **Sekolah Bisnis Online:** company profile website for a freelance client, from Figma design to publishing with WordPress and Elementor.
- **TikTok affiliate and UGC-style ad content:** content built with AI tools.

Education

Bachelor of Informatics Engineering,

Langlangbuana University, 2020.

GPA 3.25 / 4.00

Languages

Indonesian (native), English (intermediate)

Portfolio

badar.my.id

Portfolio Highlights: SaaS Dashboard, E-learning Platform, Brand Identity, Landing Page

www.badar.my.id