



Galang Yusuf Alfika

Creative Strategist | Web3 Brand Consultant | UX-Focused Marketer

 Independent / Freelance / Remote Collaborations

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Professional Summary

Multidisciplinary creative with proven experience in Design, Copywriting, Marketing, and Strategic Thinking, working at the intersection of storytelling, brand growth, and user experience. Since 2019, I've helped Web3 startups transform abstract concepts into compelling narratives, intuitive interfaces, and scalable ecosystems.

Core Competencies

- Design: UI/UX Design, Brand Identity Systems, Figma, Design Ops
- Copywriting: Product Messaging, Token Launch Copy, UX Microcopy, Whitepapers
- Marketing: Growth Strategy, Content Funnels, Community Activation, Email Sequences
- Strategy: Brand Architecture, GTM Planning, DAO Engagement Strategy
- Tools: Figma, Notion, Webflow, Canva, Trello, Google Suite

Professional Experience

- Creative Strategist & Web3 Brand Consultant
 - Independent / Remote Collaborations
 - 2019 – Present
- Shaped brand and communication strategy for early-stage Web3 projects, NFTs, and DeFi platforms.
 - Crafted high-performing copy for token launches, landing pages, whitepapers, and onboarding flows.
 - Designed intuitive, conversion-focused UI/UX systems for dApps and NFT platforms using Figma.
 - Supported founders with strategic positioning, investor decks, and storytelling frameworks.
 - Delivered remote projects with speed, clarity, and strategic alignment—no hand-holding needed.

Selected Projects

- NFT Minting Site: Rewrote entire UX copy and landing page—boosted conversions by 34%.
- DAO Toolkit: Led creative direction, UX design, and go-to-market content strategy.
- DeFi Platform: Designed onboarding email series (45%+ open rate) and in-app microcopy.

Education & Self-Development

- Continuous learning in Web3 Design, Tokenomics, UX Writing, and Community Building.
- Completed online sprints in Growth Marketing, UX Design, and Story-Driven Copy.

Languages

- English (Professional Fluency)
- Indonesia (Native)

Work Ethic & Culture Fit

- Remote-first and async-native
- Strategic, fast, and autonomous
- Clear communication, high standards, zero fluff