



# Portfolio

## Galang Yusuf Alfika



- Graphic Designer
- Creative Strategist
- Web3 Brand Consultant
- UX-Focused Marketer  
(Specializing in UI/UX Design & Conversion-focused Branding)

**Independent / Freelance / Remote**

2019 – Present

*Selected creative & strategic projects  
for global startups and digital ventures.*





About

# Galang Yusuf Alfika

A multidisciplinary creative with a sharp eye for UX, branding, and storytelling.

I help Web3 and tech-driven startups craft scalable design systems, build strong narratives, and launch memorable digital brands — from zero to traction.

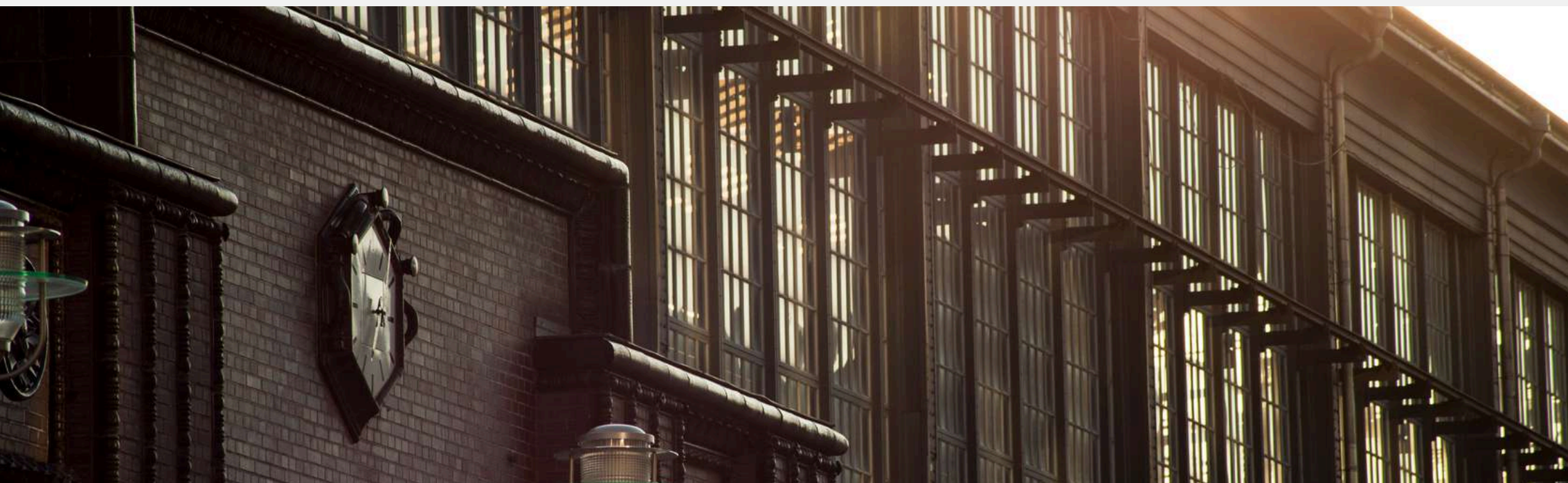
- **UI/UX Strategy** • **Brand Architecture**
- **Pitch & Launch Collaterals** • **Webflow Implementation**
- **Community-Centric Design (Web3)**



# Educational Background



This section outlines formal education that helped shape my creative thinking, digital strategy, and communication design foundations.



## Virtual Institute of Digital Strategy and Design [2019–2021]

- *Digital Communication and Experience Design*

A foundation in design thinking, communication strategy, and digital experience building.



## Package C, equivalent to High School [2016–2018]

- *Social Science*

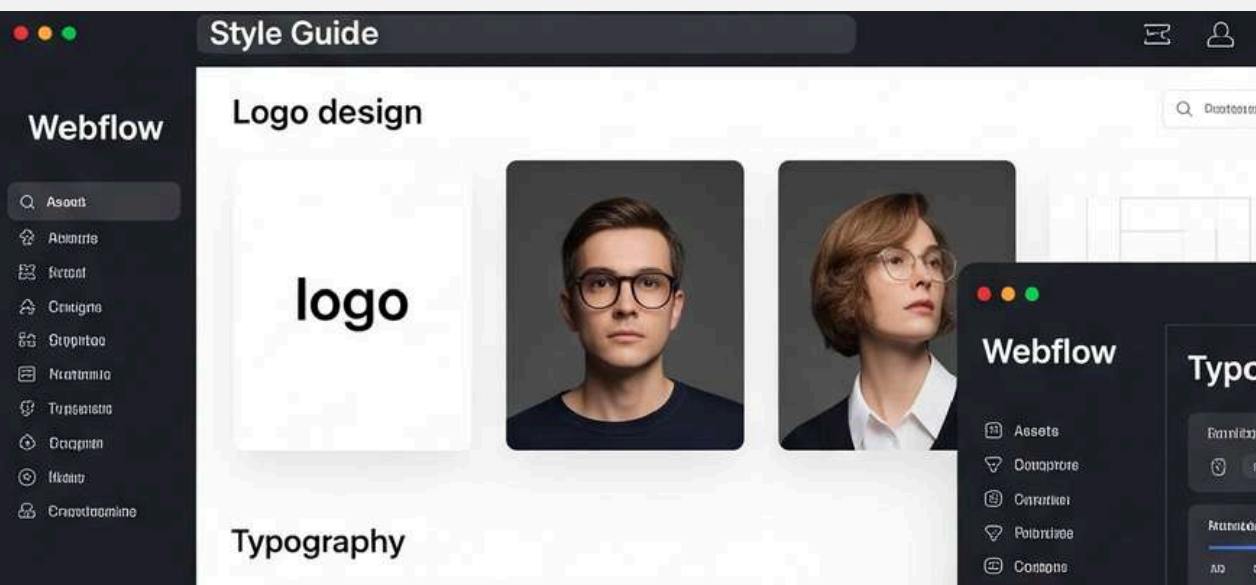
Emphasis on History, Economics, and Sociology — building critical thinking and contextual insight.



# Work Experiences

## Brand, Strategy, and Creative

Helping emerging startups define who they are, what they stand for, and how they launch — through design, messaging, and collaboration.



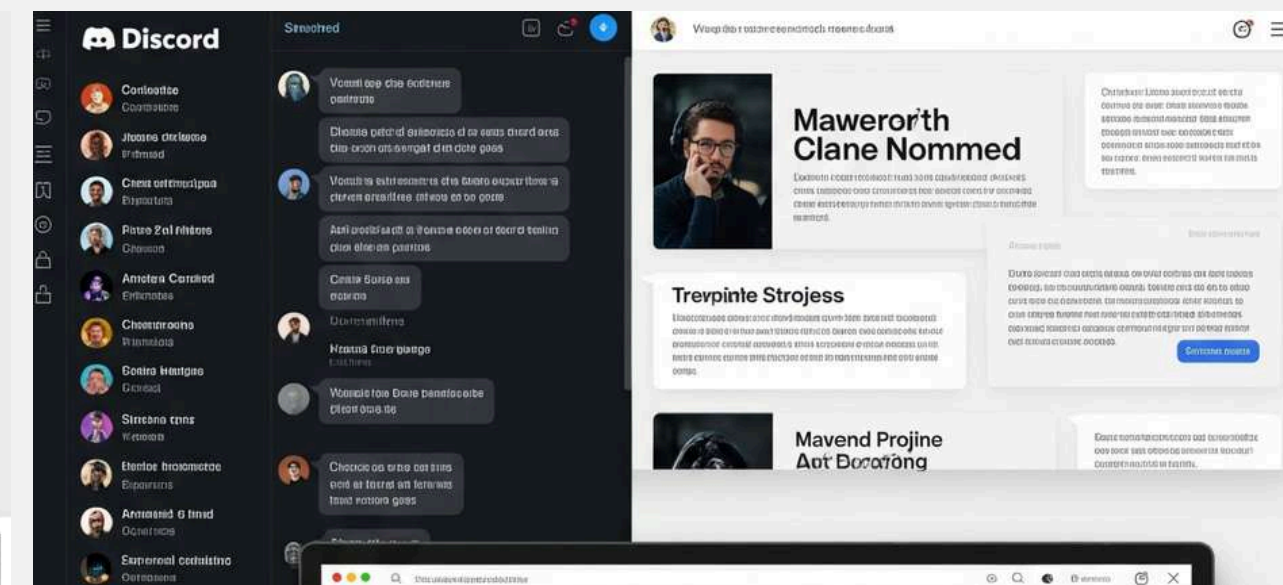
### Brand Identity & UI Design

Delivered full brand systems and UI components using Figma, Adobe CC & Webflow for Web3 and SaaS clients.



### Creative Strategy & Messaging

Built narrative structures and GTM messaging using Miro and Notion; supported brand voice and positioning for pre-launch readiness.



### Web3 Consulting & Collaboration

Advised early-stage Web3 teams on pitch decks, token storytelling, and product narrative via async collaboration (Slack, Discord).





# Work Experiences

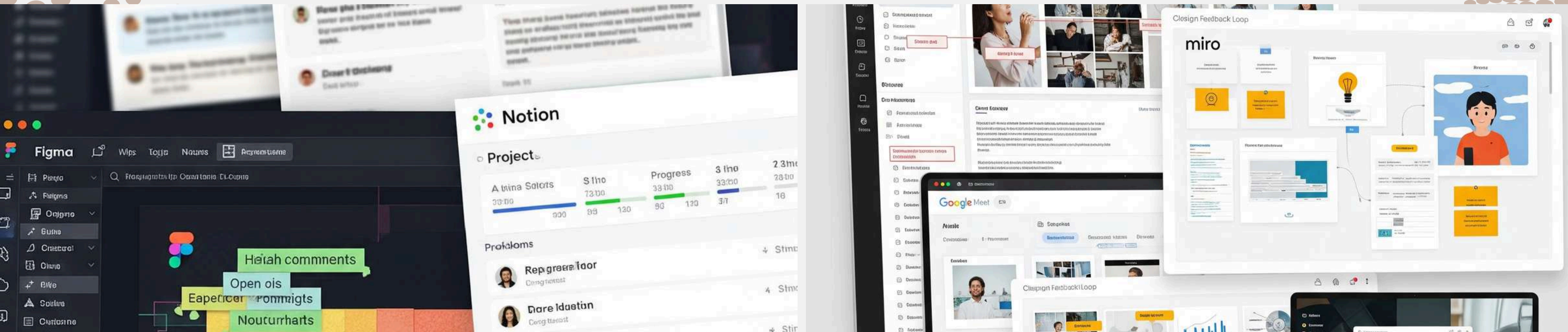
## UX, Growth, and Conversion

Designing with clarity and performance in mind — every click, every pixel, every conversion.





# Work Principles & Client Approach



**Efficient,  
Documented,  
Transparent.**

I operate with structured workflows and clear documentation across tools like Figma, Notion, and Slack — ensuring smooth handovers, async clarity, and measurable progress.



**Client-Aligned,  
Feedback-  
Driven.**

I prioritize clarity, alignment, and iteration. Clients are involved at key checkpoints — not overwhelmed. Feedback loops are tight, expectations are managed, and goals remain measurable.

**Standards I uphold across every project — from  
first call to final delivery.**



## Brand Strategy & Identity

Notion · Miro · Illustrator · Photoshop

*Crafted brand pillars, systems & positioning.*



## UI/UX Design

Figma · Webflow · Adobe XD

*Prototyped responsive UIs for onboarding & growth.*



## Creative Direction

Notion · Google Workspace · Adobe CC · Loom

*Led async collaboration & creative operations.*



## Web3 Communication

Slack · Discord · Twitter · Mirror.xyz

*Facilitated founder–community alignment & storytelling.*



## Visual Storytelling

Google Slides · Canva · Figma · InDesign

*Built structured narratives for campaigns & launches.*



# Professional Skills with Tools

Applied tools across creative, collaborative, and technical workflows — supporting scalable design operations and stakeholder alignment



# Builder Mentality & Collaborative Rigor

I work not as a "vendor," but as a partner. I bring a passion for building products and brands with a founder-like mindset—thinking tactically, iteratively, and being ready to collaborate across functions.

## Professional Mindset

## Human-Centered, Strategy-Led

Every design begins with understanding the context: who the audience is, what their business needs are, and how a visual solution can bridge the gap. I prioritize a strategic approach before any design moves forward.





**1. Built bold visual identity and high-converting UI. Viral campaign delivered 500K+ reach and 40% traffic spike.**

*Highlight : Turned NFT hype into viral growth.*

**Role : Lead Designer & Brand Strategist**

**Tools : Figma, Photoshop, Notion**

## My Projects

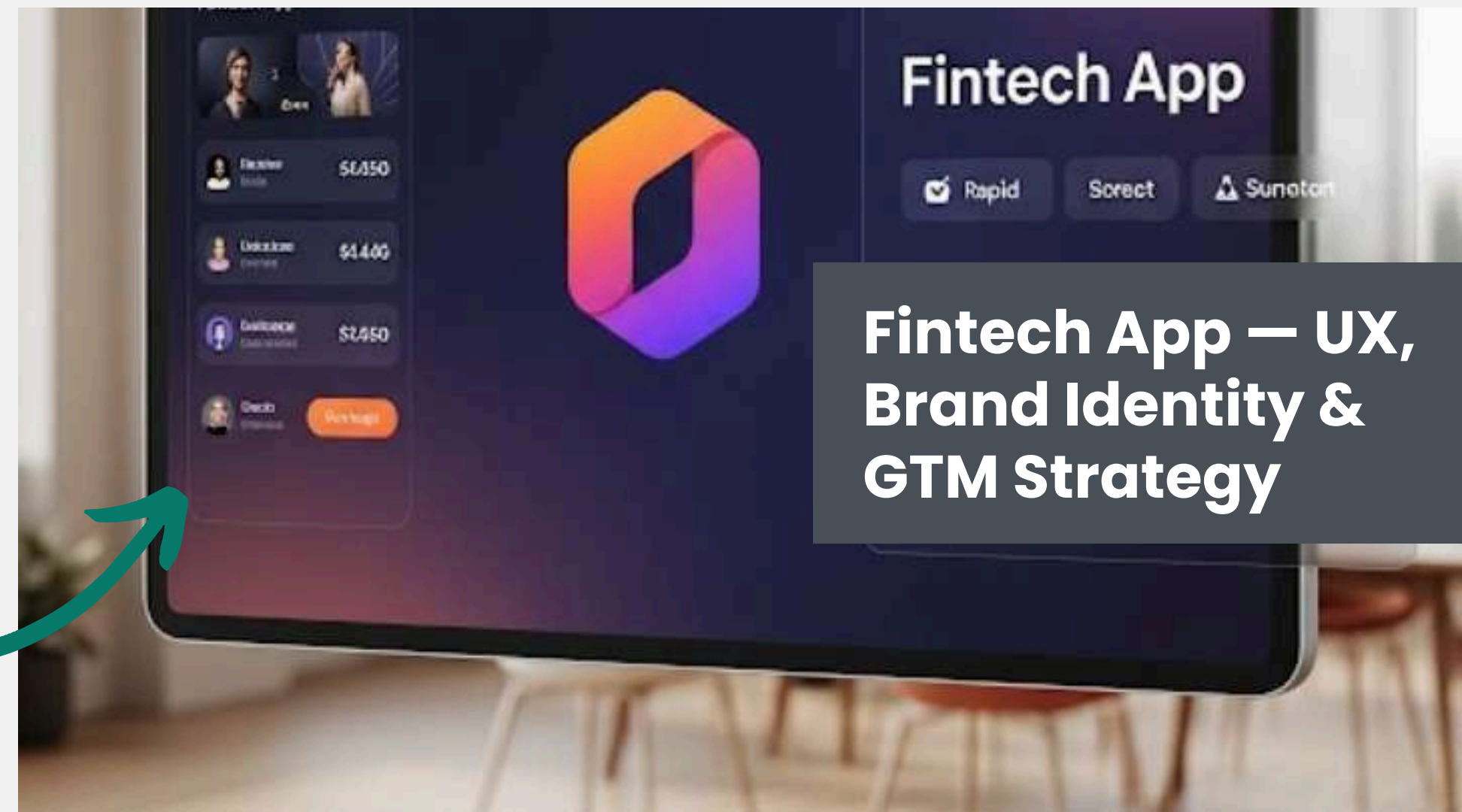
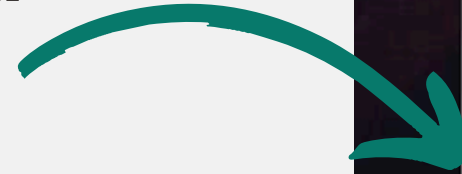


**2. Crafted brand identity and UX flow. Investor deck secured 2 strategic deals, and GTM campaign drove +25% users, +40% traffic in Q1.**

*Highlight : Precision UX meets fintech storytelling.*

**Role : Brand Strategist & Product Designer**

**Tools : Figma, Canva, AI**





3. Designed immersive UI/UX for a Metaverse platform and led a virtual concert launch with 500K+ global attendees, boosting engagement by 80%.

*Highlight : Story-driven experience in virtual space.*

Role : Creative Lead & Art Director

Tools : Figma, After Effects, AI

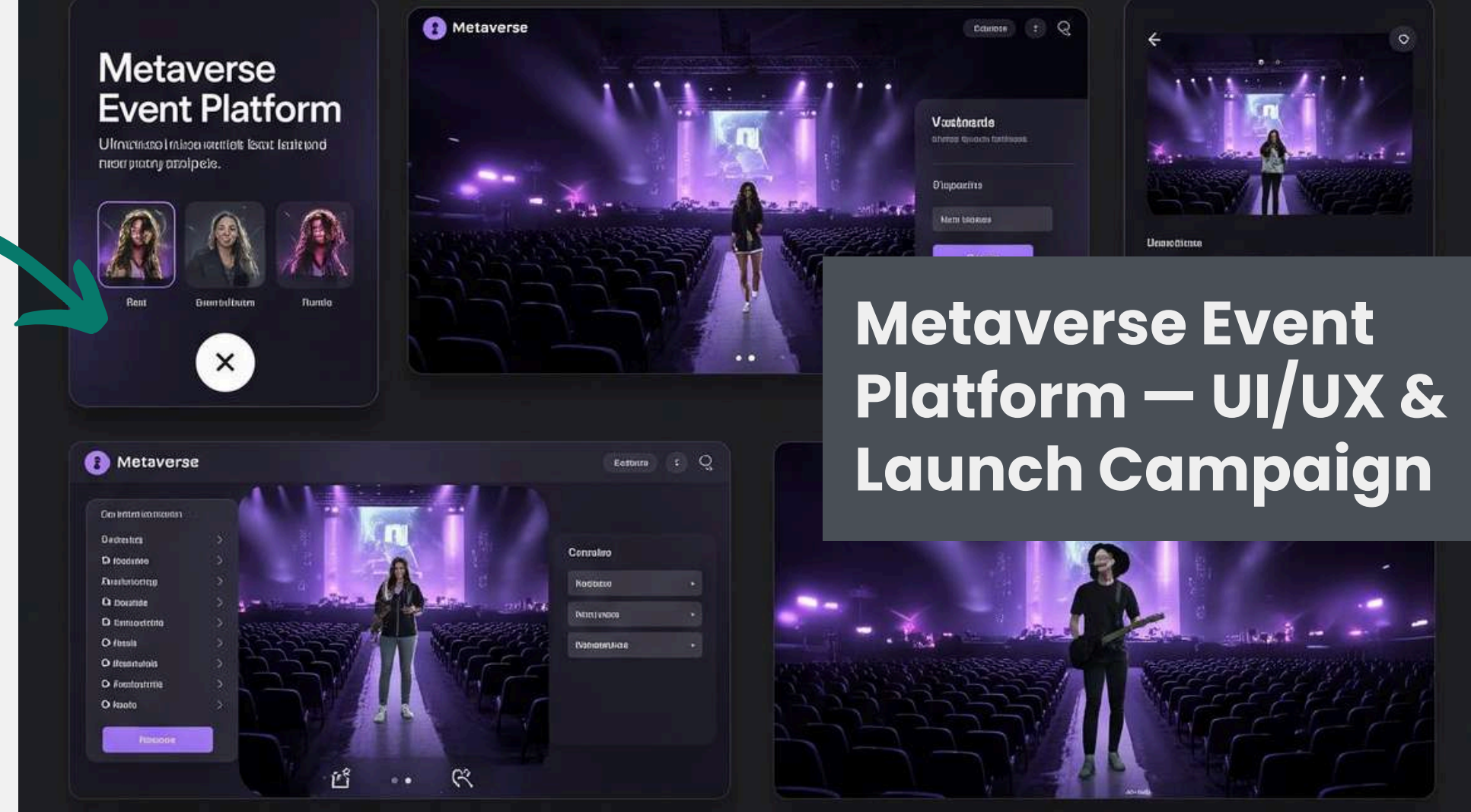
My  
Projects

4. Led UI/UX revamp and pitch deck refresh, helping secure \$2M seed funding. Growth campaign boosted engagement by 50%.

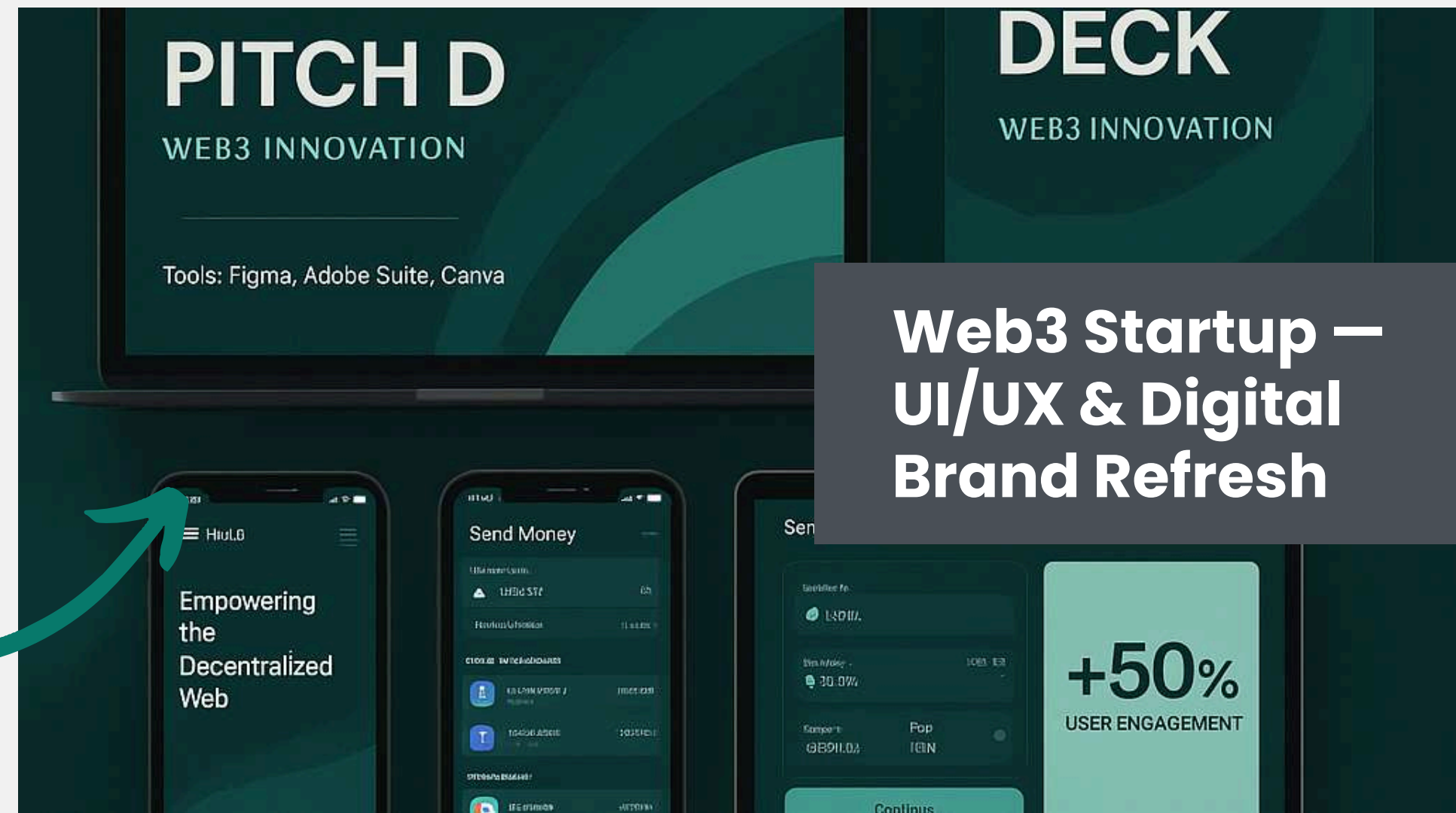
*Highlight : Precision UX meets fintech storytelling.*

Role : Creative Strategist & Art Director

Tools : Figma, Adobe Suite, Canva



Metaverse Event  
Platform — UI/UX &  
Launch Campaign



Web3 Startup —  
UI/UX & Digital  
Brand Refresh

+50%  
USER ENGAGEMENT



# Let's Connect

Ready to explore bold ideas, design-led  
campaigns, or creative collaborations?  
Let's start the conversation.



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# Thank You



It's been a privilege to share a glimpse of my work. I hope it sparked meaningful ideas and I look forward to exploring what we can build together next



Created by  
**Galang Yusuf Alfika**