

Portfolio

bifariachmad

Creative Generalist



## bifariachmad

Creative generalist with experience working on visual and digital projects from concept to execution. Experienced in both independent and collaborative work, developing story-driven ideas, visuals, and experiences. Prioritizes clarity of meaning, honesty of process, and emotional impact in every piece of work.

### Contact

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**Email.** bifariachmad@gmail.com

**Behance.** behance.net/bifariachmad

### Work Experience

- 2024. 06. ~ 2024. 06. **Blackcode\_ SA.** Creative Marketing Specialist
- 2023. 07. ~ 2024. 11. **Evolene Indonesia.** Graphic Design
- 2022. 12. ~ 2023. 02. **TXT Creative.** Visual Graphic Design
- 2022. 10. ~ 2022. 11. **Ku Creative.** Motion Graphic
- 2020. 10. ~ 2022. 09. **Fantech Indonesia.** Creative Coordinator
- 2020. 06. ~ 2021. 10. **Archoursaur Inc.** Game Master
- 2018. 12. ~ 2020. 10. **PT. Sumber Jaya Laser.** Graphic Design & Drafter
- 2017. 01. ~ 2018. 12. **PT. Trijaya Cipta Anugerah.** Creative Marketing Specialist
- 2016. 10. ~ 2016. 12. **PT. Anam Provita Utama.** Graphic Designer
- 2016. 08. ~ 2016. 09. **CV. Bintang Ilham.** Staff

### Software Experience

-  CorelDraw
-  Photoshop
-  Illustrator
-  Premier
-  Capcut
-  Blender
-  C.C
-  Spark AR
-  Cursor
-  Poe
-  Suno
-  Companion
-  Office

### Education

2025. ~ University of The People

# Index

## 01

### Brand & Identity Design

Blackcode  
Companion  
Umbranox

## 02

### Digital Experience & System

Configurator Website  
AIOS Website  
Endless Novel Website

## 03

### Product, Packaging & Merchandise

Evolene Isolene Scoop  
Evolene Evosorption PR Package  
Prevo 7s Packaging  
Evolene Prevo PR Package

## 04

### Campaign, Retail & Activation

Evolene Vending Machine  
Evolene Floor Display  
Evolene Gondola  
Evolene Booth

## 05

### Video & Motion Graphic

Blackcode Material Video  
Companion Youtube Video

## 06

### Visual & Graphic Works

Fantech Indonesia  
Fantech Smartlife  
Evolene

## 07

### Experience & Special Project

Evolene Evosorption Gala  
Metaesthetic Patient App  
Metaesthetic Doctor App

# 01

## Brand & Identity Design

Exploring the foundation of visual identity through clarity, consistency, and meaning. Each project reflects a process of translating values and narratives into recognizable and timeless brand expressions.

# b/ackcode\_

## Context

b/ackcode\_ is a Swiss boutique software agency requiring a comprehensive brand identity that reflects their premium positioning and technical excellence.

## Problem

Establishing a distinctive visual identity that communicates sophistication and innovation while maintaining consistency across all touchpoints.

## Approach & Process

Developed complete brand system including logo design, typography hierarchy, website architecture, business collateral, and digital content guidelines. Ensured cohesive brand expression across physical and digital platforms.

## Outcome

A refined, recognizable brand identity that positions b/ackcode\_ as a premium software agency with consistent visual language across all customer interactions.

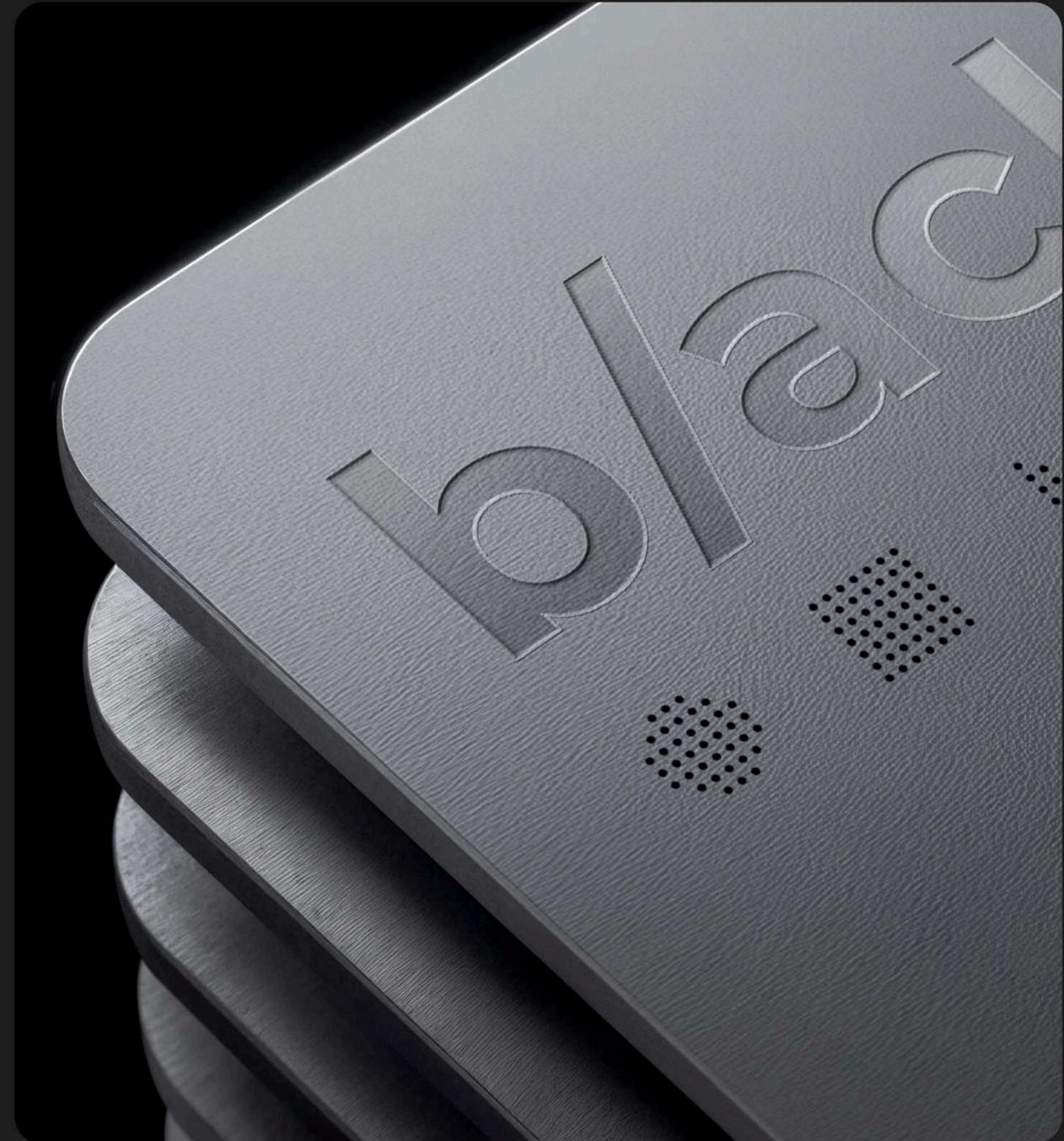
Brand Identity

Logo Design

Typography

Website Design

Art Direction



## Logo

**b/ackcode\_**

A Swiss boutique software agency specializing in bespoke digital solutions. The forward slash represents our cutting-edge approach—dividing complexity, multiplying possibilities.

## Color

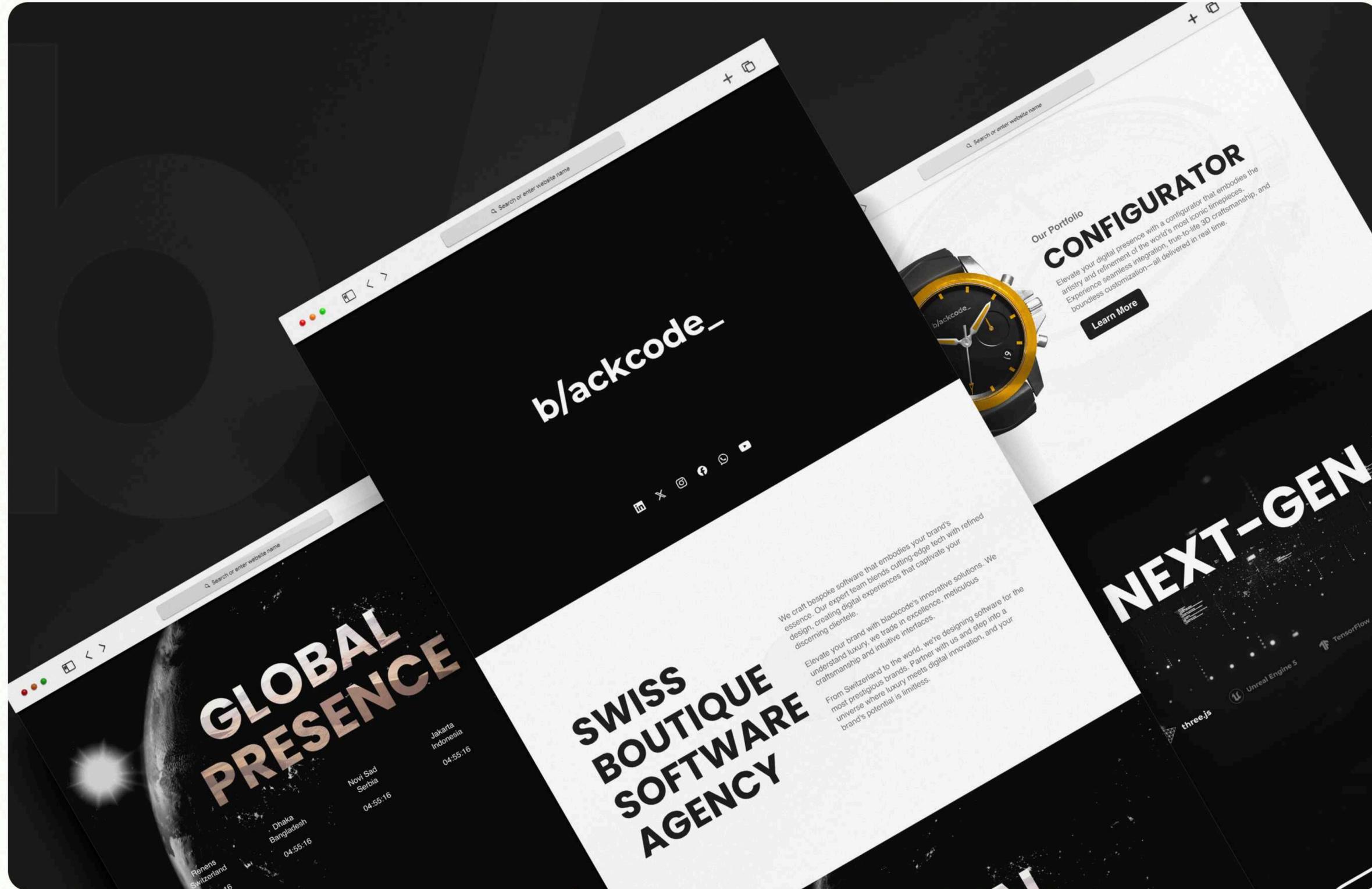


Our monochromatic palette embodies precision and sophistication. Black (#171717) represents technical excellence, while gradients of gray reflect our adaptive, nuanced approach to software development.

## Typography

# Montserrat

Montserrat serves as our primary typeface, chosen for its geometric clarity and Swiss design heritage. Clean, modern, and highly legible—reflecting our commitment to functional elegance in every digital experience.





# Companion

## Context

Companion is a Windows AI assistant requiring brand development from ground zero to establish market presence and user trust.

## Problem

Creating a brand identity that balances technological innovation with approachability, suitable for both technical and general audiences.

## Approach & Process

Led complete brand exploration including logo brainstorming, color psychology research, typography selection, website design, and comprehensive UI/UX design for the Windows application. Ensured seamless brand experience across digital platforms.

## Outcome

A cohesive brand identity that successfully communicates AI capabilities while maintaining user-friendly appeal, complete with functional website and intuitive application interface.

Brand Identity

AI Product Design

UI/UX Design

Website Design

Logo Design



## Logo



Your intelligent Windows AI assistant. The circular symbol represents continuous learning and adaptation—a seamless companion that evolves with your workflow, always by your side.

## Color



Warm terracotta (#D9643A) embodies approachability and human connection, balanced with neutral tones that ensure clarity and focus. Our palette bridges the warmth of human interaction with the precision of AI technology.

## Typography

# Cormorant Garamond

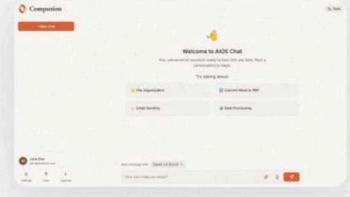
Cormorant Garamond brings elegance and sophistication to our AI identity. Its refined serifs communicate intelligence and trustworthiness, making advanced technology feel accessible and refined for every user.

Companion Integrations Tasks Comparison Demo Pricing Login Download

## Native Agentic AI

# Reclaim your hours.

Automate your job before somebody else does.



- Does Tasks For You**  
Controls your computer to complete work automatically.
- One-Click MCP Integration**  
2,700+ tools connect instantly. Largest MCP library available.
- Personal Context Intelligence**  
Knows your emails, contacts, and files. Context makes automation actually useful.
- Cross-Platform Access**  
Works on your computer now. Mobile app coming very soon.

Ready to reclaim your time?

**TRY FOR FREE**

Stop working for your computer.

### Works With Your Favorite Tools

Companion seamlessly integrates with 2,700+ applications

- Chrome, Gmail, Word, Teams, Slack
- WhatsApp, Notion, Trello, Calendar, Drive
- Sheets, Forms, Shopify, Spotify, YouTube
- Discord, GitHub, Calendly, Outlook, Telegram

2,700+ Controllable applications

### Harder, Better, Faster, Stronger

Companion handles routine tasks automatically, giving you time for strategic work.

| Task                                     | Before     | With Companion |
|------------------------------------------|------------|----------------|
| Email drafting & management              | 15-30 min  | 2-5 min        |
| Invoice creation & sending (Stripe/Zoho) | 30-45 min  | 5-10 min       |
| Google Sheets data management            | 6-8+ hours | <1 min - 5 min |
| Lead generation & contact enrichment     | 2-3 hours  | 20-30 min      |
| Document reading & summarization         | 10-40 min  | 1-5 min        |
| Support ticket routing & responses       | 30-60 min  | 5-10 min       |

[See More Tasks](#)

Get your time back!

Calculate how much time you can reclaim with Companion.

## Platform Availability

Companion is expanding to all major platforms.

- Windows**  
Available Now  
Full functionality with all features and integrations  
[Download](#)
- macOS**  
Available Now  
Full functionality with all features and integrations
- Companion Mobile Lite**  
Coming Soon  
Remote server communication (MCP). Future PC connectivity for seamless automation.

Our team is working to bring Companion to all major platforms and mobile devices. Stay tuned for updates on Linux and mobile availability.

## See Companion in Action

Watch real workflows automated in real-time



### Use Cases

- Finding Leads
- Research
- Writing Reports
- Managing Emails
- Setting up Meetings
- Organizing Files
- Computer Security
- Social Media Management
- AI Collaboration
- Installing and Removing Apps

[Explore More](#)

## Frequently Asked Questions

Everything you need to know about Companion AI

**How is this different from other LLMs?**  
Other LLMs require you to copy/paste and manually execute tasks. Even agents! All tasks work in hardware or online environments. Companion runs directly on your machine with full local access. It can manage your actual files, email software, debug code, organize downloads, and control any application you have installed. None of your digital files will leave! Companion is the first AI that can actually work with it. This implies that while agents, AI sees, none of it has real local machine access like Companion does.

**Is my data secure?**

**What if I use Linux?**

**How easy is it to set up MCP integration?**

**Do I need technical skills?**

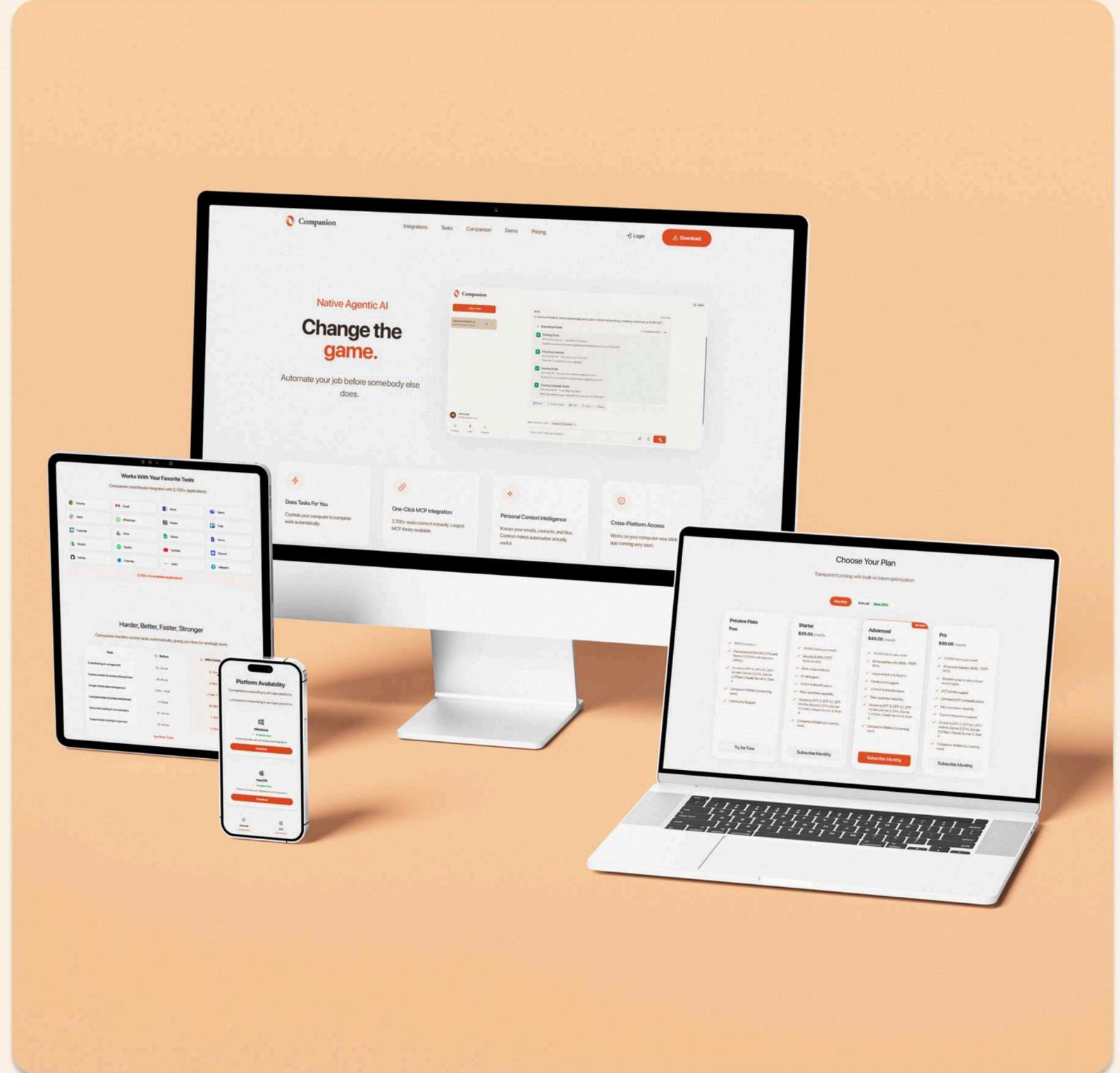
**What happens if AI makes a mistake?**

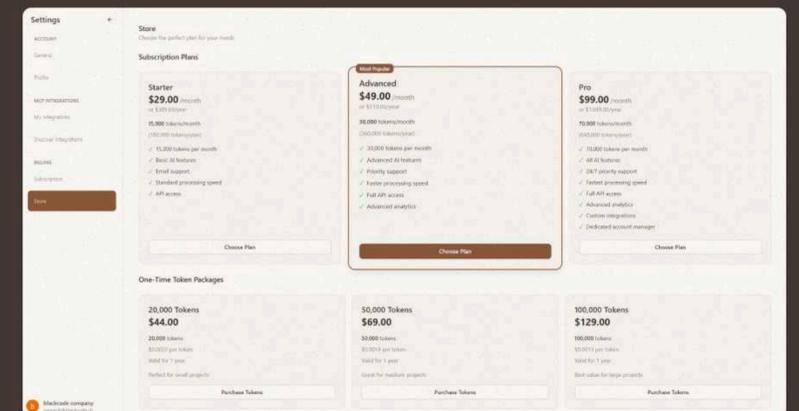
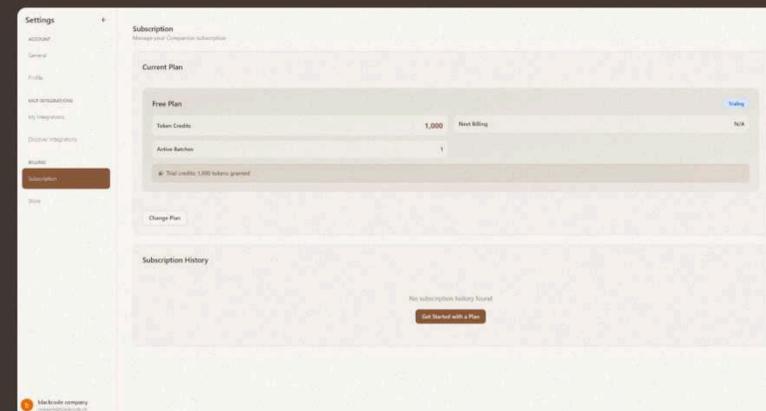
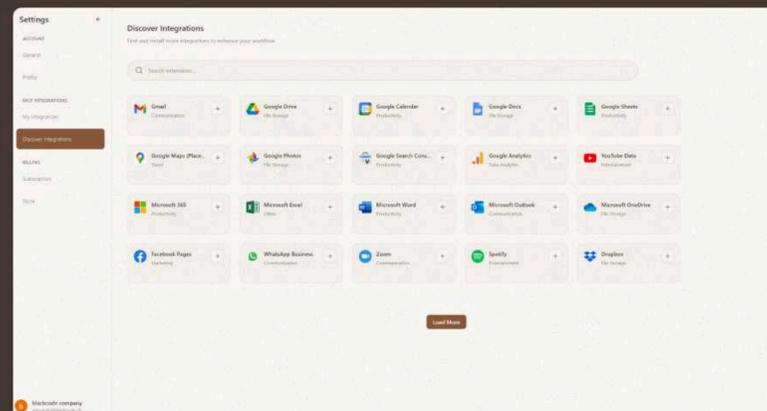
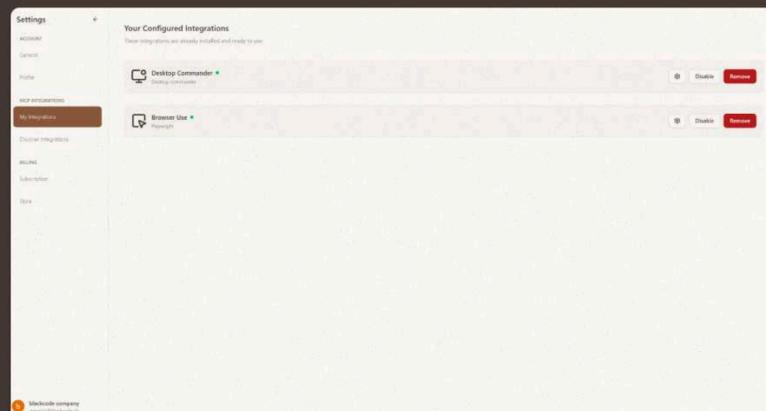
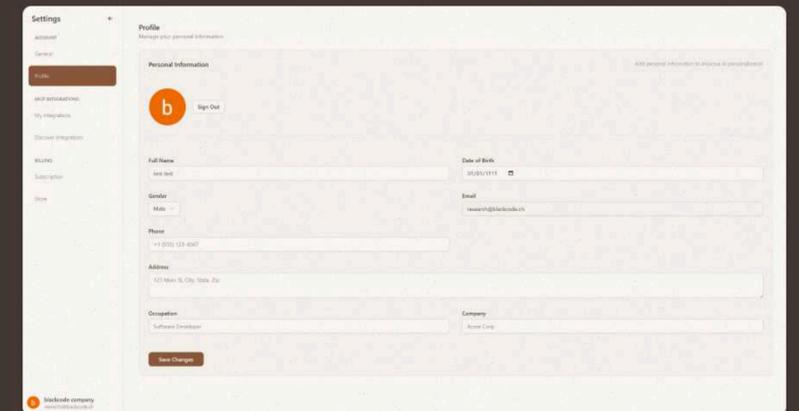
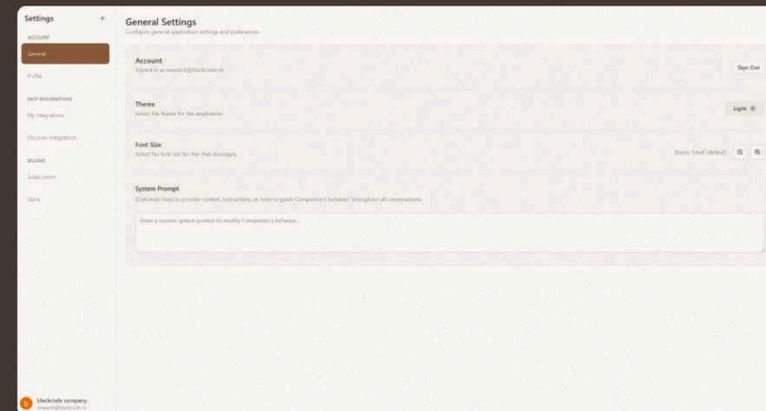
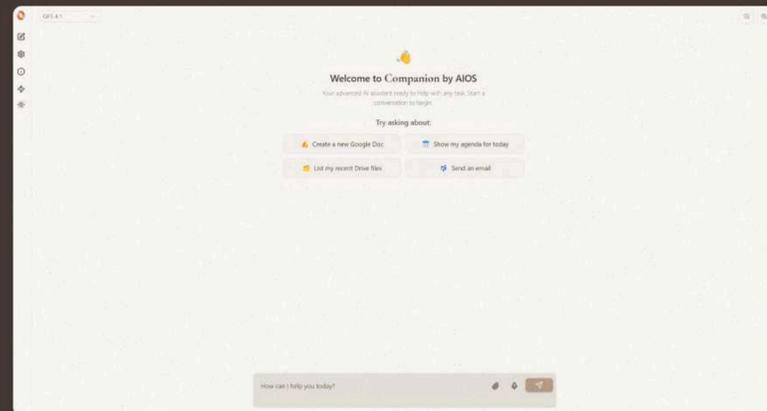
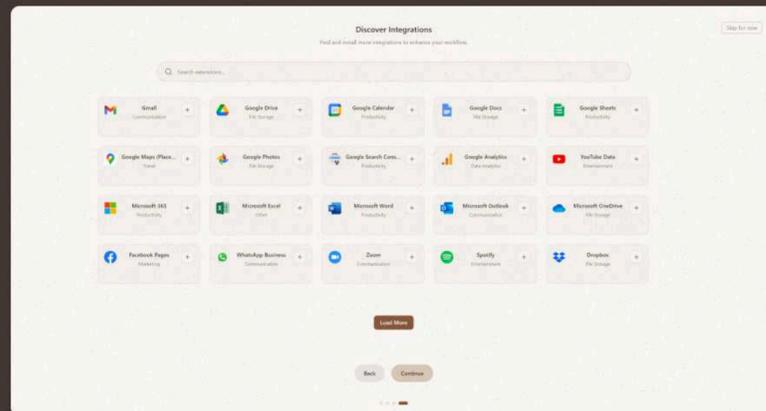
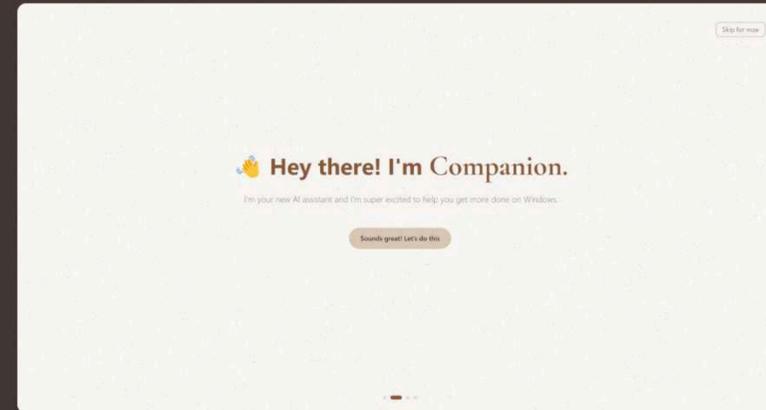
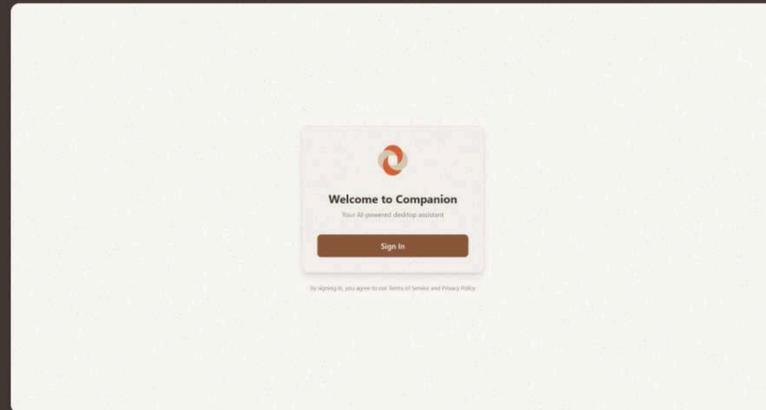
**Companion**  
Companion automates your everyday tasks right on your computer. Save time with intelligent automation that works for you.  
contact@companion.com

**PRODUCT**  
Integrations  
Tasks  
Comparison  
Demo  
Pricing

**RESOURCES**  
Support  
Documentation  
Privacy  
Terms

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# Ambranox

## Context

Personal creative studio venture positioned as a modern creative production house focusing on structured digital product development.

## Problem

Differentiating from conventional agency models while establishing credibility and unique value proposition in the creative industry.

## Approach & Process

Developed brand strategy emphasizing scalable, consistent production capabilities with parallel revenue streams. Created positioning that highlights production house methodology rather than traditional service model.

## Outcome

A distinctive creative studio brand with clear market positioning, operational framework, and multiple revenue generation pathways.

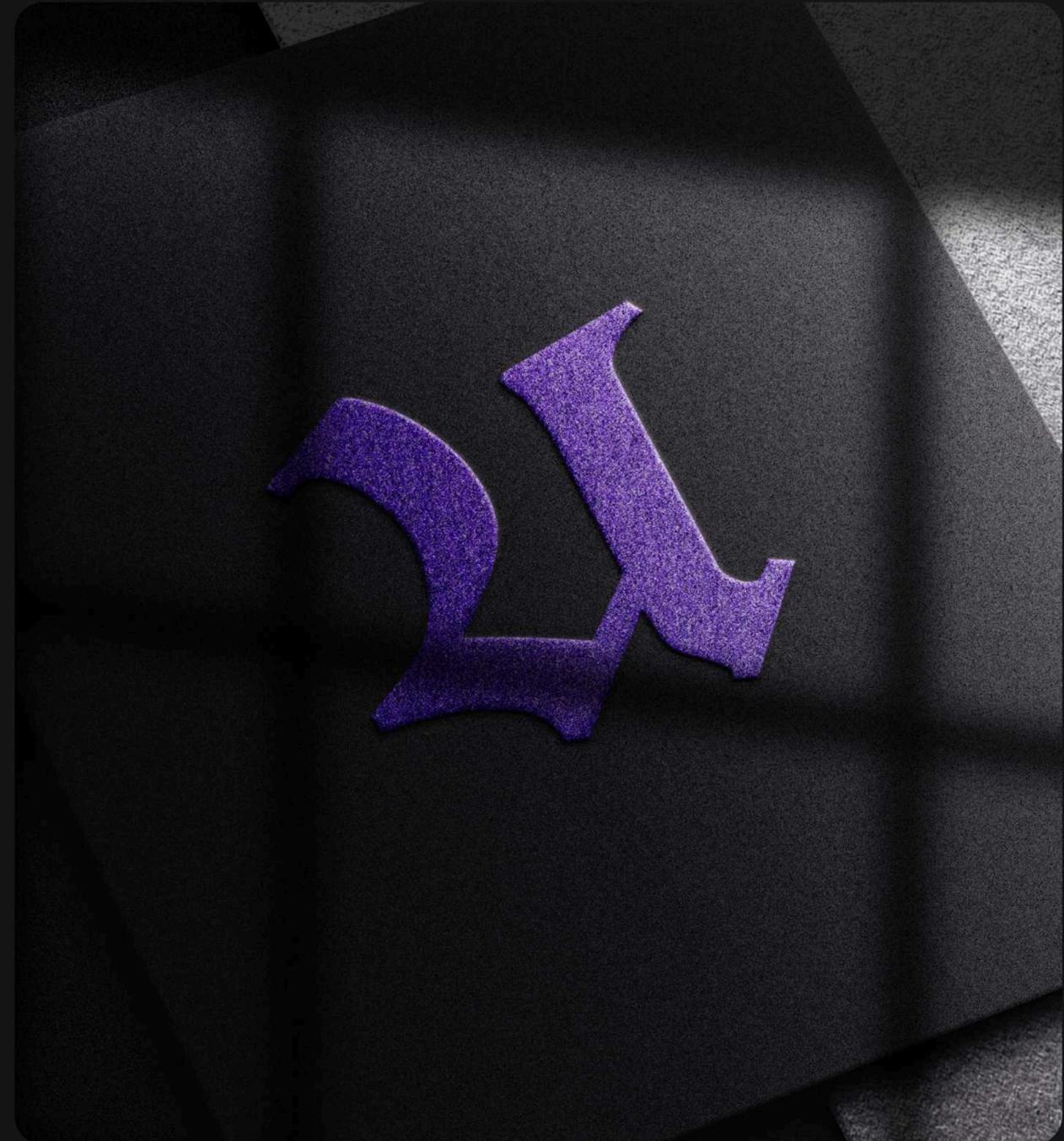
Branding Strategy

Creative Studio

Business Model

Brand Identity

Art Direction

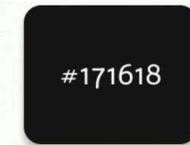


## Logo

Ambranox

A creative production house for structured digital innovation. The gothic typography merges bold creativity with disciplined systems—where artistic vision meets scalable execution.

## Color



Vibrant purple (#A318D7) embodies creative energy and innovation, grounded by neutral tones that represent structure and consistency. Our palette balances artistic expression with systematic production excellence.

## Typography

Senatsfraktur

Senatsfraktur brings distinctive character and creative boldness to our identity. The blackletter style honors traditional craftsmanship while signaling our commitment to unique, memorable digital experiences.



# 02

## Digital Experience & System

Designing digital environments where structure, interaction, and intention meet. This section focuses on systems that guide users through clear logic, purposeful flows, and intuitive experiences.

## Configurator Website

### Context

b/ackcode\_ needed a dedicated portfolio showcase for their configurator software capabilities targeting luxury watch brands.

### Problem

Effectively communicating complex technical capabilities and past collaborations with prestigious brands like Audemars Piguet and Norqain.

### Approach & Process

Designed a focused landing page as a subpage of the main b/ackcode\_ website, highlighting configurator technology, past projects, and technical expertise with clear visual hierarchy.

### Outcome

A compelling portfolio landing page that effectively showcases technical capabilities and establishes credibility in luxury product configurator development.

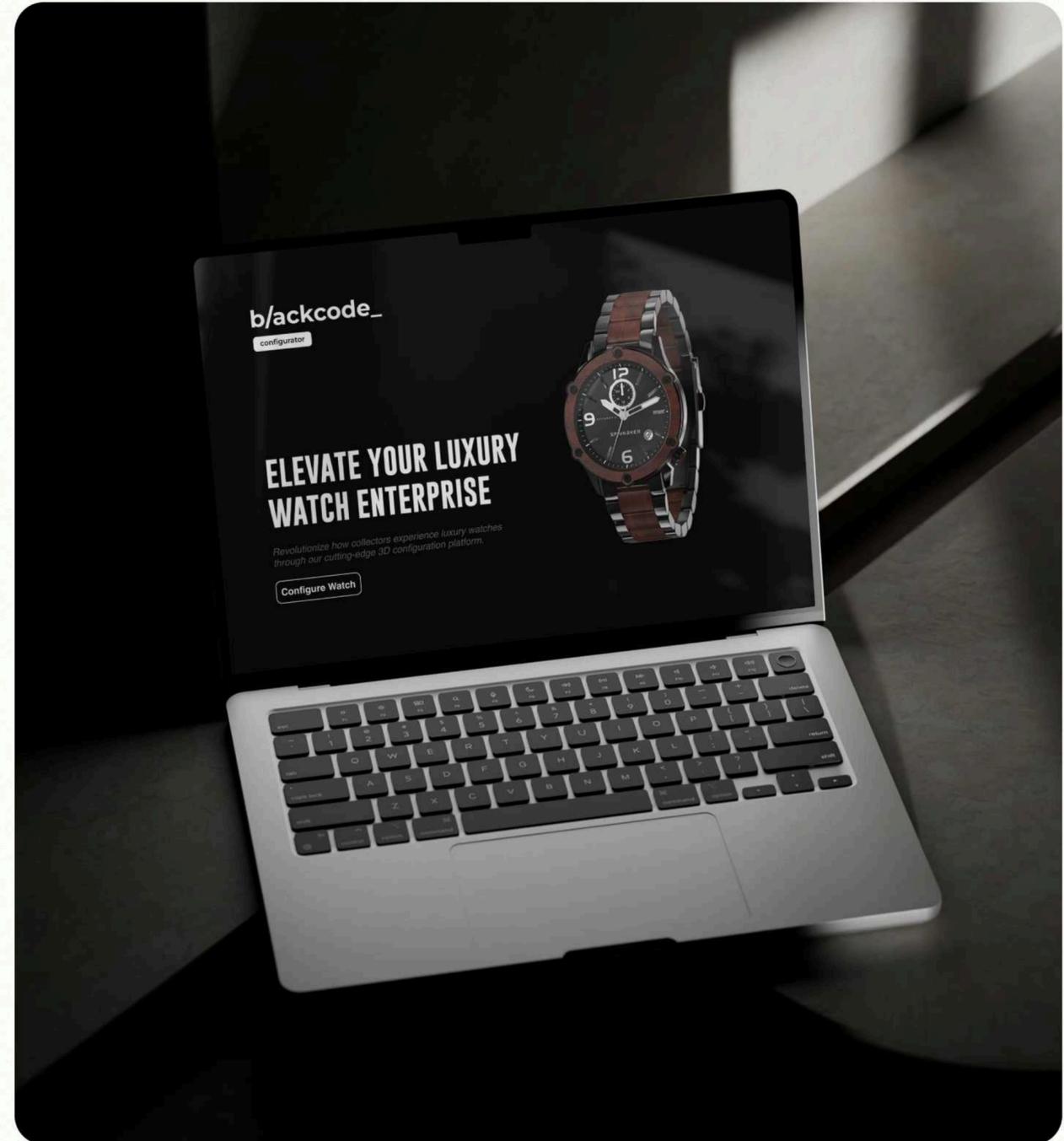
Website Design

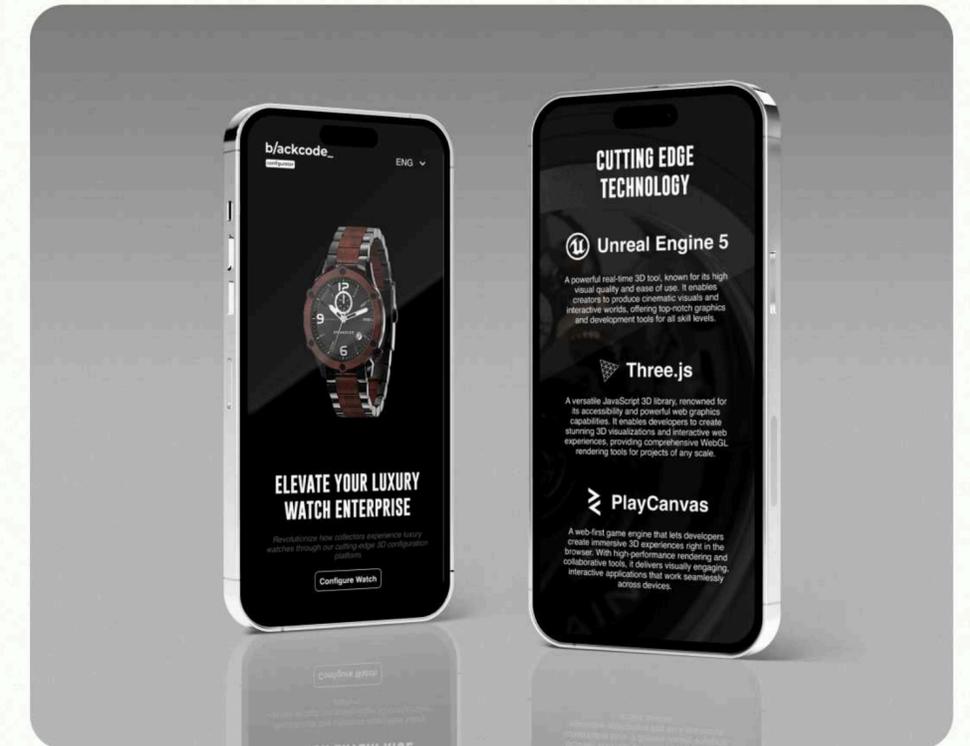
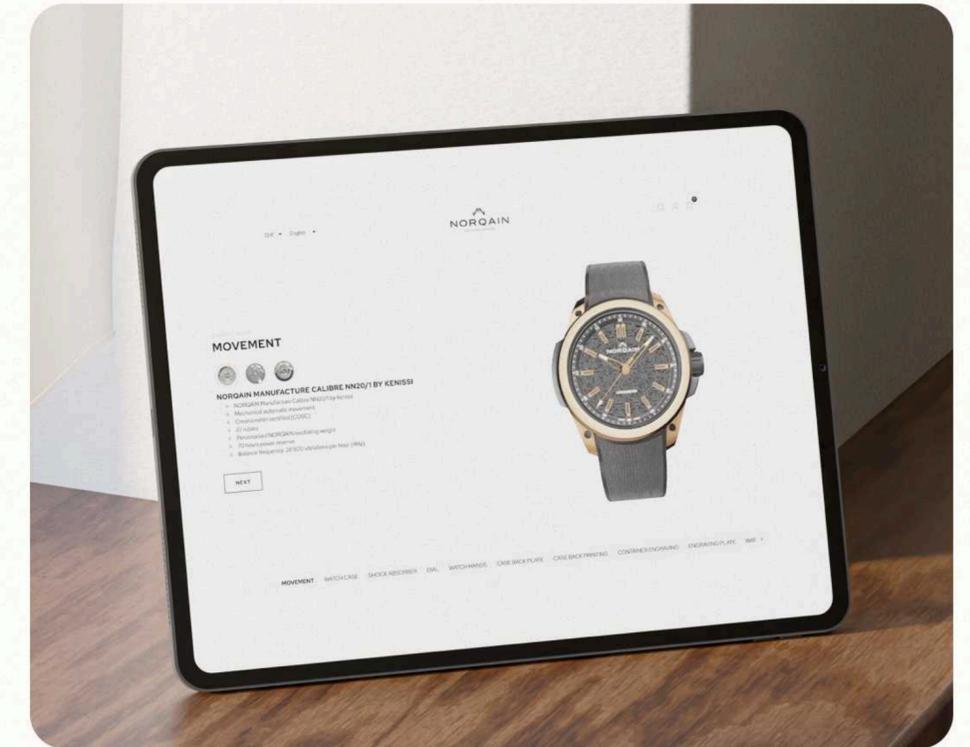
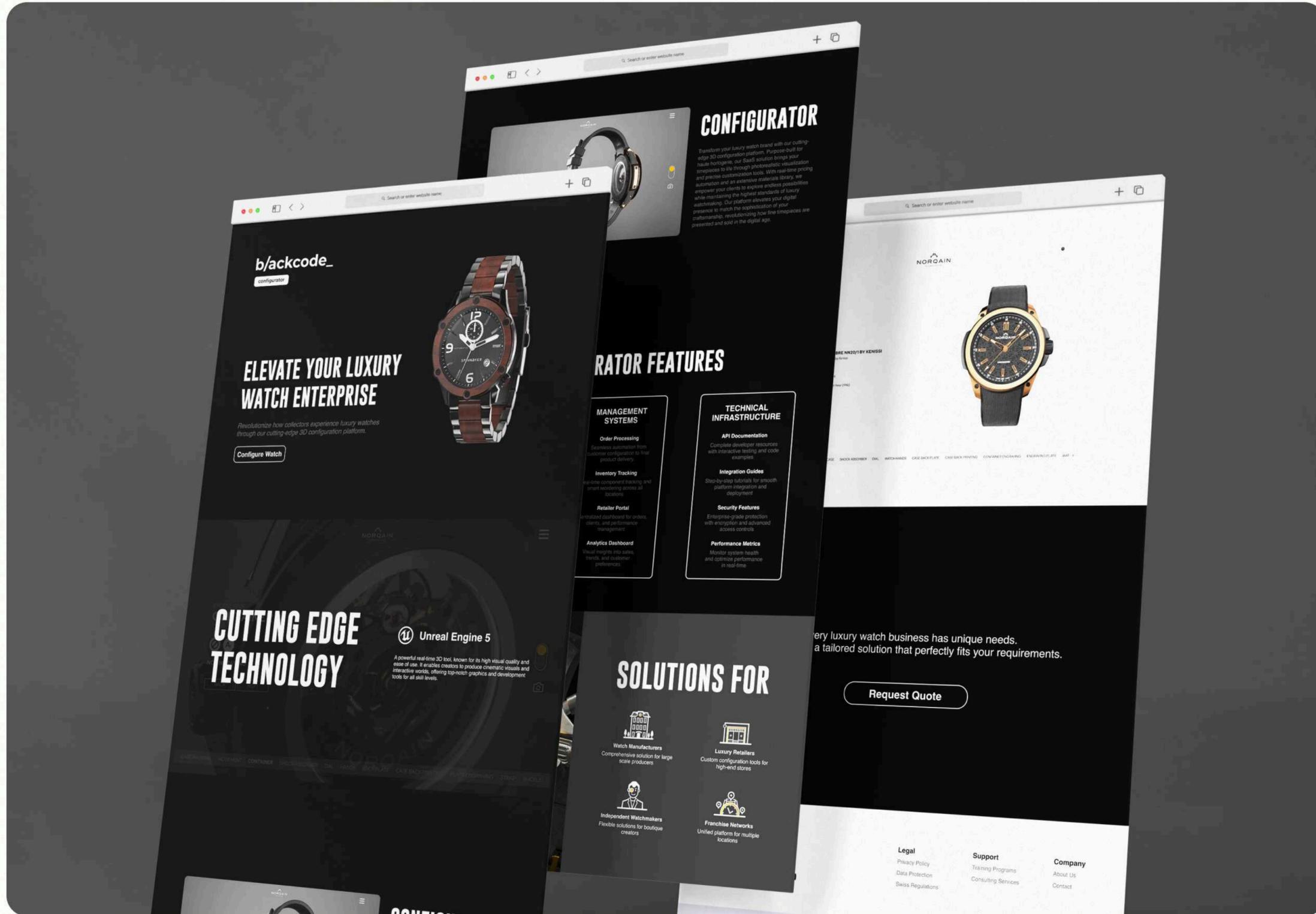
Landing Page

UI/UX Design

Portfolio Design

Technical Showcase





# AIOS Website

## Context

Pre-rebrand launch website for Companion AI assistant requiring early audience engagement and interest generation.

## Problem

Creating compelling first impression and generating interest for a new AI product without full brand development.

## Approach & Process

Designed a futuristic-themed temporary website focused on introducing the Windows AI assistant concept with engaging visual storytelling and clear value proposition.

## Outcome

Successfully launched initial web presence that attracted early adopters and validated product concept before full brand development.

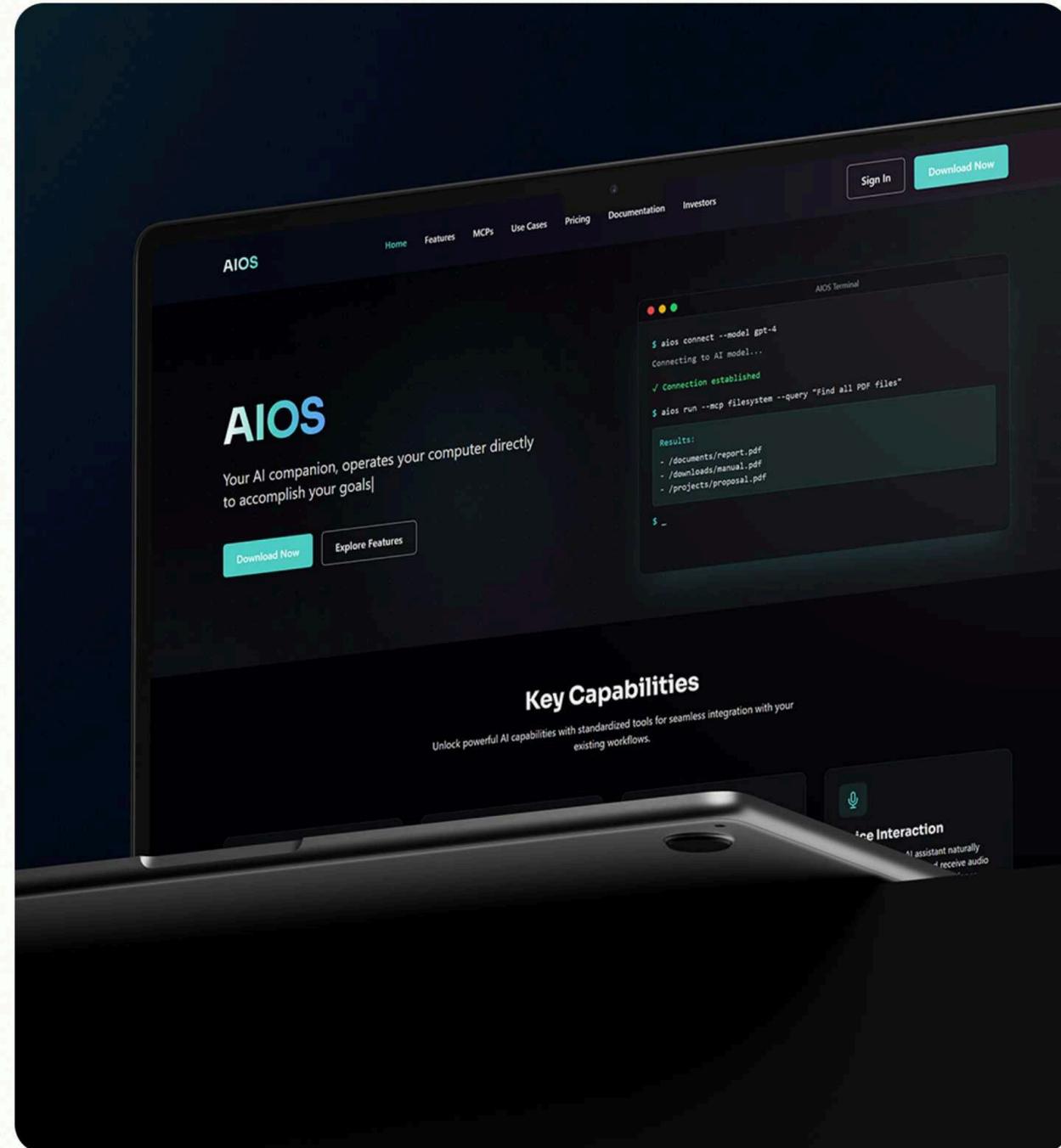
Website Design

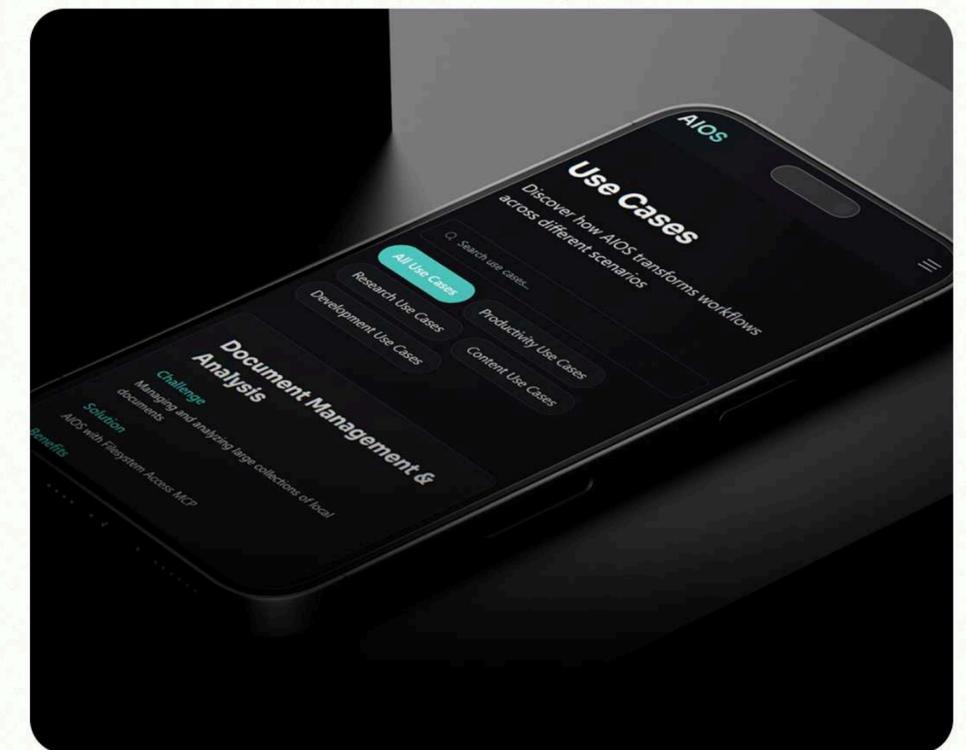
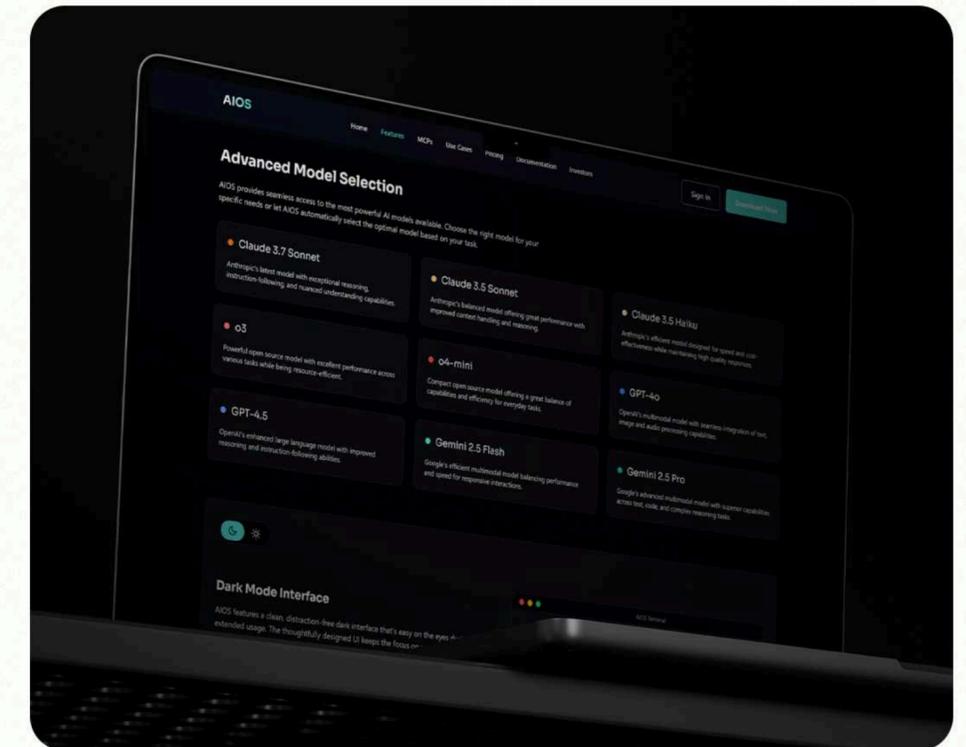
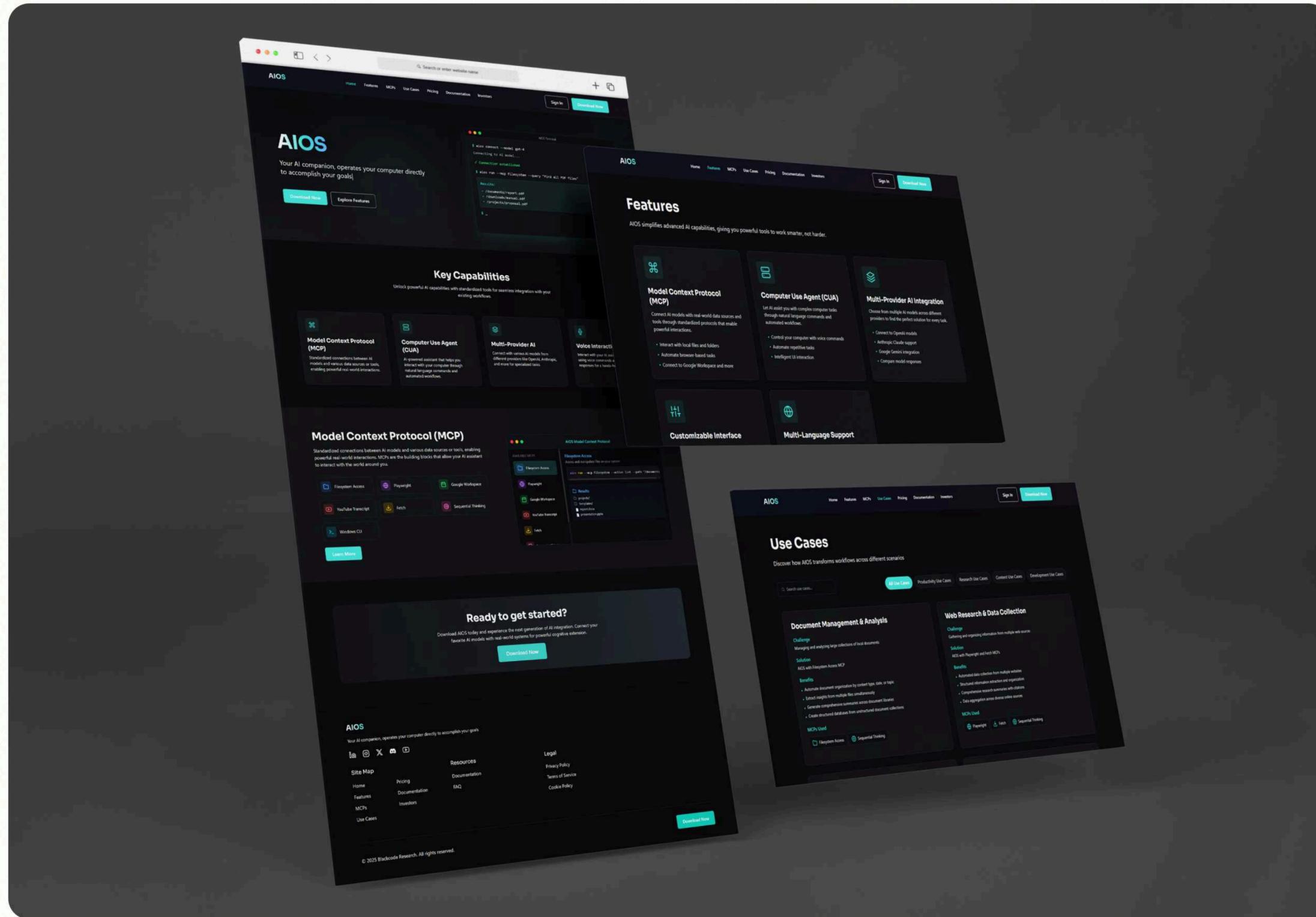
UI/UX Design

Landing Page

AI Product

Futuristic Design





# Endless Novel Website

## Context

b/ackcode\_ developed an AI-powered visual novel game requiring a website that reflects the imaginative storytelling capabilities across different genres.

## Problem

Representing infinite narrative possibilities and genre versatility in a single web experience while maintaining usability.

## Approach & Process

Created an interactive website with three dynamic theme systems (Fantasy, Sci-Fi, Realistic) featuring seamless theme-switching functionality. Each theme transformation affects the entire site experience, demonstrating the game's adaptive storytelling.

## Outcome

An innovative, immersive website that successfully demonstrates the game's core concept through experiential design, allowing users to understand the product's versatility before playing.

Website Design

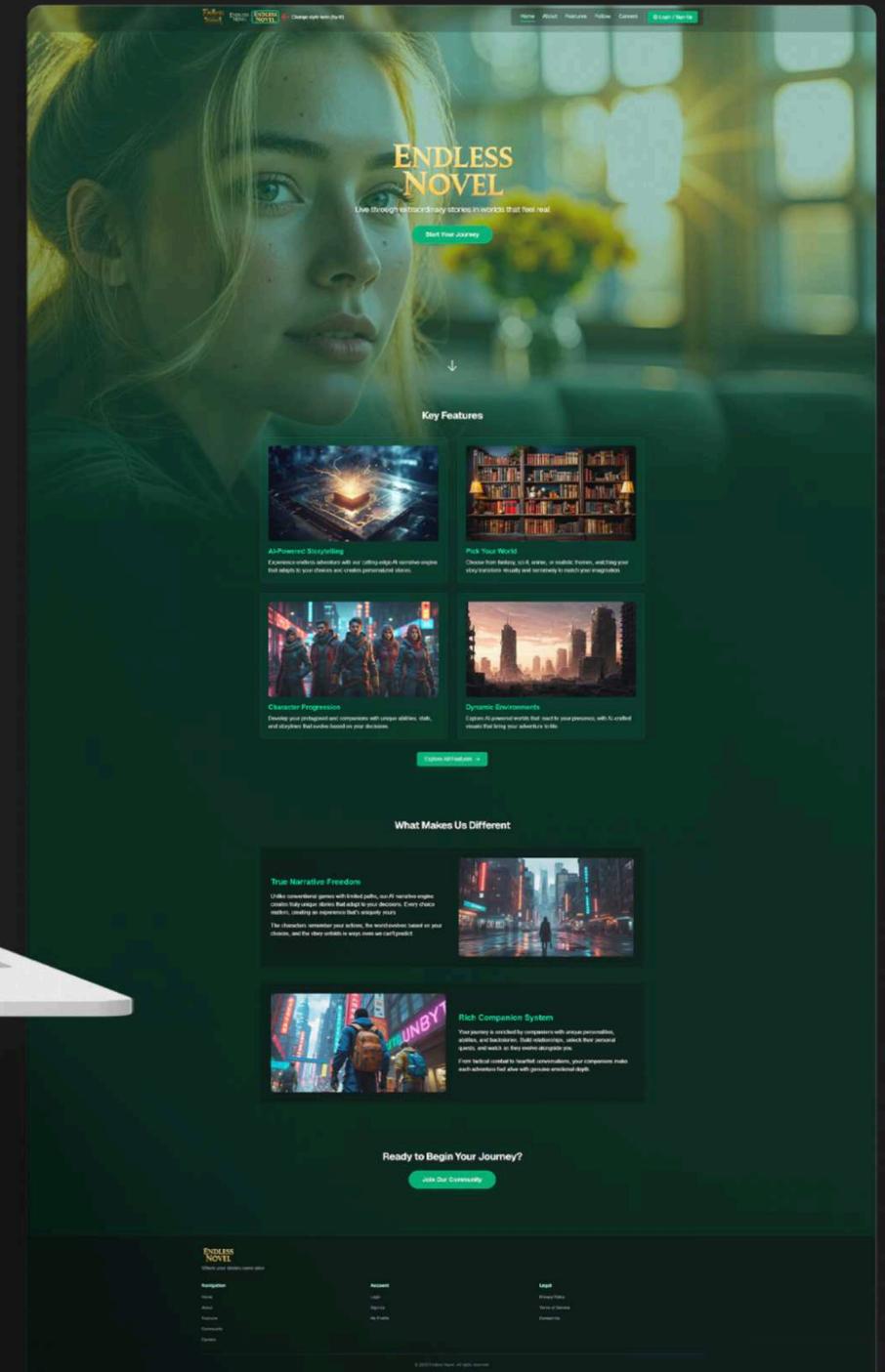
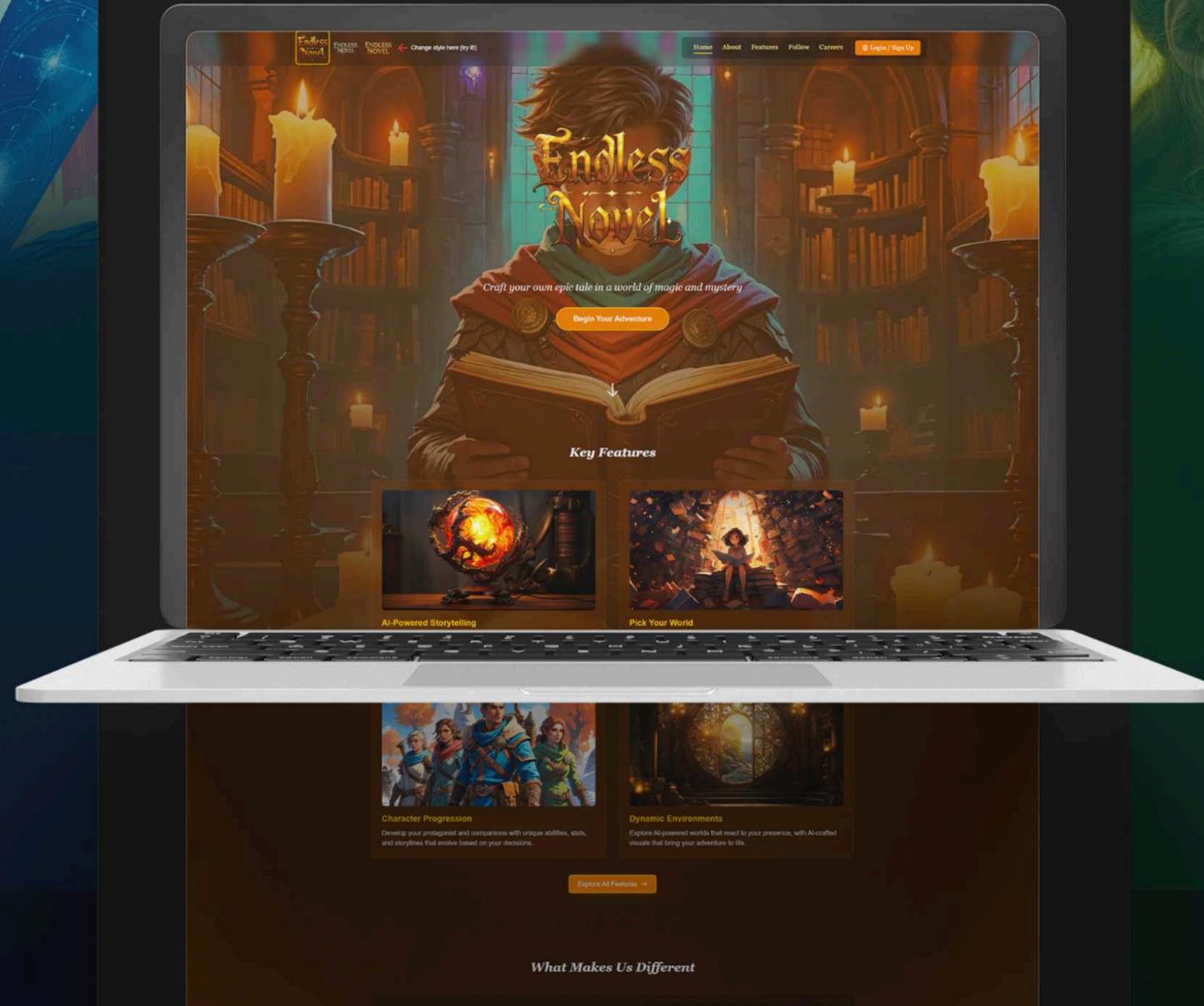
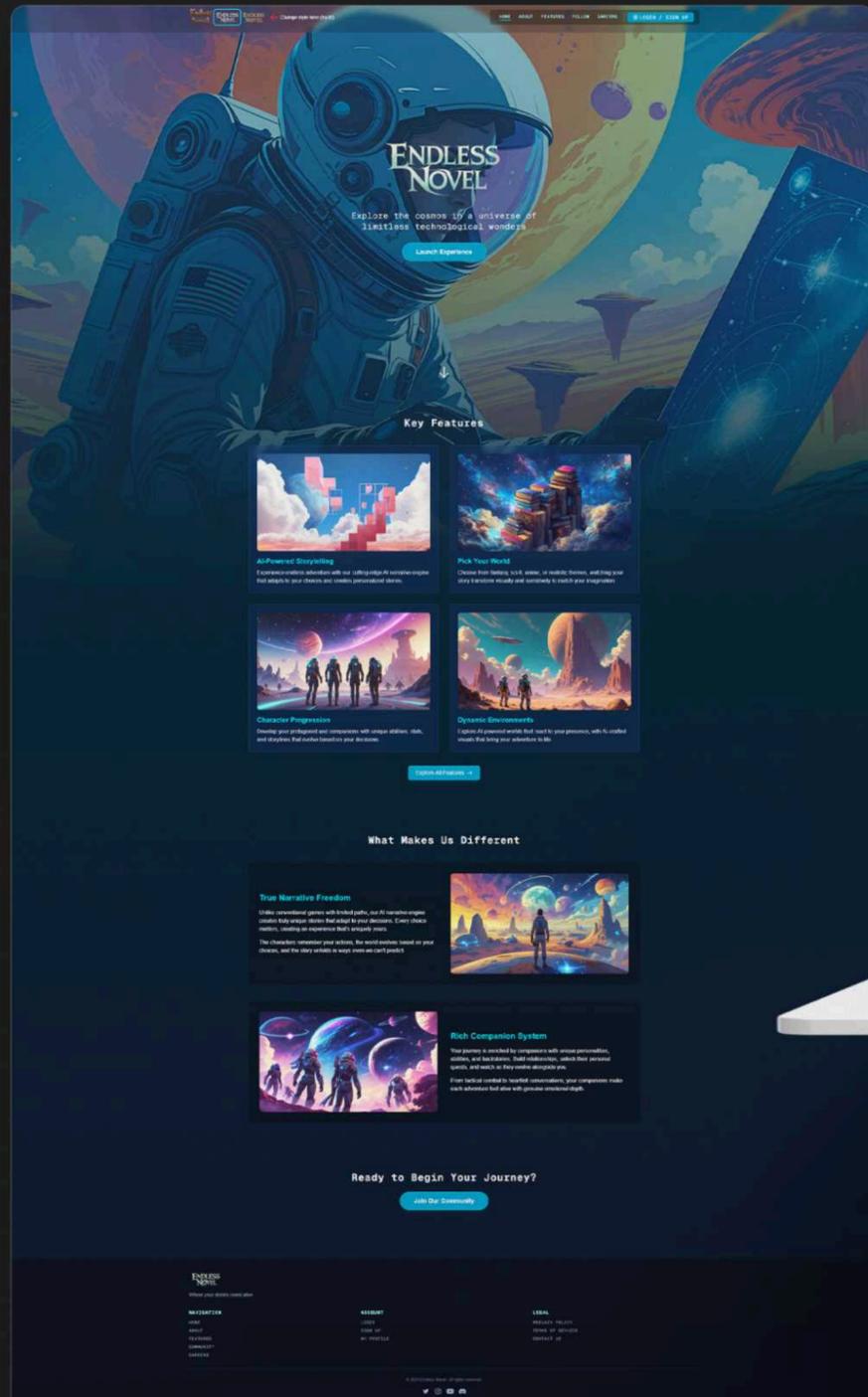
UI/UX Design

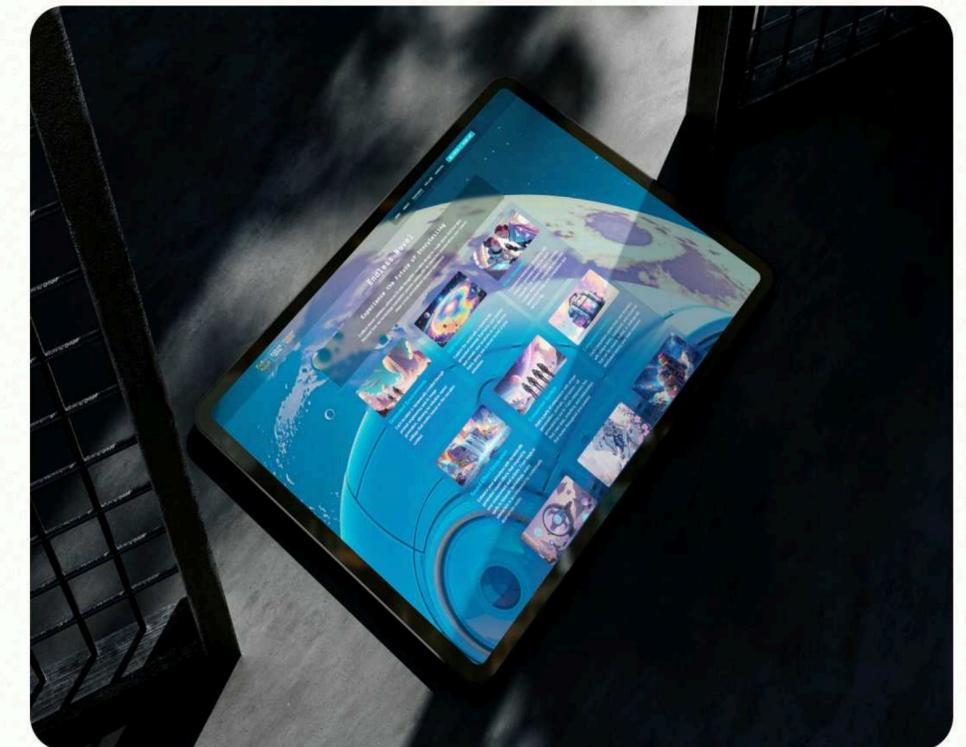
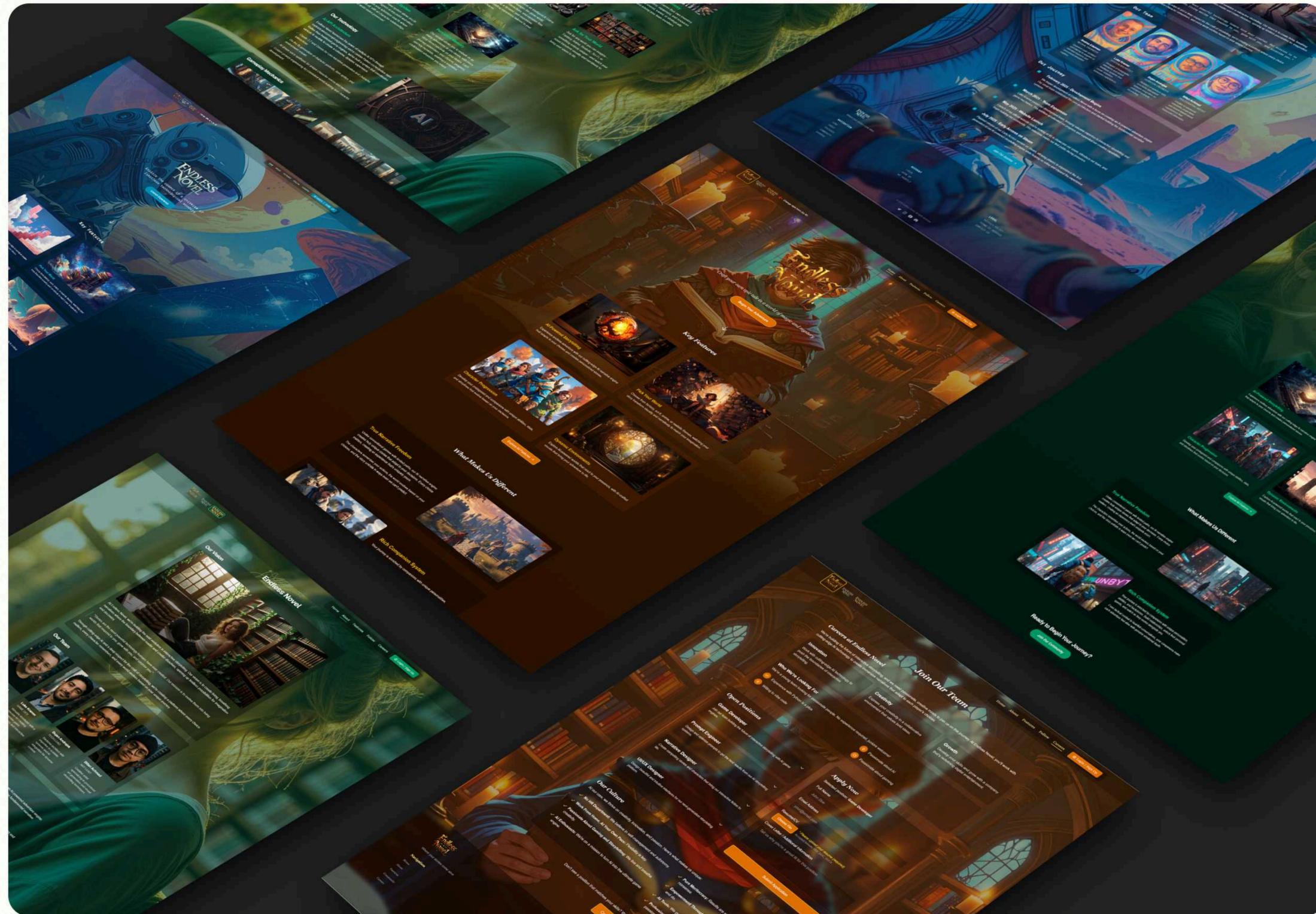
Interactive Design

Theme System

Web Animation







# 03

## Product, Packaging & Merchandise

Transforming ideas into tangible forms through thoughtful design and material consideration. These works balance aesthetics, functionality, and production realities to create meaningful physical experiences.

## Evolene Isolene Scoop

### Context

Evolene's supplement scoop was experiencing functional issues affecting user experience and product consumption accuracy.

### Problem

Existing scoop was undersized, provided inaccurate measurements, and became buried in protein powder, creating frustration for users.

### Approach & Process

Conducted user research and ergonomic analysis, developed 3D-printed prototypes for testing, iterated through multiple designs. Engineered innovative hanging mechanism integrated with bottle neck redesign to prevent scoop burial.

### Outcome

A functionally superior scoop design that solves measurement accuracy, improves user experience, and eliminates powder burial through intelligent structural integration.

Product Design

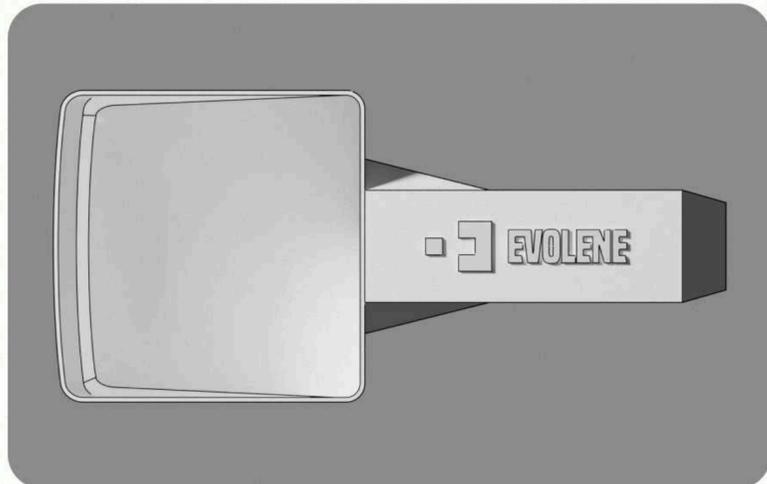
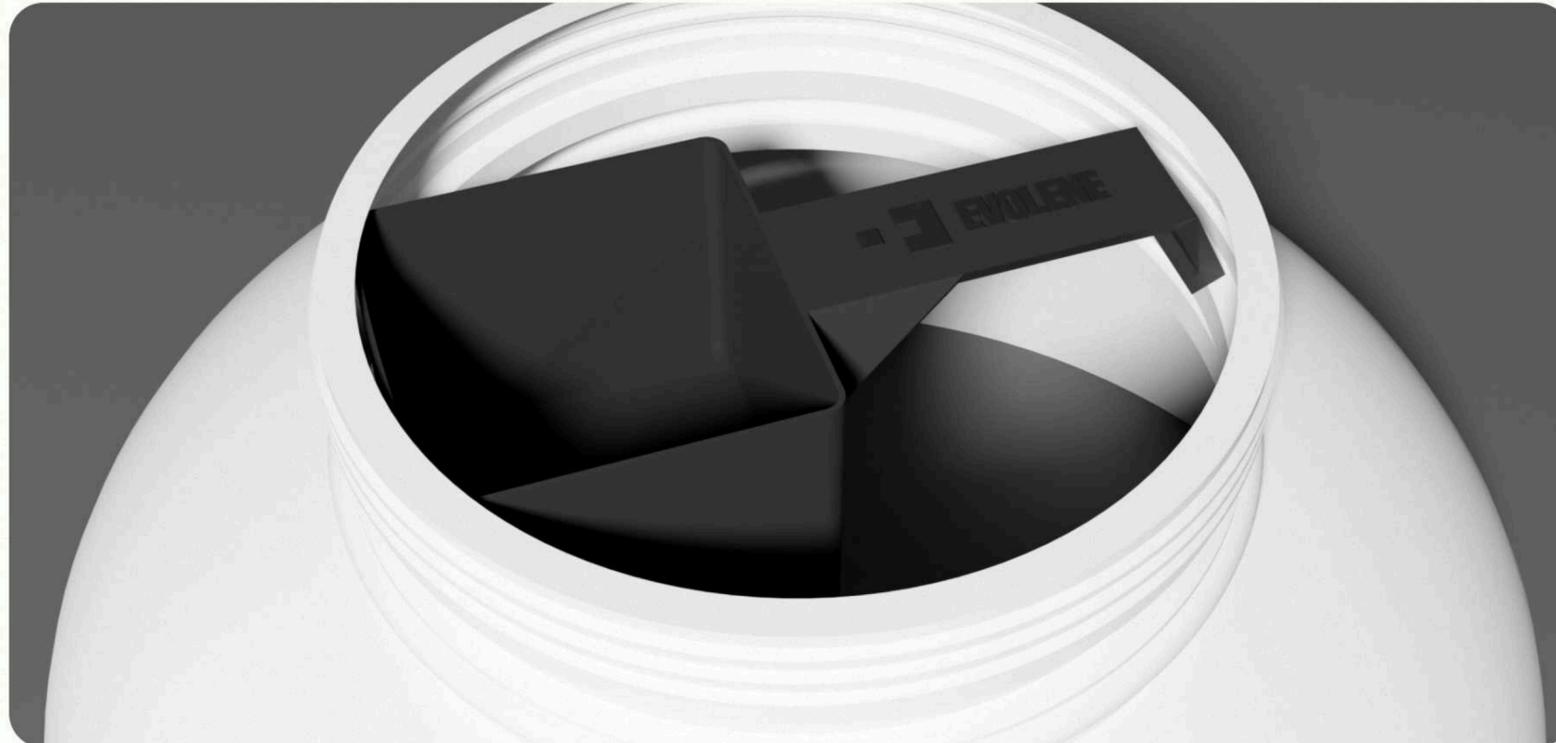
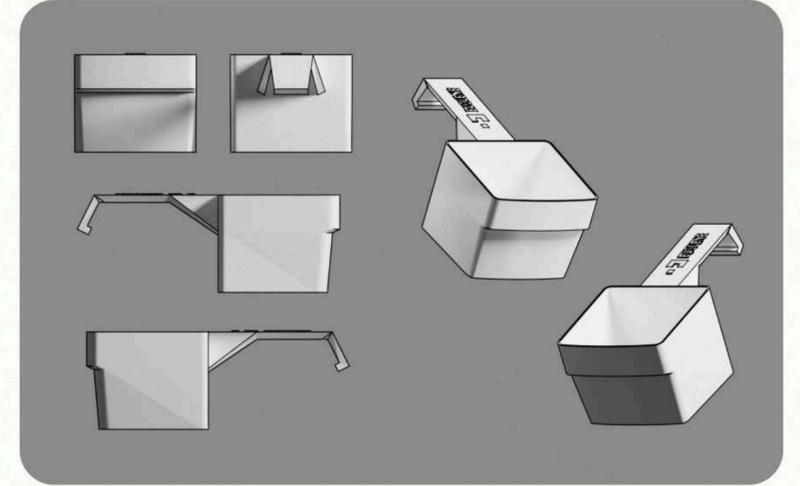
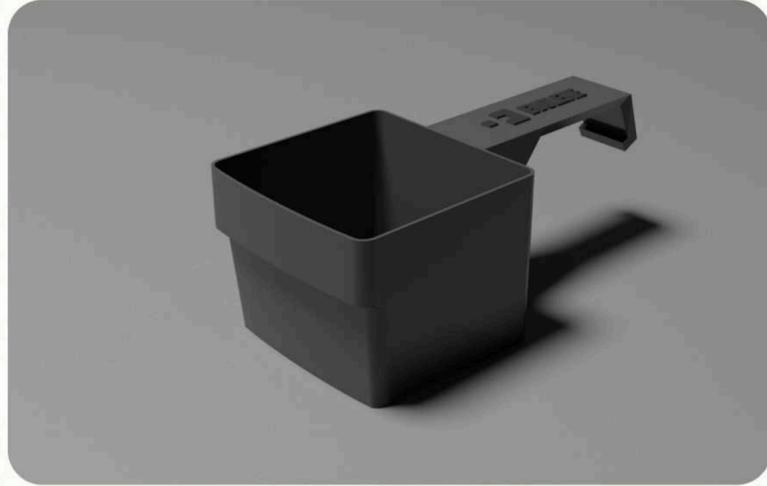
Industrial Design

3D Prototyping

Problem Solving

Ergonomics





## Evosorption PR Package

### Context

Evowhey's new Evosorption product launch required PR packages for influencer seeding campaign.

### Problem

Creating memorable unboxing experience that reflects product premium positioning while managing production costs and logistics.

### Approach & Process

Led complete package development from concept to production, including dimensional planning, opening mechanics design, material selection, experiential touchpoints, and cost optimization. Ensured alignment with campaign objectives.

### Outcome

A premium PR package that successfully generated influencer engagement, created shareable unboxing moments, and reinforced Evosorption's market positioning.

Packaging Design

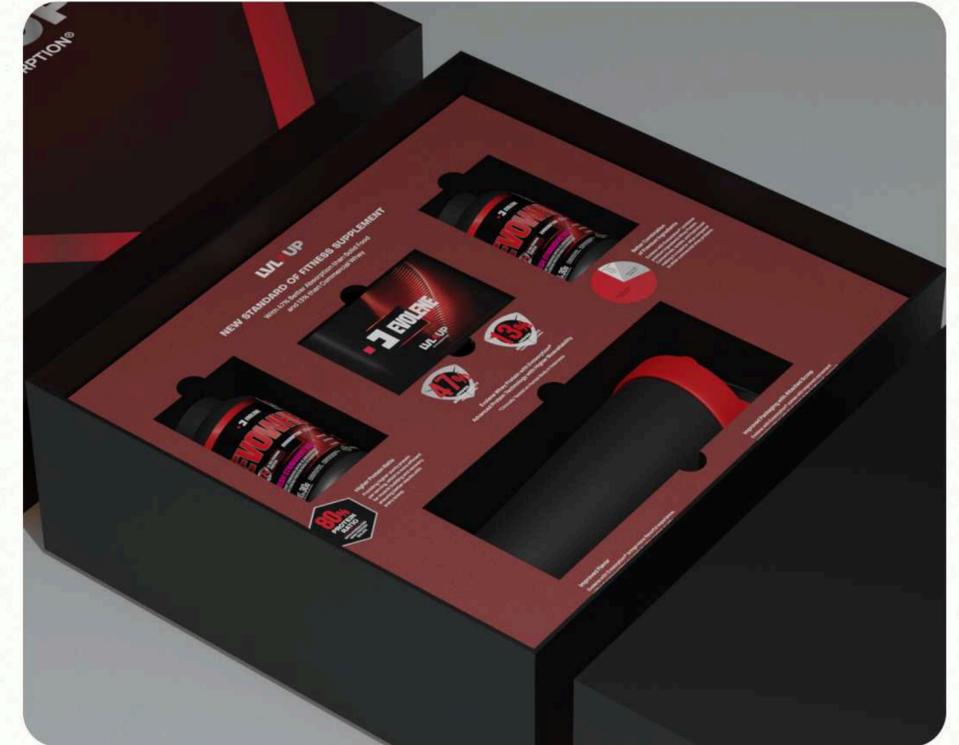
PR Package

Production Management

Production Management

Campaign Design





## Prevo 7s Packaging

### Context

Evolene's Prevo product underwent rebranding with new 7-sachet variant requiring package design development.

### Problem

Adapting new brand identity to different package format while maintaining design integrity and brand consistency.

### Approach & Process

Developed packaging design for 7-sachet variant strictly adhering to new rebranding guidelines, ensuring visual consistency with updated brand identity while accommodating new format requirements.

### Outcome

Cohesive packaging design that successfully extends the new Prevo brand identity to the 7S variant without deviation from established guidelines.

Packaging Design

Rebranding

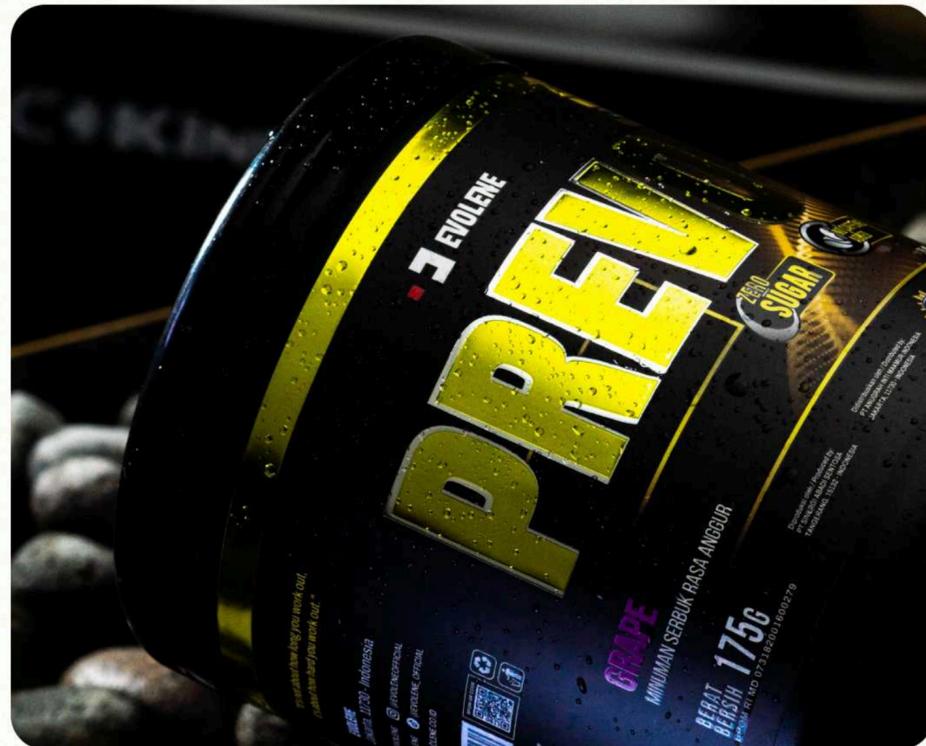
Product Design

Visual Identity

Design System







## Evolene Prevo PR Package

### Context

Prevo's product rebranding campaign required PR packages for influencer distribution with fresh creative approach.

### Problem

Differentiating from previous PR package while effectively communicating new brand identity and generating excitement.

### Approach & Process

Developed three distinct conceptual approaches, each with unique design language, unboxing mechanics, and experiential journey. Provided multiple options to align with campaign strategy and budget considerations.

### Outcome

Three compelling PR package concepts offering strategic flexibility, each effectively communicating Prevo's new brand identity through differentiated experiential approaches.

PR Package

Packaging Design

Concept Development

Rebranding

Campaign Design





**EVOLINE**

Zero SUGAR  
NO CAFFEINE ADDED

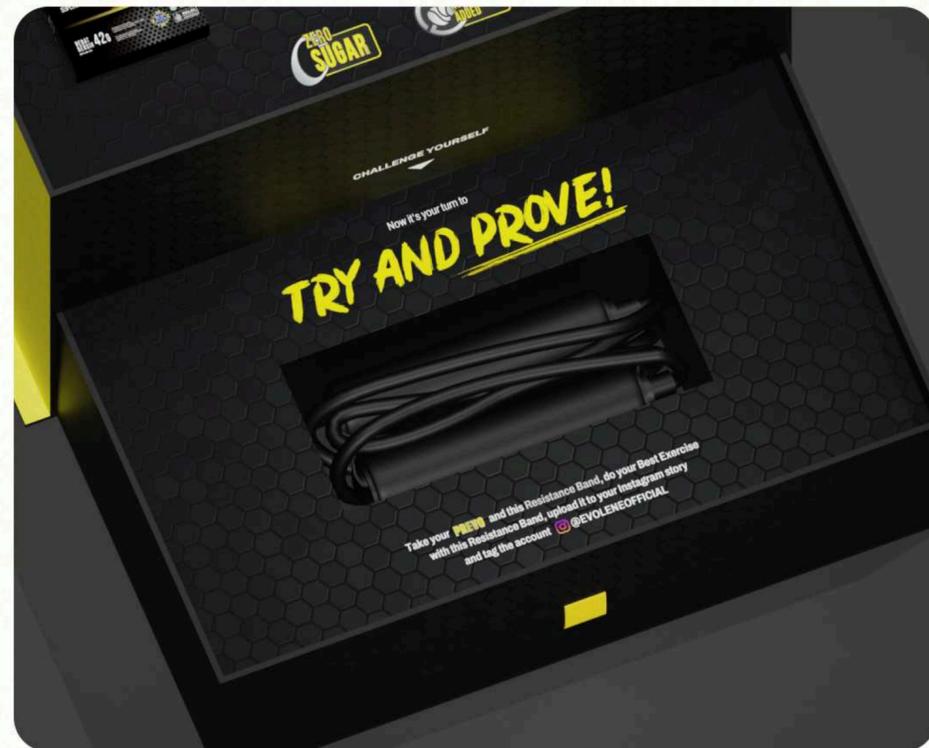
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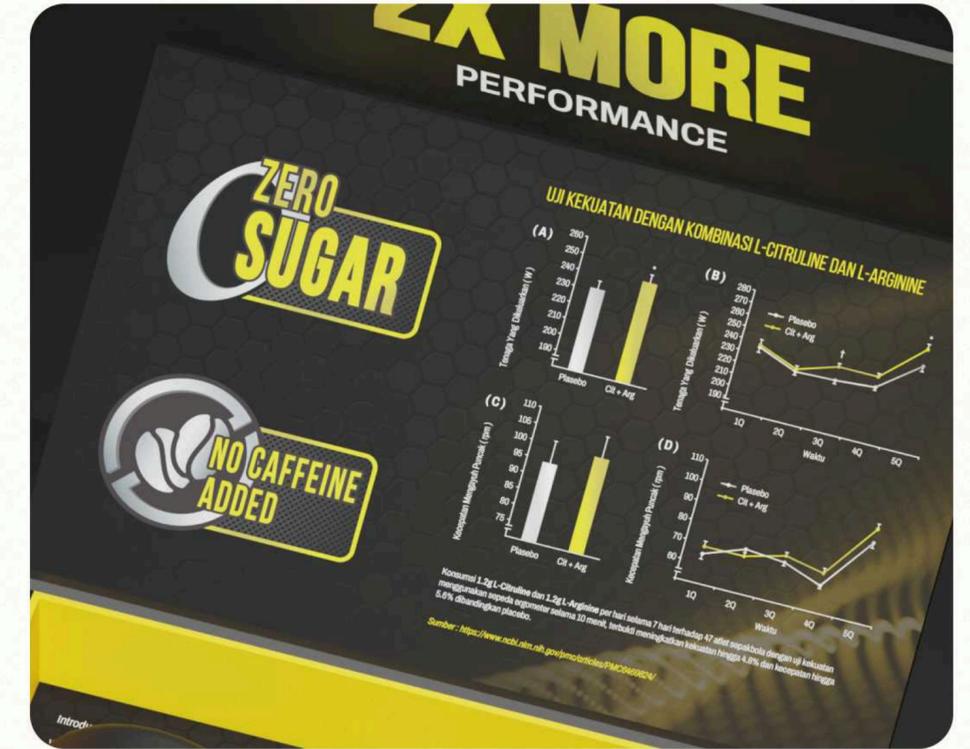
**Fig. 1. Results of 30-min pedaling exercise tests.** Mean power output during total of 30 min (a) and the first 10th quarter (2 min each) (b). Max pedaling speed during total of 30 min (c) and the first 10th quarter (2 min each) (d). a, c were analyzed by paired t test, and b and d were analyzed by generalized estimating equation. Values are means ± SEM (n=20). \*p < 0.05. †p < 0.01. ‡Indicates a significant difference from placebo.

Now it's your turn to  
**TRY AND PROVE!**

Take your **PREVO** and this Resistance Band, do your Best Exercise with this Resistance Band, upload it to your Instagram story and tag the account **@EVOLINEOFFICIAL**







# 04

## Campaign, Retail & Activation

Creating visual moments that live beyond the screen and interact with real-world spaces. This collection highlights campaigns and activations designed to engage, guide, and leave lasting impressions.

# Evolene Vending Machine

## Context

Collaboration between Jump/Start and Evolene to create supplement vending machines as an innovative retail channel.

## Problem

Adapting vending machine format traditionally used for beverages to effectively showcase and dispense supplement products while maintaining brand presence.

## Approach & Process

Designed comprehensive marketing branding for vending machine body, ensuring strong visual impact, clear product communication, and brand consistency across unconventional retail format.

## Outcome

Eye-catching vending machine design that successfully extends Evolene's brand into innovative retail channel, creating new customer touchpoint and purchase convenience.

Retail Design

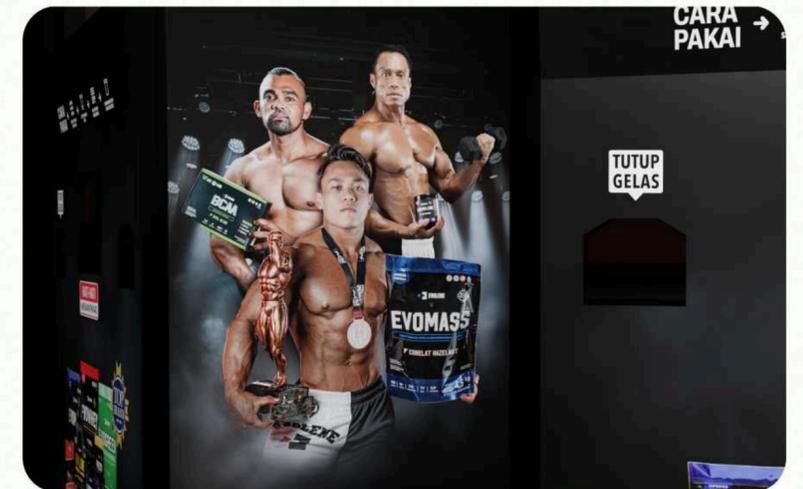
Brand Activation

Marketing Design

Visual Communication

Experiential Design





## Evolene Floor Display

### Context

Brand activation project utilizing in-store floor displays with competitor products present in shared space.

### Problem

Making Evolene products stand out in competitive retail environment where multiple brands share the same display unit.

### Approach & Process

Developed strategic, out-of-the-box branding approach incorporating wobblers, mini signage, framers, and eye-catching marketing taglines. Focused on creating visual hierarchy and attention-grabbing elements that differentiate from competitors.

### Outcome

Distinctive floor display branding that successfully draws customer attention, increases product visibility, and drives purchase consideration in competitive retail setting.

Retail Design

Point of Sale

Marketing Strategy

Visual Merchandising

Brand Activation





# Evolene Gondola

## Context

Brand activation requiring custom gondola (retail shelving) for Evolene partner gyms.

## Problem

Designing functional, cost-effective retail furniture from scratch that maximizes product display while maintaining strong brand presence.

## Approach & Process

Conducted extensive research, developed three distinct gondola concepts with varying designs, materials, structures, and marketing approaches. Considered product placement strategy, material costs, production feasibility, and brand impact for each concept.

## Outcome

Three comprehensive gondola design solutions offering strategic flexibility in material selection, budget, and brand expression, ready for gym retail environment implementation.

Retail Design

Furniture Design

Brand Activation

Product Display

Production Planning





## Evolene Booth

### Context

Annual Evolene Indonesia Championship (EIC) event requiring mall activation booth to support the competition.

### Problem

Creating complete booth from concept to installation within event timeline and budget constraints while maximizing brand impact and visitor engagement.

### Approach & Process

Led end-to-end booth development including layout planning, design execution, material specification, cost management, vendor collaboration through workshop visits, and on-site installation supervision.

### Outcome

Fully realized activation booth that successfully supported EIC event, created strong brand presence in mall environment, and delivered engaging visitor experience within budget parameters.

Booth Design

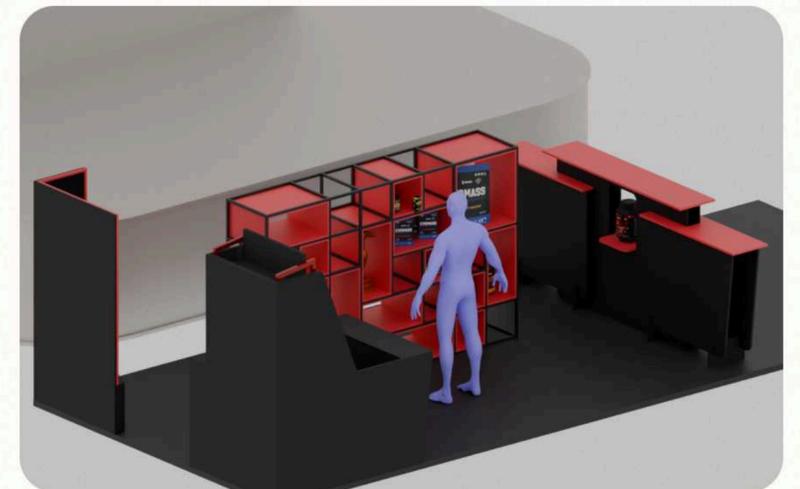
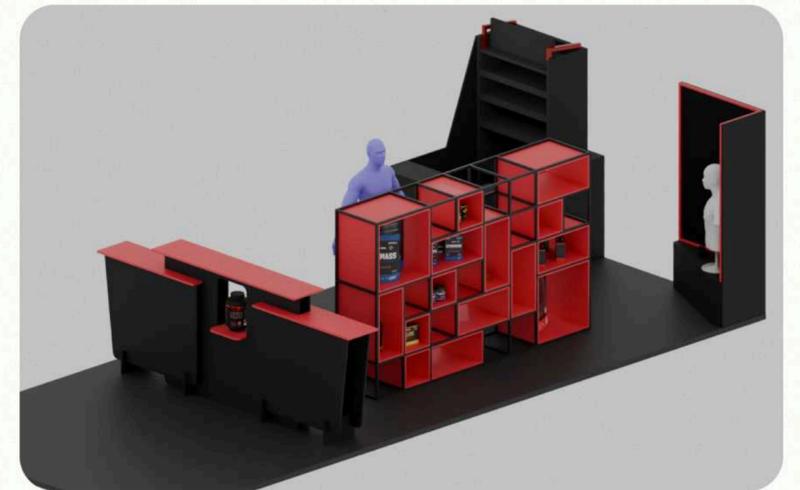
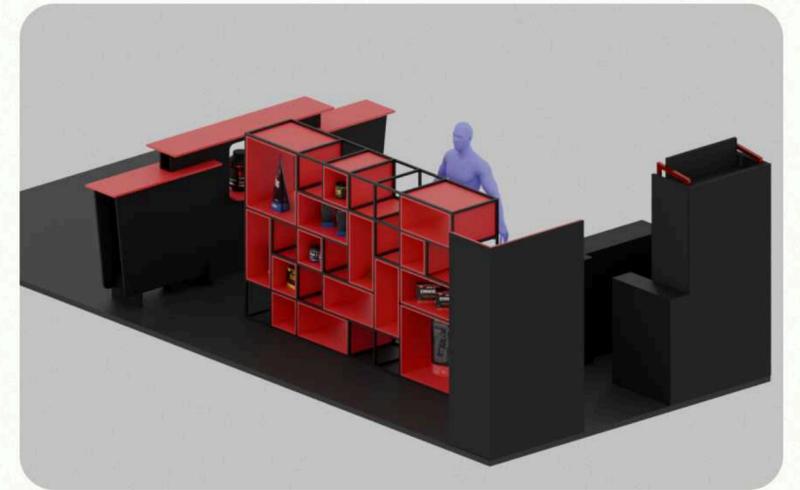
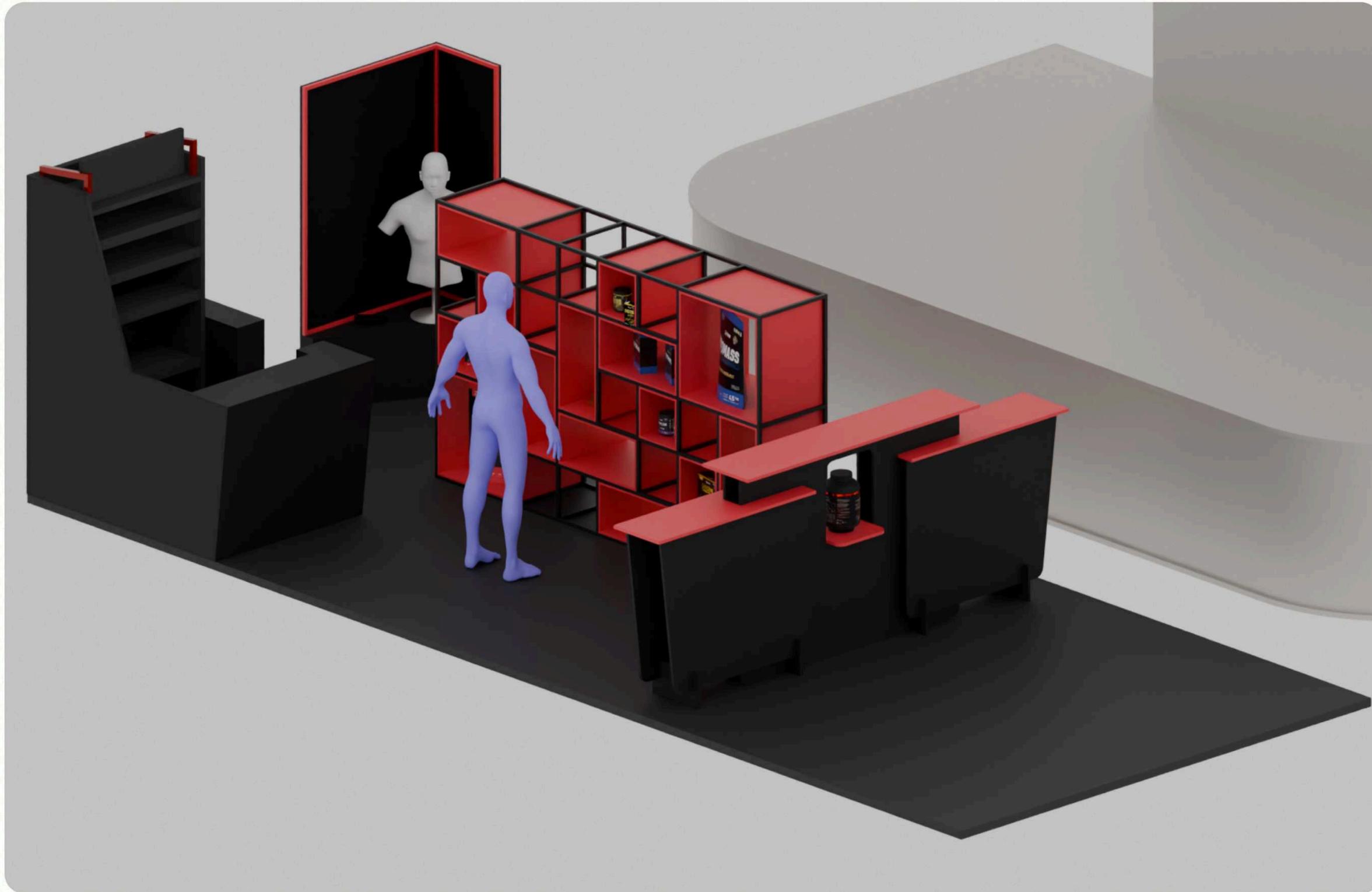
Event Design

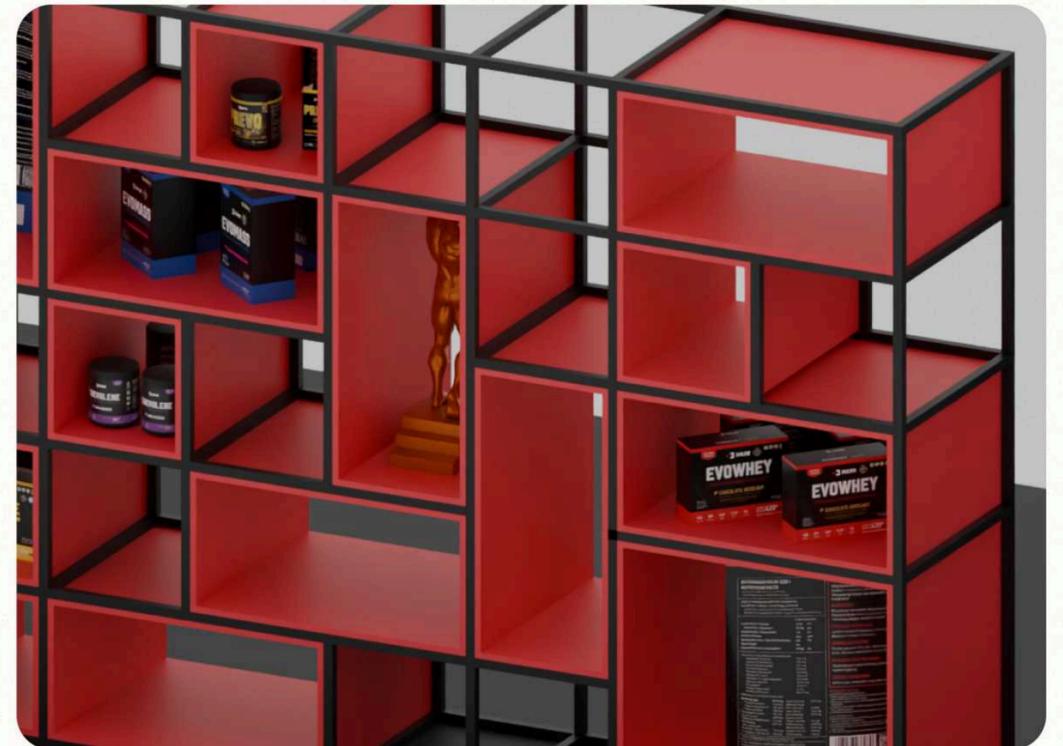
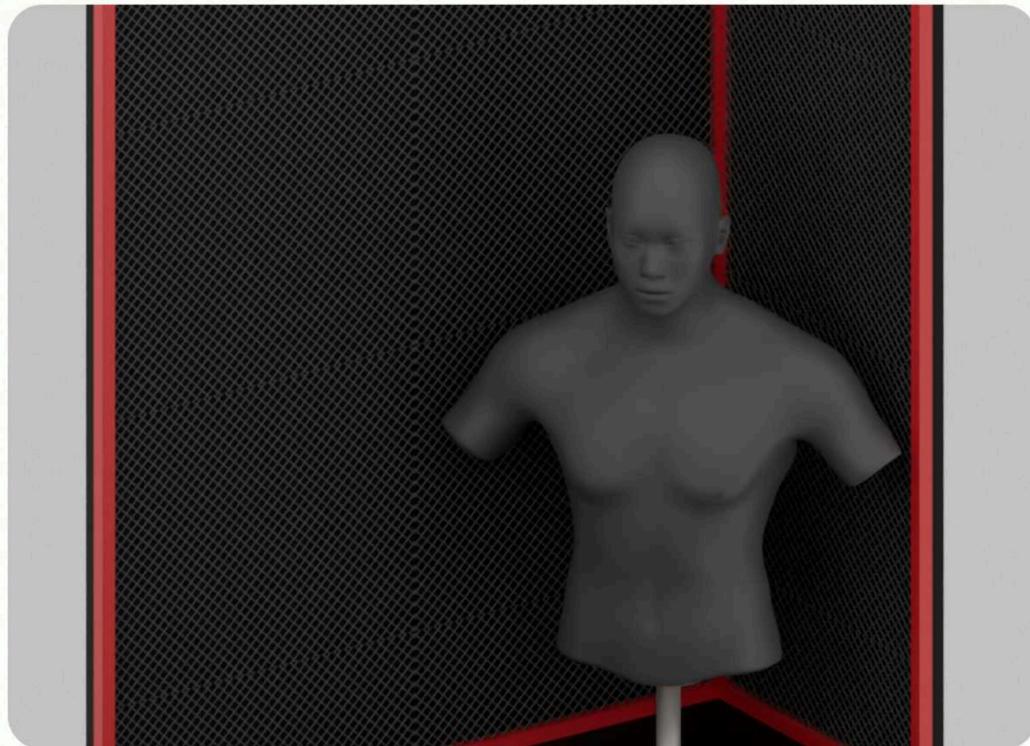
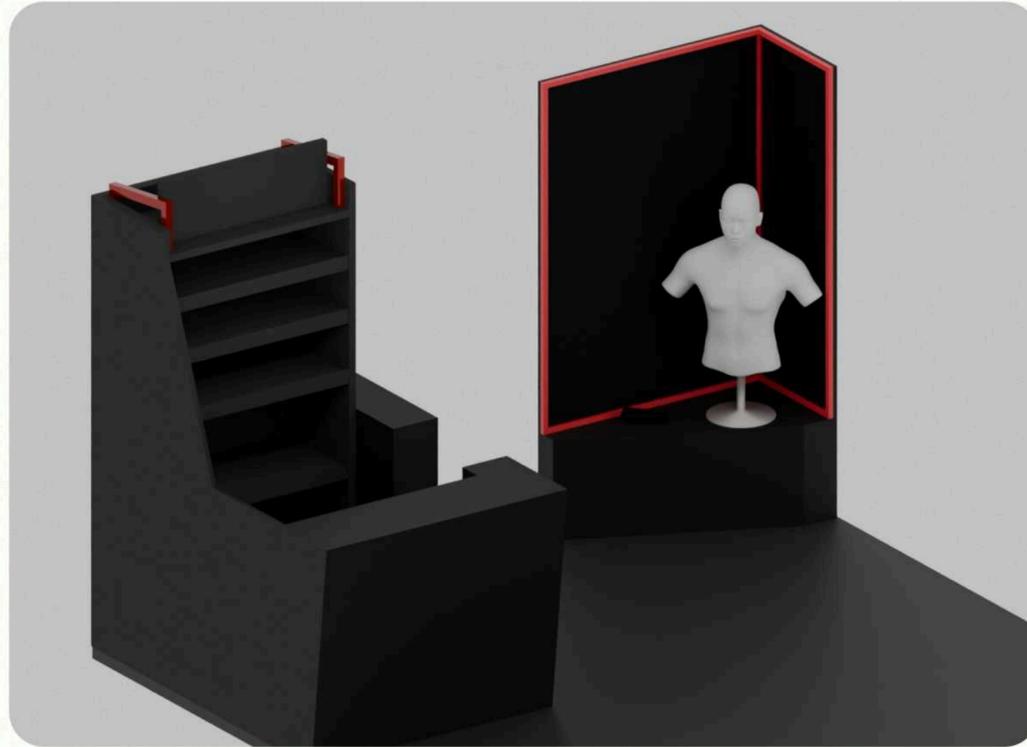
Brand Activation

Exhibition Design

Project Management







# 05

## Video & Motion Graphic

Communicating ideas through movement, rhythm, and visual storytelling.  
Each piece emphasizes clarity of message while enhancing emotional connection through motion.

# b/ackcode\_ Material Video

## Context

b/ackcode\_ required marketing video content to communicate brand value and service offerings.

## Problem

Translating technical software agency capabilities into engaging visual narrative accessible to target audience.

## Approach & Process

Served as video editor, developing marketing video that effectively communicates b/ackcode\_'s services and brand positioning through strategic editing, pacing, and visual storytelling.

## Outcome

Compelling marketing video that successfully represents b/ackcode\_'s brand and engages potential clients.

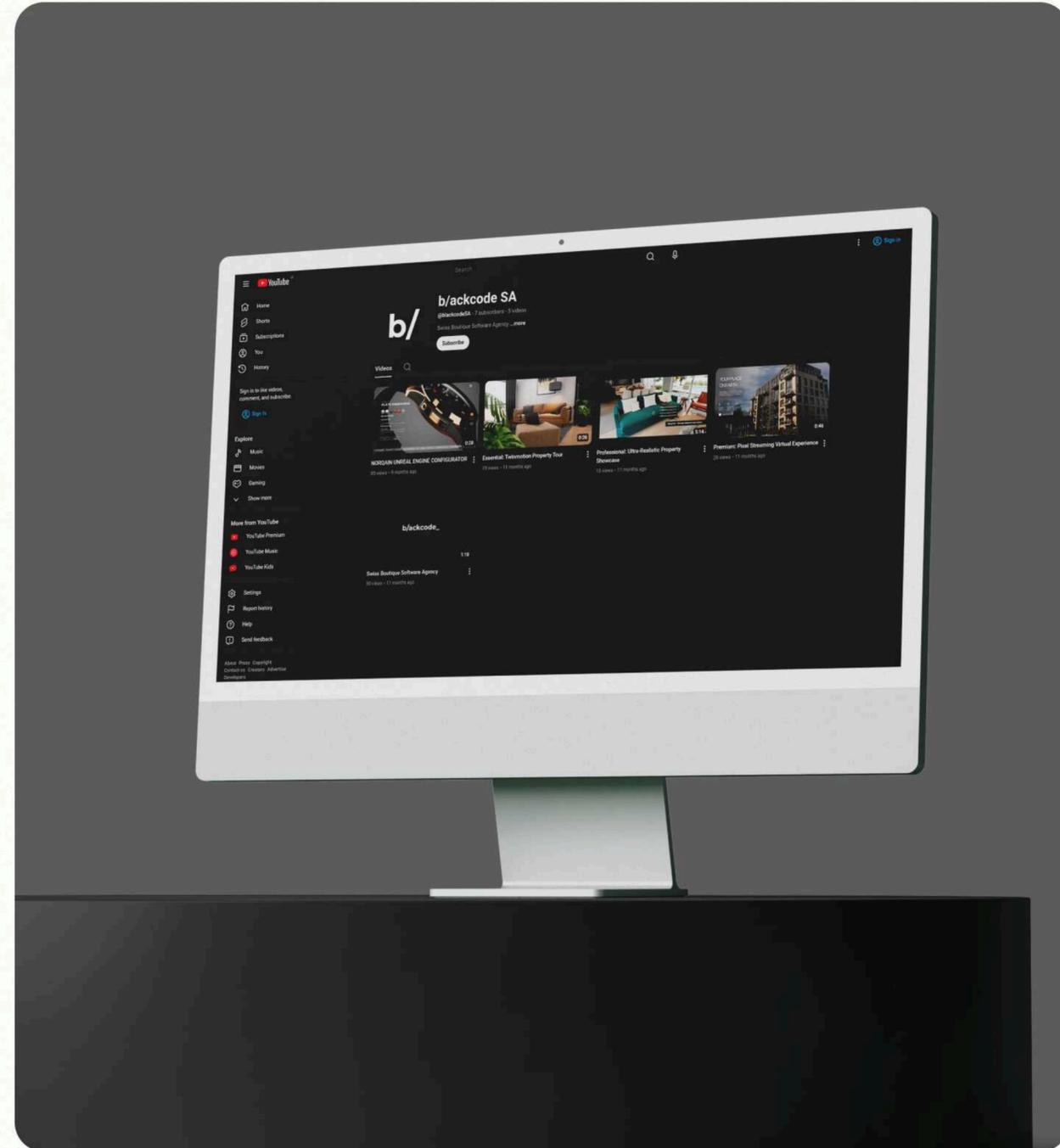
Video Editing

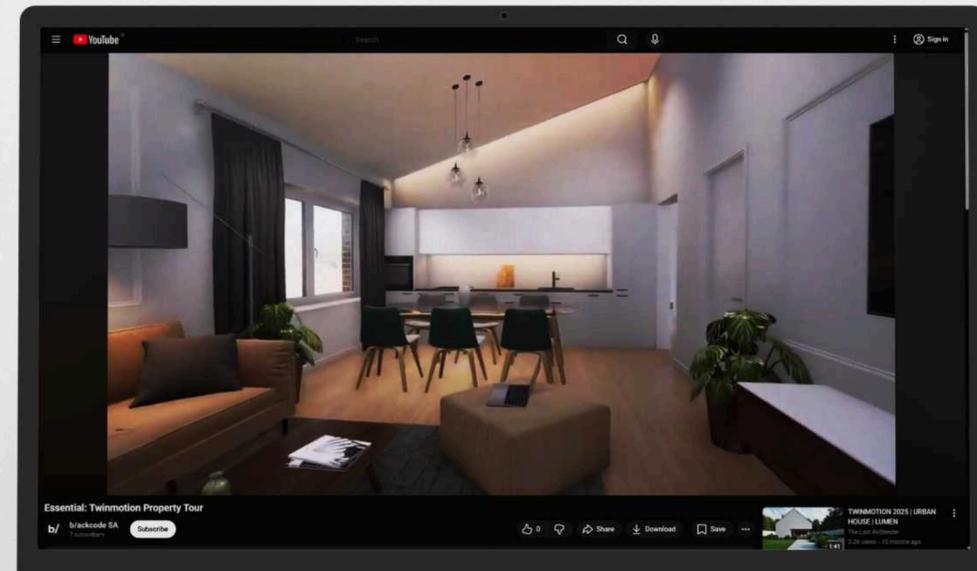
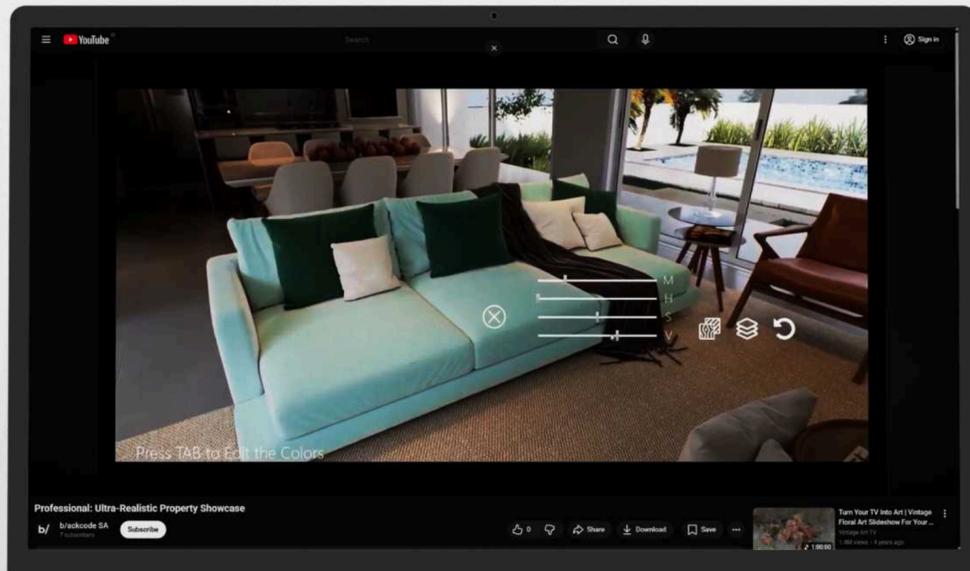
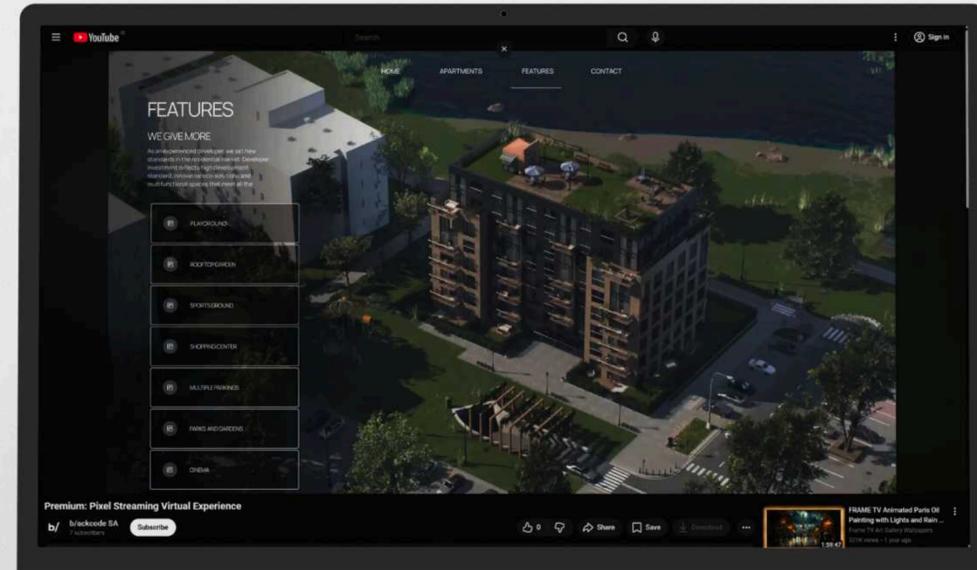
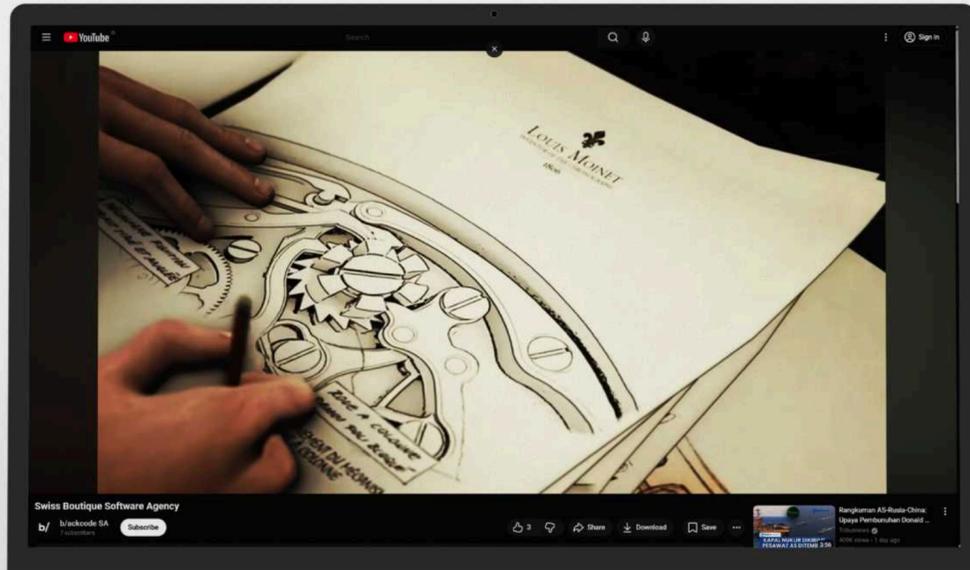
Motion Graphics

Marketing Video

Brand Content

Visual Storytelling





# Companion YouTube Video

## Context

Companion required comprehensive social media presence including YouTube content strategy and production.

## Problem

Creating engaging YouTube content from scratch with no existing templates or production framework.

## Approach & Process

Managed complete social media ecosystem including YouTube channel. Developed video content from concept development through upload, including concept creation, brief writing, storyboarding, scriptwriting, footage planning, editing, and publishing.

## Outcome

Established YouTube presence with complete video production pipeline, delivering consistent content that builds Companion's audience and communicates product value.

Video Production

YouTube Content

Content Strategy

Social Media Management

Storyboarding





You're Too Smart to Spend 4 Hours Researching - Watch Companion Do It und...

17 views • 4 months ago



Stop Wasting Hours Building Spreadsheets - Companion Creates Complex Budgets...

17 views • 5 months ago



You're Too Valuable to Click Install Wizards - Watch Desktop AI Handle Everything

20 views • 5 months ago



Stop Manually Creating Content - Agentic AI Posts Your Ideas Automatically

11 views • 5 months ago



Your Dreams Are Dying in Spreadsheets - Watch AI Agent End Your Accounting...

14 views • 5 months ago



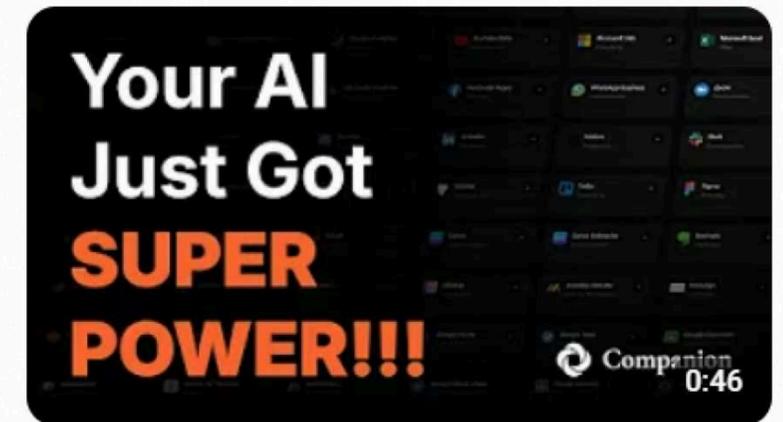
The Complete Companion Tour: See Every Feature of This AI Desktop Assistant!

28 views • 5 months ago



Break Free From Email Overload - Companion Handles Your Inbox Like Magic

22 views • 5 months ago



How to Install MCP for Companion: Setup Your AI Desktop Assistant!

25 views • 5 months ago



## Visual & Graphic Works

A curated selection of visual explorations focused on composition, typography, and consistency. These works support larger systems while maintaining strong standalone visual character.

# Fantech Indonesia

## Context

Collection of social media design work created during tenure as graphic designer at Fantech.

## Problem

Maintaining consistent brand presence across diverse social media content while engaging gaming community audience.

## Approach & Process

Designed various social media materials ensuring brand consistency, visual impact, and audience engagement across Fantech's digital channels.

## Outcome

Cohesive body of social media content that maintains Fantech Indonesia's brand identity while driving audience engagement.

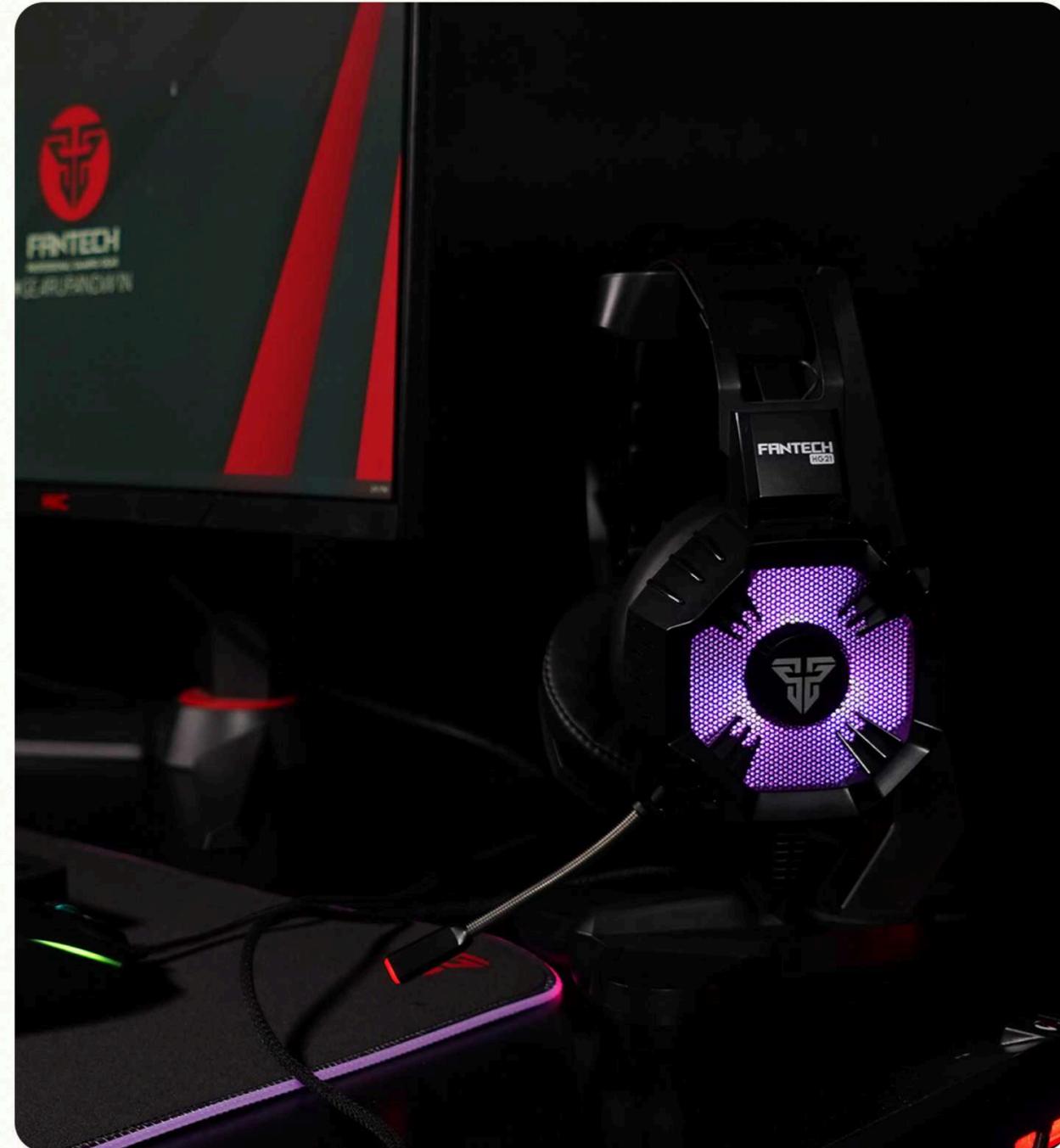
Social Media Design

Graphic Design

Brand Content

Gaming Design

Digital Marketing



**FANTECH FUN GAME**

# GET READY FOR THE LAST MATCH

LIVE ON :  
Fantech Indonesia

Supported by:  
**UniPin**  
VOUCHER GAME ONLINE

#TemänPuäsäMu

**FANTECH**

16:49

bifariaach...  
Active now

Today 16:48

Bang Fan, kasih kisi-kisi fitur keyboard 60% Fantech dong!

Kisi-kisinya kan? Pokoknya ada fitur yang ngga dimiliki brand-brand lain di kelas keyboard 60% ini!

## ADA YANG BISA TEBAK FITUR APA ITU?

### KUPAS TUNTAS 2 HEADSET TERFAVORIT DI AUDIO FEST

|                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>ECHO MH82</b></p> <ul style="list-style-type: none"> <li>- Lightweight Headset (275 Gr)</li> <li>- Breathable ear cups</li> <li>- Durable Build Quality</li> <li>- Detachable Microphone</li> <li>- Multi-platform compatibility</li> <li>- 50mm directional drivers for audio precision</li> <li>- Free Pouch &amp; Splitter</li> </ul> | <p><b>OCTANE 7.1 HG23</b></p> <ul style="list-style-type: none"> <li>- USB Virtual 7.1 Surround Sound with Software</li> <li>- Suspension Headband</li> <li>- RGB Lighting</li> <li>- 50mm directional drivers for audio precision</li> <li>- Noise Cancelling</li> <li>- Audio Remote Control</li> </ul> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Lets Join The Hype!

**MAXFIT67**

# RAFFLE!

Live on:  
@fantech.id

21 Januari 2022 | 19:00 WIB

#DiscoverYourIncrediblePleasure

**FANTECH**

## SEMUA BISA DENGAN LEVIOSA LIVE MCX02

**FANTECH**

## URUTKAN PRIORITAS DALAM MEMILIH GAMING CHAIR

- KUALITAS BUSA
- ARMREST
- DESAINNYA
- BERODA
- HARGA

#YourSmartBuddy

**FANTECH**

# FANTALK #2

Joshua Timothy "Ocha"

## BEDAH DUNIA REVIEWER

GIVEAWAY  
KI PRO

Coming Soon on:  
Fantech Indonesia



Scan the QR code on the side to see details of this project.

# Fantech SmartLife

## Context

Collection of social media design work for Fantech's SmartLife sub-brand during graphic designer role.

## Problem

Establishing visual differentiation for sub-brand while maintaining connection to parent Fantech brand identity.

## Approach & Process

Created social media materials for SmartLife sub-brand, balancing brand independence with Fantech family connection through strategic visual design.

## Outcome

Distinctive SmartLife brand presence in social media that maintains family brand relationship while establishing unique identity.

Social Media Design

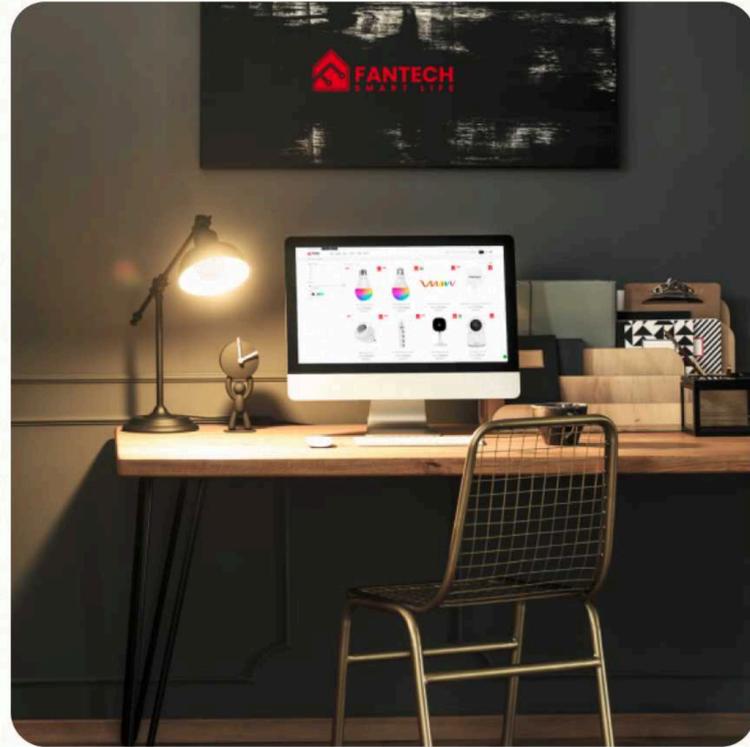
Graphic Design

Brand Strategy

Sub-Brand Design

Digital Marketing

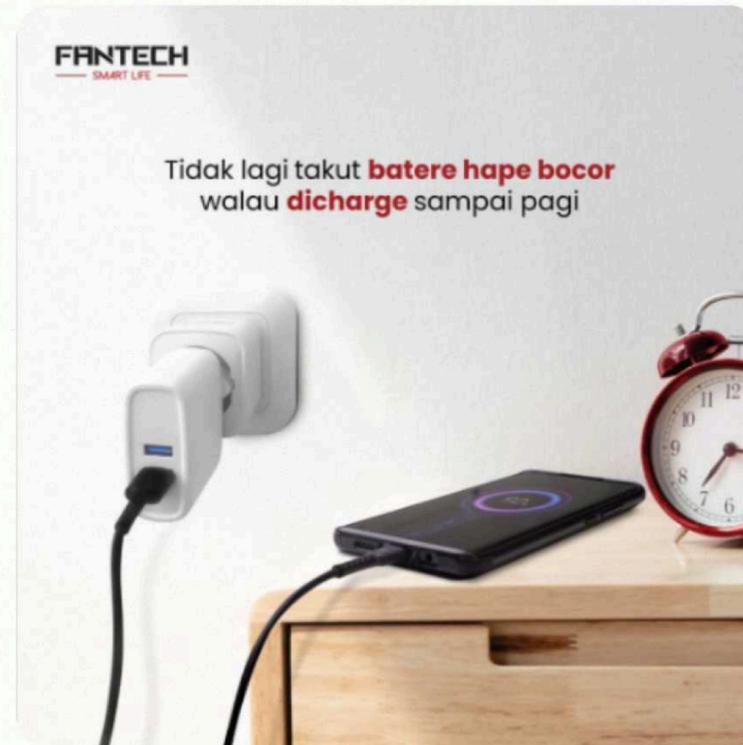




**Kuat** menghantarkan daya bertegangan tinggi hingga **16 Ampere**



**GAMING COMFY**



Tidak lagi takut **batare hape bocor** walau **dicharge** sampai pagi



**LONGER CHOICE**

# Evolene

## Context

Collection of online marketing materials including advertisements, campaigns, and promotional content for Evolene.

## Problem

Creating diverse digital content that drives engagement and conversions across various marketing objectives and platforms.

## Approach & Process

Developed comprehensive range of online materials including ads, campaign visuals, and promotional content, ensuring brand consistency and marketing effectiveness.

## Outcome

Diverse portfolio of digital marketing materials supporting Evolene's online presence and campaign objectives.

Digital Marketing

Advertisement Design

Campaign Design

Promotional Design

Social Media Content



**EVOLENE**

DAPATKAN TOTAL HADIAH  
**100 JUTA++**

Dengan Mengikuti  
**30 DAYS CHALLENGE**  
ROAD TO EIC 2024

Periode Pendaftaran  
sampai 25 Mei 2024

**DAFTAR SEKARANG!**

**PROKLAMASI**  
PROMO EKSKLUSIF

**FREE 2 BONUS**  
RP114.000 **FREE**

**EVOLENE NEW SHAKER**  
RP75.000 **FREE**

**RESISTANCE BAND**  
RP39.000 **FREE**

DENGAN MEMBELI PRODUK  
DI SAMPING MINIMAL  
SEHARGA Rp650.000

**EVOLENE**

**EVOLENE**

**BENTUK BADAN  
JADI LEBIH  
NIKMAT**

**CREVOLENE**

HPLC TESTED  
PHARMACEUTICAL GRADE  
200 MESH

**EVOLENE**

MENANG GAK TERBANG  
**TETAP PENUHI  
PROTEIN  
HARIAN**

**EVOWHEY**  
VANILLA  
**EVOWHEY**  
CHOCOLATE

**EVOLENE**

**30 DAYS CHALLENGE**  
ROAD TO EIC 2024

**BENTUK  
BADAN IDEAL**

DAPATKAN TOTAL HADIAH  
**100 JUTA++**

**DAFTAR SEKARANG!**

**PROKLAMASI**  
PROMO EKSKLUSIF  
LEBIH HEBAT  
LEBIH PASTI

**FREE 2 BONUS**  
RP114.000 **FREE**

**RESISTANCE BAND**  
RP39.000 **FREE**

**EVOLENE NEW SHAKER**  
RP75.000 **FREE**

DENGAN MEMBELI PRODUK  
DI SAMPING MINIMAL  
SEHARGA Rp650.000

**EVOLENE**

**EVOLENE**

**CAPAI PERUT LEBIH RATA**  
DENGAN PROTEIN PREMIUM INI

**ISOLENE**

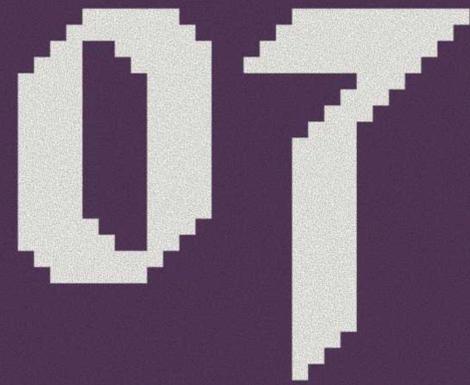
LABORATORY TESTED FOR ALLERGENS

- Bantu cutting & badan lebih jadi
- Protein premium 4x filtrasi
- Rendah lemak dan kalori
- Rendah lactose

**EVOLENE**

JUARA ITU  
**GAK LOYO**  
SEBELUM WORKOUT  
**MINUM PREVO**

**PREVO**



## Experiment & Special Project

A space for exploration, curiosity, and creative risk-taking.  
This section captures ideas developed beyond conventional boundaries, driven  
by experimentation and conceptual freedom.

## Evolene Evosorption Gala

### Context

Major product launch event – gala dinner for Evowhey Evosorption rebranding requiring comprehensive event design and production management.

### Problem

Orchestrating complete event experience from design through execution across multiple elements with strict timeline and quality standards.

### Approach & Process

Led end-to-end event development including stage design, venue layout planning, invitation design, PR packages, partitions, signage, photobooth, greeting cards. Managed material specification, production oversight for all elements, and on-site installation supervision at venue.

### Outcome

Successfully executed premium gala event that elevated Evosorption's launch, created memorable brand experience, and demonstrated comprehensive event production capabilities.

Event Design

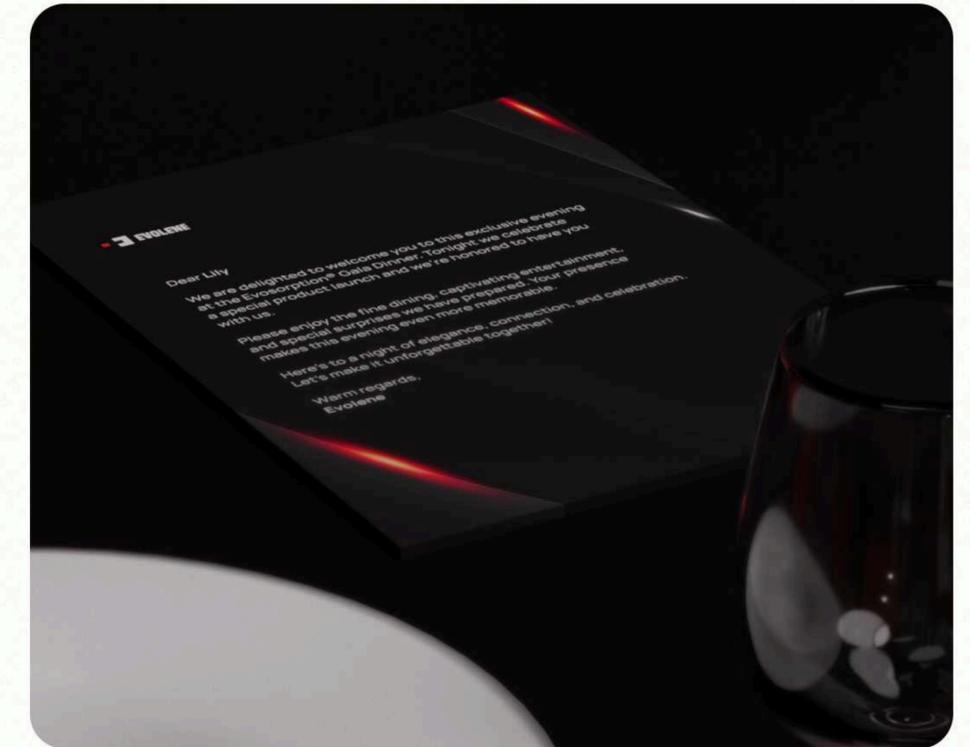
Production Management

Stage Design

Installation Management

Brand Experience







# Metaesthetic Patient App

## Context

Healthcare application UI/UX design project for Metaesthetic during tenure, iOS version for patient users.

## Problem

Creating intuitive healthcare interface that balances functionality, user comfort, and medical information complexity for non-technical users.

## Approach & Process

Designed complete user journey from initial sketching through final UI, ensuring intuitive navigation, clear information architecture, and patient-friendly interface for iOS platform.

## Outcome

Comprehensive patient application with seamless user experience, making healthcare management accessible and stress-free for end users.

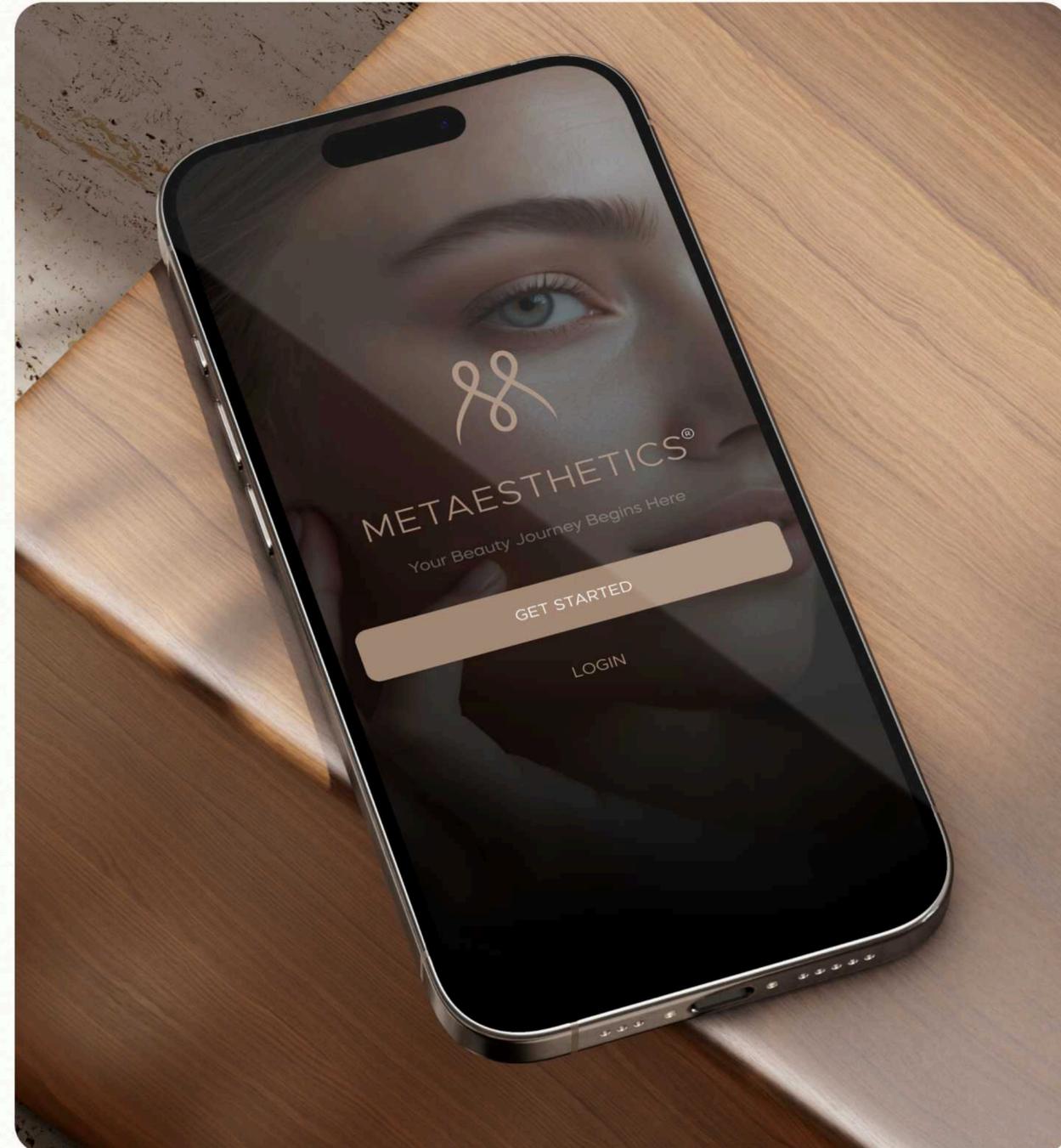
UI/UX Design

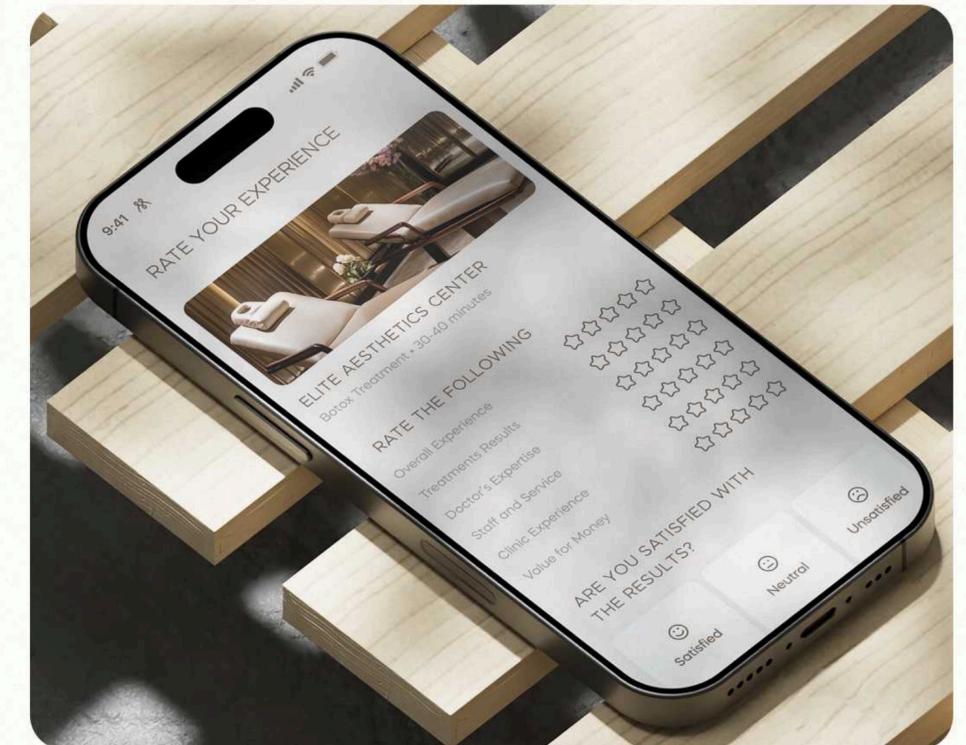
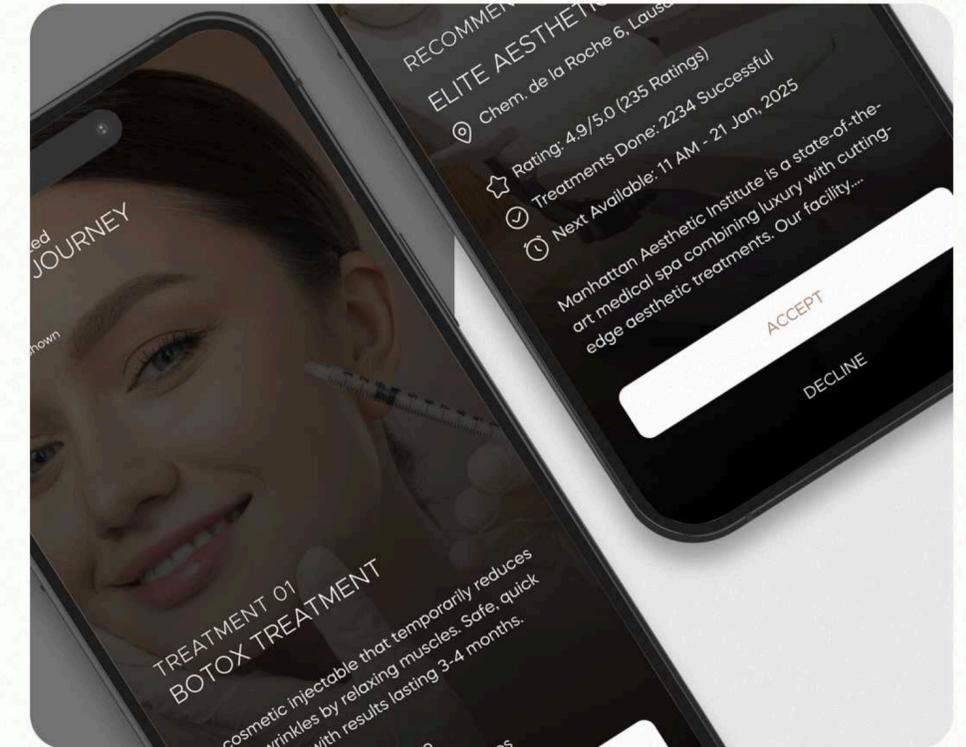
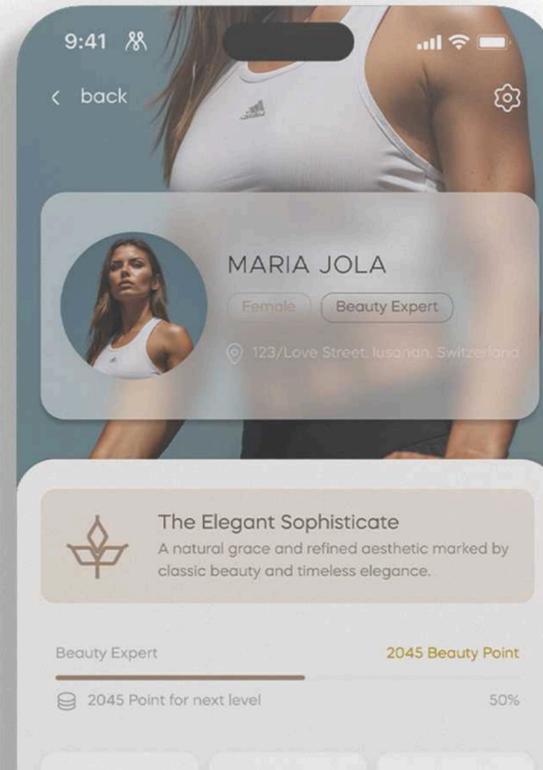
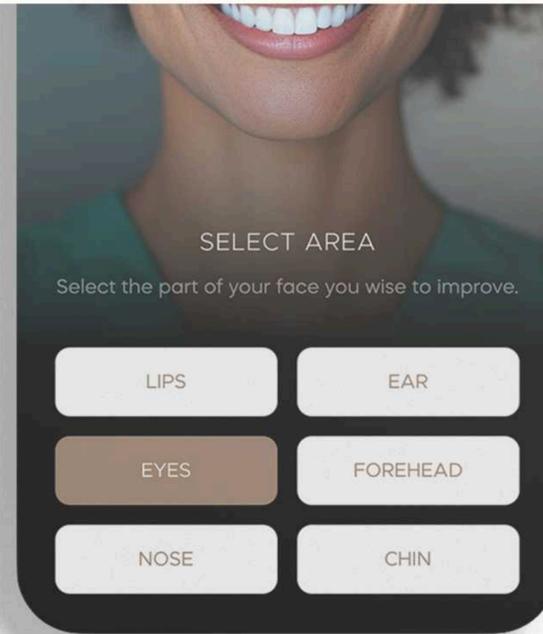
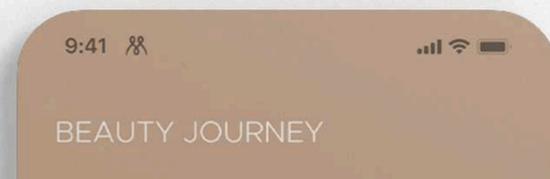
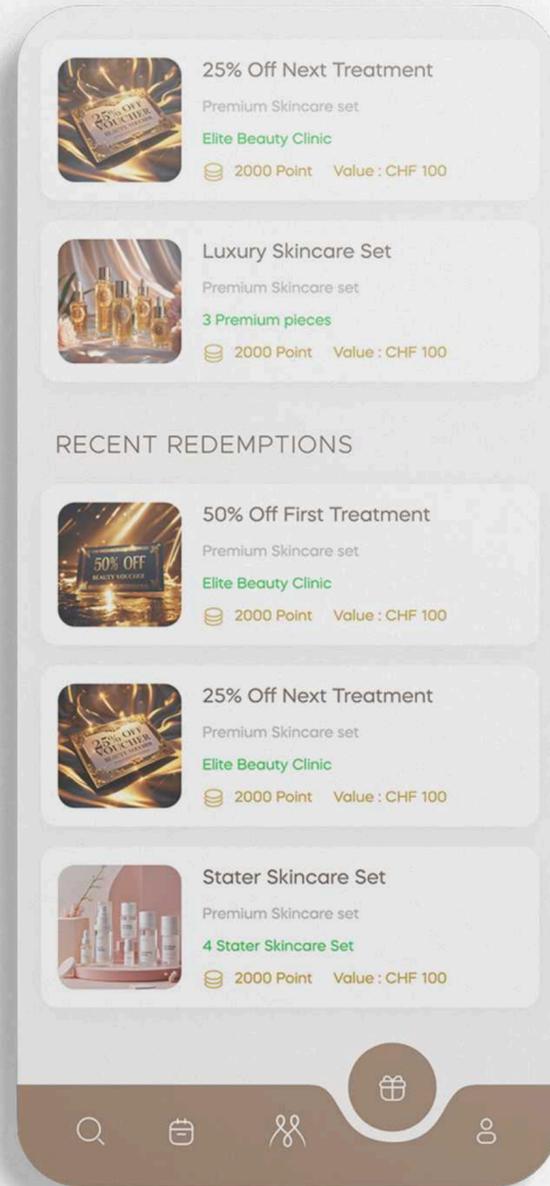
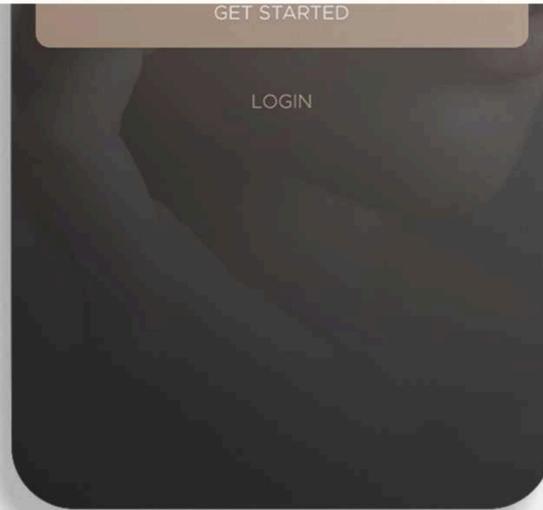
Healthcare App

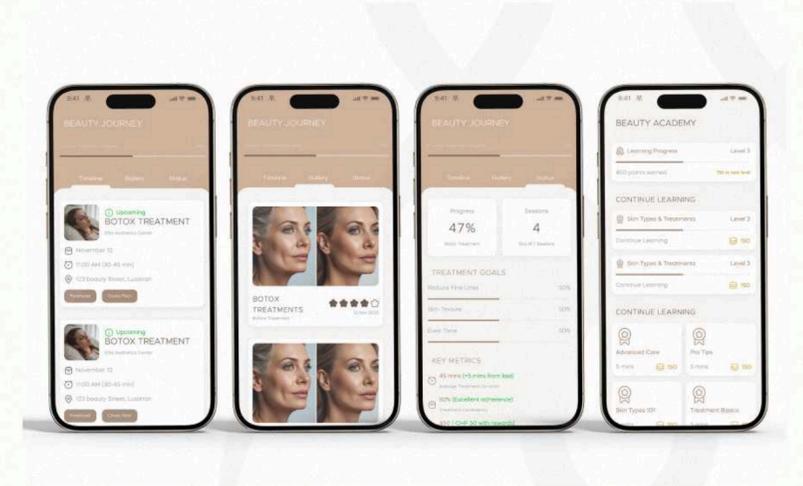
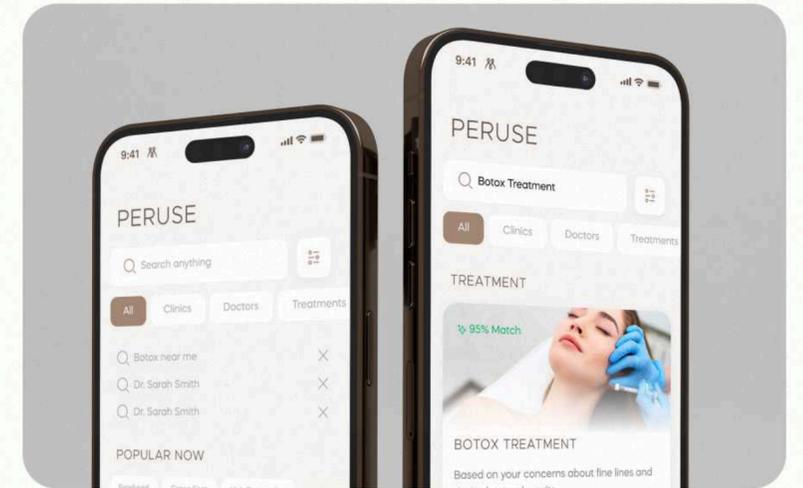
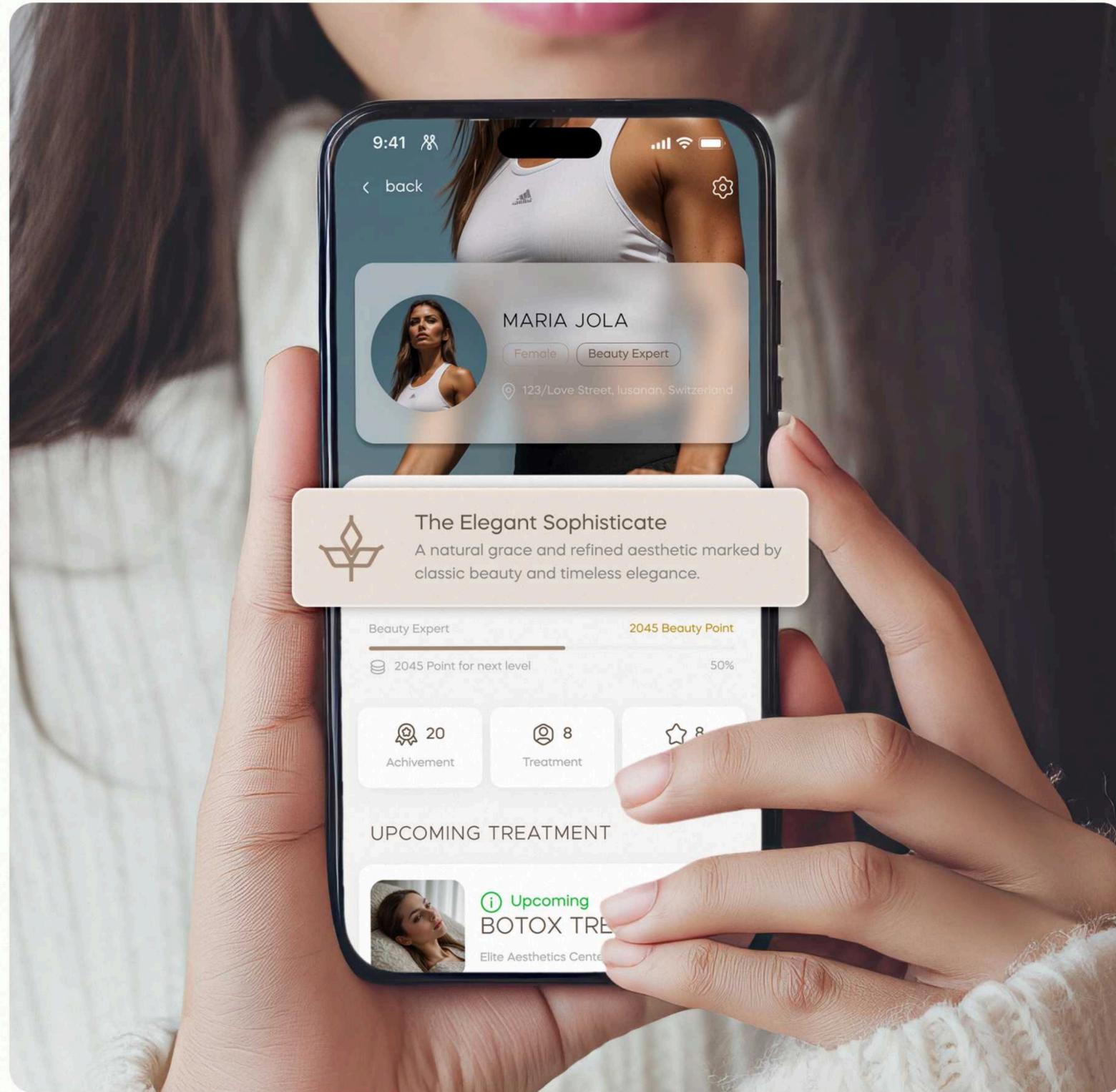
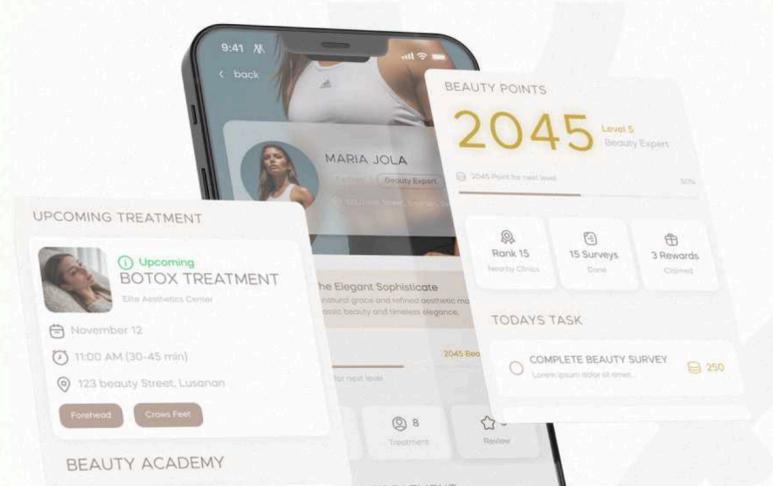
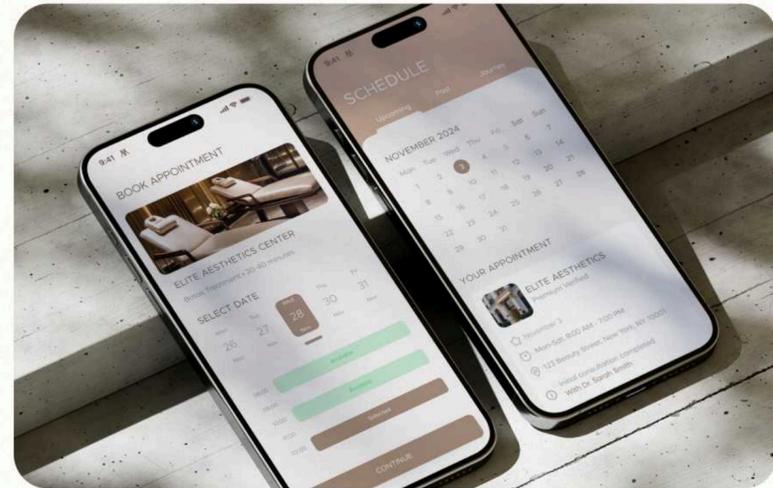
iOS Design

User Journey

AI ProMobile Appduct







# Metaesthetic Doctor App

## Context

Healthcare application UI/UX design project for Metaesthetic during b/ackcode\_ tenure, iPad version for medical professional users.

## Problem

Designing professional-grade interface that enables efficient patient management while accommodating complex medical workflows and data.

## Approach & Process

Developed complete user journey from sketching through final UI, optimizing for iPad format and medical professional needs, ensuring efficient workflow integration and comprehensive data management.

## Outcome

Professional healthcare application that streamlines doctor workflows, enhances patient care efficiency, and provides robust medical data management on iPad platform.

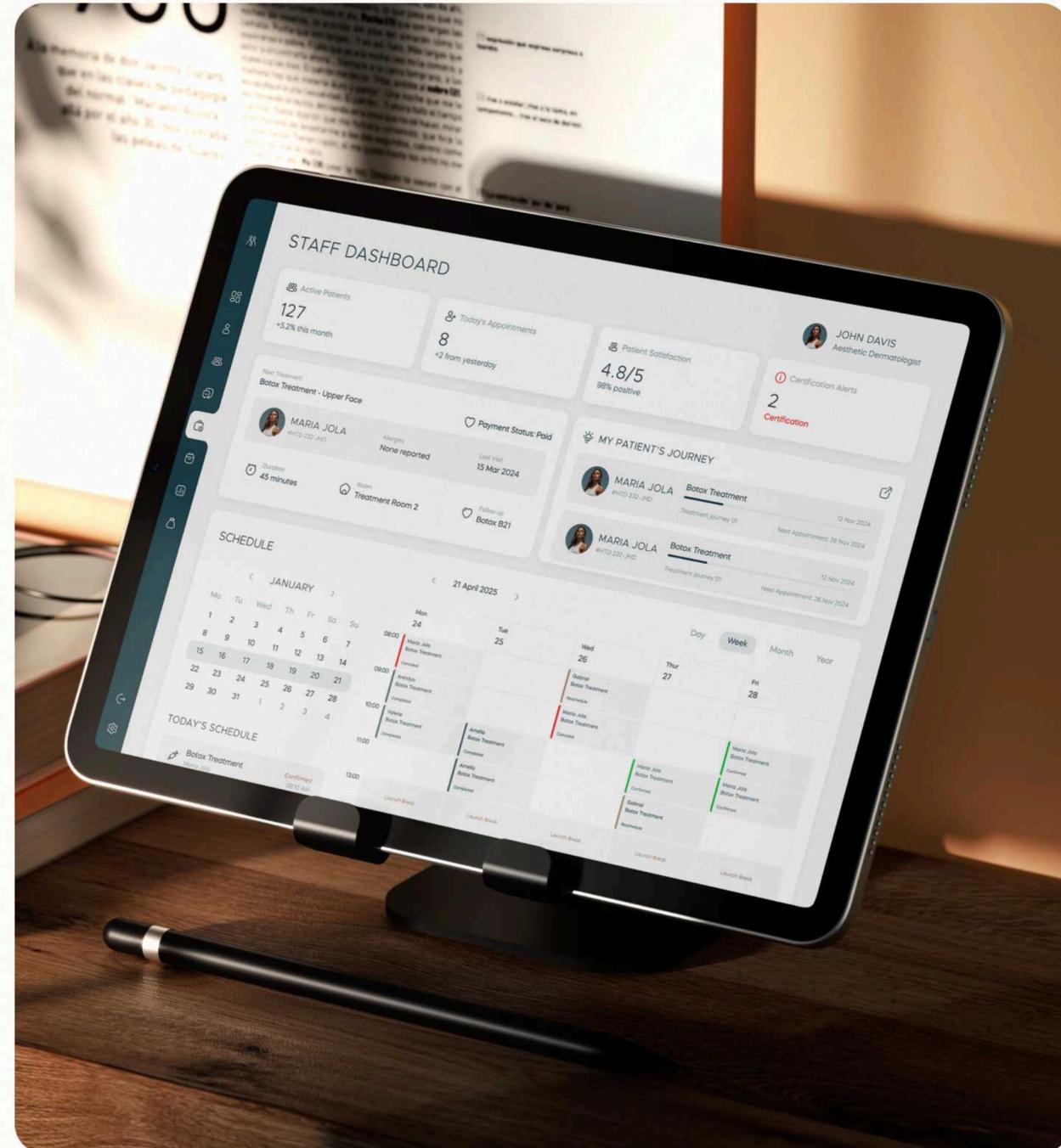
UI/UX Design

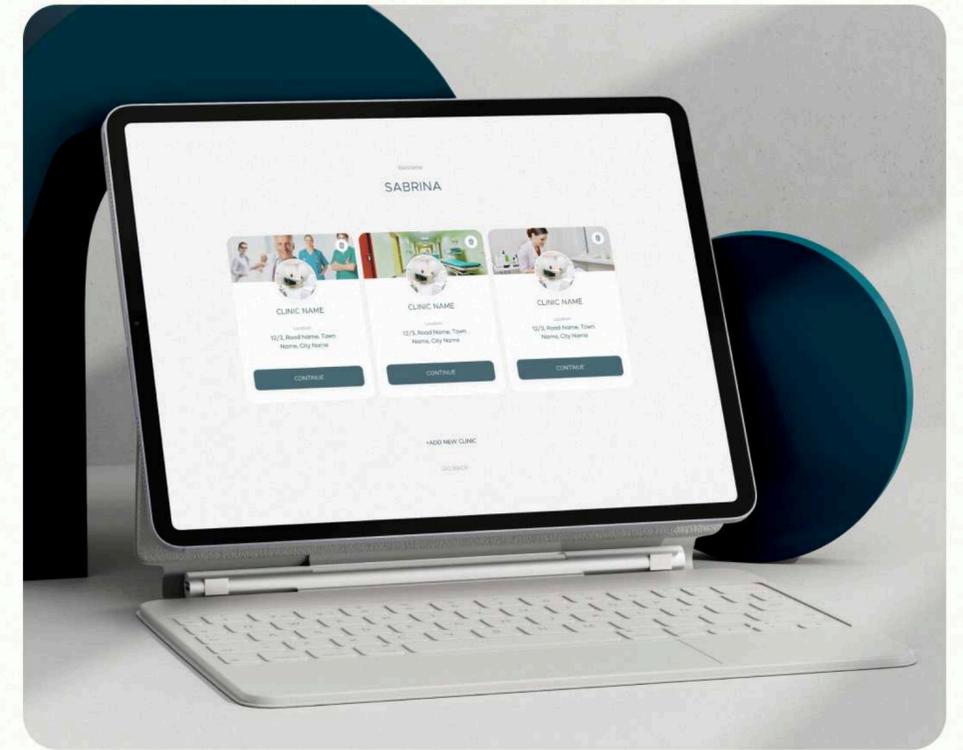
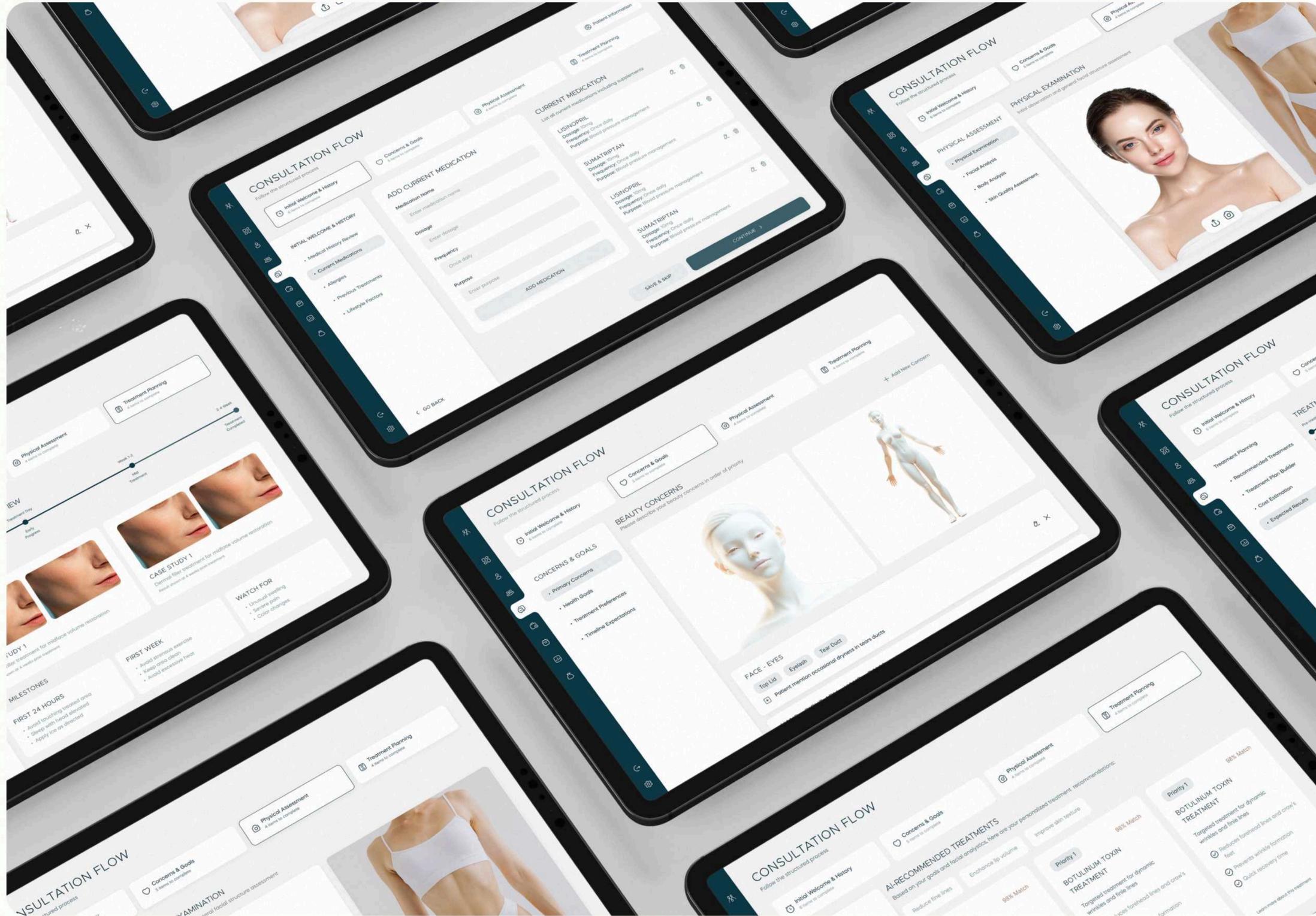
Healthcare App

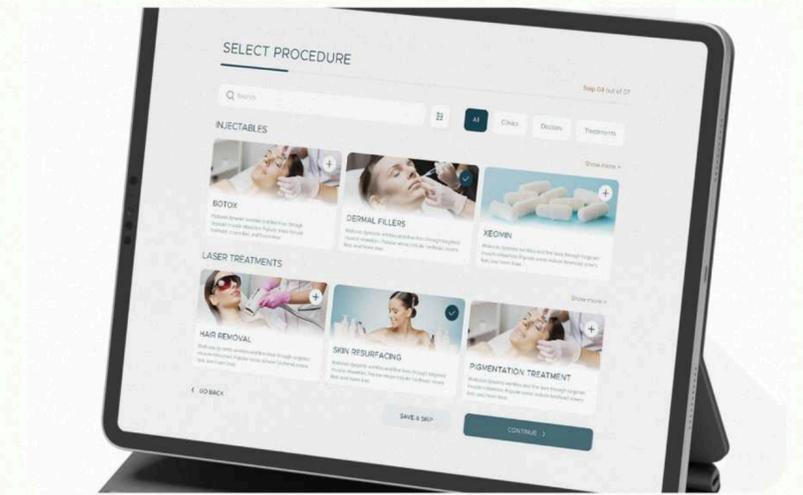
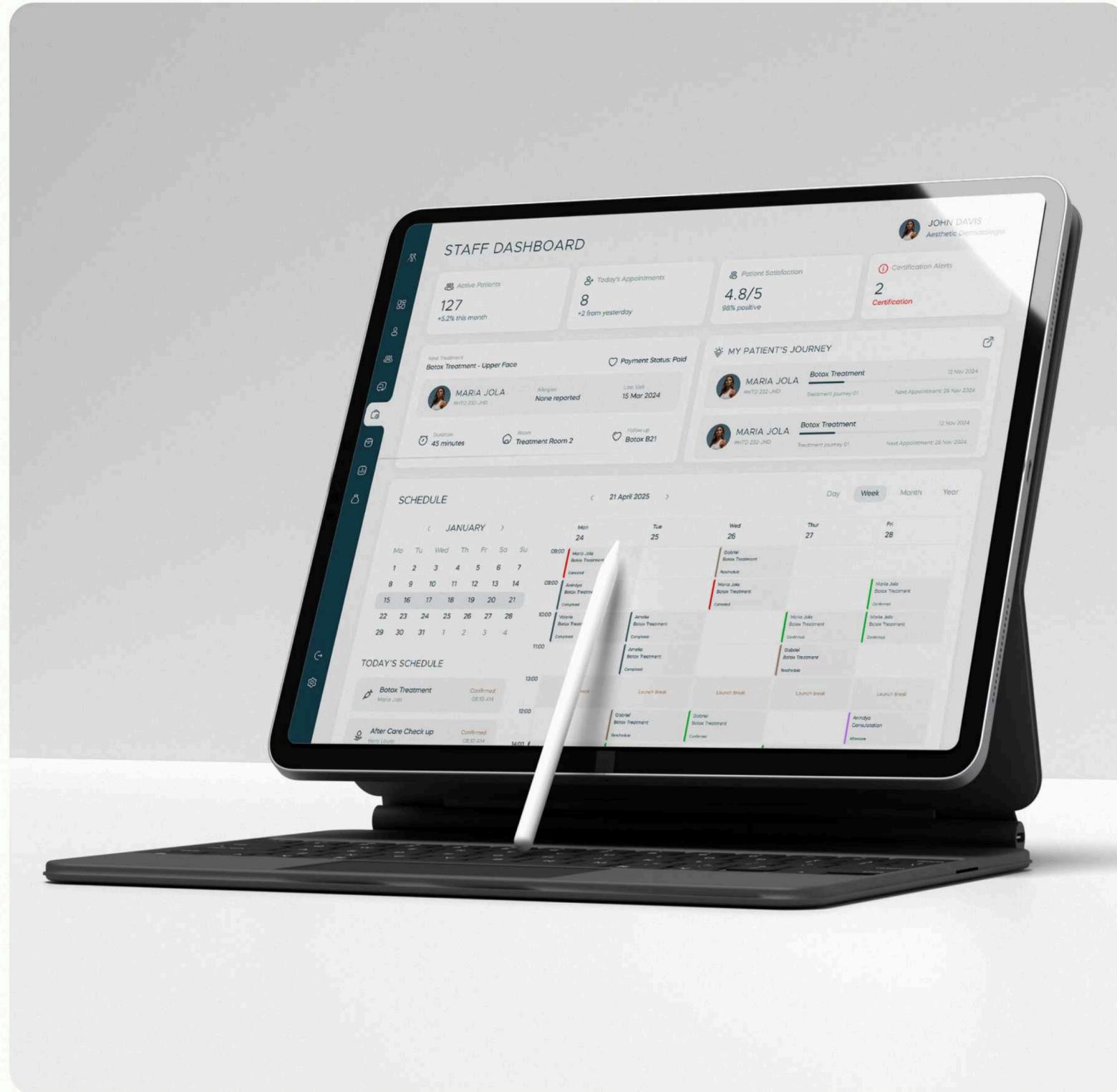
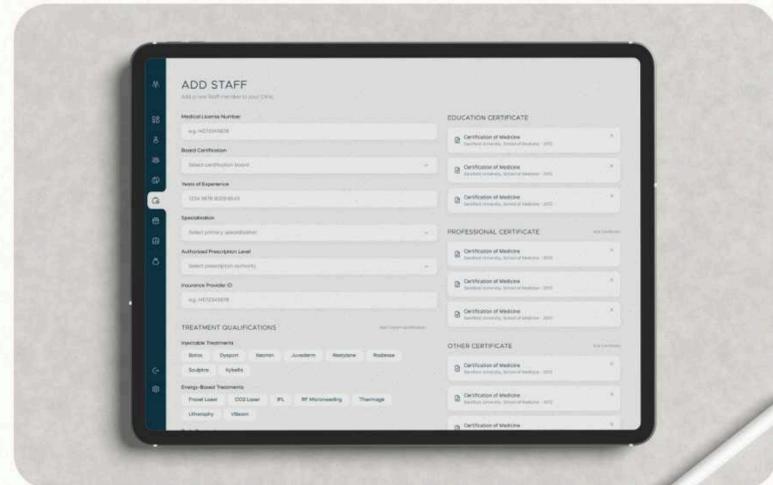
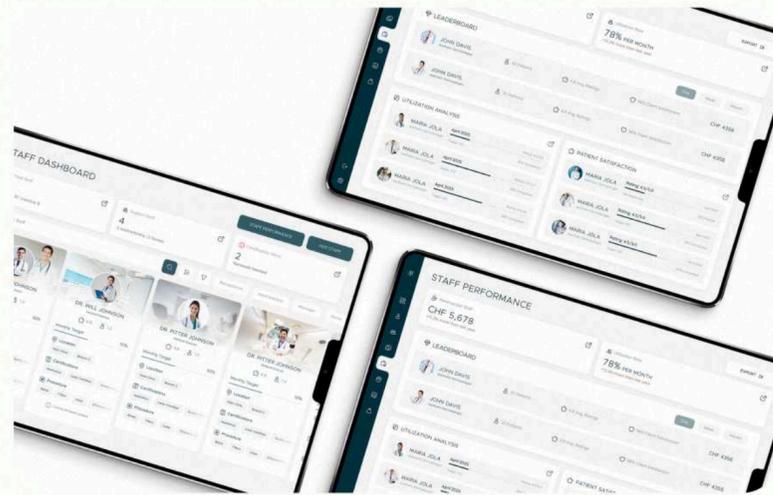
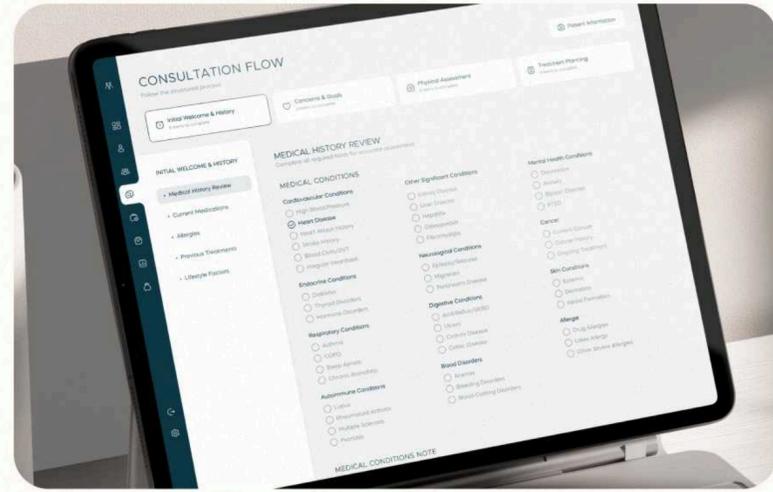
iPad Design

User Journey

Medical Interface







# The End

*Thank you for taking the time to explore this portfolio and for staying until the end.*

Each project presented here reflects my approach as a Creative Generalist—combining strategy, design, and execution into cohesive experiences.

Scan the QR code to view more selected works and ongoing projects, or visit: [behance.net/bifariachmad](https://behance.net/bifariachmad)

