



Achmad Baraja

Freelance Creative Designer,
Front-End & Website Builder

www.achmadbaraja.com

CURRICULUM VITAE
— & —
PORTFOLIO

I am freelance web designer and front-end developer with over 10 years of experience working across Asia Pacific and Middle East.

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Front-End & Website Builder



Education

- **UTeM Melaka**
2010 - 2013
Bachelor degree of Computer Science
(Interactive Media)
- **STIKOMP Surabaya**
2006 - 2009
Computer Graphic and Printing

Skills

Language Skills

HTML & CSS
PHP & Javascript
Sql
Github
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe XD
Figma

Design Skills

UI & UX
Web Design
Wireframing
2D Animation
Video Editing
Visual Design
Infographics

Development Skills

Wordpress Development
Webhosting
Landing Pages
Mobile Web Development
Email Marketing (EDM)
Interactive Content
HTML5 Banner

Experience

- **iMoney Malaysia**
2019 - Present
Group Head of Design
I lead the team to maintain the internal style guide & implement new design patterns in Docs, Sheets, Slides on web & mobile, Banners, and Landing Pages.
- **iMoney Malaysia**
2016 - 2019 (3 years)
UI UX Designer
I Design and develop landing pages for internal projects and clients. I collaborate closely with product managers, developers, researchers & the marketing team.
- **iMoney Malaysia**
2014 - 2015 (1 year)
Interactive Media Designer
 - Create motion graphic projects for clients
 - Create content-graphics assets such as infographics and banners
 - Maintaining EDM Email designs for marketing and commercial activities
- **Unifiedcomms Group**
2014 - 2014 (11 Months)
Head of Creative Designer
I Lead the team to deliver the task for a client campaign design assets such as banner, EDM and Microsites
- **Unifiedcomms Group**
2013 - 2014 (6 Months)
Creative Designer

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Interactive

In 2010, i enrolled an interactive media course under computer science faculty. I wasn't only studying about design, but also a programming language such as java, html and css, php and javascript. I also attended 2 classes of human computer intraction which is now lead me to become a UI / UX Designer . I am also a front end developer.



This my first official web design project which is also my final year project research. The topic is about implementing a responsive interactive web design in universities portal. I've been honored to work with UTeM international office Department and have been given a chance to implement my research by modifying their portal.

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I was working with the commercial Team to built a top credit cards listing in singapore. The target is to cut the user times in order to compare the credit cards features. I added the filter button at the top to help user easliy get the card that they want.

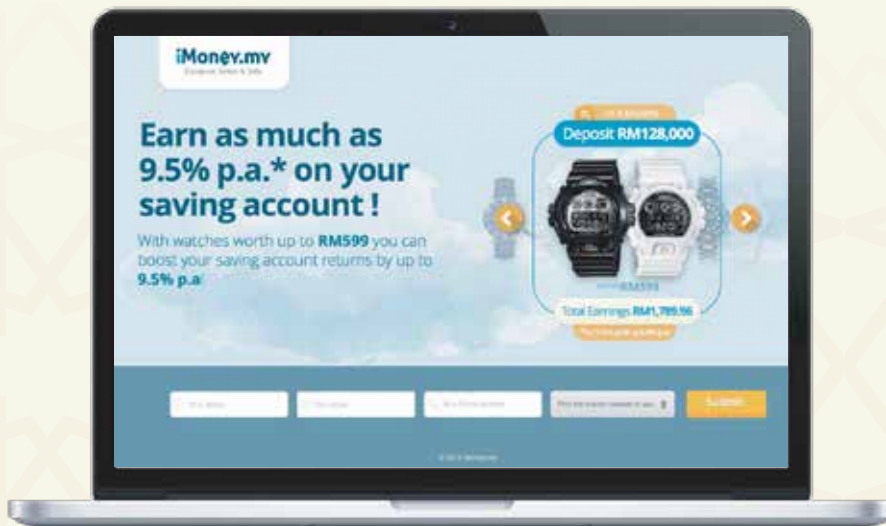


Me and Commercial team come up with an idea of creating a balance transfer calculator in order to help people to see which credit cards that suitable for them and what are the bonuses that they will get.

Interactive

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Building a landing page for one of the clients product. I was involved in the UI UX design as well as the web development. The target was to let the customer choose the gift that they like and then show the amount of fixed deposit that they need to do in order to get the gift rather than the old style



Imoney was launching a campaign called #jomskor which is calling people to check their credit score for the sake of their finance health. In order to get more participants, the marketing teams are offering a prize for those who check their score in that time period. So me and marketing team come up with the idea of showing the loading gift bar to gain more participants.

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A request came from the Commercial team to promote Al Rajhi financing products to a specific segment. Instead of regular product promotion or details, they wanted to have more engagement in the product details. I proposed of having a financial calculator and showing the steps on how to apply the product. not only that, I also added a form for the customer to apply the product.

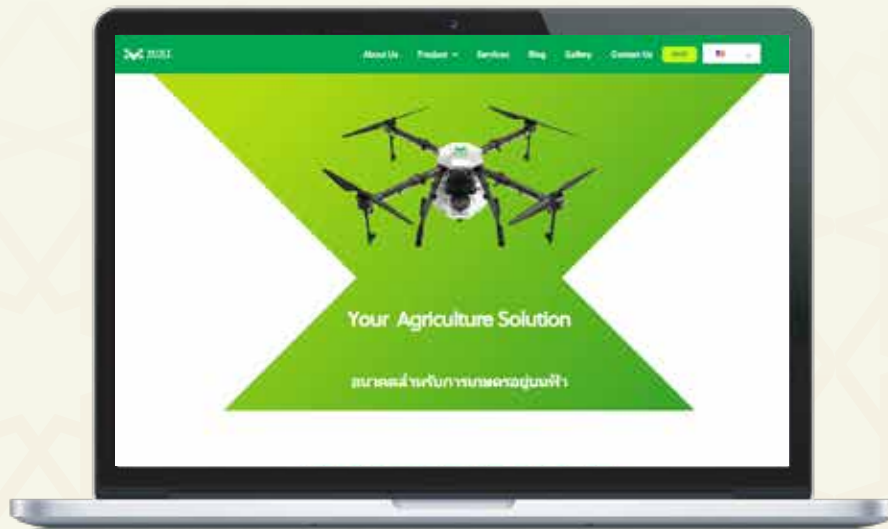


Alliance Bank in Malaysia had an agreement to run a campaign promoting Digital SME products to an entrepreneur around Malaysia. So they came up with several ideas and one of them is a Landing Page creation to promote and get customers details who interested in this product. So we had a brainstorm with our commercial team to build a new campaign landing page and marketing collaterals within 2 weeks. My role is to work on the design side and develop the front-end page.

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One of my clients came up with a request to beautify their client's website design and develop the website on WordPress. I started to build the WordPress page and build a simple template for this website. I modified the default WordPress theme and created some widgets to implement the other assets. I managed to launch this project within 3 days and the client was happy with the result.



iMsmart is a financial education campaign run by the iMoney marketing team targeting kids between 7 – 10 years old in Malaysia. The marketing team invited us a brainstorm on how to run a promotional campaign properly within a short time. so one of the ideas is to create a landing page. After the designer finished the Key Visual and the masthead, I proceeded with the UI layout and started to research a quick way to build a registration form.

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iMoney marketing team wanted to create a new page “Marketing Services” to highlight their marketing programs and share some successful studies and partners that have been working with the company. They came to me to request a new User interface to boost their page. Since iMoney has won the marketing excellence award in the past, we suggested highlighting that on top to attract visitors and give more value.



At the beginning of 2023, the iMoney marketing team requested a new branding and design for their financial products. The campaign name is “iMoney Travel Turbo charged campaign”. The design team is in charge of designing the campaign masthead and KV. My role was on the masthead and the landing page design and development.

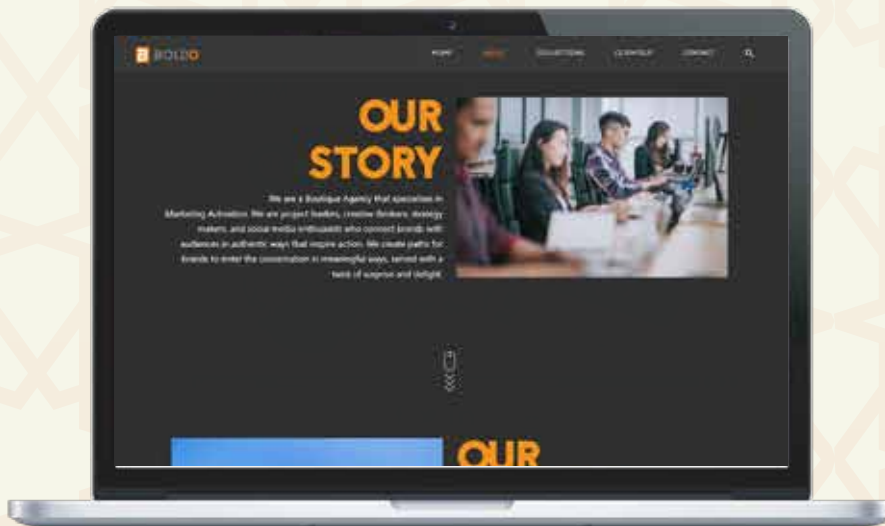
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The iMoney Business development team proposed submitted a proposal to PTPTN to do a small project for them. They invited me and asked about the possibility of building an education loan calculator. So I presented my wireframe and they agreed. I used a slider flow to present the question to the customer so it doesn't look too long. this direction will guide the visitor to answer the question easily.

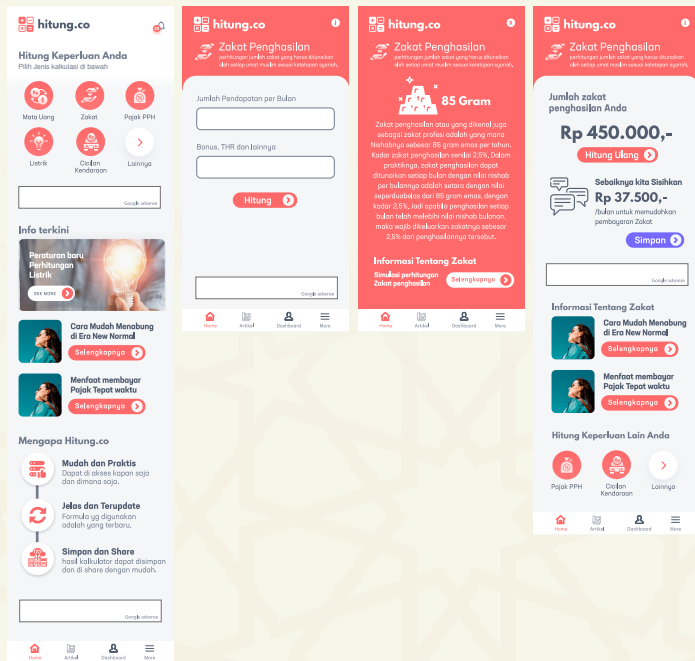


Bold Advertising requested to build a company website based on the given User interface. they wanted to build under wordpress CMS. I managed to finished and launched the website by end of 2023 and fix their responsive design.

Interactive

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Me and my partner are building a web app project called hitung.co which is helping users to calculate their finances without any hustle. I begin with the simple wireframing and the continue with building the user interface. this is ongoing project and will be completed soon.



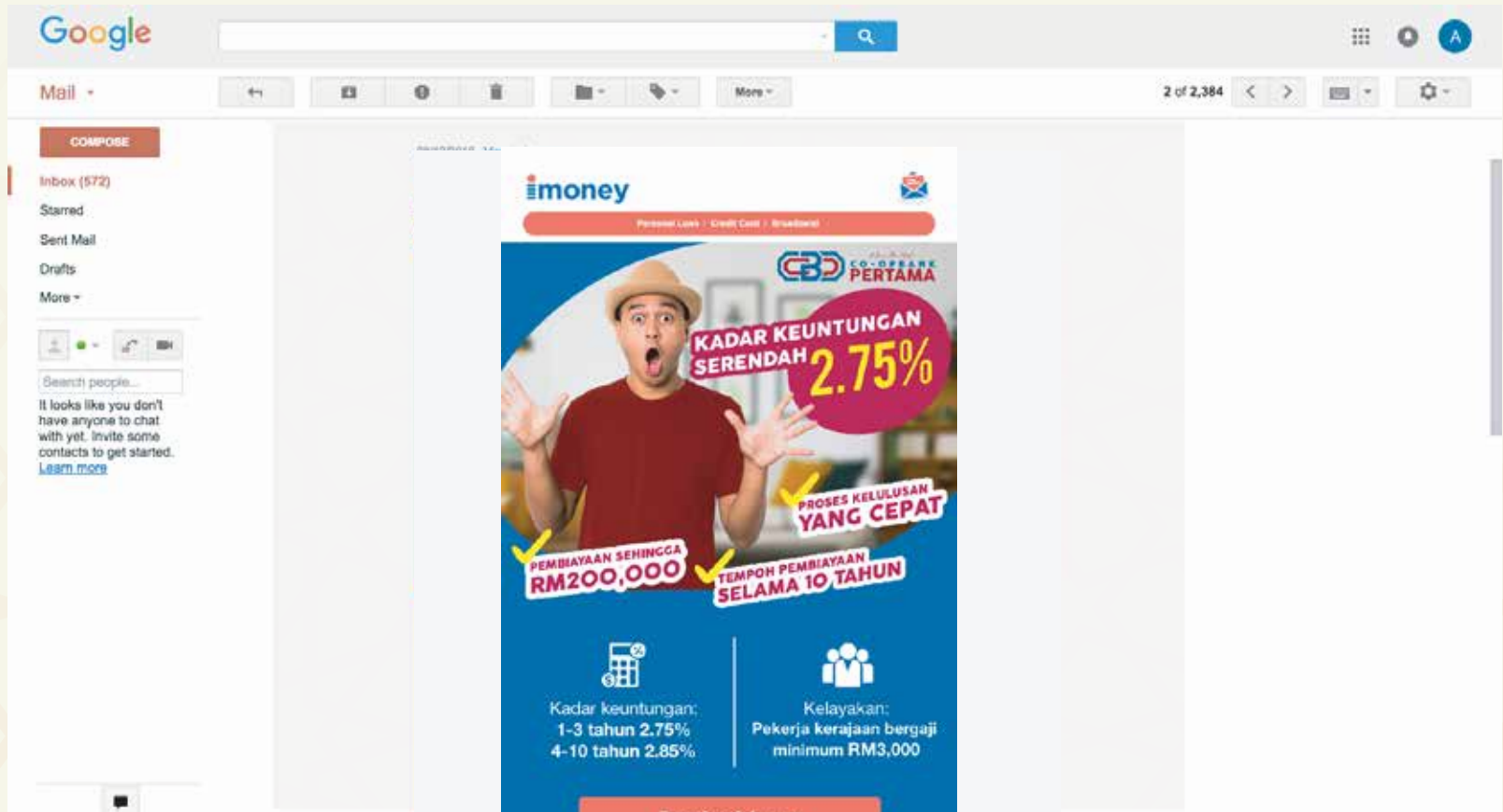
In 2012 I proposed a responsive microsite for their short campaigns. back then people has started using mobile devices as their main gadgets which the UPV was above 50% compare to desktop users.

The proposal was approved and I did all the development including the html+css+jquery.

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I am also EDM designer as well as builder. I am working with the CRM team to build a proper EDM designs and templates. For the email tools, I am familiar with mailchimp and getresponse.

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More than 40 EDM's has been built by me and my team

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Animation

Other than Gif banner, i also built a full motion graphics for clients and internal projects. I am using an after effect tool to animate the object.



Link Source :

<https://www.youtube.com/watch?v=UTefPPtYcVA>

Animating a credit card ads to get higher conversion rate for credit cards enrolment based on salary cap.

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Singapore Budget 2019 In Less Than 1 Min!

Link Source :

<https://www.youtube.com/watch?v=apqJ1PTJNds>



Budget 2020 in 1 Minute

Link Source :

<https://www.youtube.com/watch?v=tM-DrtscSzk>



Does expensive mooncake taste BETTER?

Link Source :

<https://www.youtube.com/watch?v=oTdASFhv6uY>



Online private classroom and tutors | Free webinars | MySenior

Link Source :

<https://www.youtube.com/watch?v=jspyEX0wj4Q>

Animation

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Send Money To The Philippines Anytime, Anywhere!

Link Source :

<https://www.youtube.com/watch?v=VB0nWK4BnJ8&t>



Six Types Of Tax Relief You Should Remember To Claim

Link Source :

<https://www.youtube.com/watch?v=rEHro0PgKmw>



How To Get Your iMoney CreditScore

Link Source :

<https://www.youtube.com/watch?v=bCkAHWPq1Ek>



An Introduction To The AEON Members Plus Visa Card

Link Source :

<https://www.youtube.com/watch?v=yVAHXsgFlfs&t>

Animation

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Branding

Since 2009, I've started my career mostly with branding project. Helping the SMEs to rebrand and grow their businesses with good designs and strong identity.. Most of the clients are in Asia Pacific region.



Ozie helth is an Australian product who sells herbal supplements for health. I picked green color as it represents the nature which more related with herbal products and the leaves represent which most of their product are using herbal leaves. The gradient green color gives an elegant touch due to the customer segments

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**Bitz
plaza.com**
wadah online shop

**apotek
afiah**

Information Technology
onmagz.net

b bitzero

**Cyber
Tour**

CyberTech
Business Solution

Branding

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hitung.co

cutihalal
.com

**Nina
Batik**
Indonesia - Malaysia - Singapore

**hell
Petite**



Branding

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Printing

I took a graphic design course for printing and packaging from 2006–2009 in Surabaya, Indonesia. Most of my earlier design are related with printing and packaging. Below are some of my designs :



I did continue working with Ozie health team after getting their trust from fixing their branding logo and identity. My next project was preparing the product label design, set of stationaries and their marketing materials such as brochure and standing banner.

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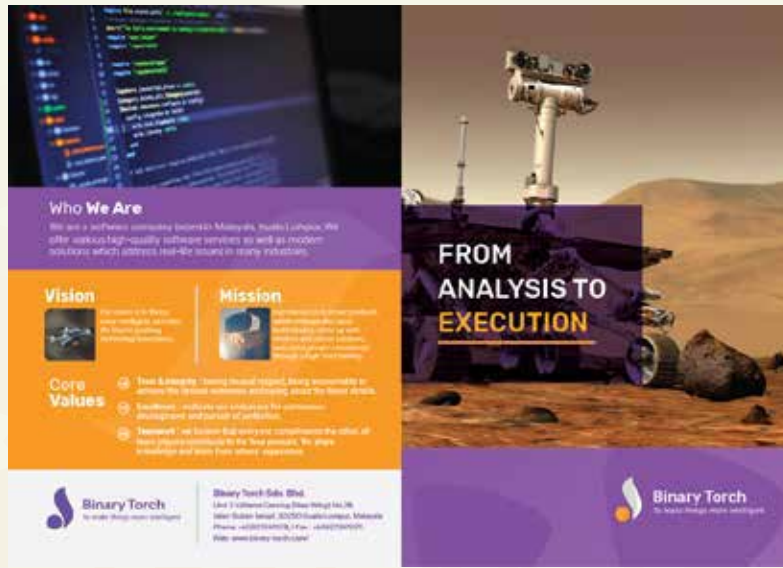
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Digital Banners

as a visual designer background, i've been doing a lot of digital marketing banners assets for multiple platform such as facebook and GDN banners.



I started working with unifiedcomms and iMoney as a interactive media designer and in the beginning most my job are creating a banner designs, infographics and animated gif banners.

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Digital Banners

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Above are my inographics design for iMoney content team and i have been doing more than 20 infographics.

Digital Banners

Unfix Your Fixed Deposit

Early withdrawal on your Fixed Deposit account can result in reduced interest, or even a penalty.

Is there a way around it?

How Fixed Deposit USUALLY Works

1. Invest in a Fixed Deposit
2. Receive interest from the bank

Fixed Deposit: 1.1% interest rate for 12 months

Unfixed FD: 1.1% interest rate for 12 months

Regular FD vs Unfixed FD

Regular FD	Unfixed FD
Deposit: RM100,000	Deposit: RM100,000
Term: 1 year	Term: 1 year
Interest rate: 3.25% p.a.	Interest rate: 3.25% p.a.

Interest earned without withdrawal (12 months)

3.25% x RM100,000 x (12/12) = **RM3,250.00**

Interest earned with early withdrawal (12 months)

3.0% x RM100,000 x (12/12) = **RM3,000.00**

Penalty (RM1,000)

Total Interest Earned (RM1,000)

You Lose: RM1,000.00

Total Cost: RM100,000.00 + RM1,000.00 = RM101,000.00

Avoid losing your interest with the same 0.2% increased FD plan that lets you make partial withdrawals to continue to enjoy the interest/profit.

Get The Flexibility That You Need

Withdraw before maturity | Same interest rate for the remaining balance | Minimum 0.2% extra benefit for every RM10,000 | Withdrawals in multiples of RM1,000

It's perfect for:

- Preparing for a higher home payment than budget
- Additional education fees for your children
- Parent's visit to visit that exceed original budget

Unlock your funds, with no penalty today!

Powered by **iMoney.my** February 2019

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Thank you

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