DESIGN

Simplifies complexity and
bridges problems
with creativity.

Call Me

CAN SUN

CANRA SUNARA PORTOFOLIO I
Interaction Designer & Visual Designer

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About Me


Call Me
CAN
SUN
DESIGN
"Simplifies complexity and bridges problems with creativity."
CANRA SUNARA
Interaction Designer & Visual Designer
with 8+ years of experience.
https://www.linkedin.com/in/canrasunara/

Featured Projects # 1

Design System

Onefish:
The Unity Behind eFishery's Product Ecosystem

The Story of How Onefish Became a Bridge Between Users, Designers, and Developers

Background

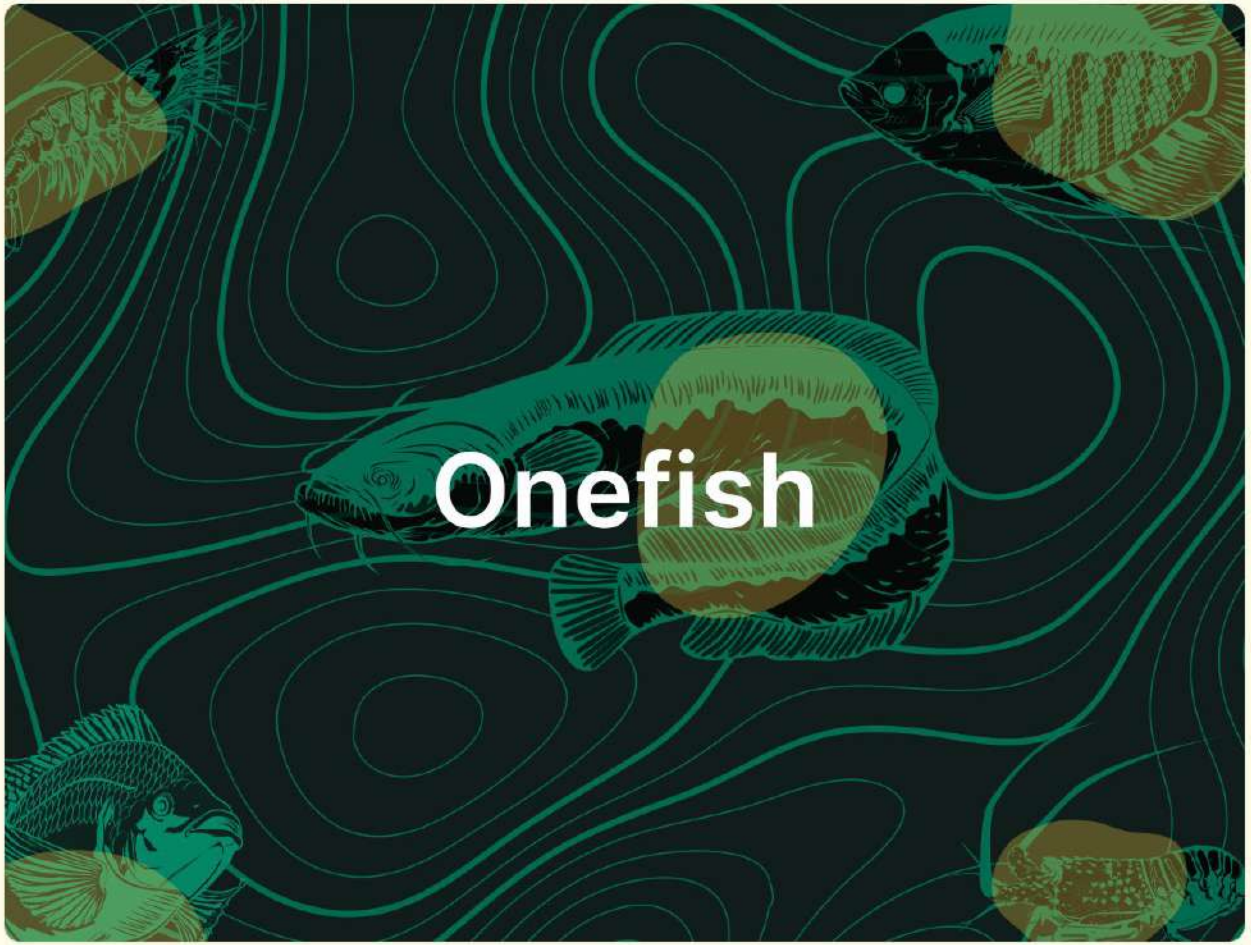
In the evolving eFishery ecosystem, maintaining consistency in user experience across various digital products has become a major challenge. As features, platforms, and parallel teams increase, problems such as design fragmentation, inconsistent UI styles, and inefficient development processes emerged. Previously, each team had its own design approach, resulting in inconsistencies in appearance and interaction across applications, increasing the workload for the design and development teams, and slowing down product iteration.

MY ROLE
Lead Interaction Designer & Visual Director

TEAM
Canra Sunara - Lead Interaction Designer & Visual Director
Sulthon - Interaction Designer
Cordova - Interaction Designer
Vilian - Frontend Dev

TIMELINE
Onefish ver 1.0 (July 2019 - January 2020)
Onefish ver 2.0 (July 2021 - July 2022)

COMPANY
eFishery (PT Multidaya Teknologi Nusantara)



Overview Project

The Story of How Onefish Became a Bridge Between Users, Designers, and Developers

Solutions

To address these challenges, OneFish was born as the ultimate solution. More than just a collection of UI components, OneFish is a shared visual language that unifies all of eFishery's digital products. With this design system, eFishery can ensure that each product has a consistent appearance, a more intuitive user experience, and a faster, more efficient development process.

Impact & Results

The implementation of OneFish has brought significant changes to eFishery:

- Improved design team efficiency by up to 80% with reusable UI components and clear design guidelines.
- Reduced front-end development time by 60% with a well-documented design system.
- Accelerated onboarding for new designers and developers by 50% with easily accessible documentation and libraries.
- Enhanced UI/UX consistency across eFishery's digital platforms, both mobile and desktop versions.

Strategic Benefits

For the Business:

- Saved 700+ work hours per year
- Scalability without technical barriers
- A foundation for global expansion

For the Team:

- Seamless collaboration between designers and the development team
- Focus on innovation, not repetition
- Pride in having a "collective creation"

For the Users:

- Intuitive interaction across all products
- Consistent brand experience
- Smoother learning curve

Conclusion

With OneFish, every team—designers, developers, users, and stakeholders—can work within a unified ecosystem. Collaboration becomes smoother, innovation grows faster, and most importantly, the user experience becomes more seamless, standardized, and focused on the needs of the digital fisheries industry.

For the business, OneFish ensures that product growth remains efficient.

For design and development teams, the system speeds up workflows and reduces repetitive tasks.

For end users, OneFish provides a more comfortable, consistent, and easy-to-use experience across the eFishery ecosystem.

With a strong design foundation, OneFish is not just a design system—but a strategic asset that drives innovation and efficiency at eFishery.
4o mini

DISCOVERY: Onefish ver 1.0

Too many variants at the token and component level!

Introduction

In the development of Feeder Apps, eFishery faced a major challenge in maintaining design consistency across the entire system. One of the key issues that emerged was too many inconsistencies at the token and component level, which affected user experience, team efficiency, and product scalability.

Inconsistent Tokens

Design tokens—such as color, typography, spacing, and other basic elements—should serve as a consistent foundation for the entire interface. However, in Feeder Apps, the following issues were found:

- Non-standardized color variations, causing visual differences across various app screens.
- Inconsistent typography scale, making the appearance feel unharmonious and difficult to read.
- Varying spacing and grids, leading to a UI layout that feels untidy and inconsistent.

These inconsistencies caused the user experience to vary across screens, creating confusion and diminishing users' trust in the product.

Inconsistent Components

In addition to tokens, another major issue was inconsistency at the UI component level used in Feeder Apps. Some of the common problems included:

- Components with different visual styles, such as buttons and input fields with inconsistent shapes, colors, or padding.
- Interaction behaviors that were not aligned, like different animations or hover effects on each page.
- Unnecessary component duplication, leading to redundancy in code and increased development complexity.

As a result of these issues, the user experience became unintuitive, while design and development teams had to spend more time adjusting components, reducing work efficiency, and slowing down product iteration.
4o mini

Impact

Impact on Design & Development Process

- Increased design & development time – Teams had to do numerous revisions to align the appearance and behavior of components.
- Difficult collaboration between teams – Designers and developers often faced miscommunication regarding the UI elements used.
- Reduced product efficiency – The product was hard to scale due to the lack of a strong design system as a foundation.

Conclusion

Inconsistencies at the token and component level in Feeder Apps have hindered team efficiency and damaged the user experience. To address these issues, stronger standardization is required through the OneFish design system, ensuring that every UI element maintains the consistency, cohesion, and flexibility needed to support the growth of the eFishery ecosystem.

Root Causes Before the Design System

Challenges Before Onefish: Inconsistencies that Hindered Growth

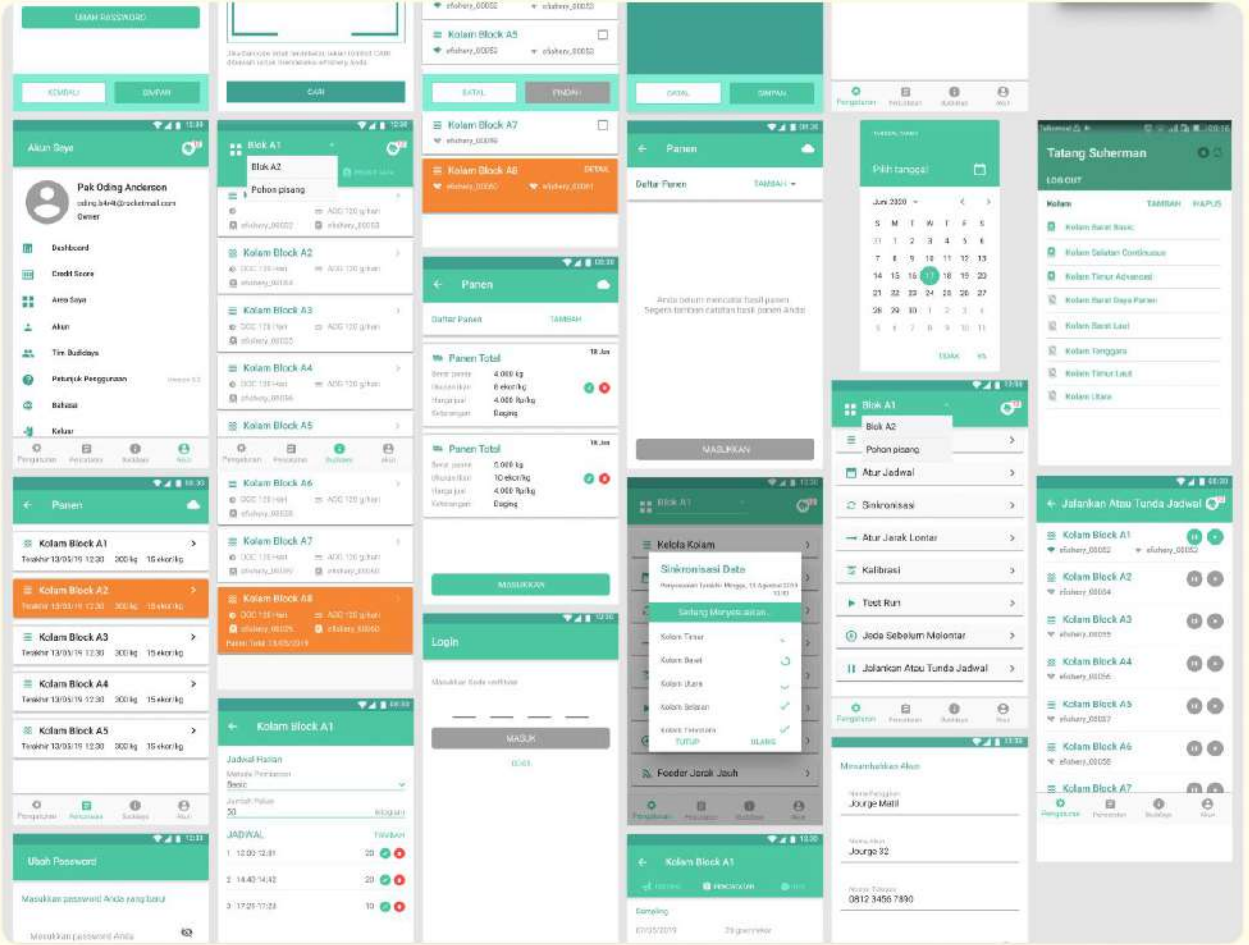
Before the OneFish Design System, the development of eFishery's digital products, especially Feeder Apps, faced several challenges in maintaining design consistency and team efficiency. Inconsistencies occurred at various levels—from design tokens to UI components—leading to differences in appearance and interaction across the entire app.

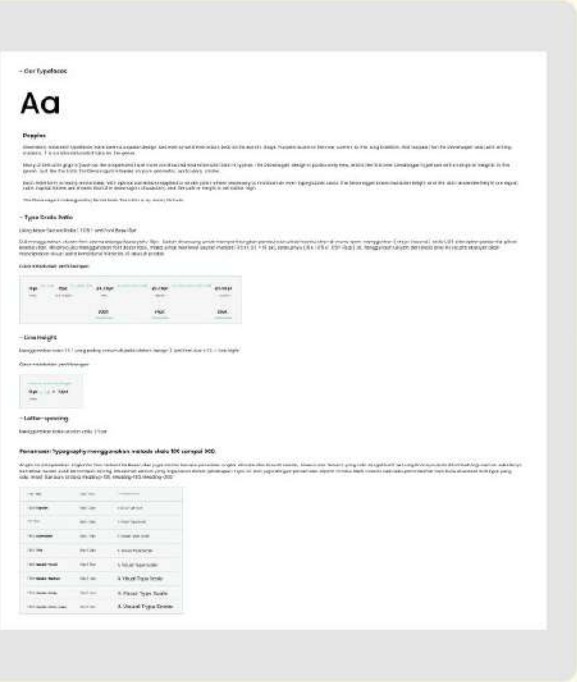
Without clear standards, each design and development team had their own approach to building the UI, which caused design fragmentation and resulted in:

- Visual Inconsistencies – Colors, typography, and spacing varied across app screens, making the user experience inconsistent.
- Component Duplication – Multiple versions of similar UI components existed but with different styles, sizes, and behaviors.
- Inefficient Development – Developers had to spend more time adjusting poorly documented components.
- Suboptimal Collaboration – Without clear guidelines, designers and developers frequently experienced miscommunication when translating designs into code.

These inconsistencies not only made product development more difficult but also hindered the overall growth of eFishery. Product iterations became slower, teams had to work harder to align designs, and the user experience was less than optimal.

With these challenges, a solution was needed to unify all design elements into a structured, scalable system—which is why OneFish was created as the core foundation to align the entire eFishery digital ecosystem.

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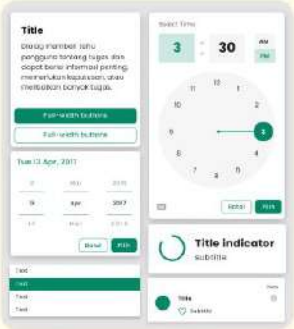
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Banner default dan dua button.
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Banner default dengan icon dan dua button.
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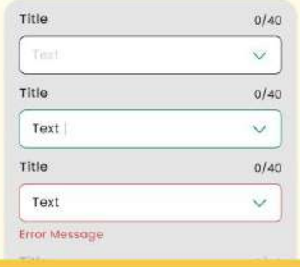
Anda tidak dapat membatalkan proses kalibrasi setelah dimulai.
Banner default dengan avatar dan dua button.
Batalkan
Mengerti
Anda tidak dapat membatalkan proses kalibrasi setelah dimulai.


One Fish
eFishery Design System


Efishery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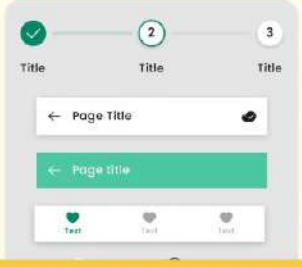
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Page Title
Page title

The Process of Building the OneFish Design System from Scratch

Foundation for Consistency & Efficiency

Persona Mapping

One of the most important aspects of building a design system is understanding who the primary users are and how they interact with the product.

📍 Persona Mapping Steps:

- Identify key user types – In eFishery, users can be categorized into several groups, such as farmers, distribution agents, and eFishery's internal team.
- Analyze their needs & challenges – For example, farmers need a UI that is simple, easy to read, and quick to use in field conditions.
- Align the design system with their needs – For instance, buttons and UI elements are made larger to be easily pressed with wet or dirty hands.

Results from Persona Mapping:

- Always use icon + text for any type of icon.
- Always use color compositions that pass WCAG contrast tests.
- Font size should be larger than usual apps and also bold.
- Ideally, the navbar should be used only for general purposes.
- Explore buttons that should include icons wherever possible.

Comparative Study of Design Systems

To ensure that OneFish follows the best standards, benchmarking was conducted with several global design systems that have proven to be successful, such as:

- Google Material Design – To understand flexibility and accessibility in system-based design.
- Atlassian Design System – To see how a design system can be applied in a wide product ecosystem.
- IBM Carbon Design System – To understand how a design system can help build data-driven solutions.

📌 Lessons from Benchmarking:

- Leverage design tokens to improve design consistency across platforms.
- Create clear documentation so it's easy to use for both designers and developers.
- Build a scalable component library, allowing new features to be developed without sacrificing the existing design.

From this benchmarking, OneFish was designed with a flexible structure, well-documented, and easy to adopt by design and development teams.

Defining Design Principles

Before building components, the first step is to establish design principles that will serve as the foundation for every design decision. These principles aim to ensure consistency, efficiency, and scalability of the design system across all eFishery products.

Some key principles used in OneFish:

- Simple & Functional – The design should be easy to understand, use, and provide direct value to users.
- Consistent & Unified – UI components should be uniform across all platforms, so users don't need to readjust.
- Flexible & Scalable – The design system should be able to grow alongside the development of new features and platforms.
- Data-Driven & Insightful – Every design decision should be supported by data, user research, and field validation.

These principles form the foundation for creating design tokens, UI components, and interaction patterns applied in OneFish.

Testing the Design System

After the design principles were established, the next step was to conduct a field visit or direct visit to end users to test the readability and effectiveness of the design system.

📍 Field Visit Goals:

- Understand how users interact with eFishery's design under various conditions (e.g., in low-light environments at fish farms or in areas with limited internet connectivity).
- Test the readability of colors, typography, and component sizes on the devices used by the users.
- Gather direct feedback on accessibility and usability from fish farmers and fishery business owners.

📊 Results from the Field Visit:

From this research, several adjustments were made to the design system, such as:

- Adjusting color contrast to remain readable under direct sunlight.
- Optimizing typography size to ensure it is legible in field conditions.
- Simplifying navigation flow to enable users to complete tasks more quickly.

Revamping Feeder Using OneFish Version 1.0

First Implementation of the Design System

Implementation of OneFish Version 1

The image above is located on the pond data page, describing the productivity of the pond. This page is designed to provide a real-time overview of the information within the pond.

Implementation of OneFish Version 1

The image below is the settings page for features within the feeder, such as feeding schedules, feed output monitoring, and more.

Evaluation of OneFish Version 1

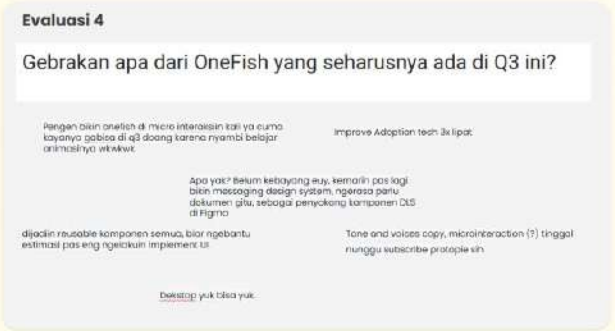
Understanding the Strengths and Weaknesses of OneFish Version 1, and Development in OneFish Version 2

After being implemented in the eFishery digital ecosystem, OneFish Version 1 was evaluated to assess how well the design system succeeded in improving consistency, efficiency, and user experience. This evaluation was conducted through feedback from internal teams, usage analysis, and direct testing by end users.

Conclusion

There is still much to be improved and added to the OneFish design system and its components, especially regarding:

- The addition of components for desktop and micro-interactions.
- Component naming that needs to be agreed upon collectively.
- More refined documentation.
- Typography changes, particularly the lowercase "a" in Poppins which resembles the letter "O".



Kesimpulan

- Terdapat banyak penambahan karakter pada **onefish versi 2 (enhanced)**
- Pembenahan *letter-spacing* diberbagai *type scale*
- Pembenahan *line-height* menggunakan rumus (h x 1.5)
- Pembenahan *font size* pada setiap *type scale*
- Penggantian font dalam waktu dekat belum bisa dilakukan namun dokumen ini dapat menjadi rekomendasi untuk penggantian font dikemudian hari
- Perlu dilakukan AB test untuk pengaplikasian *letter-spacing, type scale, line-height* Dengan menduplikasi apps yang sudah ada

DISCOVERY: Onefish ver 2.0

Building a More Scalable & Adaptive Design System

Introduction

As eFishery continues to grow rapidly, the need for a more scalable, flexible design system that supports a wide range of products has become increasingly important. OneFish Version 1 has helped improve design consistency and team efficiency, but new challenges have emerged as the number of designers increases, digital product expansion occurs, and internal needs become more complex.

Scalability

- eFishery now has a variety of digital products with unique needs, ranging from mobile apps for fish farmers to internal dashboards for business operations.
- OneFish v2 was developed to be more flexible in supporting both OneFish Desktop and OneFish Mobile, enabling more modular and responsive components.

Increasing Productivity

- With the growing number of designers on the team, OneFish needed to be more structured and easier to adopt, so new designers could quickly understand and implement the design system.
- The component library was updated with more variations and states, reducing the need to create components from scratch and improving design and development efficiency.

More Comprehensive & Accessible Documentation

- One of the challenges of OneFish v1 was that the documentation didn't fully support the scaling growth of eFishery.
- OneFish v2 comes with more detailed documentation, including usage guides, best practices, and case studies of implementation across various eFishery digital products.
- This documentation is also more interactive, allowing designers and developers to test and customize components directly from the documentation platform.

Continuous Development

OneFish v2 was designed as a living design system that can continue to evolve with the business's needs.
With a versioning system, every update to the design system can be managed more effectively, ensuring a smooth transition between versions.

Results of OneFish Version 1 Iteration: Addressing New Challenges in Consistency & Readability

After OneFish Version 1 was implemented across various eFishery digital products, evaluation and iteration were carried out to understand the real-world challenges experienced by users. The results revealed several aspects that needed improvement, particularly in readability, color contrast, component tapability, and the need for expanding the design system to internal products.

Challenges Found in OneFish v1

Readability Issues in Typography

- Based on user feedback, it was found that the lowercase "a" in the Poppins typeface was often mistaken for the letter "o," causing misreading of important information, especially for fish farmers who need to read quickly in the field.
- Solution: Adjust the typography tokens, replacing the typeface with a more readable option, especially in low-light conditions or outdoors.

Lack of Color Contrast for Accessibility

- Some UI elements had low contrast, making them hard to see in bright light (outdoor use case), such as in pond areas.
- Solution: Adjust the color tokens to meet WCAG accessibility standards, ensuring text and UI elements remain legible in various environmental conditions.

UI Components Lack Tapability & Clickability

- Some buttons and interactive elements were too small or not clear enough as clickable elements.
- Solution: Increase the interaction area and provide stronger visual cues, such as hover effects, shadows, and color changes, to improve affordance.

OneFish Needs for Internal Teams (Desktop)

- As eFishery grew, the digital product needs expanded beyond fish farmers to include internal teams, such as operational dashboards and management systems.
- Solution: Develop a desktop version of OneFish, with more complex components that support multi-screen use and data-driven workflows.

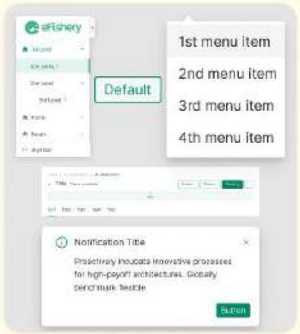
Request for a Modular Illustration Library

- The design team needed a more flexible illustration system, where visual elements could be combined without losing consistency.
- Solution: Build a modular illustration library, allowing designers to easily adapt illustrations without having to create them from scratch.

The Need for a Website Library for OneFish v2

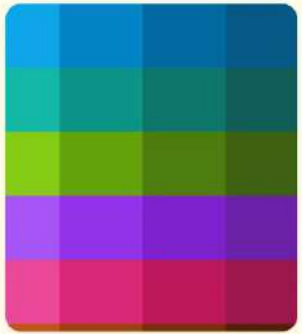
- OneFish v1 documentation was still in static file formats (PDF, Figma Library), which was less efficient for an expanding team.
- Solution: Create a website library for OneFish v2, containing interactive documentation, component showcases, and implementation guides for designers and developers.

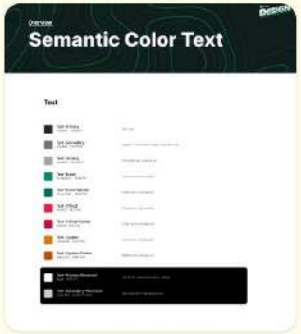

OneFish
Desktop


eFishery
Default
1st menu item
2nd menu item
3rd menu item
4th menu item
Notification Title
Proactively incubate innovative processes for high-payoff architectures. Globally benchmark flexible
Button


Tab1
Tab2
Create a services site 2015-09-01
Solve initial network problems 2015-09-01
Technical testing 2015-09-01
Network problems being solved 2015-09-01
Step 1
Step 2
Step 3
1 2 3 4 5
Label Content
24/24
Placeholder
Helper text


OneFish
Icon

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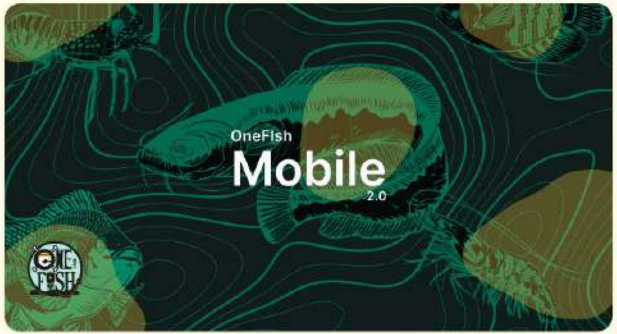
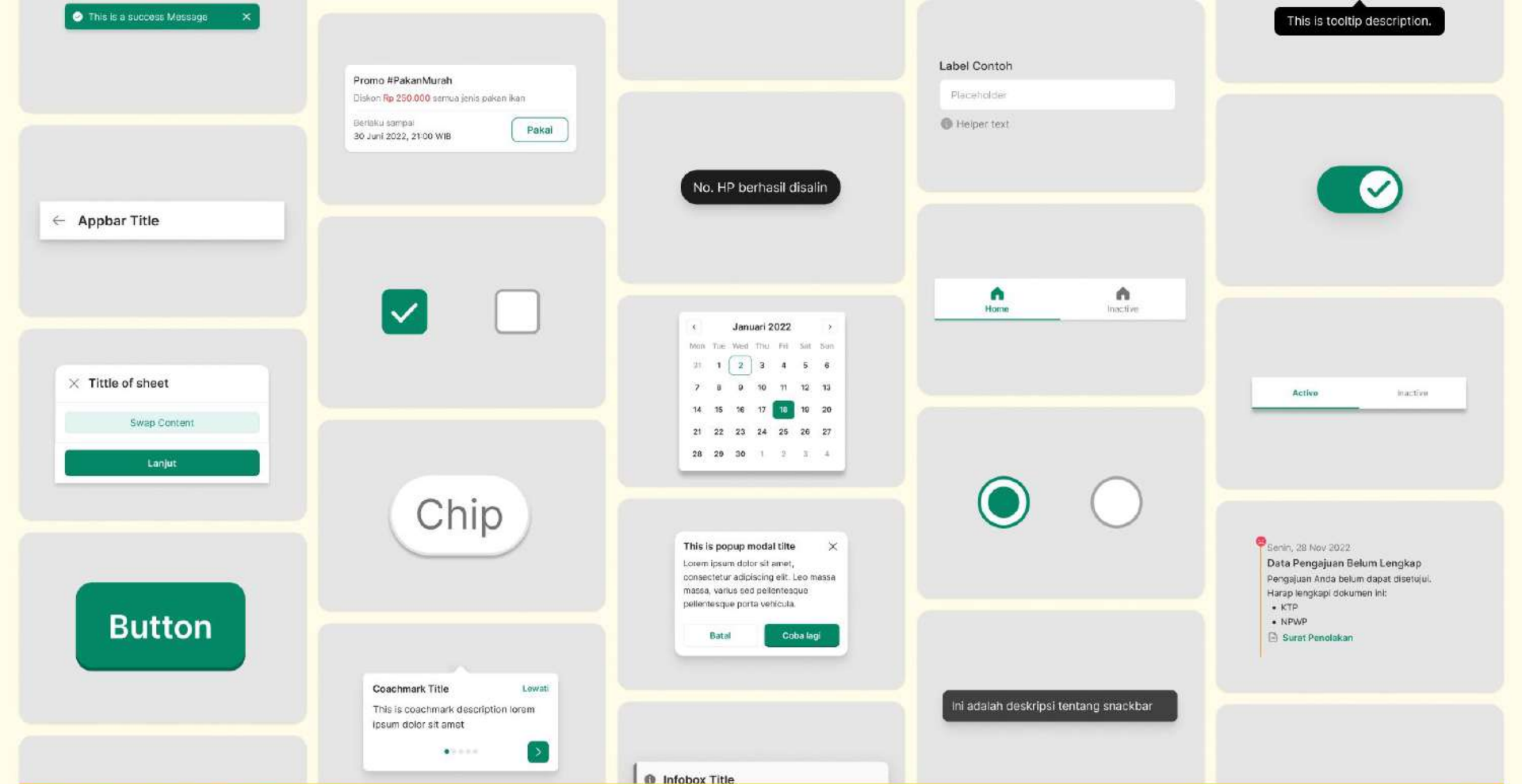

OneFish
Mobile
2.0


OneFish
Color


eFishery


OneFish
Illustration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Promo #PakanMurah
Diskon Rp 250.000 semua jenis pakan ikan
Berlaku sampai
30 Juni 2022, 21:00 WIB
Pakai
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Label Contoh
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This is tooltip description.
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Januari 2022
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Home
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Active
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Swap Content
Lanjut
Chip
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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Leo massa massa, varius sed pellentesque pellentesque porta vehicula.
Batal
Coba lagi
Senin, 28 Nov 2022
Data Pengajuan Belum Lengkap
Pengajuan Anda belum dapat disetujui.
Harap lengkapi dokumen ini:
KTP
NPWP
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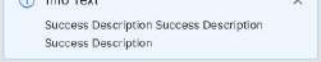
Success Description Success Description
Success Description


2023
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Label Contoh
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This is tooltip description.


Content
Types
Behavior
Layout
Accessibility


Title
Content
Content


This is panel header 1


eFishery


1st menu item
2nd menu item
3rd menu item
4th menu item

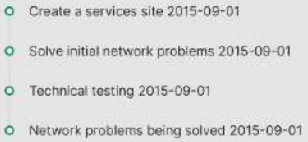

Sea
1st menu item
2nd menu item
3rd menu item
4th menu item


Step 1
Step 2
Step 3


Chip


This is a message


Notification Title
Proactively incubate innovative processes for high-payoff architectures. Globally benchmark flexible.
Button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Solve initial network problems 2015-09-01
Technical testing 2015-09-01
Network problems being solved 2015-09-01


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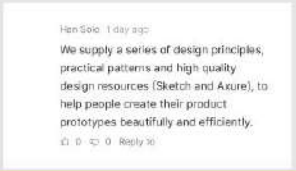

Han Solo 1 day ago
We supply a series of design principles, practical patterns and high quality design resources (Sketch and Axure), to help people create their product prototypes beautifully and efficiently.

The Development Process of OneFish Version 2 for Mobile and Desktop

Evolution of OneFish Version 1 Iteration

Analysis of Iteration Results OneFish v1

Evaluation of OneFish v1 was conducted with a data-driven approach through:

- Feedback from users (farmers & internal teams) regarding readability and usability.
- Design & technical implementation analysis by the design and development teams.
- Field observations to understand challenges in real-world conditions.

From this evaluation, several main issues were identified, such as difficult-to-read typography, suboptimal color contrast, components that are less tapable, and the need to expand the design system to desktop and modular illustrations.

Compilation of Design Principles for Onefish v2

Based on the iteration results, OneFish v2 was structured with more refined design principles:

- Readability First → Typography was chosen to be easier to read in field conditions.
- Scalability & Flexibility → Components are more modular to support mobile & desktop.
- Accessibility & Usability → Colors are more contrasting, and the UI is more intuitive.
- Efficiency & Consistency → The library is more complete with interactive documentation.

Field Research & Readability Validation

One of the key findings from OneFish v1 was the confusing Poppins typography, particularly the lowercase "a" that resembles "o".

- The team conducted direct testing with farmers using various alternative typefaces.
- As a result, a more readable font was found and directly applied as the new typography token.
- Additionally, color contrast testing was carried out to ensure that text and UI elements remained clear in various lighting conditions.

Benchmarking & Design Study Other Systems

To ensure OneFish v2 is more refined and scalable, benchmarking was conducted against other design systems such as Google Material 3, Polaris, Kiwi, and Ant Design. This benchmarking helped in determining the component structure, documentation methods, and better best practices standards for OneFish v2.

Persona Mapping & Expansion of Team Needs

As the design and development teams at eFishery grew, there was a need for a system that was easier to access and understand.

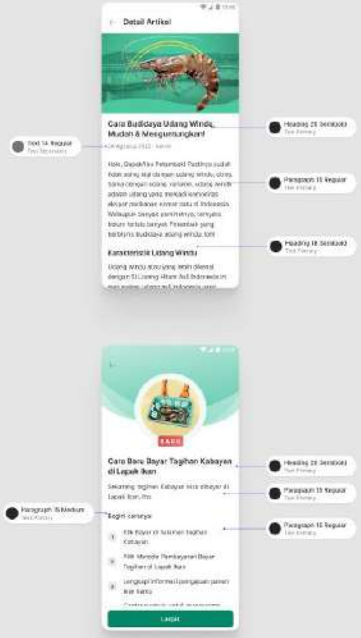
- Persona mapping was conducted to understand the needs of new designers, developers, and internal teams using OneFish.
- It was found that the internal team needed a design system that supported desktop, so OneFish v2 was developed with a dedicated library for desktop-based internal applications.

Onefish Font Stacks

Selecting and Using Inter Font in System Design

In the world of system design, font selection is not just about aesthetics but also a strategic decision that can significantly impact user experience. One font that often stands out in this field is 'Inter'. The Inter font is favored for its exceptional clarity. Its balanced proportions and open letterforms make it highly legible, even at small sizes. In the context of system design, this clarity is invaluable. It ensures that users can easily read and understand content, which is crucial for interfaces that convey important information.

Another strong reason for using Inter in system design is its flexibility across various devices. Whether the design is viewed on a desktop monitor, tablet, or smartphone, Inter remains sharp and easy to read. This consistency enhances the user experience, regardless of the device they are using.



Inter

A Variable font family carefully crafted and designed for digital screens.

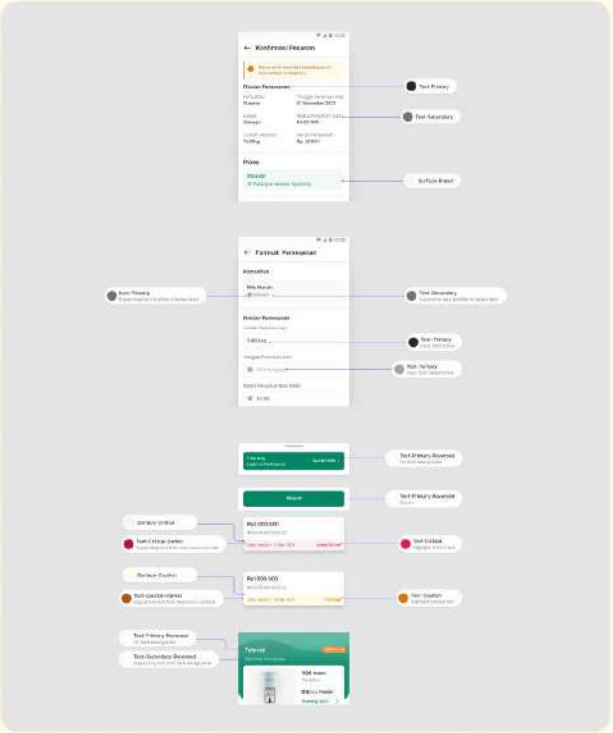
designed by: Rasmus Andersson

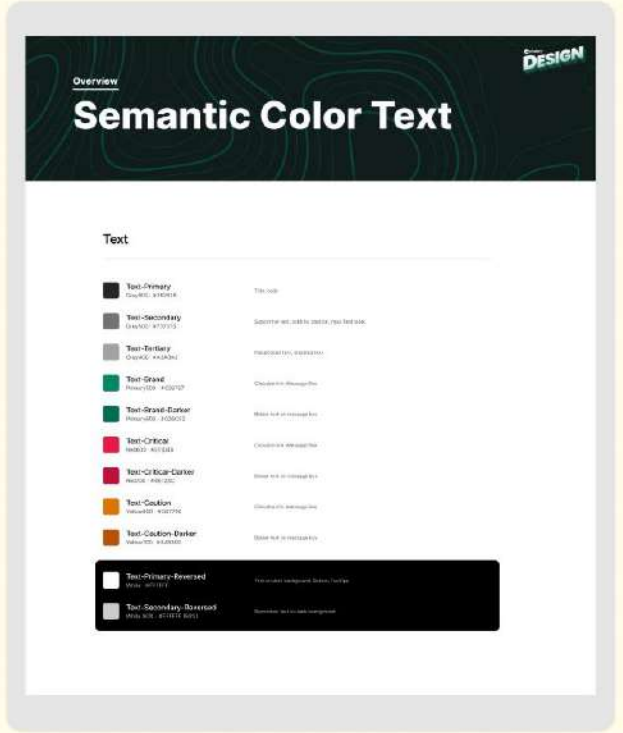
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

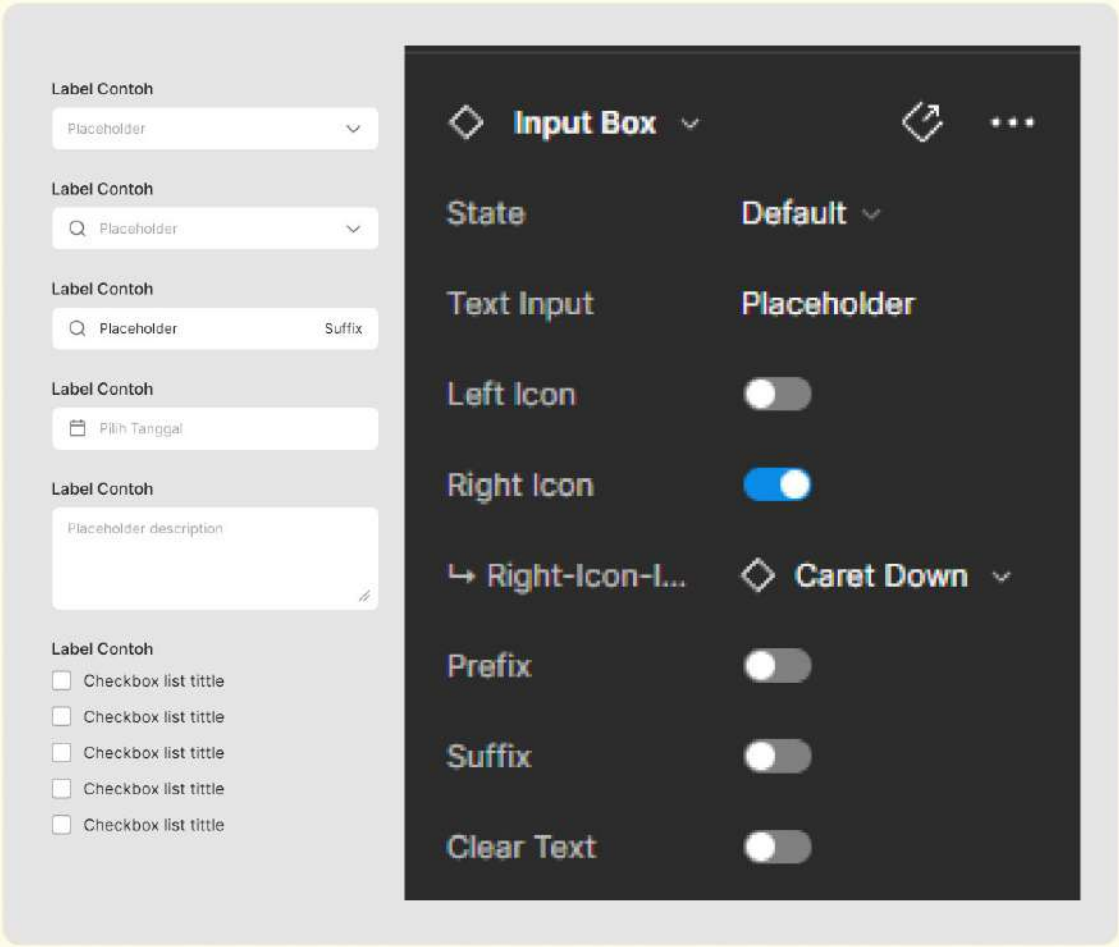
Color Collection

Color Palette Used in Onefish Version 2

Color is one of the most powerful elements in design for creating a consistent and enjoyable user experience. In the OneFish Design System, the use of color is not just about aesthetics but also about helping users interact with the interface more intuitively and efficiently. OneFish applies color principles focused on readability, high contrast, and accessibility across various conditions. Each color is carefully selected and categorized to support user interactions and facilitate navigation.







Onefish 2 Design System Product

Maximizing Efficiency with Variant & Properties Features in Figma

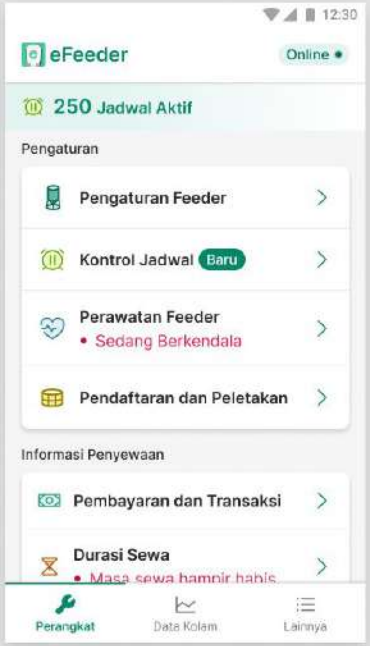
In the development of OneFish v2, the use of the Variant and Properties features in Figma has become one of the key elements that facilitate the creation of scalable components that are easy to use by the design team.

🔹 Why Use Variants & Properties?

- Simplifying the Component Library → Reducing duplication and ensuring each component remains consistent.Facilitating
- Adaptation & Implementation → Designers can easily adjust components without having to recreate them.
- Improving Workflow Efficiency → The design process becomes faster, as components can be customized directly through the Properties panel.🔍

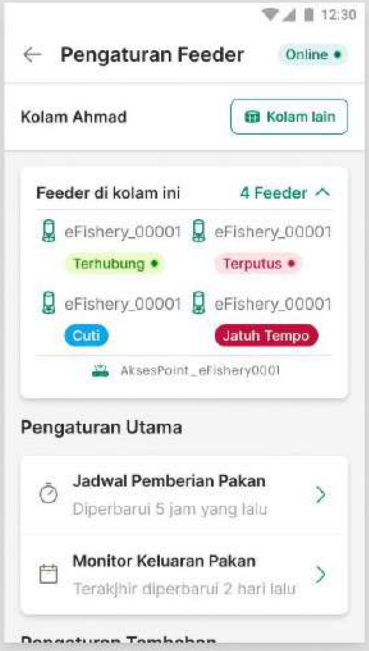
How OneFish v2 Uses Variants & Properties?

- More Flexible UI ComponentsButton Component: Created with variants for size, color, and state (default, hover, disabled).
- Input Field: Uses properties for icon, label, and error message, making it easy to customize without duplicating components.
- Adaptive Layout for Mobile & DesktopWith Auto Layout + Variants, a single component can be used on various screen sizes without the need for redesigning.



Implementation of Onefish version 2 (Apps Feeder)

The image above is located on the main page of the feeder app, which displays all the settings features and rental information.

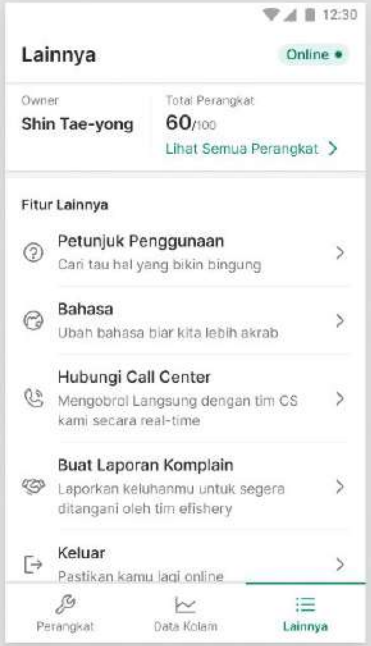


Implementation of Onefish version 2 (Apps Feeder)

The image above is located on the feeder settings page, which shows the features that can be adjusted on the feeder.

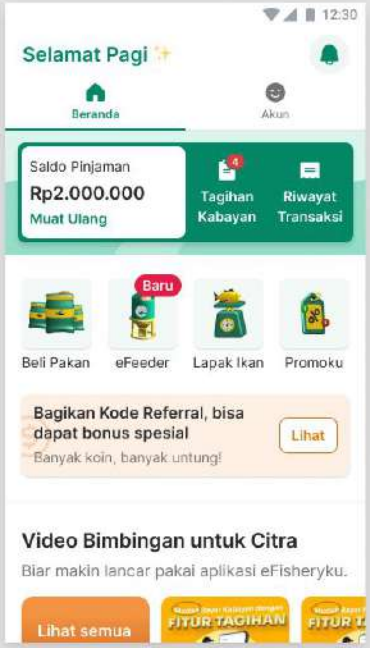
Implementation of Onefish version 2 (Apps Feeder)

The image above is located on the pond data page, which describes the productivity of the pond.



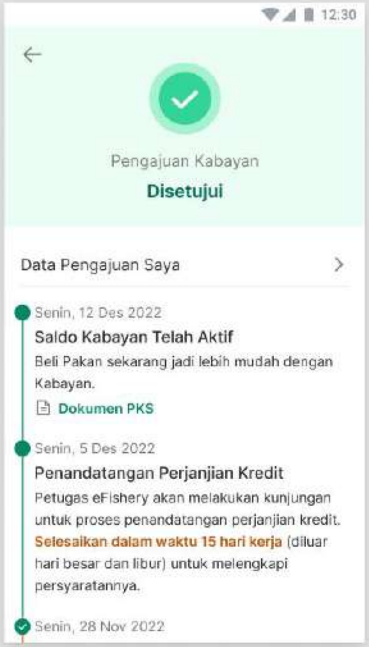
Implementation of Onefish version 2 (Apps Feeder)

The image above is located on another page that contains user personalization information and other utilities.



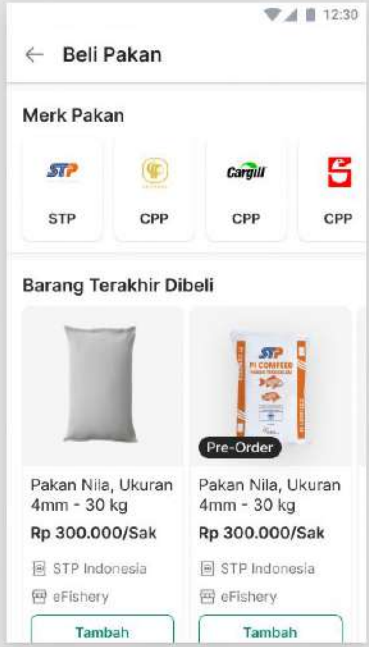
Implementation of Onefish version 2 (eFisheryKu)

The image above is located on the main page of eFisheryKu, which displays all the settings features and rental information.



Implementation of Onefish version 2 (eFisheryKu)

The image above is located on the Kabayan Application page, showing the timeline of the process during the Kabayan (Kasih Bayar Nanti) application.

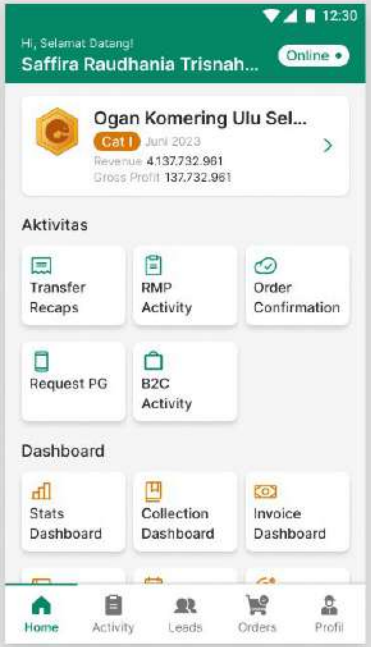


Implementation of Onefish version 2 (eFisheryKu)

The image above is located on the Buy Feed page, which shows the feed that can be purchased by efishery end users, in this case, fish farmers.

Implementation of Onefish version 2 (eFisheryKu)

The image above is located on the purchase detail page, which provides information before checking out the item.

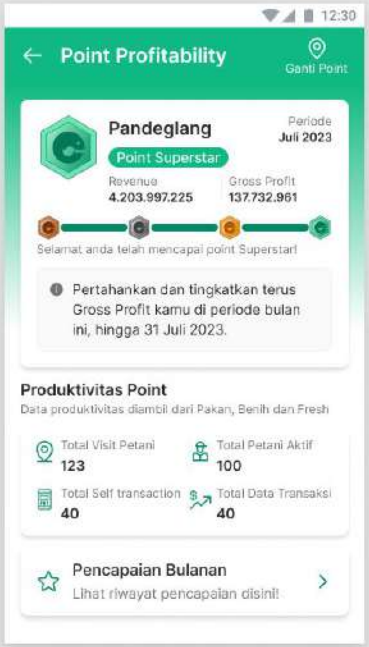


Implementation of Onefish version 2 (Sales Diary)

The image above is located on the main page of the Sales Diary, which displays all the features that support the internal field team, especially the sales department.

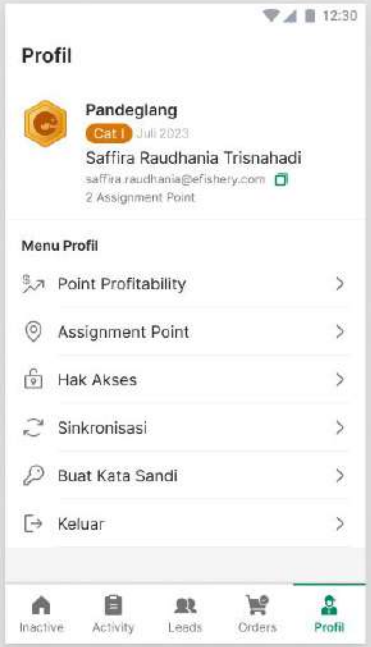
Implementation of Onefish version 2 (Sales Diary)

The image above is located on the Point Profitability page to show the level of the sales team.



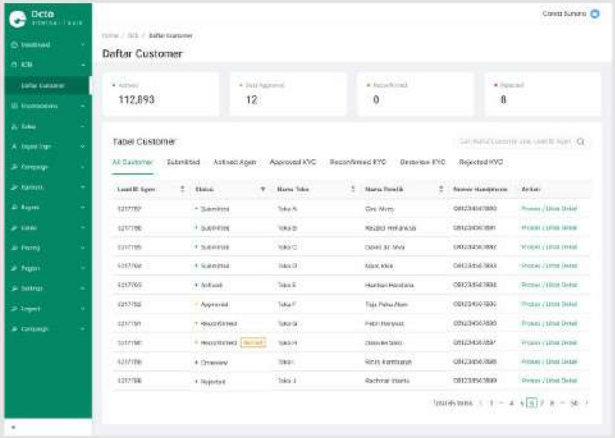
Implementation of Onefish version 2 (Sales Diary)

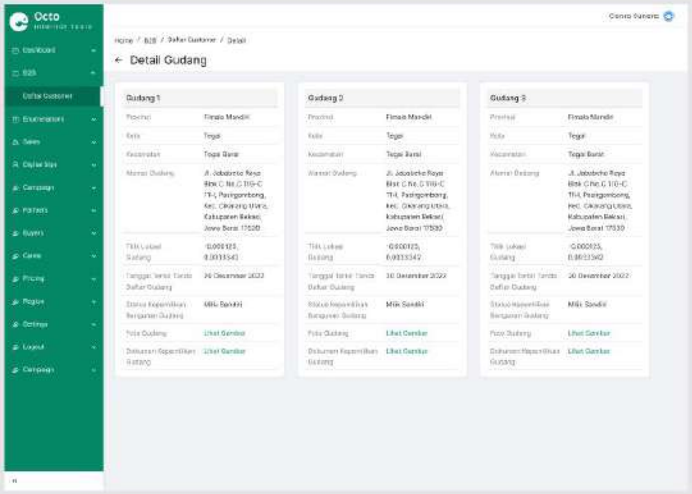
The image above is located on the Point Profitability page to show the level of the sales team.

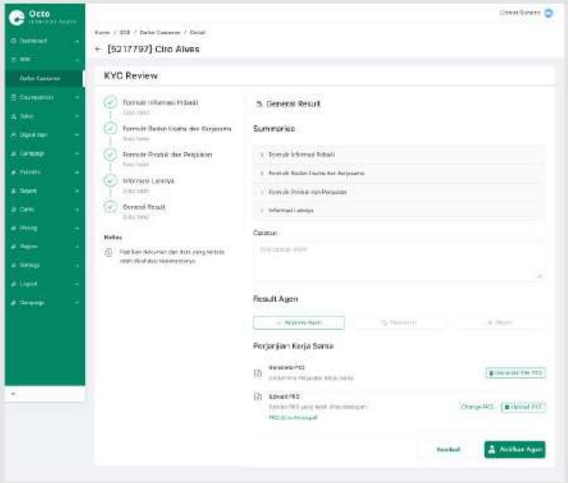


Implementation of Onefish version 2 (Sales Diary)

The image above is located on the Profile page, which shows the personalization of the Internal Sales team.







Implementation of Onefish version 2 (Octo Internal Tools)

The image above is an example of the Onefish desktop implementation in the internal application.

Onefish illustration system

Collection of Reusable Illustrations

Background

As the eFishery digital ecosystem grows, the need for consistent, flexible, and easy-to-use illustrations is increasing. Illustrations not only function as visual elements that beautify the appearance, but also have an important role in conveying information more intuitively to users, especially for farmers who are more accustomed to visual communication than complex text.

MY ROLE
Visual Designer

TEAM
Canra Sunara - Visual Designer & Interaction designer
Risti Ulfa - Lead Researcher
Nadilla - Illustrator

TIMELINE
January - March 2021

COMPANY
eFishery (PT Multidaya Teknologi Nusantara)

Challenges Before Onefish Ilustration System

- Inconsistent Illustration Style → Each design team creates illustrations with a different approach, causing visual style differences between products. Long
- Production Time → Illustrations are often created from scratch, making the UI creation process slower and less efficient.
- Difficult to Reuse → The lack of a modular system makes it difficult for designers to adapt illustrations for different needs without redrawing.
- Lack of Standards for Developers → Developers often have difficulty implementing illustrations due to non-standardized formats and sizes.

Solution

To address these challenges, the OneFish Illustration System was developed, which is part of the OneFish Design System. This system aims to provide standards, flexibility, and efficiency in the use of illustrations across all eFishery's digital platforms.

Illustration Style Standardization

- Establishing uniform visual characteristics, such as colors, lines, and shapes to ensure that every illustration aligns with eFishery's brand identity.
- Using a flat & friendly style approach, which is easier for eFishery users to understand.

Modular & Customizable Illustrations

- Created in component format that can be customized based on design needs, such as changing colors, adjusting expressions, or altering certain elements without redrawing.
- Each illustration has several variants for different scenarios, such as empty state, onboarding, error messages, and success messages.

Optimization for Various Platforms (Mobile & Desktop)

- Adjusting size and resolution to ensure it remains lightweight when implemented, without sacrificing visual quality.

Impact & Benefits

- It increases the design team's efficiency by up to 70%, as illustrations can be reused and customized without having to be redrawn from scratch.
- It ensures visual consistency across all eFishery platforms, enhancing a more cohesive user experience. It simplifies implementation by developers, as the illustrations are standardized and compatible with various technologies.
- It strengthens eFishery's visual identity, making digital products more friendly, attractive, and easier for users, especially farmers, to understand.
- With the OneFish Illustration System in place, eFishery now has a uniform, flexible, and efficient illustration standard that supports the growth of scalable and innovative digital products.

Illustration Concept & Tone of Voice

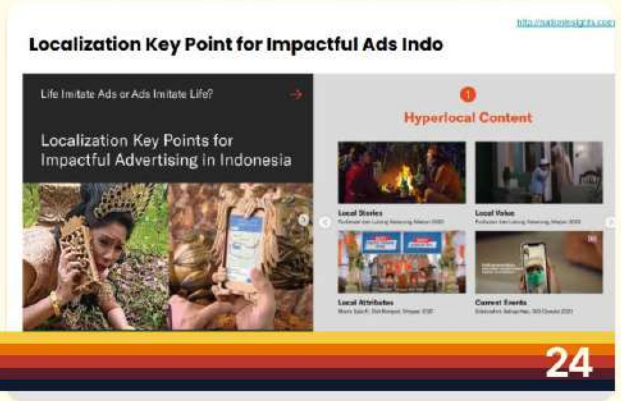
Explore real-life figures that represent actual field conditions

Objective: Because eFishery is deeply rooted in cultural context, we want the illustrations to truly represent the expressions and environments of the users. In the existing style, we noticed similarities in the use of shadows and facial expressions. Moving forward, we want to explore realistic figures to represent real-life conditions in the field.

Voice Pricipal & Emotion

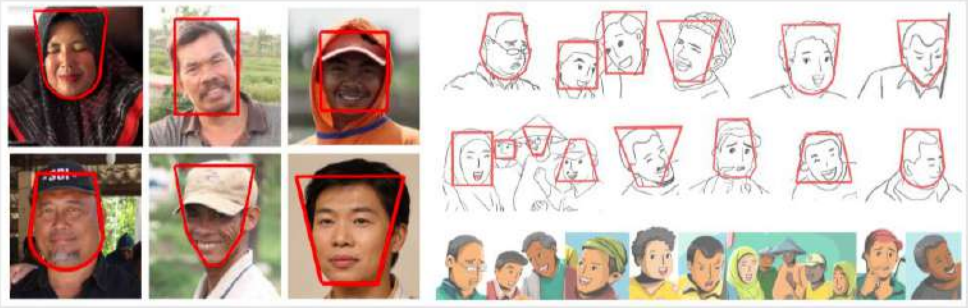
Field observation to find gimmicks and daily routines.

Each illustration must reflect the culture and environment of the users. In design systems for specific industries, such as fisheries or agriculture, illustrations must depict real conditions in the field to be more relatable to users. Illustrations should be easy to understand without additional explanations. Avoid overly complex details that may distract from the main focus. The use of color contrast and clear shapes helps improve readability. A good illustration system design is not only visually appealing but also functional, easy to understand, and aligned with user needs. By applying these principles, illustrations can become an effective communication tool to strengthen brand identity and enhance the overall user experience.



Study to Represent the Faces Commonly Encountered by Aquaculture Practitioners

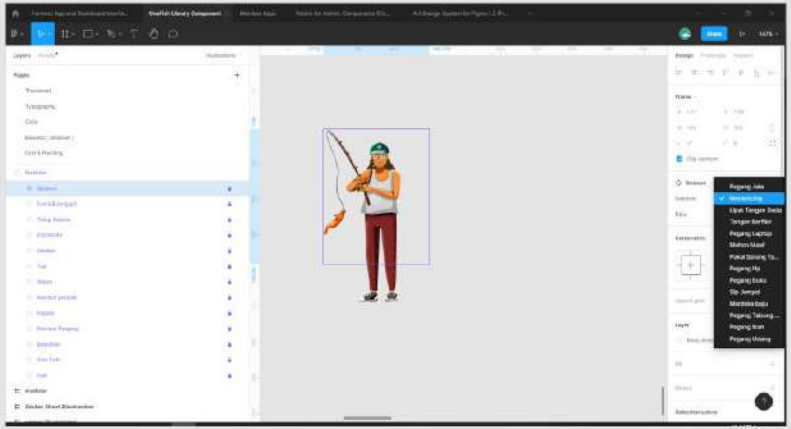
Understanding the Facial Features of Aquaculture Practitioners

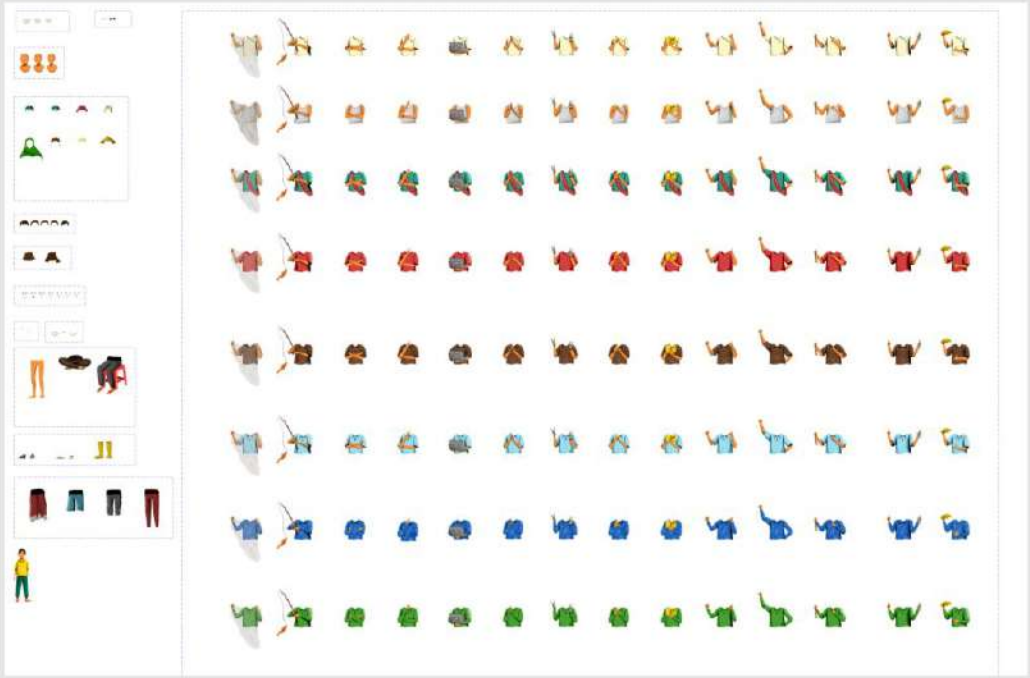



This is a success Message
eFishery
PAKAN
eFishery
eFishery

Modular Illustration System

Usage and features of modular illustrations





Usage on Screen

The use of illustrations on the screen should include a title and subtitle as descriptions. The use of CTA (Call to Action) is required according to the usage.

Usage on Bottom Sheet

The use of illustrations on the screen should include a title and subtitle as descriptions. The use of CTA (Call to Action) is required according to its purpose.

Usage in Popup Dialog

The use of illustrations on the screen must include a title and subtitle for clarification. The use of a CTA is necessary according to the context.

Usage of Full Width Illustration

The use of illustrations on the screen must include a title and subtitle as captions. The use of CTA is required as needed.

Onefish Website

A Reference for Designers at eFishery

Background

As eFishery's digital ecosystem continues to evolve, the need for a centralized and easily accessible design reference source has become more urgent. With an expanding team of designers, developers, and continuously evolving digital products, a more effective documentation system is necessary to ensure that every design remains consistent and efficient in its implementation.

MY ROLE
Lead Interaction Designer & Visual Director

TEAM
Canra Sunara - Lead Interaction Designer & Visual Director
Sulthon - Interaction Designer
Cordova - Interaction Designer
Vilian - Frontend Dev

TIMELINE
OneFish v1.0 (July 2019 - January 2020)
OneFish v2.0 (July 2021 - July 2022)

COMPANY
eFishery (PT Multidaya Teknologi Nusantara)

Challenges Before OneFish Website

Before the OneFish Website, eFishery's design system documentation and brand guidelines were scattered across various places, such as Figma files, internal documents, and direct communications between teams. This led to several major issues:

- Lack of Standardization → New designers often struggled to understand the design rules and components that were already in place.
- Inefficient Design Process → Developers needed clear references, but often had to ask designers directly to ensure they were using the right components.
- Difficulty Accessing Documentation → Without a centralized source of information, designers and other teams had to search through many places, slowing down the workflow.

Solution

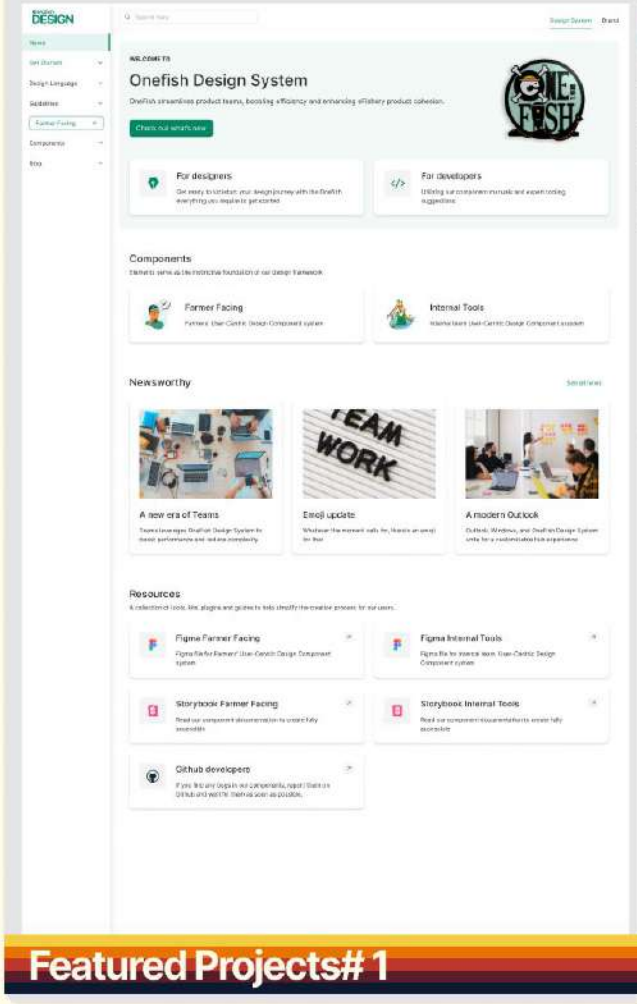
To address these challenges, the OneFish Website was developed as the primary source for all designers and internal teams at eFishery to access:

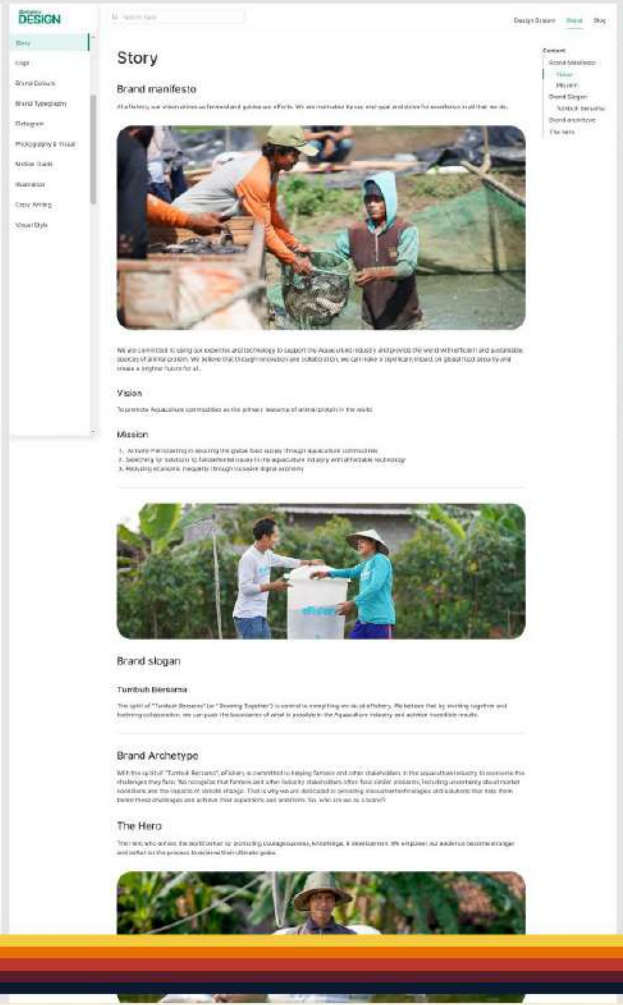
1. OneFish Design System Library
   - Complete documentation on UI components, design tokens (colors, typography, spacing), and design principles used across eFishery's platforms.
   - Each component has clear usage examples, along with implementation code to facilitate developers.
2. eFishery Brand Guideline
   - Official guidelines for eFishery's visual identity, including logos, brand colors, illustrations, and communication tone.
   - Ensures that every digital product and communication material remains consistent with eFishery's brand identity.
3. Accessibility & Best Practices
   - Guide Design standards that consider color contrast, text size, and readability to ensure an inclusive experience for all users.
   - References to ensure UI/UX meets the needs of both fish farmers and internal teams.
4. Interactive & User-Friendly Platform
   - The website is designed with intuitive navigation, making it easy for every team to quickly find the information they need.
   - Enables regular updates, ensuring that all components are consistently refreshed according to the development of eFishery's digital products.

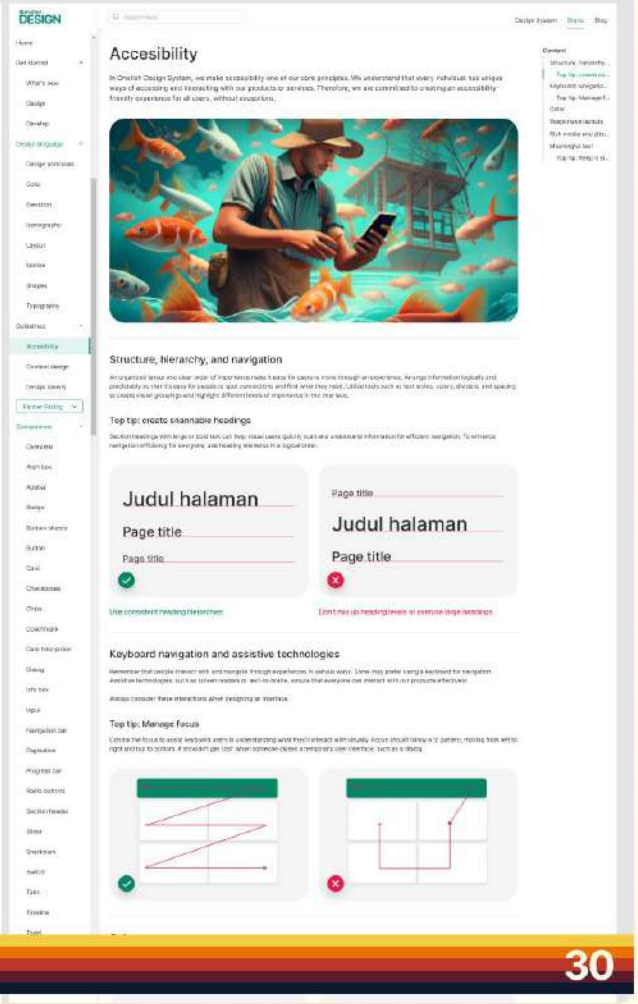
Impact & Benefits

- Improved design team efficiency by up to 80%, as designers and developers have a clear reference.
- Ensured design consistency across eFishery's digital ecosystem, reducing design fragmentation across platforms.
- Accelerated the onboarding of new designers, as they can directly understand design rules and brand guidelines without having to search across multiple sources.
- Supported the growth of eFishery's digital products with a scalable and well-documented design system.

With the presence of the OneFish Website, eFishery now has a single primary source that serves as the standard reference for the entire team in building more consistent, efficient, and innovative digital products.


Onefish Design System
Onefish streamlines product teams, boosting efficiency and enhancing eFishery product cohesion.
Check out what's new
For designers
For developers
Components
Farmer Facing
Internal Tools
Newsworthy
A new era of Teams
Emoji update
A modern Outlook
Resources
Figma Farmer Facing
Figma Internal Tools
Storybook Farmer Facing
Storybook Internal Tools
Github developers


Story
Brand manifesto
Vision
Mission
Brand slogan
Tumbuh Bersama
Brand Archetype
The Hero


Accesibility
Structure, hierarchy, and navigation
Judul halaman
Page title
Keyboard navigation and assistive technologies

Testimonial

What they say about using OneFish

Questions | Responses 6 | Settings

Ada ga succes story yang kamu dapet dari DLS kita (biar makin semangat gtu sharing suksesstori)?

6 responses

Lebih cepet guys kalo designing gausah bikin dari awal komponennya, jadi seragam lagi antar designer, berbeda beda project tetapi tetap satu komponen

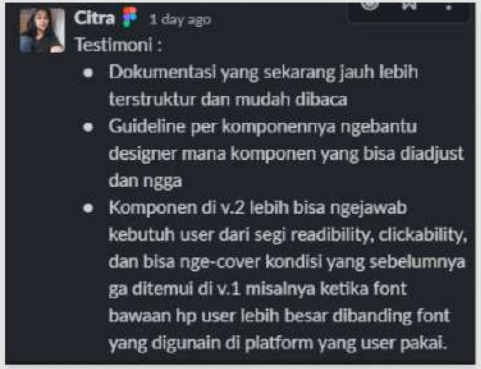
concepting cepet banget, bisa beberapa menit jadi kalo mau ngasih liat concept designnya. Jadi pas dikusi gak abstrak banget, tapi ada visualnya.

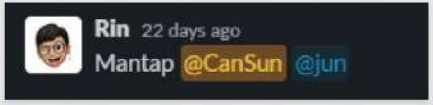
Belum ada.

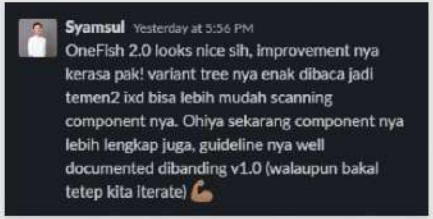
Bukan success story sih ya, cuma kalo dari sisi saya, pas ngerjain system alert buat X, jadi ngga usah banyak mikirin komponen UI, karena hampir udah ada semuanya di DLS. Thanks OneFish!

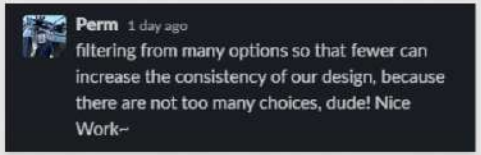
minimum sync with engineer

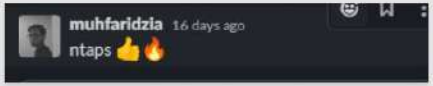
Ada aku crafting designnya lebih cepat diluar kondisi per-clarity-an ya.
Member app fully pake DLS yang mana em so hepiii dan bisa kerilis juga dipake petani etc seindooo, kalo dipikir2 misalnya ga ada DLS pasti akan ga konsisten sih designnya dan bikin komponen sendiri, maintainnya lebih repot (diawalnya). Jadi ya, terimaqasi DLS dan people behind it nya ❤️ 💕 ✨











Other Projects

- *Website eFishery*
- *Point Profittability Sales Diary*
- *Website Kalibrasi Alat Kesehatan*

eFishery Website

Challenge: Building a Website in 3 Weeks

Background

Developing a corporate website within 3 weeks was a huge challenge. With such a tight timeline, we had to ensure that every aspect of the eFishery website—from company profile to the career page—met the needs of all involved teams, including Product Design, HRD, Marketing, and Developers.

As part of the Product Design team, my role was as a concept creator, responsible for designing the company profile structure that not only reflects eFishery's identity but also meets the needs of Brand Marketing and HRD—all within just 3 days.

MY ROLE

Interaction Designer

TEAM

- Canra Sunara - PIC Product Designer
- Risti Ulfa - PIC Product Researcher
- Brand Marketing Team
- People Operations Team
- Developer Team

TIMELINE

- Onefish ver 1.0 (December 2021)

COMPANY

eFishery (PT Multidaya Teknologi Nusantara)

eFishery Website Development Process

Collaboration with a Tight Schedule

Kickoff & Requirement Gathering

- We started with cross-team discussions to define what should be included on the website.
- The Brand Marketing team wanted to position eFishery as a leader in digital aquaculture, while the HRD team aimed to showcase company culture and career opportunities.

Rapid Concept & Structuring (3 Days)

Given the tight deadline, I immediately created an information structure covering:

- Company profile (vision, mission, history, achievements).
- Career page (team stories, employee testimonials, job openings).
- Products & services (overview of eFishery's digital ecosystem).

This draft was quickly reviewed and validated by the Marketing & HRD teams.

Collaboration & Design Implementation

- Once the concept was approved, the Product Design team worked on UI/UX design based on eFishery's brand guidelines.
- The Developer team worked in parallel to build a responsive website for both desktop and mobile.

Testing & Finalization

- After all pages were completed, we conducted user testing to ensure a seamless user experience.
- Final adjustments were made based on feedback from HRD, Marketing, and Management before the official launch.

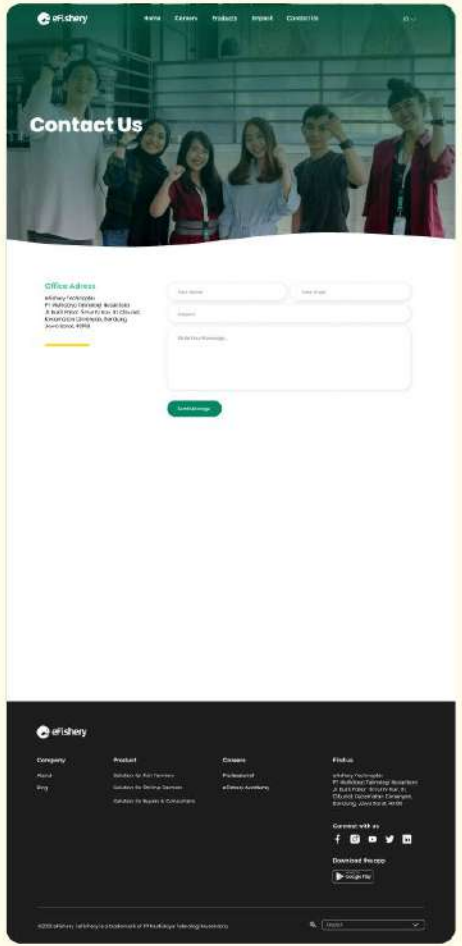
Results & Impact

- eFishery's website was successfully launched within 3 weeks, meeting the target timeline.
- The company profile & career page effectively addressed the needs of Brand Marketing and HRD, providing comprehensive information for investors & potential employees.
- Efficient cross-team collaboration demonstrated that even with limited time, a well-coordinated team effort could produce a professional and impactful website.


The Beginning of Our Journey
2013
2014


Ekosistem Budidaya Ikan yang Lengkap dan Terintegrasi, dari Hulu ke Hilir
eFisheryKu
Produk & Layanan
Kabayan
Beli Pakan
Lapak Ikan
Fitur
Nonton Bareng
Cerita eFishery
eFrama
Bantuan


Akses Produktivitas untuk Ekosistem Budidaya Udang dalam Genggaman Pembudidaya
eFarm
dari eFishery
Fitur
Belajar Budidaya
Pendampingan Budidaya
Konsultasi Budidaya
Rencana Panen
Produk & Layanan Budidaya
Cara Menikmati Efisiensi Berbudidaya Lewat eFarm


Contact Us
Office Address

Point Profitability Sales Diary

Internal Team Gamification, Driving Sales Team Growth

In the world of sales, motivation and achieving targets are key factors in improving team performance. However, a common challenge is keeping sales teams engaged and motivated to consistently meet their sales goals.
To address this challenge, eFishery developed Point Profitability in Sales Diary, a gamification-based feature designed to boost sales motivation and encourage them to meet their sales targets. This system rewards achievements with points, which can be redeemed for rewards or incentives.

Challenges Before Implementing Point Profitability

- Lack of Sales Motivation → Many sales reps were not driven to achieve their targets due to the absence of a compelling rewards system.
- No Target Transparency → Sales teams often lacked a clear view of how close they were to meeting their targets.
- Limited Healthy Competition → The absence of a competitive element resulted in lower motivation among sales reps.

Proscess: User Research & Understanding Needs

- Conducted interviews with the sales team to identify pain points in achieving sales targets.
- Analyzed gamification strategies that would be most effective in boosting motivation.

Process: Designing the Gamification Mechanism

- Developed a point-based performance system (e.g., each sale = X points).
- Defined rewards and incentives to increase engagement.
- Introduced a leaderboard to encourage healthy competition among sales reps.

Process: Feature Design & Development

- Created a dashboard to track sales progress, giving users a clear view of their achievements.
- Integrated the feature within Sales Diary for easy access and usability.
- Implemented notifications and reminders to motivate sales reps who haven't met their targets yet.

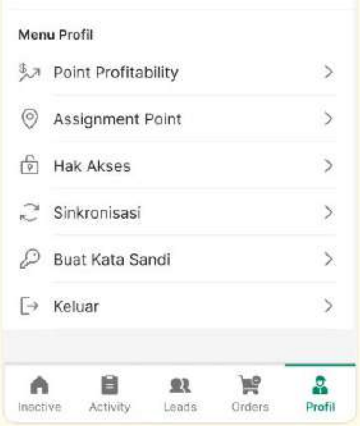
Process: Testing & Iteration

- Conducted A/B testing to measure the effectiveness of the gamification system.
- Collected user feedback to refine and improve the feature.

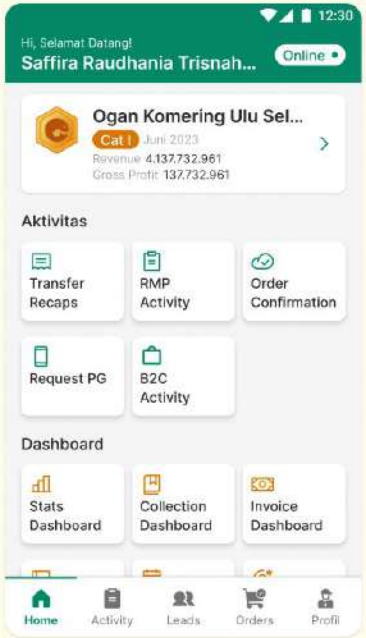
Results & Impact of the Point Profitability Feature

- Increased sales engagement by X%, thanks to a more rewarding incentive system.
- Enhanced transparency in sales targets, allowing sales reps to track their progress easily.
- Encouraged healthy competition, leading to overall performance improvements across the sales team.
- Helped the company improve profitability, by ensuring that sales targets were consistently met.

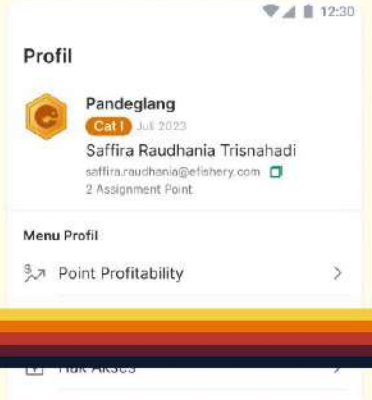

12:30
Point Profitability
Ganti Point
Pandeglang
Cat III
Periode
Juli 2023
Revenue
4.203.997.225
Gross Profit
137.732.961
Tingkatkan xxx.xxx.xxx lagi ke kategori Cat I atau xxx.xxx.xxx lagi ke kategori Superstar
Pertahankan dan tingkatkan terus Gross Profit kamu di periode bulan ini, hingga 31 Juli 2023.
Produktivitas Point
Data produktivitas diambil dari Pakan, Benih dan Fresh
Total Visit Petani
123
Total Petani Aktif
100
Total Self transaction
40
Total Data Transaksi
40
Pencapaian Bulanan
Lihat riwayat pencapaian disini!


Menu Profil
Point Profitability
Assignment Point
Hak Akses
Sinkronisasi
Buat Kata Sandi
Keluar
Inactive
Activity
Leads
Orders
Profil


12:30
Point Profitability
Ganti Point
Pandeglang
Cat II
Periode
Juli 2023
Revenue
4.203.997.225
Gross Profit
137.732.961
Tingkatkan xxx.xxx.xxx lagi ke kategori Cat I atau xxx.xxx.xxx lagi ke kategori Superstar
Pertahankan dan tingkatkan terus Gross Profit kamu di periode bulan ini, hingga 31 Juli 2023.
Produktivitas Point
Data produktivitas diambil dari Pakan, Benih dan Fresh
Total Visit Petani
123
Total Petani Aktif
100
Total Self transaction
40
Total Data Transaksi
40


12:30
Hi, Selamat Datang!
Saffira Raudhania Trisnah...
Online
Ogan Komering Ulu Sel...
Cat I
Juni 2023
Revenue 4.137.732.961
Gross Profit 137.732.961
Aktivitas
Transfer Recaps
RMP Activity
Order Confirmation
Request PG
B2C Activity
Dashboard
Stats Dashboard
Collection Dashboard
Invoice Dashboard
Home
Activity
Leads
Orders
Profil


12:30
Point Profitability
Ganti Point
Pandeglang
Cat I
Periode
Juli 2023
Revenue
4.203.997.225
Gross Profit
137.732.961
Tingkatkan xxx.xxx.xxx lagi ke kategori Superstar
Pertahankan dan tingkatkan terus Gross Profit kamu di periode bulan ini, hingga 31 Juli 2023.
Produktivitas Point
Data produktivitas diambil dari Pakan, Benih dan Fresh
Total Visit Petani
123
Total Petani Aktif
100
Total Self transaction
40
Total Data Transaksi
40
Pencapaian Bulanan
Lihat riwayat pencapaian disini!


12:30
Profil
Pandeglang
Cat I
Juli 2023
Saffira Raudhania Trisnahadi
saffira.raudhania@efishery.com
2 Assignment Point
Menu Profil
Point Profitability


12:30
Point Profitability
Ganti Point
Pandeglang
Point Superstar
Periode
Juli 2023
Revenue
4.203.997.225
Gross Profit
137.732.961
Selamat anda telah mencapai point Superstar!
Pertahankan dan tingkatkan terus Gross Profit kamu di periode bulan ini, hingga 31 Juli 2023.
Produktivitas Point
Data produktivitas diambil dari Pakan, Benih dan Fresh
Total Visit Petani
123
Total Petani Aktif
100
Total Self transaction
40
Total Data Transaksi
40
Pencapaian Bulanan
Lihat riwayat pencapaian disini!

Healthcare Equipment Website

Company Profile

In the digital era, the healthcare equipment industry is growing rapidly. The need for a reliable, accessible, and informative digital platform has become increasingly crucial, especially to help customers find, understand, and purchase the right healthcare products.

However, before this healthcare equipment website was developed, there were several key challenges:

- Lack of Structured Product Information → Customers struggled to find detailed specifications and benefits of each healthcare device.
- Inefficient Purchase Process → Without a proper digital platform, customers had to go through a manual process to obtain the products they needed.
- Minimal Educational & Medical Content → Many potential buyers needed guidance or references before making a purchase decision.

Research & Needs Analysis

- Studied existing healthcare equipment websites to understand industry standards.
- Conducted interviews with customers and medical professionals to identify pain points and key requirements.

Structuring & UX Design

- Designed an intuitive navigation flow to help users easily find the products they need.
- Developed a categorized product listing and filter system to simplify searches.
- Ensured accessibility and responsiveness across various devices (mobile & desktop).

Website Development

- Utilized fast and secure technology for an optimal user experience.
- Built an admin dashboard to enable the business team to update product information easily.
- Integrated payment and shipping systems for seamless transactions.

Content & Educational Material Creation

- Provided detailed product descriptions with images and technical specifications.
- Added healthcare articles and guides to help customers understand product usage.

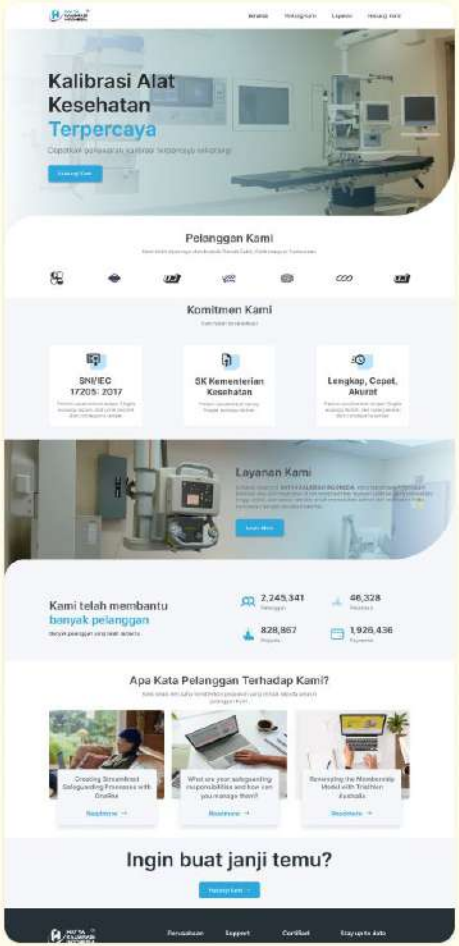
Testing & Optimization

- Conducted usability testing to ensure a smooth user experience.
- Optimized website speed for better accessibility.
- Collected user feedback for continuous improvements.

Results & Impact of the Healthcare Equipment Website

- Enhanced customer experience in searching and purchasing healthcare equipment online.
- Accelerated transaction processes, making purchasing more efficient and convenient.
- Provided valuable education, helping customers make informed decisions.
- Supported business growth, by offering a modern and reliable digital solution.

This website is not just an e-commerce platform; it serves as a comprehensive healthcare resource, bridging the gap between customers and the medical equipment they need.


Kalibrasi Alat Kesehatan
Terpercaya
Pelanggan Kami
Komitmen Kami
SNI/IEC 17205: 2017
SK Kementerian Kesehatan
Lengkap, Cepat, Akurat
Layanan Kami
Kami telah membantu
banyak pelanggan
2,245,341
46,328
828,867
1,926,436
Apa Kata Pelanggan Terhadap Kami?
Ingin buat janji temu?


Tentang Kami
Siapa Kami
Teknologi Kalibrasi
yang Mengubah Hidup
Misi Kami
Kualitas
Kecekatan
Pelayanan Pelanggan


Solusi Kalibrasi Alat Kesehatan
Profesional
Keunggulan Layanan Kami
Jenis Alat yang Kami Kalibrasi
Mengapa Memilih Kami:


Blog
Lorem ipsum dolor sit amet consectetur:
Ut velit hac quis odio donec elit turpis.
You may also like

Onboarding deck Moladin

Graphic design and Illustration

As a growing automotive tech company, Moladin understands that onboarding isn't just about introducing policies—it's the first storytelling opportunity to connect new employees to the company's values and culture.

To create a more memorable and engaging experience, the team developed custom graphic design and illustrations for the onboarding deck. These visuals were crafted to represent the journey of new hires with a tone that is friendly, adventurous, and professionally aligned with Moladin's brand identity.

Briefing & Company Values Exploration

- Started with discussions with HR and Branding teams to understand the core goals, tone, and values Moladin wanted to communicate.
- The decided tone was cheerful, modern, and adventure-themed to reflect the excitement of joining the company.

Character Development & Illustration Style

- Designed a main character named "Mola"—an enthusiastic, adventure-loving representation of a new Moladin employee.
- Used bold-outlined flat 2D illustrations with Moladin's primary blue to reflect brand consistency.

Slide Composition Design

- Created clear, easy-to-read slide layouts to support onboarding storytelling, such as:
  - "Choose Your Work Tools"
  - "Meet Your Team"
  - "Understand Our Culture"
- Ensured that illustrations were not just decorative, but also enhanced the narrative through visual storytelling.

Iteration & Collaboration

- Collaborated closely with HR and Design teams to align content and visuals.
- Iterated based on feedback to refine the emotional tone and visual clarity.

Finalization & Delivery

- Compiled all visual elements into a well-structured onboarding deck ready to be presented to new hires on their first day.
- Delivered in ready-to-use formats (Figma slides/ Google Slides), adaptable for future onboarding sessions.


WELCOME
to Moladin
Your Journey Starts Here!


Moladin
Sssttt...!
TIDAK BERISIK
SELAMA PRESENTASI


MOLADIN ONBOARDING DECK
Table of contens
01 The Beginning
Introduction to Moladin
02 The Now
Moladin's Business
Vision, Mission and Values
The Organization
03 The Road Ahead
Survival Guide 101 for Moladian


EMPLOYEE BENEFITS
BPJS KETENAGAKERJAAN
BPJS KESEHATAN
THR
CUTI
INSURANCE
OTHER BENEFITS


MoladinTV
Q&A
Moladin
MoladinIndonesia
@moladin_id


Vision
Be a positive driving force in the physical and social mobility of all the people we touch.
1
#1
ONE-STOP SHOP FOR ALL NEEDS
Mission
To be a one-stop shop for all automotive needs for all stakeholders in the entire value chain from agents, micro dealers, our financing partners and our end customers.


Payroll
Payroll Date: 25th every month
Payroll Period: 20 - 21
Payroll Bank Account: BCA (no digital bank) and BNC (digital bank)
ATM
neobank


Moladin
YOUR PATNER FROM HR
Ariza
Corporate & Warehouse
Verdina
Putri
Tech & Product
Astrid
Business SME


Moladin
Rekomendasikan Kerabatmu untuk menjadi Moladian!
Ini adalah kesempatanmu untuk menjadi Company Ambassador (Perwakilan Perusahaan) dengan mengajak teman / kerabatmu untuk bergabung bersama Moladin!
Referral for All Employee (Non Sales)
Referral for Sales SME

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Thank You !