DESIGN

Simplifies complexity and
bridges problems
with creativity.

Call Me

CAN SUN

CANRA SUNARA PORTOFOLIO I
Interaction Designer & Visual Designer

+62 823-2111-5667 I canrasunara@gmail.com I https://www.linkedin.com/in/canrasunara

About Me

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

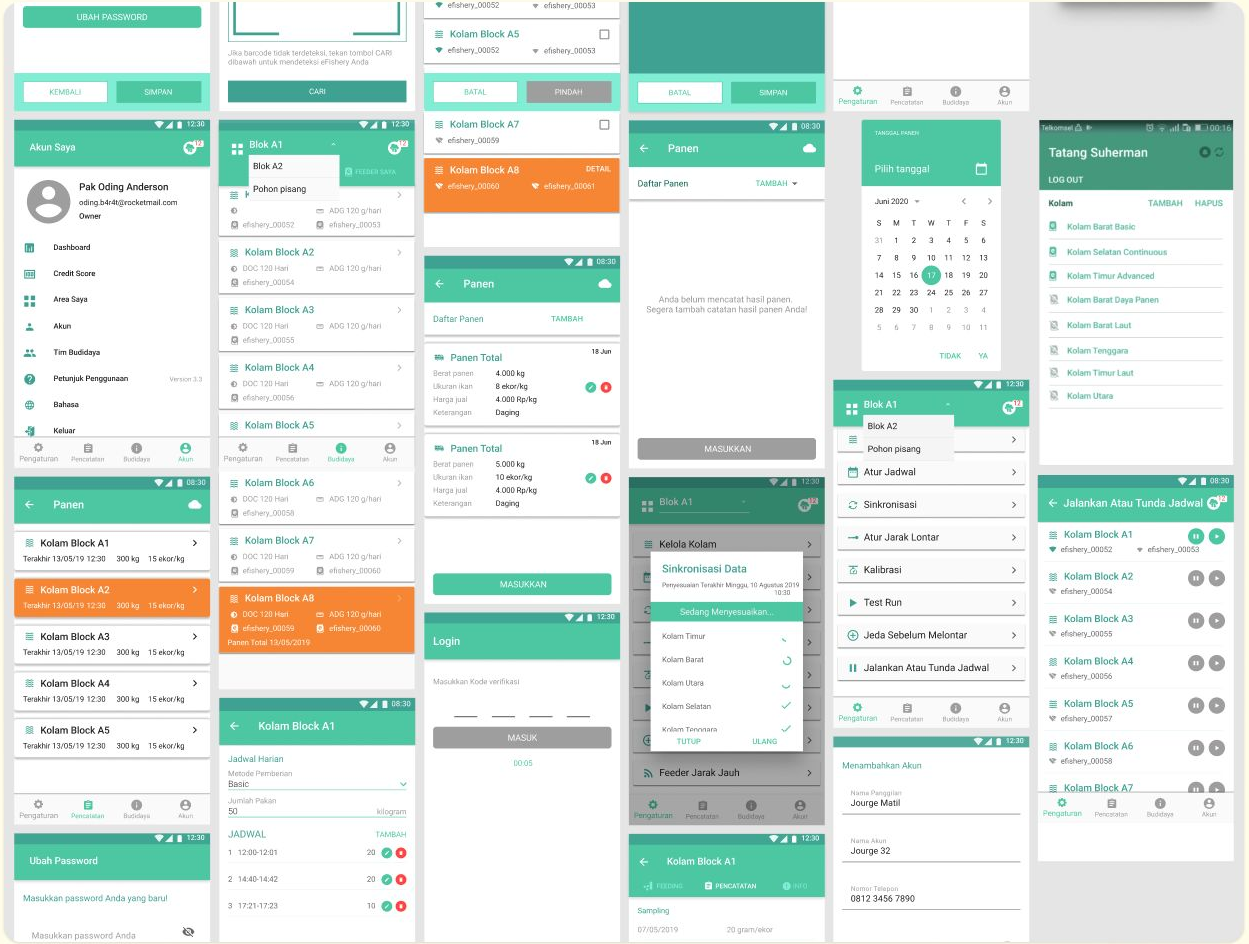
Before the OneFish Design System, the development of eFishery's digital products, especially Feeder Apps, faced several challenges in maintaining design consistency and team efficiency. Inconsistencies occurred at various levels—from design tokens to UI components—leading to differences in appearance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

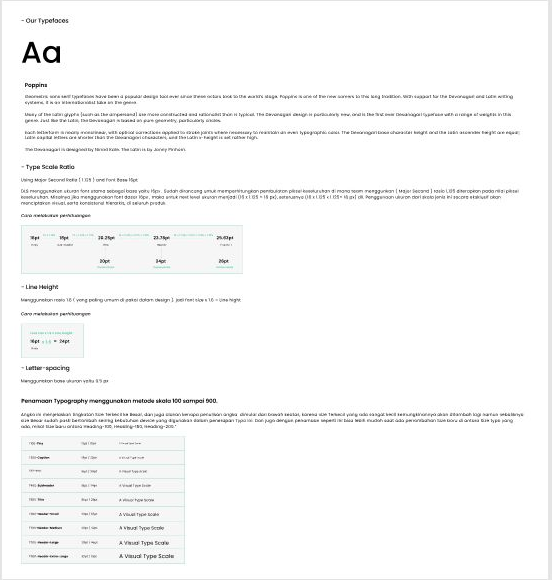
Without clear standards, each design and development team had their own approach to building the UI, which caused design fragmentation and resulted in:

- 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.

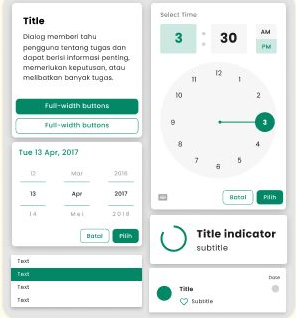
These inconsistencies not only made product development more difficult but also hindered the overall growth of eFishery. Product iterations became slower, teams had to work harder to align designs, and the user experience was less than optimal.

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.



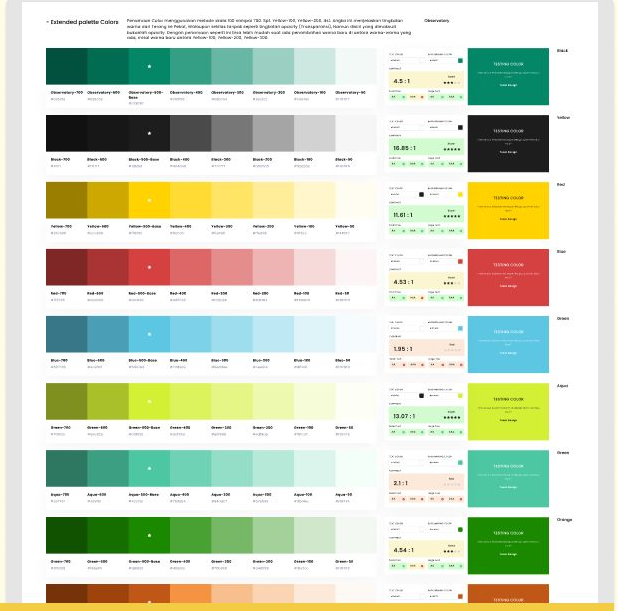

- Our Typefaces
Aa
Poppins
- Type Scale Ratio
- Line Height
- Letter-spacing
Penamaan Typography menggunakan metode skala 100 sampai 900.

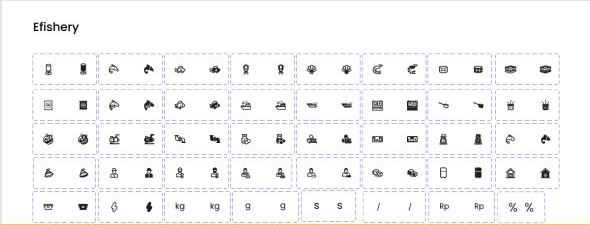

Button
Button
Button
Button
FAB
Text
Text
Text
Text
1
10
99+
This is Danger Messages!
This is Success Messages!

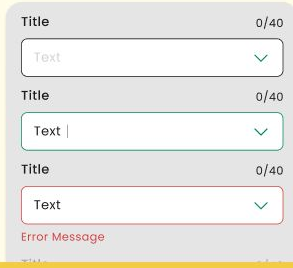

Title
Dialog memberi tahu pengguna tentang tugas dan dapat berisi informasi penting, memerlukan keputusan, atau melibatkan banyak tugas.
Full-width buttons
Full-width buttons
Tue 13 Apr, 2017
Batal
Pilih
Text
Text
Text
Title indicator
subtitle
Title
Subtitle

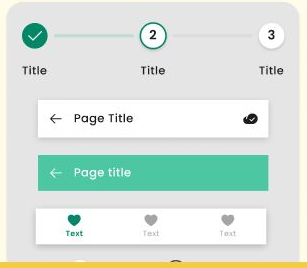

Banner default dan dua button.
Batalkan
Mengerti
Banner default dengan icon dan dua button.
Batalkan
Mengerti
Banner default dengan avatar dan dua button.
Batalkan
Mengerti
Dua Baris Teks Snackbar pake tombol sebelah kanan
Text
Anda tidak dapat membatalkan proses kalibrasi setelah dimulai.
Anda tidak dapat membatalkan proses kalibrasi setelah dimulai.


One Fish
eFishery Design System


- Extended palette Colors


Efishery


Title
0/40
Text
Title
0/40
Text
Title
0/40
Text
Error Message


Title
Title
Title
Page Title
Page title
Text
Text
Text

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.

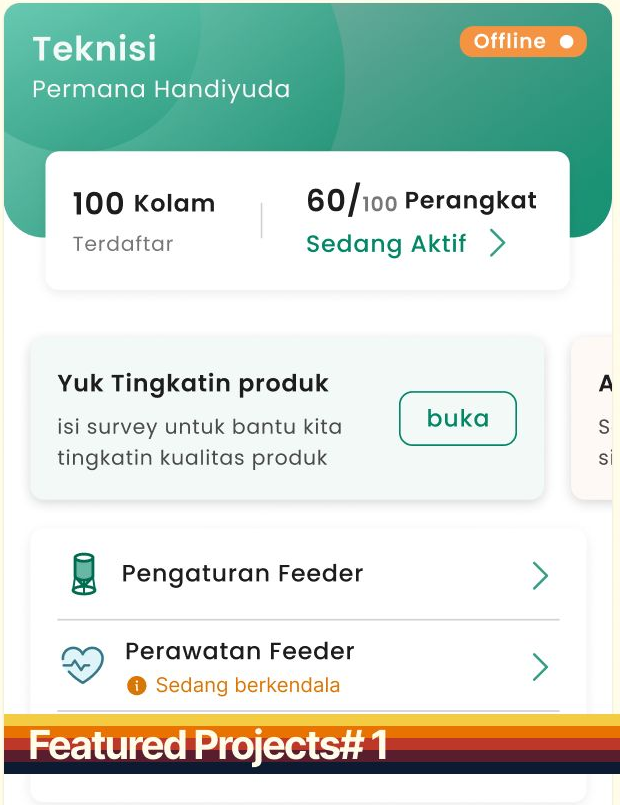
📊 Results from the Field Visit:

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

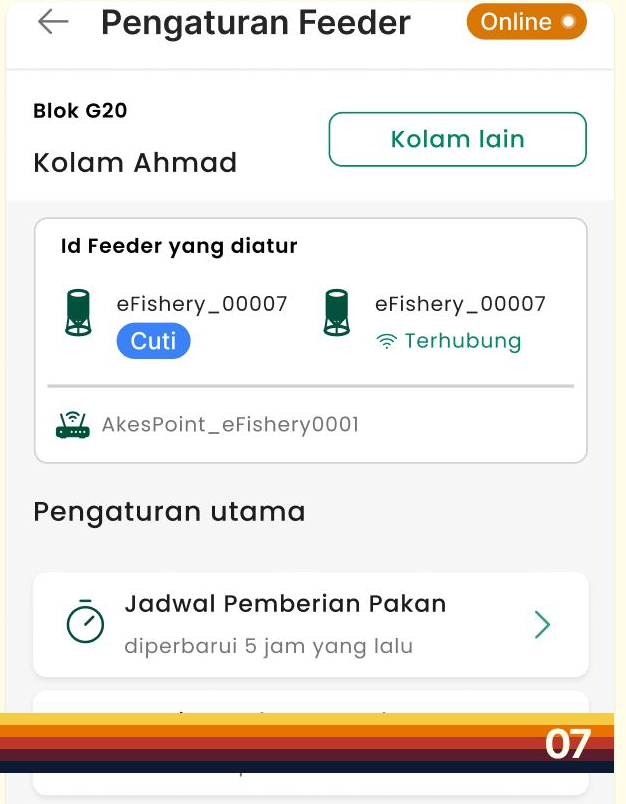


Implementation of OneFish Version 1

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

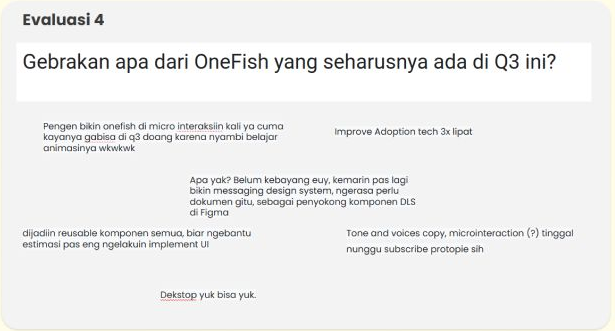
Understanding the Strengths and Weaknesses of OneFish Version 1, and Development in OneFish Version 2

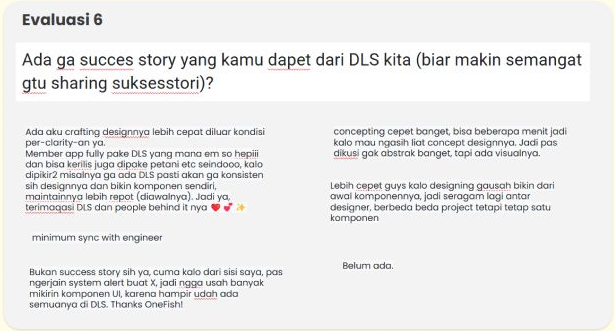
After being implemented in the eFishery digital ecosystem, OneFish Version 1 was evaluated to assess how well the design system succeeded in improving consistency, efficiency, and user experience. This evaluation was conducted through feedback from internal teams, usage analysis, and direct testing by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

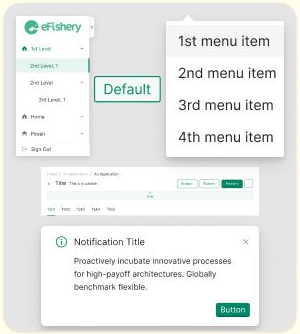
Request for a Modular Illustration Library

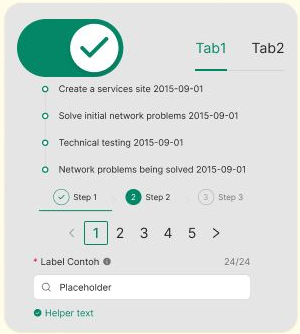
- The design team needed a more flexible illustration system, where visual elements could be combined without losing consistency.
- Solution: Build a modular illustration library, allowing designers to easily adapt illustrations without having to create them from scratch.

The Need for a Website Library for OneFish v2

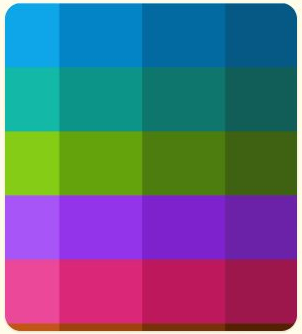
- OneFish v1 documentation was still in static file formats (PDF, Figma Library), which was less efficient for an expanding team.
- Solution: Create a website library for OneFish v2, containing interactive documentation, component showcases, and implementation guides for designers and developers.

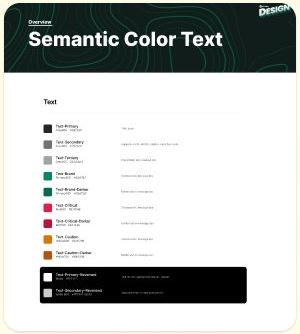

OneFIsh
Desktop


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

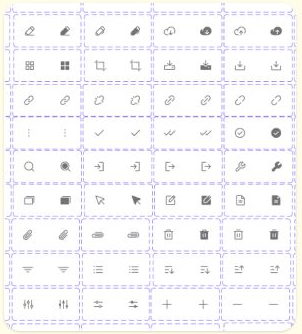

Tab1
Tab2
Create a services site 2015-09-01
Solve initial network problems 2015-09-01
Technical testing 2015-09-01
Network problems being solved 2015-09-01
Step 1
Step 2
Step 3
Label Contoh
24/24
Placeholder
Helper text

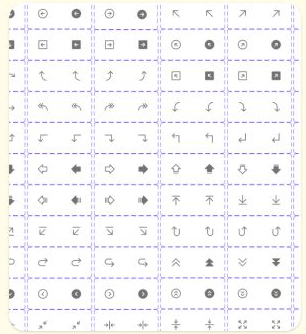

OneFIsh
Icon




Overview
Semantic Color Text
Text

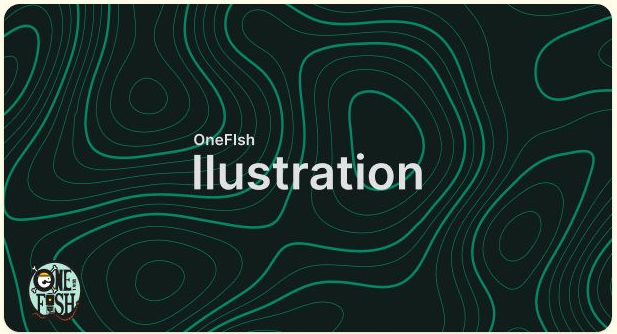

OneFIsh
Mobile
2.0





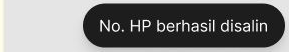

OneFIsh
Color


eFishery

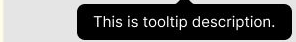

OneFIsh
Illustration


This is a success Message

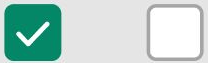

Promo #PakanMurah
Diskon Rp 250.000 semua jenis pakan ikan
Berlaku sampai
30 Juni 2022, 21:00 WIB
Pakai


No. HP berhasil disalin


Label Contoh
Placeholder
Helper text

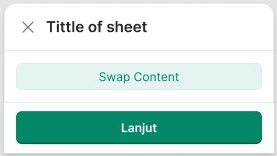

This is tooltip description.


Appbar Title




Home
Inactive

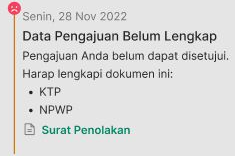

Januari 2022
Mon Tue Wed Thu Fri Sat Sun
31 1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 1 2 3 4


Tittle of sheet
Swap Content
Lanjut

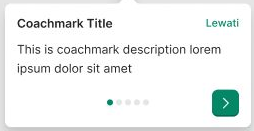

Active
Inactive


Chip

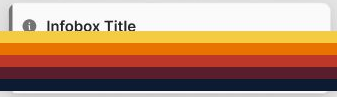

This is popup modal tilte
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Leo massa massa, varius sed pellentesque pellentesque porta vehicula.
Batal
Coba lagi

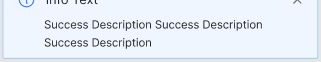

Senin, 28 Nov 2022
Data Pengajuan Belum Lengkap
Pengajuan Anda belum dapat disetujui.
Harap lengkapi dokumen ini:
• KTP
• NPWP
Surat Penolakan

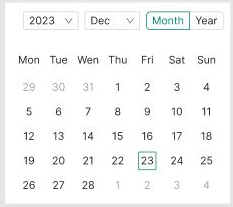

Button

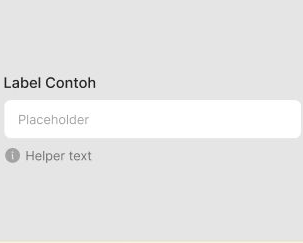

Coachmark Title
Lewati
This is coachmark description lorem ipsum dolor sit amet


Ini adalah deskripsi tentang snackbar

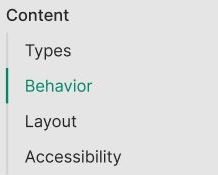

Infobox Title


Info Text
Success Description Success Description
Success Description

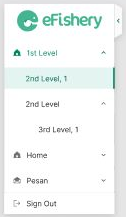

2023
Dec
Month
Year
Mon Tue Wen Thu Fri Sat Sun
29 30 31 1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 1 2 3 4

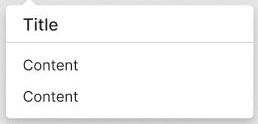

Label Contoh
Placeholder
Helper text

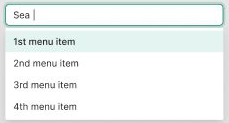

This is tooltip description.

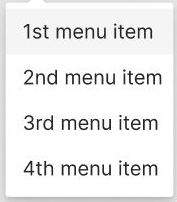

Content
Types
Behavior
Layout
Accessibility


This is panel header 1
Swap Komponen Ini


eFishery
1st Level
2nd Level, 1
2nd Level
3rd Level, 1
Home
Pesan
Sign Out

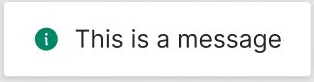

Title
Content
Content


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

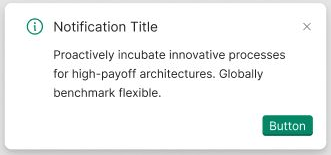

1st menu item
2nd menu item
3rd menu item
4th menu item

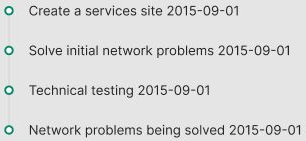

Step 1
2
Step 2
3
Step 3

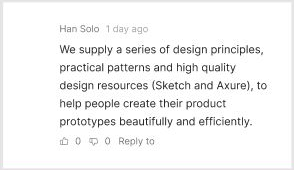

Chip


This is a message


99


Notification Title
Proactively incubate innovative processes for high-payoff architectures. Globally benchmark flexible.
Button


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


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.
0 0 Reply to

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.

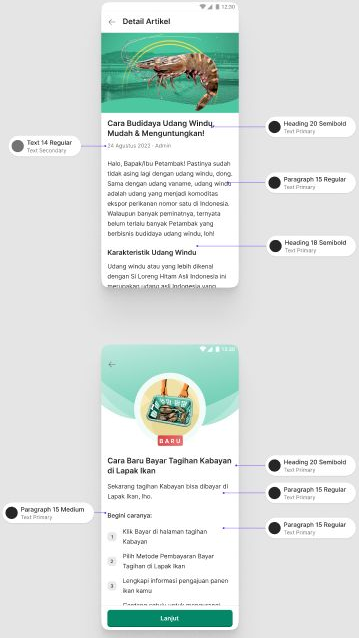
- Persona mapping was conducted to understand the needs of new designers, developers, and internal teams using OneFish.
- It was found that the internal team needed a design system that supported desktop, so OneFish v2 was developed with a dedicated library for desktop-based internal applications.

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.

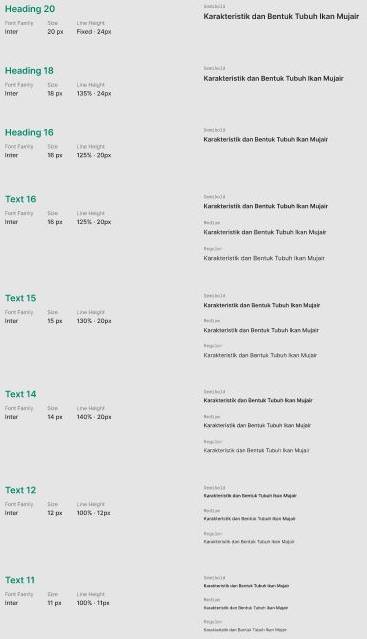


Inter

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

designed by: Rasmus Andersson

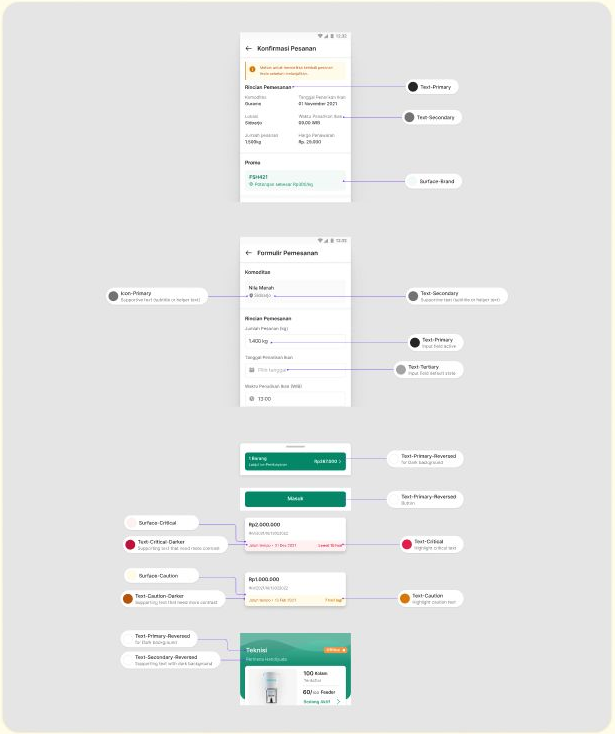
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

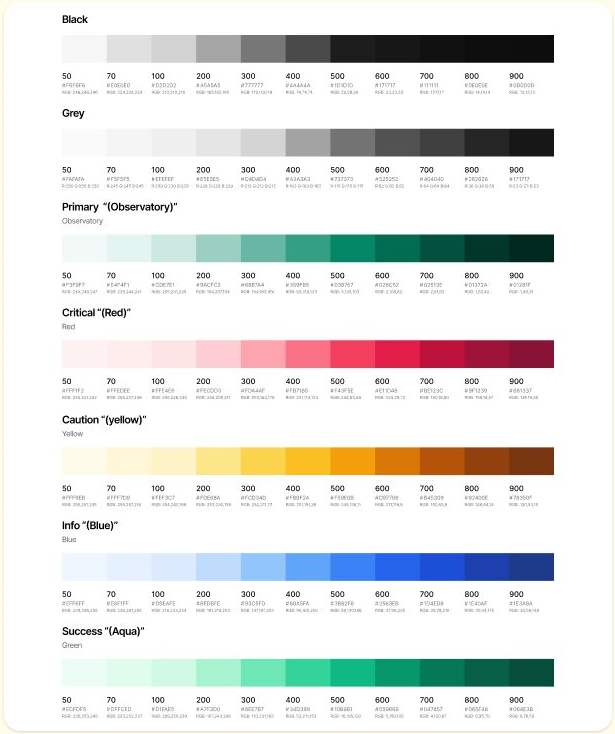


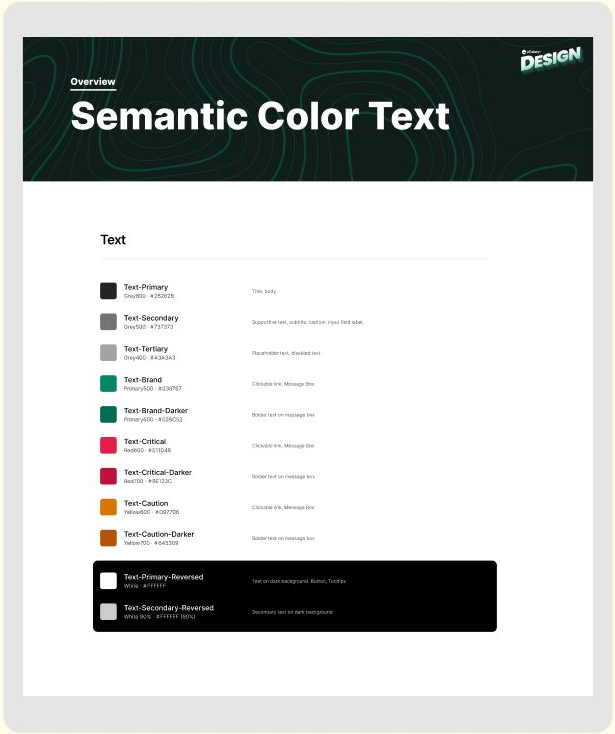
Color Collection

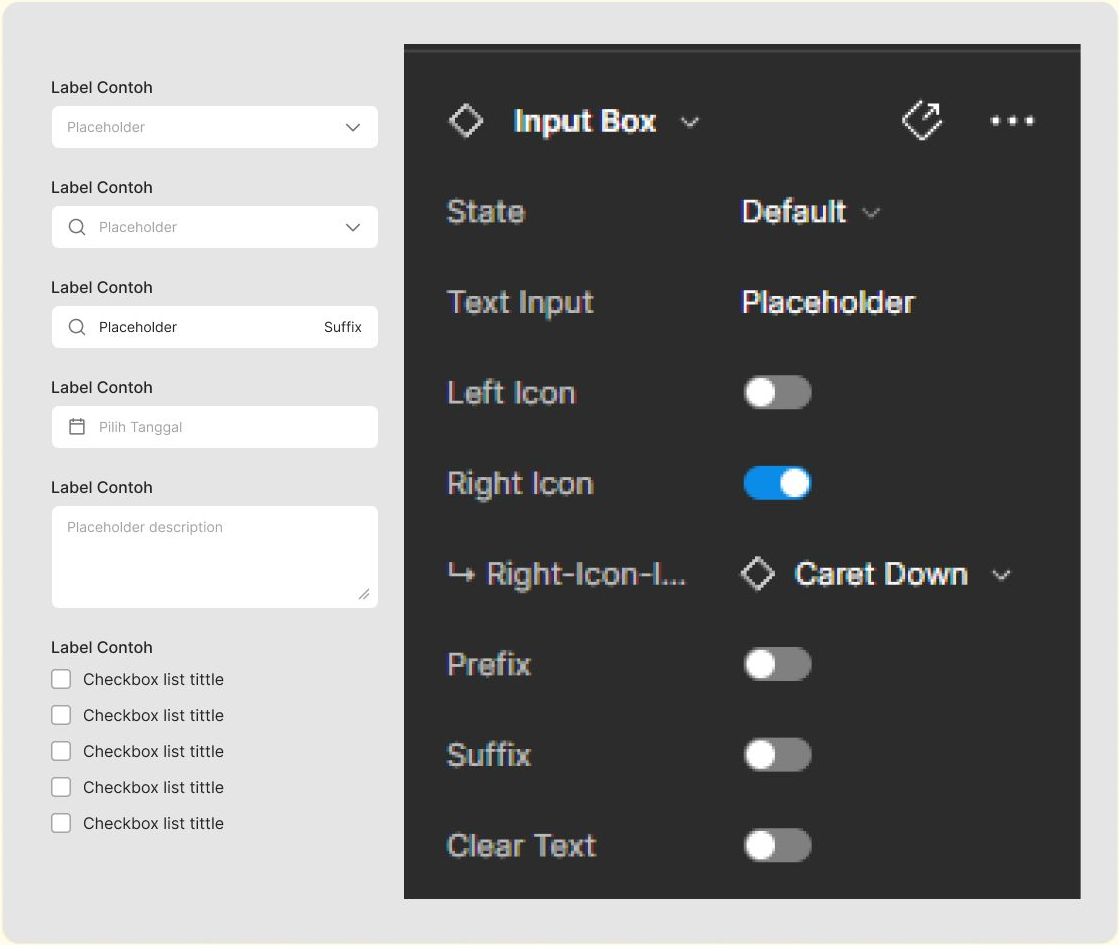
Color Palette Used in Onefish Version 2

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

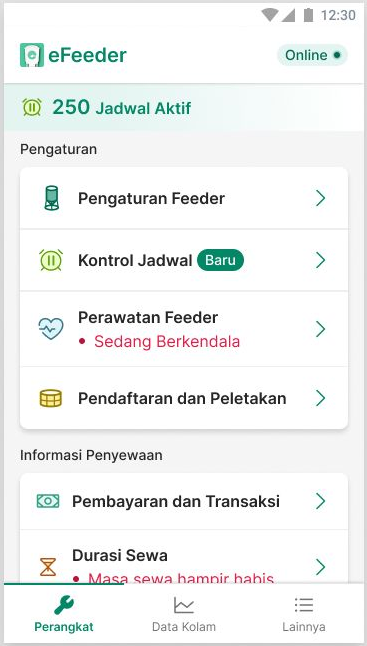
In the development of OneFish v2, the use of the Variant and Properties features in Figma has become one of the key elements that facilitate the creation of scalable components that are easy to use by the design team.

🔹 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.🔍

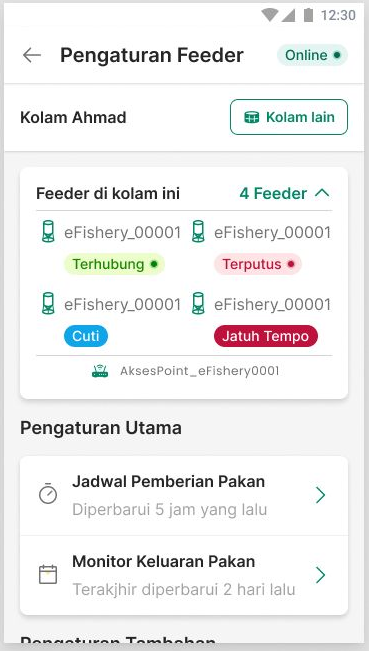
How OneFish v2 Uses Variants & Properties?

- 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.

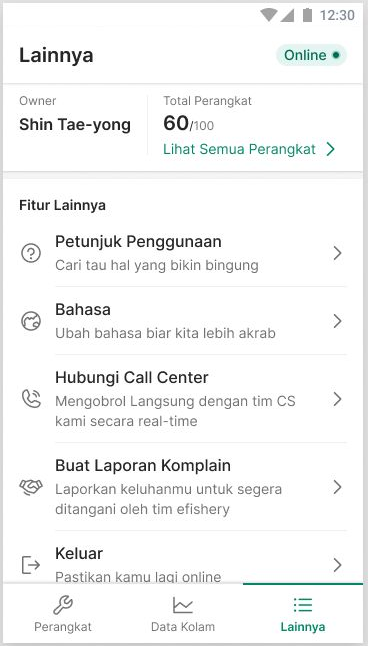


Implementation of Onefish version 2 (Apps Feeder)

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

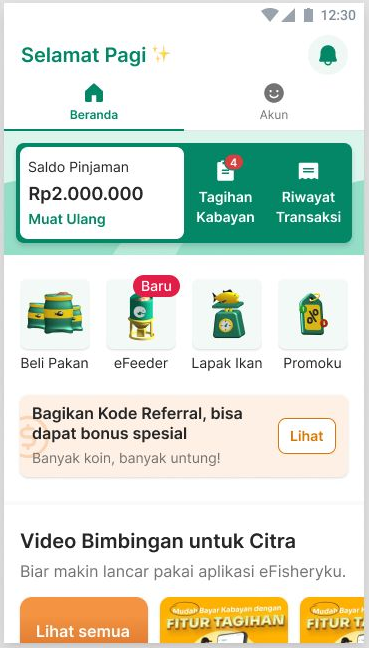
Implementation of Onefish version 2 (Apps Feeder)

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



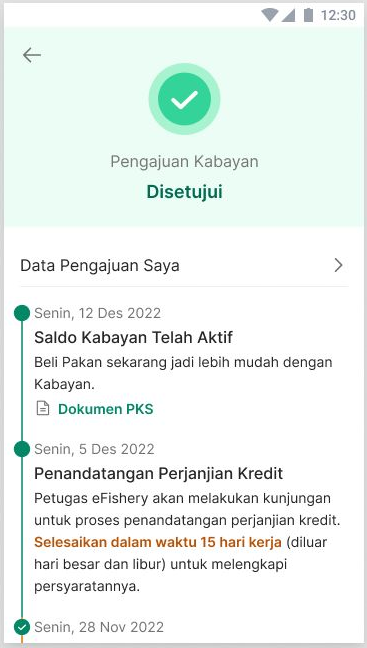
Implementation of Onefish version 2 (Apps Feeder)

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



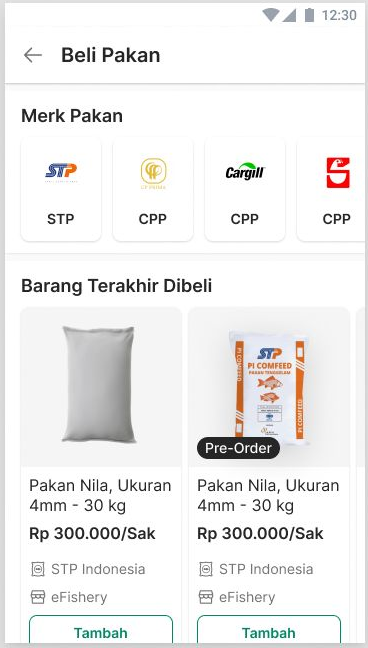
Implementation of Onefish version 2 (eFisheryKu)

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



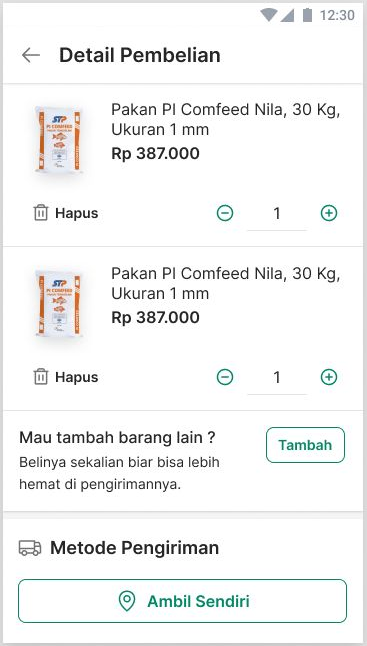
Implementation of Onefish version 2 (eFisheryKu)

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



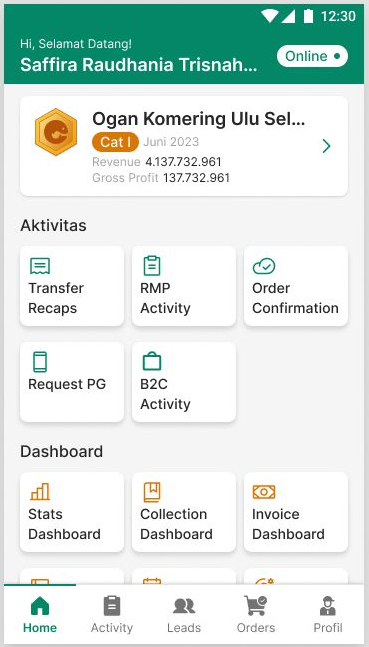
Implementation of Onefish version 2 (eFisheryKu)

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.



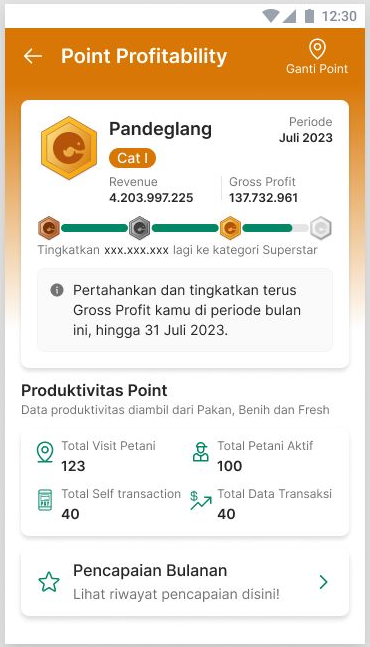
Implementation of Onefish version 2 (eFisheryKu)

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.

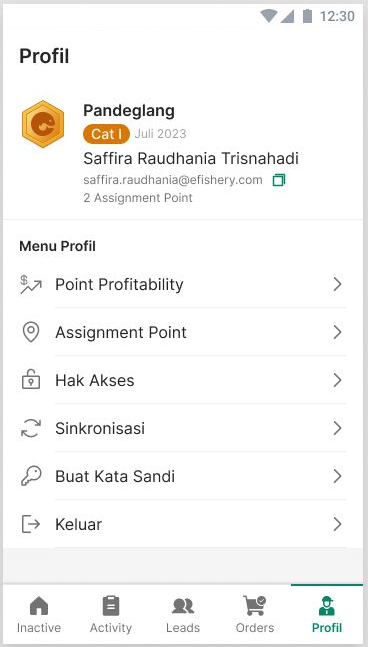


Implementation of Onefish version 2 (Sales Diary)

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

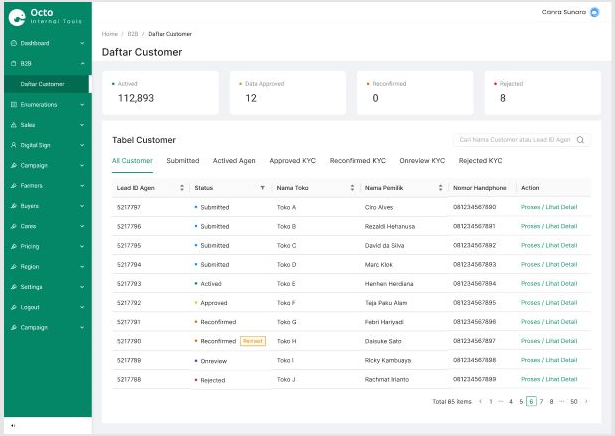
Implementation of Onefish version 2 (Sales Diary)

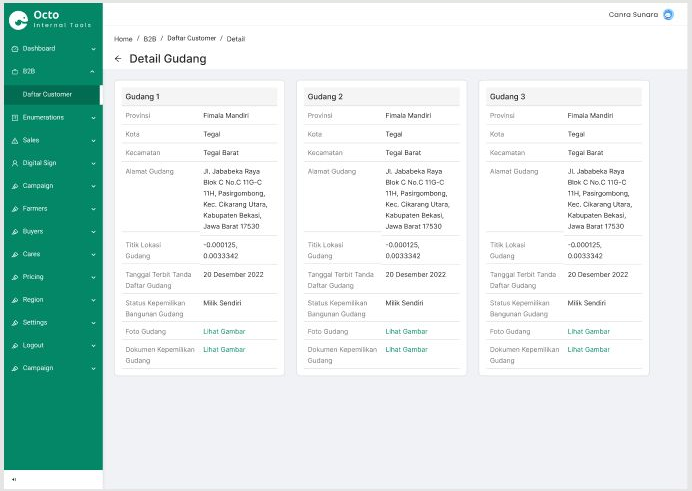
The image above is located on the Point Profitability page to show the level of the sales team.

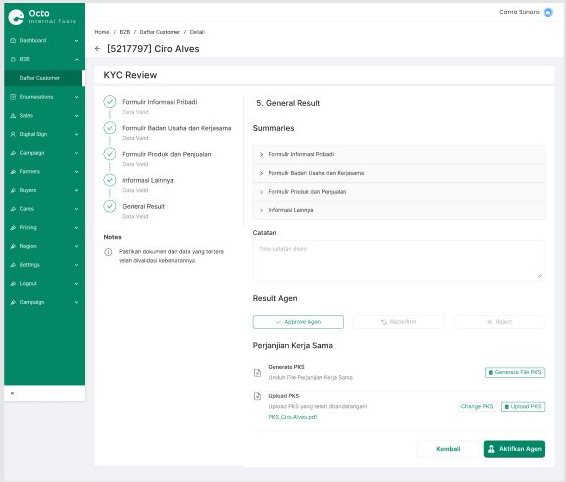


Implementation of Onefish version 2 (Sales Diary)

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.

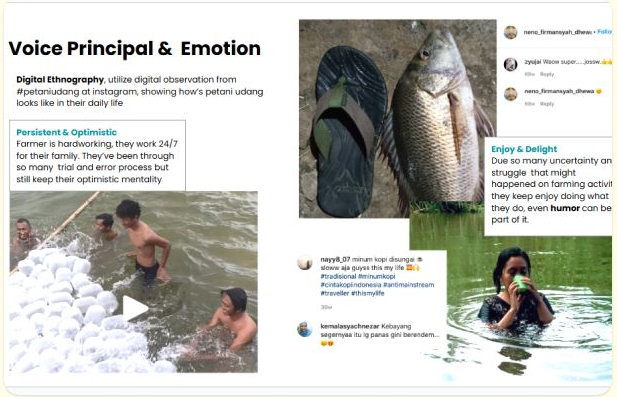
They are not **used to get information via illustration** & they don't really understand the value "Aman Untung Dekat"

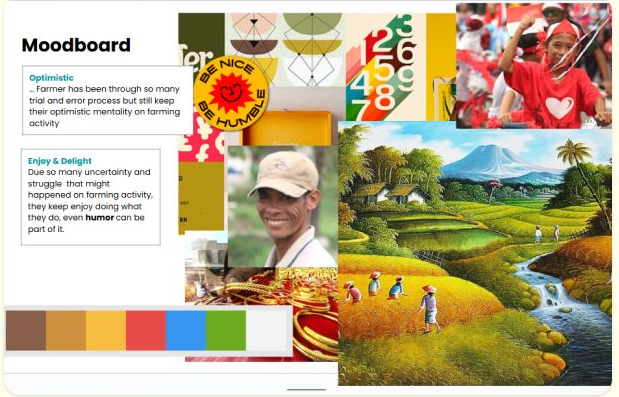
Real photo & step by step action makes it easier for them to imagine the service

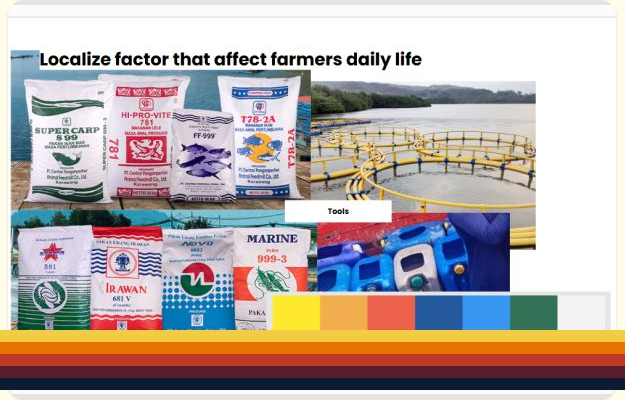
Voice Pricipal & Emotion

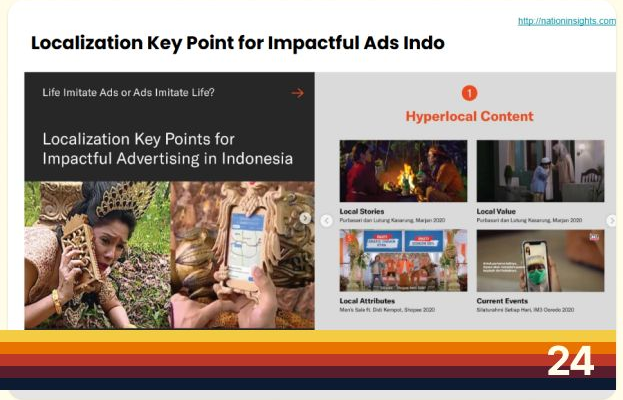
Field observation to find gimmicks and daily routines.

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.



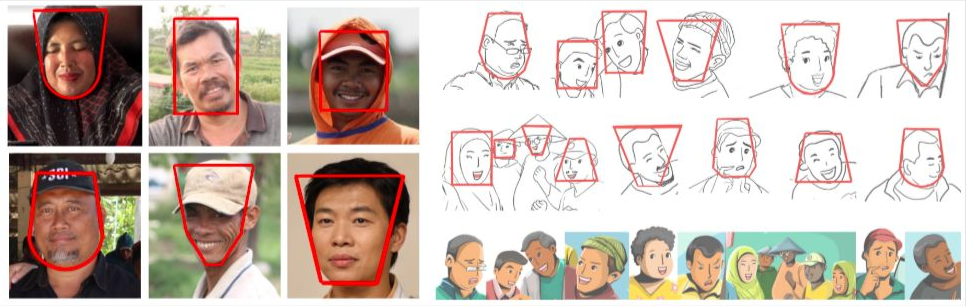






Study to Represent the Faces Commonly Encountered by Aquaculture Practitioners

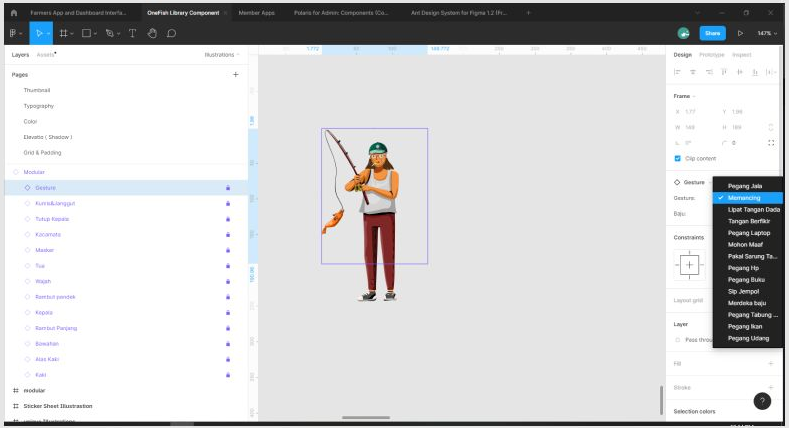
Understanding the Facial Features of Aquaculture Practitioners

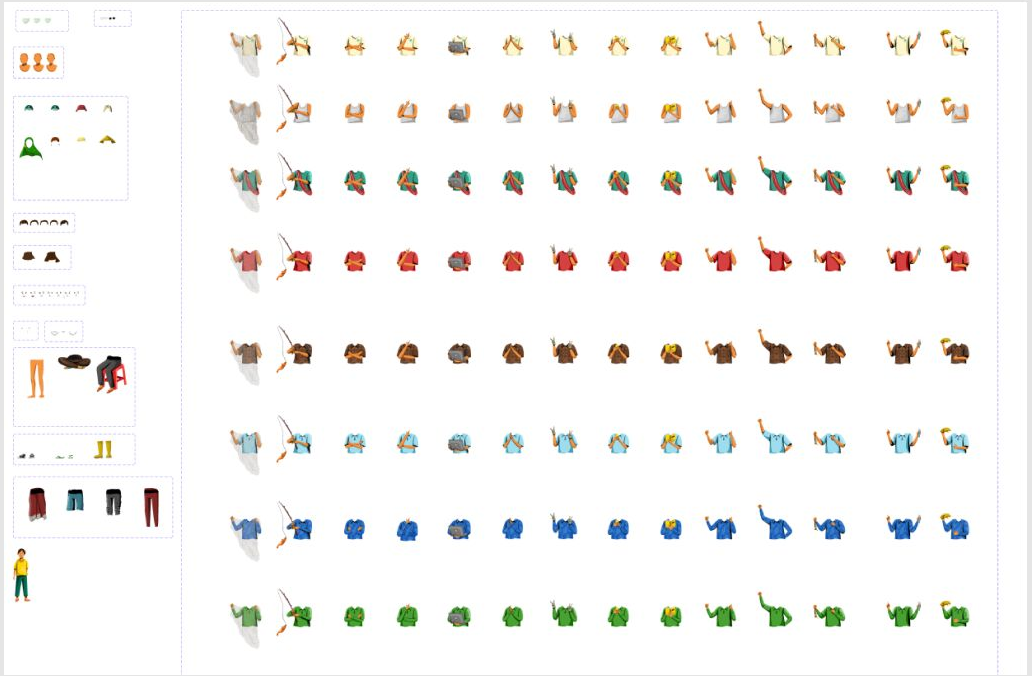



This is a success Message
eFishery
PAKAN
PAKAN
PAKAN
eFishery
eFishery
eFishery

Modular Illustration System

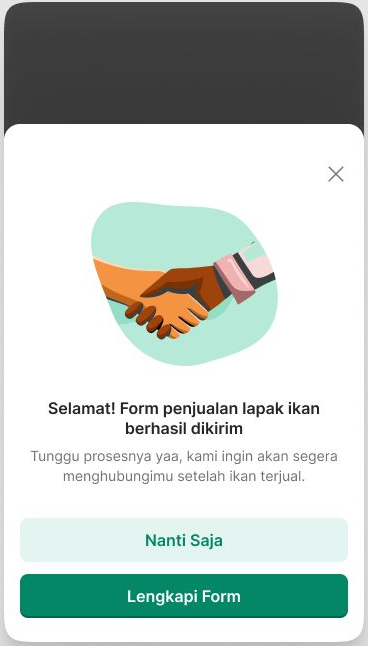
Usage and features of modular illustrations





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

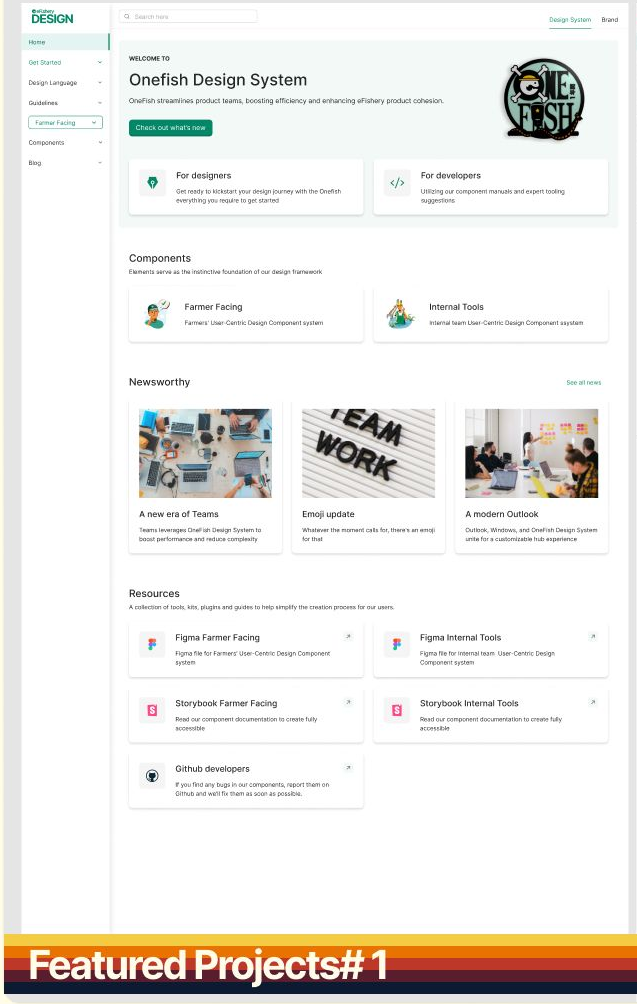
To address these challenges, the OneFish Website was developed as the primary source for all designers and internal teams at eFishery to access:

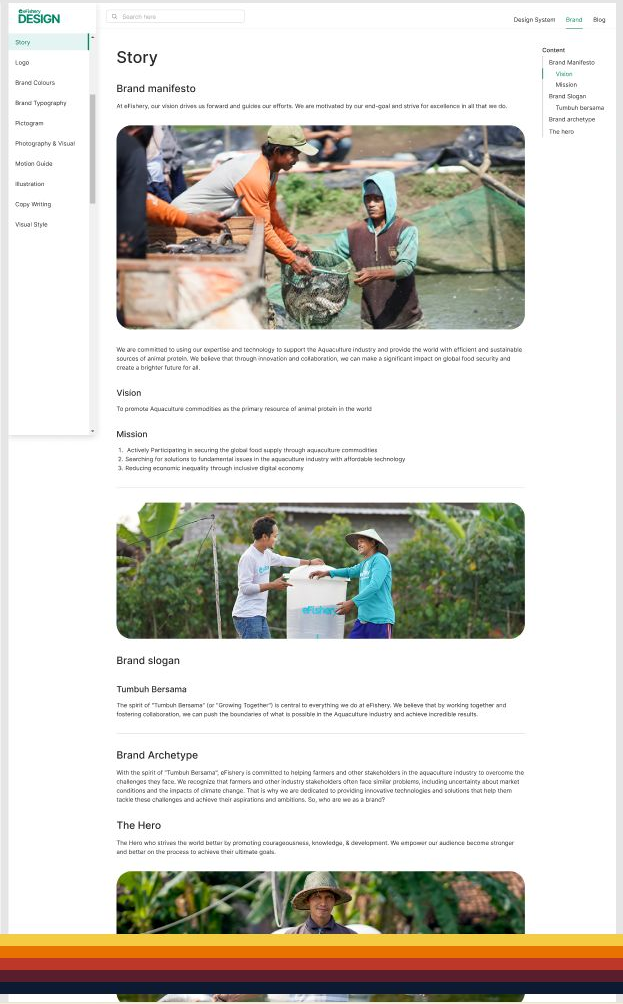
1. OneFish Design System Library
   - Complete documentation on UI components, design tokens (colors, typography, spacing), and design principles used across eFishery's platforms.
   - Each component has clear usage examples, along with implementation code to facilitate developers.
2. eFishery Brand 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.

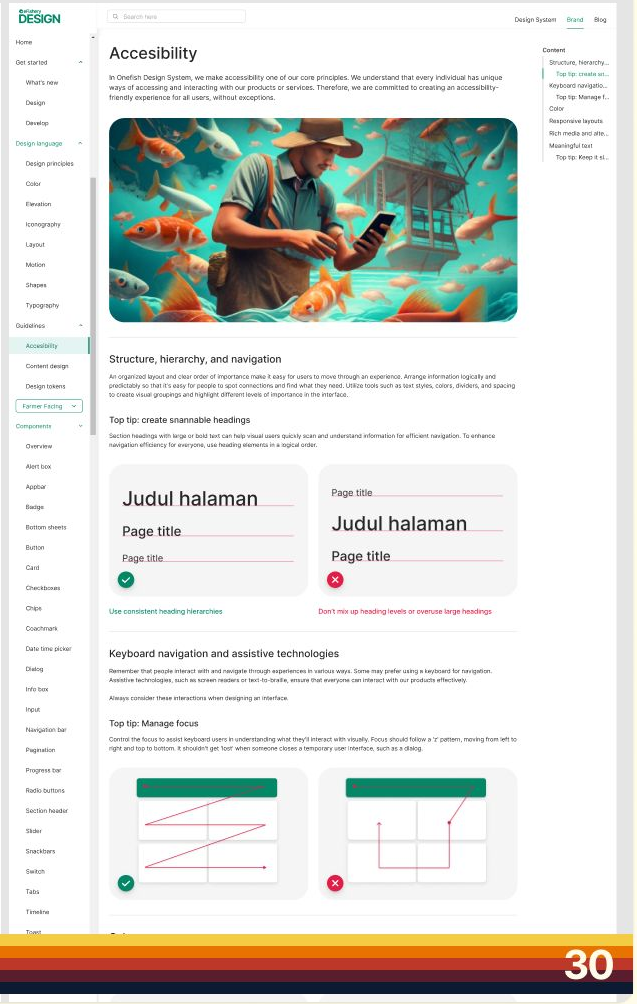
Impact & Benefits

- 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.

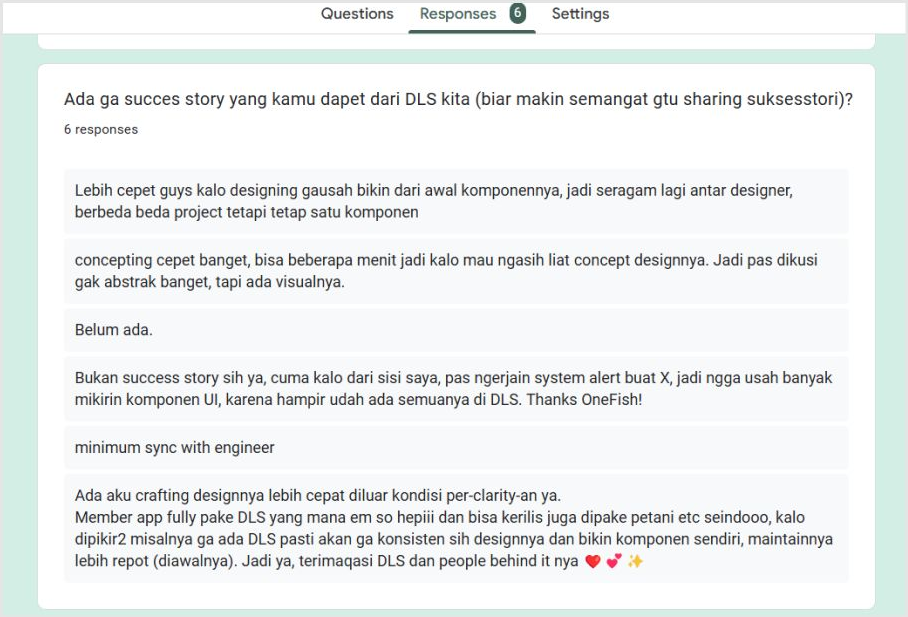

DESIGN
Search here
Design System
Brand
Home
Get Started
Design Language
Guidelines
Farmer Facing
Components
Blog
WELCOME TO
Onefish Design System
OneFish streamlines product teams, boosting efficiency and enhancing eFishery product cohesion.
Check out what's new
For designers
Get ready to kickstart your design journey with the Onefish everything you require to get started
For developers
Utilizing our component manuals and expert tooling suggestions
Components
Elements serve as the instinctive foundation of our design framework
Farmer Facing
Farmers' User-Centric Design Component system
Internal Tools
Internal team User-Centric Design Component system
Newsworthy
See all news
A new era of Teams
Teams leverages Onefish Design System to boost performance and reduce complexity
Emoji update
Whatever the moment calls for, there's an emoji for that
A modern Outlook
Outlook, Windows, and OneFish Design System unite for a customizable hub experience
Resources
A collection of tools, kits, plugins and guides to help simplify the creation process for our users.
Figma Farmer Facing
Figma file for Farmers' User-Centric Design Component system
Figma Internal Tools
Figma file for internal team User-Centric Design Component system
Storybook Farmer Facing
Read our component documentation to create fully accessible
Storybook Internal Tools
Read our component documentation to create fully accessible
Github developers
If you find any bugs in our components, report them on Github and we'll fix them as soon as possible.

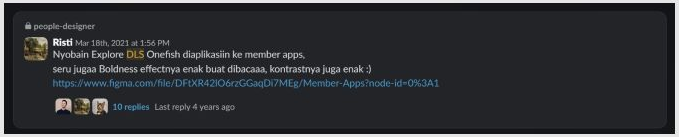

DESIGN
Search here
Design System
Brand
Blog
Story
Logo
Brand Colours
Brand Typography
Pictogram
Photography & Visual
Motion Guide
Illustration
Copy Writing
Visual Style
Story
Brand manifesto
At eFishery, our vision drives us forward and guides our efforts. We are motivated by our end-goal and strive for excellence in all that we do.
We are committed to using our expertise and technology to support the Aquaculture industry and provide the world with efficient and sustainable sources of animal protein. We believe that through innovation and collaboration, we can make a significant impact on global food security and create a brighter future for all.
Vision
To promote Aquaculture commodities as the primary resource of animal protein in the world
Mission
1. Actively Participating in securing the global food supply through aquaculture commodities
2. Searching for solutions to fundamental issues in the aquaculture industry with affordable technology
3. Reducing economic inequality through inclusive digital economy
Brand slogan
Tumbuh Bersama
The spirit of "Tumbuh Bersama" (or "Growing Together") is central to everything we do at eFishery. We believe that by working together and fostering collaboration, we can push the boundaries of what is possible in the Aquaculture industry and achieve incredible results.
Brand Archetype
With the spirit of "Tumbuh Bersama", eFishery is committed to helping farmers and other stakeholders in the aquaculture industry to overcome the challenges they face. We recognize that farmers and other industry stakeholders often face similar problems, including uncertainty about market conditions and the impacts of climate change. That is why we are dedicated to providing innovative technologies and solutions that help them tackle these challenges and achieve their aspirations and ambitions. So, who are we as a brand?
The Hero
The Hero who strives the world better by promoting courageousness, knowledge, & development. We empower our audience become stronger and better on the process to achieve their ultimate goals.
Content
Brand Manifesto
Vision
Mission
Brand Slogan
Tumbuh bersama
Brand archetype
The hero

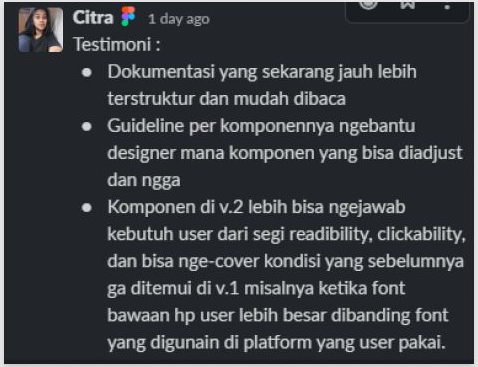

DESIGN
Search here
Design System
Brand
Blog
Home
Get started
What's new
Design
Develop
Design language
Design principles
Color
Elevation
Iconography
Layout
Motion
Shapes
Typography
Guidelines
Accesibility
Content design
Design tokens
Farmer Facing
Components
Overview
Alert box
Appbar
Badge
Bottom sheets
Button
Card
Checkboxes
Chips
Coachmark
Date time picker
Dialog
Info box
Input
Navigation bar
Pagination
Progress bar
Radio buttons
Section header
Slider
Snackbars
Switch
Tabs
Timeline
Toast
Accesibility
In Onefish Design System, we make accessibility one of our core principles. We understand that every individual has unique ways of accessing and interacting with our products or services. Therefore, we are committed to creating an accessibility-friendly experience for all users, without exceptions.
Structure, hierarchy, and navigation
An organized layout and clear order of importance make it easy for users to move through an experience. Arrange information logically and predictably so that it's easy for people to spot connections and find what they need. Utilize tools such as text styles, colors, dividers, and spacing to create visual groupings and highlight different levels of importance in the interface.
Top tip: create snannable headings
Section headings with large or bold text can help visual users quickly scan and understand information for efficient navigation. To enhance navigation efficiency for everyone, use heading elements in a logical order.
Judul halaman
Page title
Page title
Page title
Judul halaman
Page title
Use consistent heading hierarchies
Don't mix up heading levels or overuse large headings
Keyboard navigation and assistive technologies
Remember that people interact with and navigate through experiences in various ways. Some may prefer using a keyboard for navigation. Assistive technologies, such as screen readers or text-to-braille, ensure that everyone can interact with our products effectively.
Always consider these interactions when designing an interface.
Top tip: Manage focus
Control the focus to assist keyboard users in understanding what they'll interact with visually. Focus should follow a 'z' pattern, moving from left to right and top to bottom. It shouldn't get 'lost' when someone closes a temporary user interface, such as a dialog.
Content
Structure, hierarchy...
Top tip: create sn...
Keyboard navigatio...
Top tip: Manage f...
Color
Responsive layouts
Rich media and alte...
Meaningful text
Top tip: Keep it si...

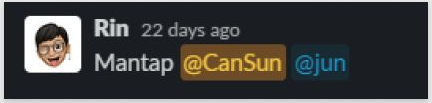
Testimonial

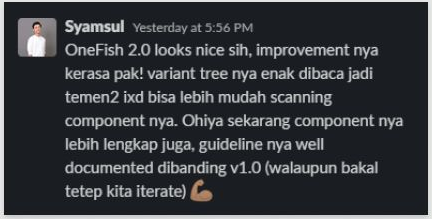
What they say about using OneFish

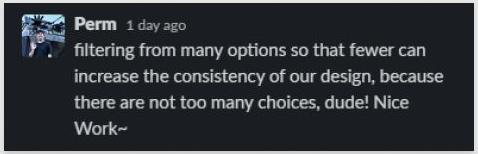


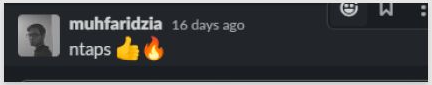












Featured Projects # 2

KOMATSU

Employee Service System

Komatsu Employee Service System (ESS) App Redesign

Optimizing the digital employee experience through an intuitive interface to streamline operational activities- from daily attendance to budget proposals.

Background

An efficient Employee Self-Service (ESS) system is crucial for a large-scale enterprise like Komatsu to maintain smooth daily operations. This redesign project was initiated to resolve user experience bottlenecks in the legacy application, where employees often spent excessive time completing routine administrative tasks. The primary focus of this revamp is to simplify navigation flows and modernize the visual interface so that critical processes - such as daily attendance, leave requests, reimbursement claims, and budget approvals- become faster, more transparent, and entirely frictionless.

MY ROLE

Solely responsible for the visual design and user experience exploration. The scope of work includes mapping out user flows, wireframing, building a cohesive design system, and creating high-fidelity prototypes for developer handoffer

TEAM

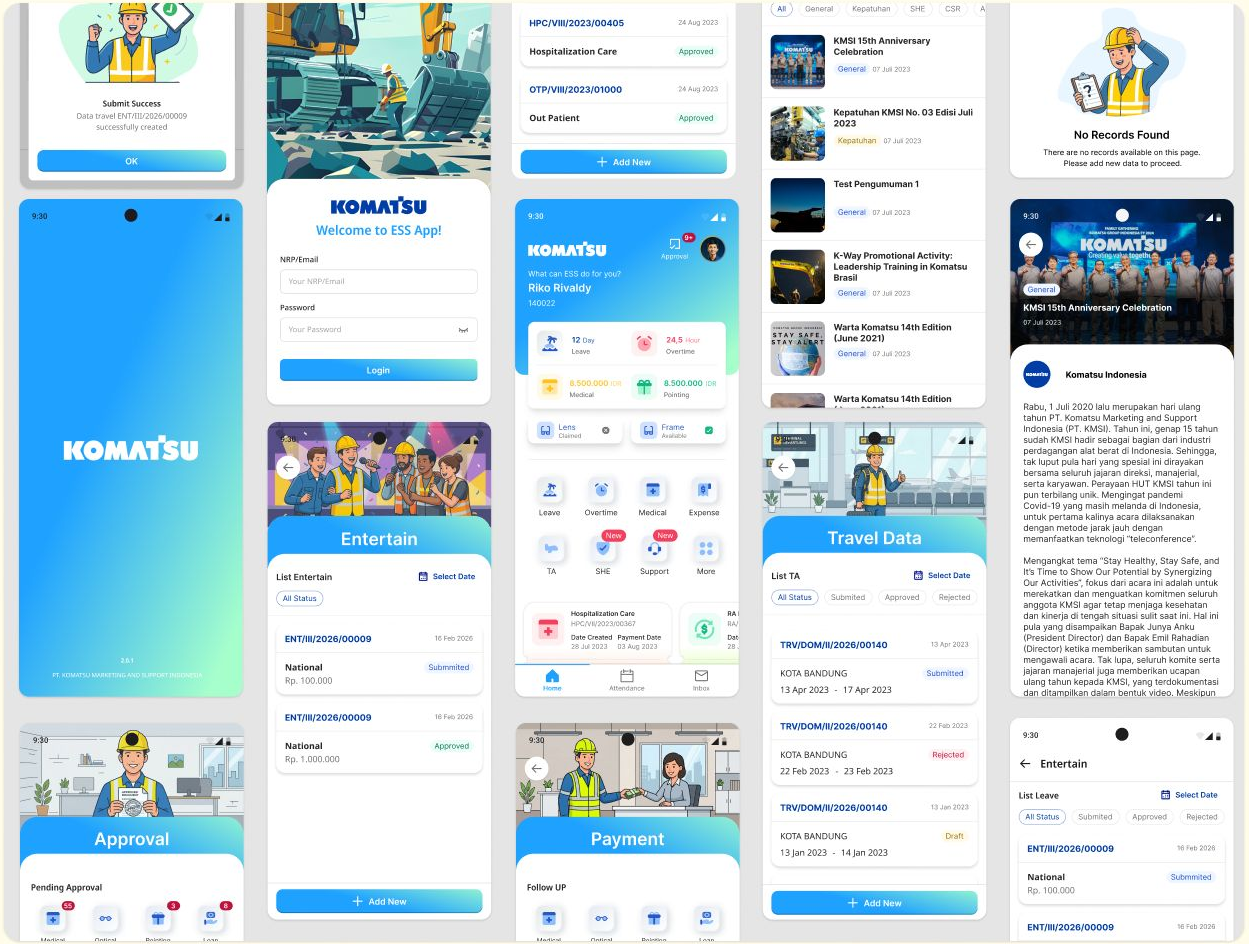
RADYALABS Internal Team (collaborating closely with a Product Manager and Software Engineers).

TIMELINE

February 2026 – March 2026

COMPANY

RADYALABS (for Client: KOMATSU)



Overview Project

The Komatsu Employee Service System (ESS) app is the administrative backbone supporting thousands of employees. However, the legacy interface was unintuitive, often slowing down daily operations. As the UI/UX Designer from RADYALABS, my primary goal for this redesign was to overhaul the user experience so that activities like attendance tracking, leave requests, reimbursement claims, and budget proposals became seamless, fast, and accessible to employees at all levels.

Solutions

To address the existing pain points, several key design solutions were implemented:

- Centralized Dashboard: Designed a home screen that provides an immediate overview of attendance status, remaining leave balances, and pending approval notifications.
- Streamlined User Flows: Reduced the cognitive load and steps required to complete reimbursement and budget forms by introducing an interactive, step-by-step wizard design.
- Quick Actions Accessibility: Placed highly visible quick-action buttons for the most frequently used features, such as daily Clock-In/Out.

Impact & Results

Through this design overhaul, the anticipated outcomes (based on prototype testing) include:

- Increased Time Efficiency: Significantly reduced the time employees spend completing routine administrative tasks.
- Decreased Error Rates: Clearer, more informative forms minimized data input errors during claim or budget submissions.
- Enhanced User Satisfaction: Positive feedback from user testing indicated that the new navigation is highly intuitive and requires no specialized onboarding.

Strategic Benefits

From a business perspective, the ESS app redesign delivers substantial value to Komatsu:

- HR & Finance Optimization: Incoming data is now more organized and standardized, accelerating the validation and disbursement processes for the respective teams.
- Boosted Employee Productivity: By providing a frictionless administrative experience, employees can focus more on their core responsibilities rather than wrestling with a complex system.

Conclusion

The Komatsu ESS redesign project demonstrates that a user interface built with empathy and a deep understanding of internal workflows can perfectly bridge the gap between large-scale enterprise needs and user comfort. Through close collaboration with the RADYALABS team, the application successfully transformed from a mere administrative tool into a reliable digital assistant for every Komatsu employee.

DISCOVERY: ESS KOMATSU

At the onset of the Komatsu ESS app redesign project, my first step with the RADYALABS team was to conduct a comprehensive UI audit of the legacy application. Through this process, I discovered that as the app grew and features were added over time, it had accumulated massive "design debt." The absence of centralized visual guidelines caused the user experience to feel disjointed across different operational modules.

Introduction

This section focuses on the root cause of the interface issues within the old ESS system. Interface inconsistencies are not merely aesthetic flaws; they are usability barriers. Differing styles across pages forced Komatsu employees to constantly readjust every time they switched tasks - for instance, moving from daily Attendance to a Budget Proposal form - ultimately increasing cognitive load and slowing down their workflow.

Inconsistent Tokens

The exploration revealed a complete lack of standardization in design tokens. I uncovered dozens of different hex codes acting as the primary brand color, an irregular typography hierarchy (clashing font sizes and weights for similar functions), and randomized spacing systems. This lack of foundational tokens blurred information hierarchy and made code maintenance extremely difficult for the engineering team.

Inconsistent Components

The chaos within the design tokens directly impacted the UI building blocks. Fundamental components such as Buttons, Text Fields, Dropdowns, and Cards were designed sporadically. For example, a "Submit" button in the Leave module had a completely different border-radius and padding compared to the same button in the Reimburse module. Furthermore, component states (such as hover, active, error, or disabled) were often poorly defined or varied drastically from page to page.

Impact

To resolve these issues, I restructured and built a standardized UI Kit. The impact of this standardization was highly measurable:

- For the Users: A consistent UI breeds familiarity, allowing Komatsu employees to navigate the app much faster and more intuitively.
- For the Development Team: The design handoff process to the RADYALABS Software Engineers became significantly more efficient. Reusable components drastically cut down coding time.

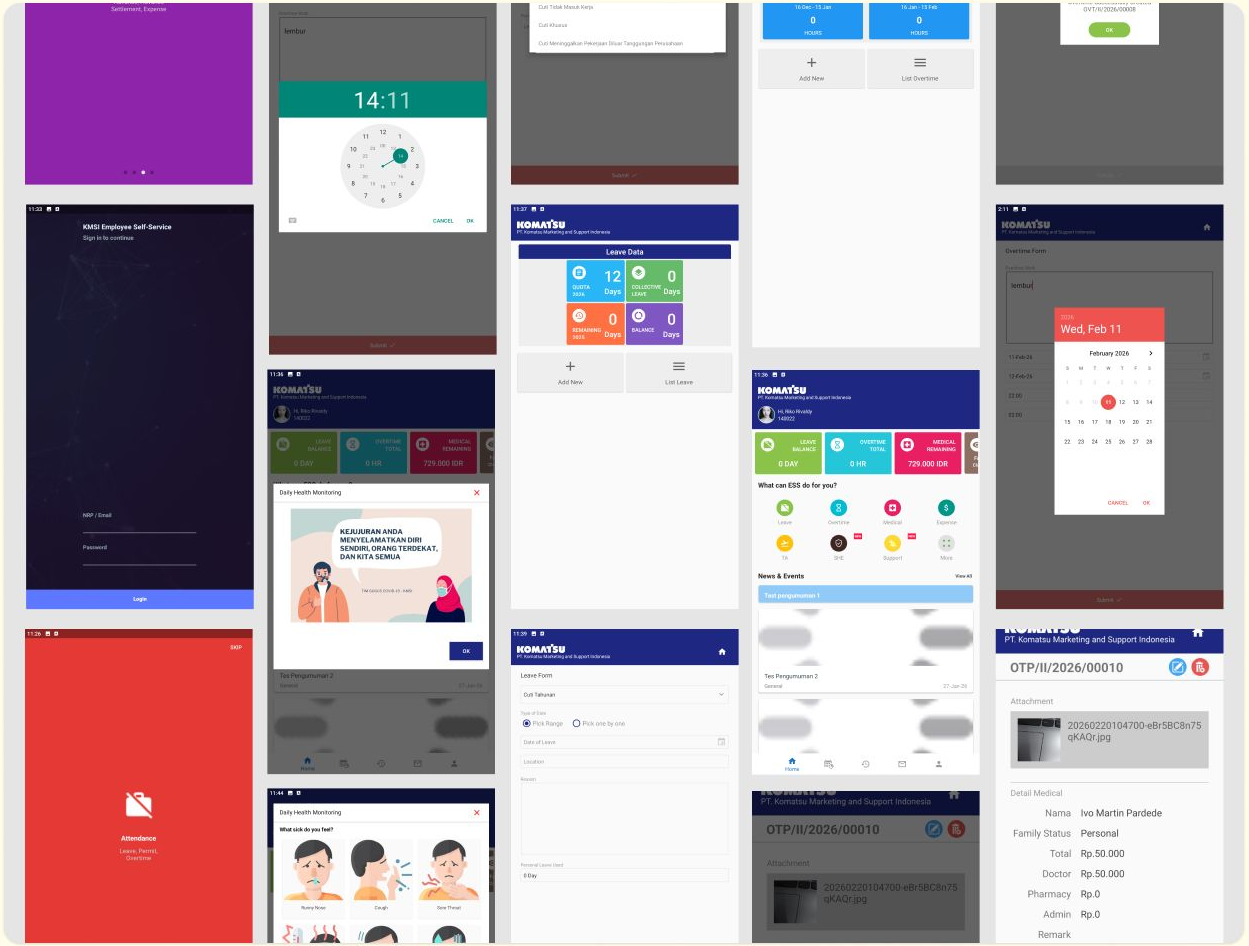
Conclusion

Identifying and resolving inconsistent tokens and components was the most crucial foundational step before designing new feature flows. By clearing this design debt, the Komatsu ESS redesign not only achieved a clean and modern aesthetic but also established a scalable design ecosystem ready to support future feature expansions without compromising consistency.

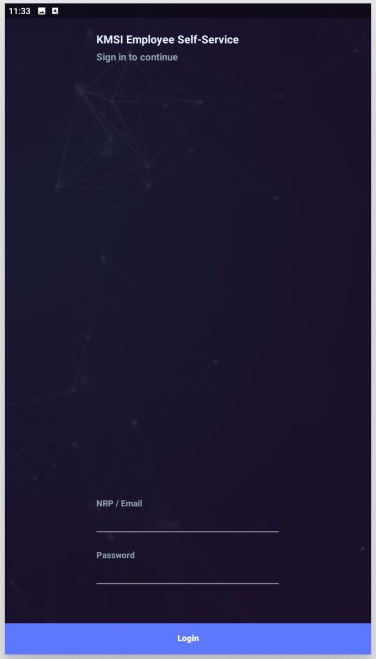
Root Causes Before Redesign App

Before designing any solutions, I conducted an in-depth evaluation of the legacy Komatsu ESS app to pinpoint the core issues bottlenecking operational processes. The primary root causes included:

- Absence of a Single Source of Truth (Design System): The root of all visual and component inconsistencies was the lack of centralized design guidelines. Historically, every new feature addition led to UI elements being created ad-hoc, resulting in massive design debt and a disjointed interface.
- Fragmented User Journeys: Core administrative processes—such as requesting leave, claiming reimbursements, and submitting budget proposals—had non-linear flows. Employees frequently had to navigate through excessive clicks and unnecessary page jumps just to complete a single, simple task.
- Priority-Blind Information Architecture: Feature placement was not dictated by usage frequency. Crucial daily access points, like Attendance (Clock-in/out), were buried and mixed with secondary features, needlessly slowing down employees' daily routines.
- High Cognitive Load on Forms: The existing forms were dense, rigid, and lacked real-time error feedback. This consistently triggered data entry errors (human error) by employees, which ultimately delayed the validation and approval processes for the HR and Finance teams.

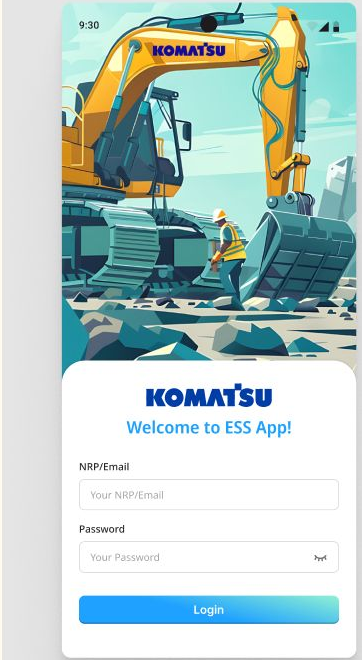


Before And After #1



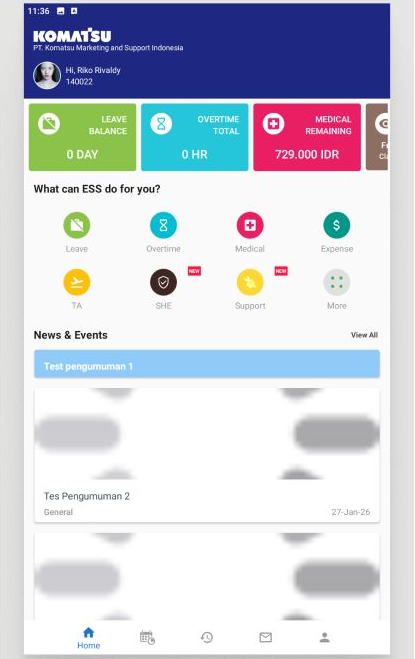
BEFORE

Login Screen



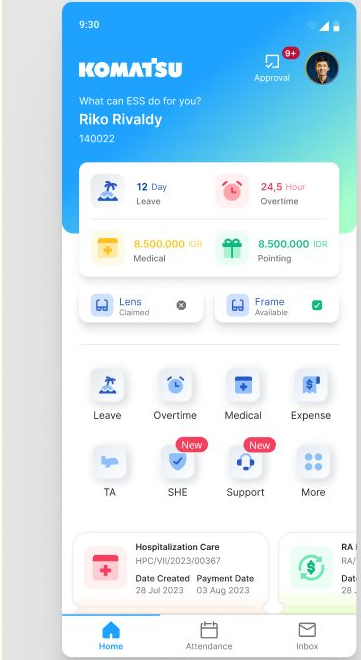
After

Login Screen



BEFORE

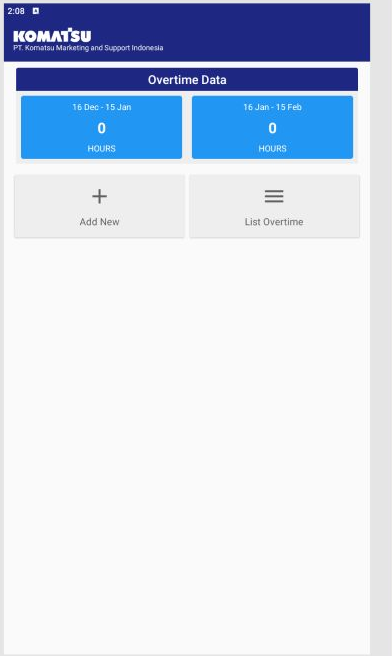
Home Screen



After

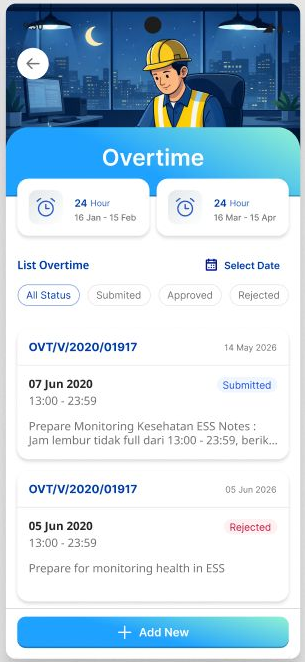
Home Screen

Before And After #2



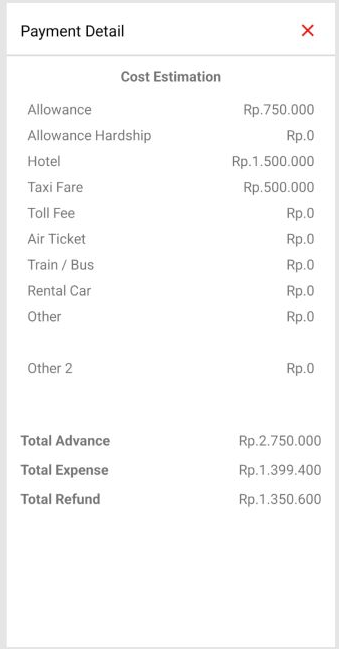
BEFORE

Overtime Fiture



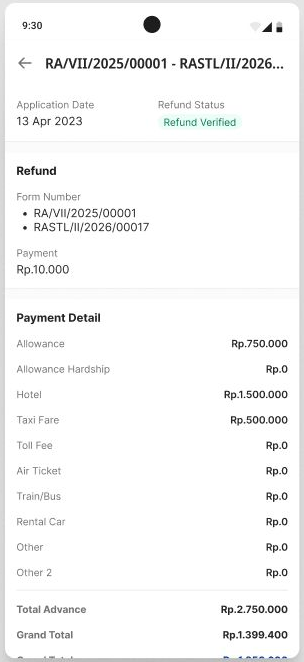
After

Overtime Fiture



BEFORE

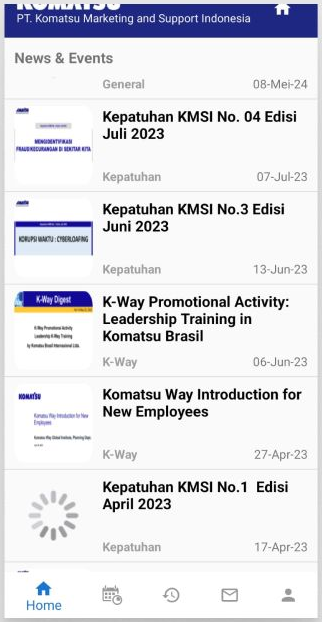
Payement Detail



After

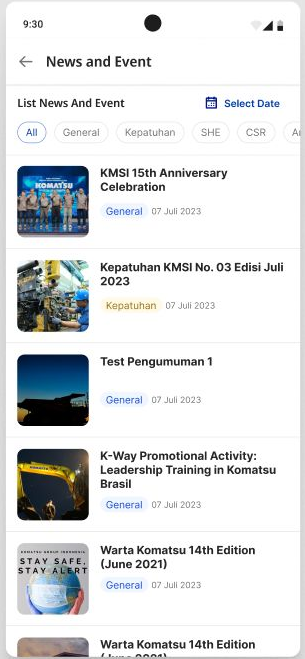
Payment Detail

Before And After #3



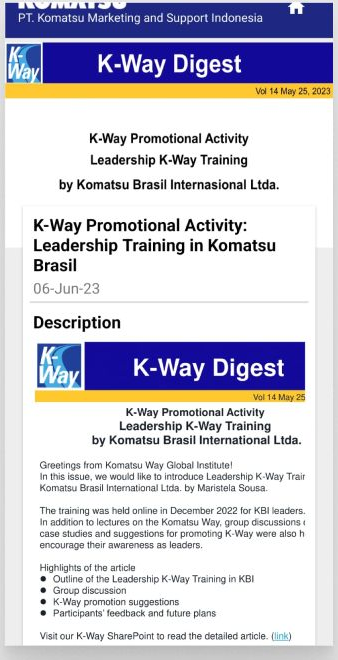
BEFORE

News List



After

News List

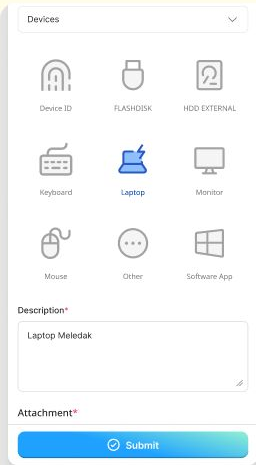


BEFORE

News

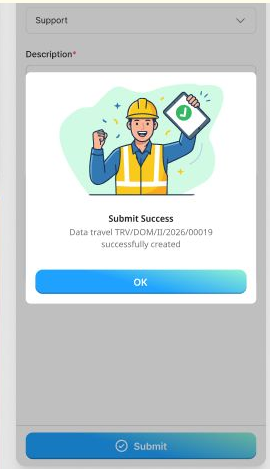
After

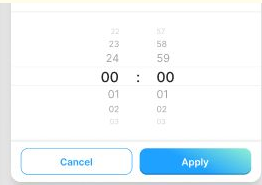
News


Devices
Device ID
FLASHDISK
HDD EXTERNAL
Keyboard
Laptop
Monitor
Mouse
Other
Software App
Description*
Laptop Meledak
Attachment*
Submit

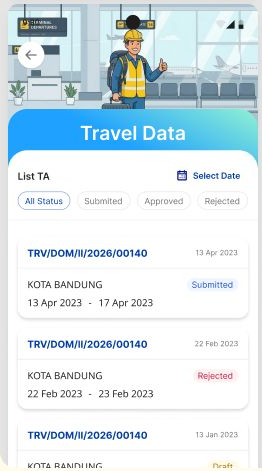

Cancel
Apply

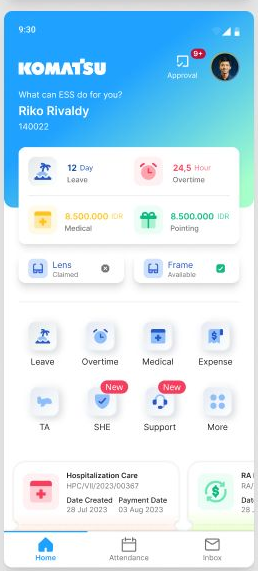

Cancel
Apply

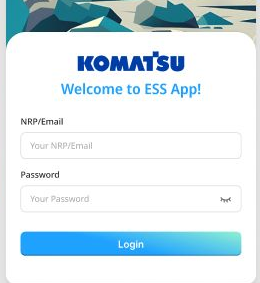

Support
Description*
Submit Success
Data travel TRV/DOM/II/2026/00019 successfully created
OK
Submit


Cancel
Apply

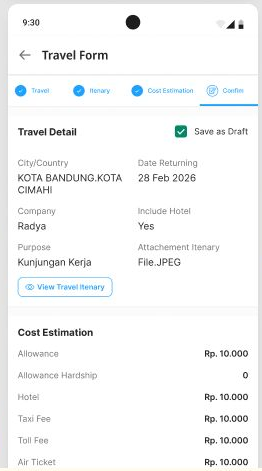

General
KMSI 15th Anniversary Celebration
07 Juli 2023
Komatsu Indonesia
Rabu, 1 Juli 2020 lalu merupakan hari ulang tahun PT. Komatsu Marketing and Support Indonesia (PT. KMSI). Tahun ini, genap 15 tahun sudah KMSI hadir sebagai bagian dari industri perdagangan alat berat di Indonesia. Sehingga, tak lupul pula hari yang spesial ini dirayakan bersama seluruh jajaran direksi, manajerial, serta karyawan. Perayaan HUT KMSI tahun ini pun terbilang unik. Mengingat pandemi Covid-19 yang masih melanda di Indonesia, untuk pertama kalinya acara dilaksanakan dengan metode jarak jauh dengan memanfaatkan teknologi "teleconference".
Mengangkat tema "Stay Healthy, Stay Safe, and It's Time to Show Our Potential by Synergizing Our Activities", fokus dari acara ini adalah untuk merekatkan dan menguatkan komitmen seluruh anggota KMSI agar tetap menjaga kesehatan dan kinerja di tengah situasi sulit saat ini. Hal ini pula yang disampaikan Bapak Junya Anku (President Director) dan Bapak Emil Rahadian (Director) ketika memberikan sambutan untuk mengawali acara. Tak lupa, seluruh komite serta jajaran manajerial juga memberikan ucapan ulang tahun kepada KMSI, yang terdokumentasi dan ditampilkan dalam bentuk video. Meskipun

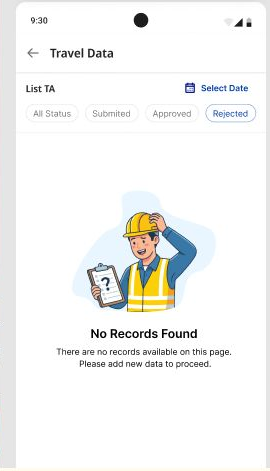

Travel Data
List TA
Select Date
All Status
Submited
Approved
Rejected
TRV/DOM/II/2026/00140
13 Apr 2023
KOTA BANDUNG
Submitted
13 Apr 2023 - 17 Apr 2023
TRV/DOM/II/2026/00140
22 Feb 2023
KOTA BANDUNG
Rejected
22 Feb 2023 - 23 Feb 2023
TRV/DOM/II/2026/00140
13 Jan 2023

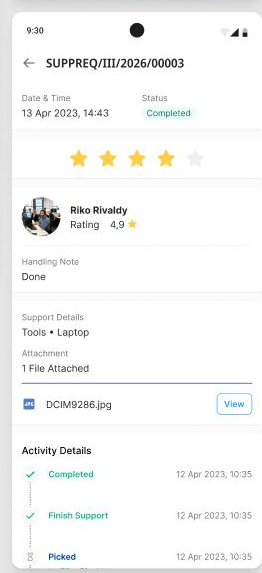

KOMATSU
What can ESS do for you?
Riko Rivaldy
140022
12 Day
Leave
24,5 Hour
Overtime
8.500.000 IDR
Medical
8.500.000 IDR
Pointing
Lens
Frame
Leave
Overtime
Medical
Expense
TA
SHE
Support
More
Hospitalization Care
Home
Attendance
Inbox

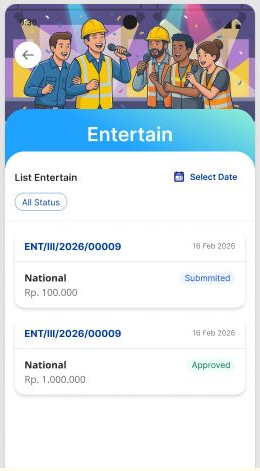

KOMATSU
Welcome to ESS App!
NRP/Email
Your NRP/Email
Password
Your Password
Login

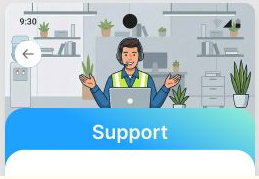

KOMATSU

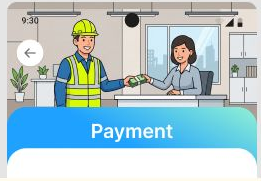

Travel Form
Travel Detail
Save as Draft
City/Country
KOTA BANDUNG.KOTA CIMAHI
Date Returning
28 Feb 2026
Company
Radya
Include Hotel
Yes
Purpose
Kunjungan Kerja
Attachement Itenary
File.JPEG
View Travel Itenary
Cost Estimation
Allowance
Rp. 10.000
Allowance Hardship
0
Hotel
Rp. 10.000
Taxi Fee
Rp. 10.000
Toll Fee
Rp. 10.000
Air Ticket
Rp. 10.000


Travel Data
List TA
Select Date
All Status
Submited
Approved
Rejected
No Records Found
There are no records available on this page.
Please add new data to proceed.


SUPPREQ/III/2026/00003
Date & Time
13 Apr 2023, 14:43
Status
Completed
Riko Rivaldy
Rating 4,9
Handling Note
Done
Support Details
Tools • Laptop
Attachment
1 File Attached
DCIM9286.jpg
View
Activity Details
Completed
12 Apr 2023, 10:35
Finish Support
12 Apr 2023, 10:35
Picked
12 Apr 2023, 10:35


Entertain
List Entertain
Select Date
All Status
ENT/III/2026/00009
16 Feb 2026
National
Rp. 100.000
Submited
ENT/III/2026/00009
16 Feb 2026
National
Rp. 1.000.000
Approved


Support


Payment


Approval

Featured Projects # 2

KOMATSU

Free of Charge (FOC) System

Free of Charge (FOC) System Redesign: Streamlining UT & Komatsu Part Control

Enhancing operational efficiency and ISO compliance through interface transformation for cross-company part control administration.

Background

The Free of Charge (FOC) System has been implemented between UT and Komatsu to streamline part control administration, from factory processes to installation records on customer machines. With over 50 KM request letters and 180 DB request letters processed 100% digitally, the system's importance is well-established. However, user feedback highlighted critical areas for improvement in usability and operational efficiency. This redesign project focuses on optimizing system functionality, enhancing user experience, and ensuring alignment with ISO compliance requirements for standardized processes and quality assurance..

MY ROLE

Responsible for validating existing user data, identifying operational pain points, and redesigning the system interface to be more intuitive, supporting faster workflows and maintaining strict adherence to ISO standards.

TEAM

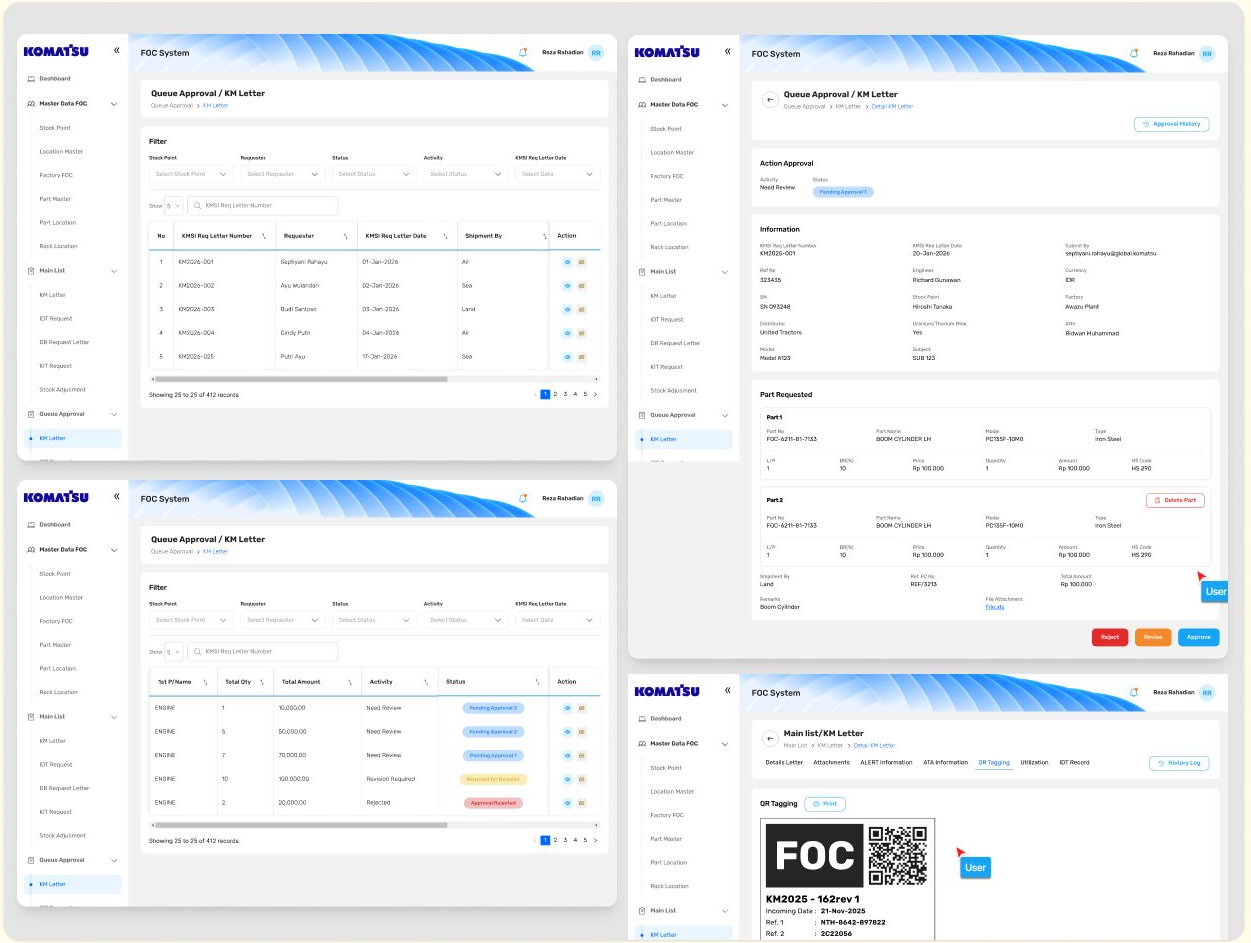
RADYALABS Internal Team (collaborating closely with a Product Manager and Software Engineers).

TIMELINE

February 2026 – March 2026

COMPANY

RADYALABS (for Client: KOMATSU)



Overview Project

The Free of Charge (FOC) System is a critical platform connecting United Tractors (UT) and Komatsu in managing part control, from the factory production stage to installation records on customer machines. Although the system has successfully processed hundreds of request letters (KM & DB), user feedback pointed to bottlenecks in workflow and navigation. The primary focus of this project was to overhaul the interface to boost operational efficiency and ensure the system is fully aligned with ISO compliance requirements for process standardization.

Solutions

Based on data validation and user feedback, I implemented several key design solutions:

- Real-Time Tracking Dashboard: Designed a dashboard that provides instant visibility into the status of KM and DB request letters, allowing users to monitor progress without manual searching.
- ISO-Standardized Forms: Optimized data entry structures with automated validation to ensure every input meets ISO compliance standards and reduces the risk of human error.
- Linear Workflow Navigation: Simplified the administrative process from factory to installation into logical, easy-to-follow steps, reducing the user's cognitive load when handling technical data.

Impact & Results

The outcomes achieved from this redesign include:

- Faster Task Completion: Employees can process request letters more efficiently thanks to a reduction in clicks and a more intuitive flow.
- 100% Data Accuracy: With the new validation system, data entry errors that could jeopardize ISO compliance have been significantly minimized.
- Increased System Adoption: Users feel more confident using the digital system for 100% of their processing compared to previous manual or fragmented methods.

Strategic Benefits

Strategically, this project delivers long-term value for the UT and Komatsu collaboration:

- Quality Assurance & Compliance: Ensures that all administrative records are audit-ready for ISO at any time with well-organized, standardized data.
- Operational Scalability: The optimized system allows for handling larger volumes of requests in the future without a proportional increase in administrative workload.

Conclusion

The FOC System redesign project proves that great UI/UX design is not just about aesthetics—it's about building robust systems to support heavy industry operations. By balancing user needs with ISO compliance demands, I successfully transformed a technical administrative tool into an efficient, transparent, and reliable digital platform for RADYALABS' clients, UT and Komatsu.

DISCOVERY: ESS KOMATSU

In the initial phase of the FOC System project between UT and Komatsu, I conducted a UI audit of the active platform. Although the system had successfully processed hundreds of documents (KM & DB), it became evident that the rapid feature development over the past few months had occurred without a standardized style guide. This led to visual fragmentation, which confused users when inputting crucial technical data.

Introduction

As a UI/UX Designer at RADYALABS, my primary challenge was to align complex operational needs with a clean interface. Inconsistency in the FOC system was more than just an aesthetic issue- it was a data integrity risk. When UI elements are non-uniform, users (from factory teams to field technicians) risk misinterpreting information, directly impacting the accuracy of part installation records and ISO compliance.

Inconsistent Tokens

My audit revealed a disorganized use of design tokens:

- Colors: I discovered over 5 different variations of blue used for primary actions, which blurred brand identity and button functionality.
- Typography: Text sizes and font weights for technical data labels lacked a standard hierarchy, making long forms feel overwhelming and difficult to read.
- Spacing: Inconsistent padding and margins caused form layouts to break or appear cluttered across different screen sizes.

Inconsistent Components

The absence of a central component library led to redundant and clashing elements:

- Input Fields: There were distinct styling differences between KM and DB request forms, despite them serving identical functions.
- Status Indicators: "Completed" or "Pending" status indicators used varying icons and colors across different modules, slowing down the user's ability to scan information quickly.
- Buttons: Primary action buttons had inconsistent border-radii, creating an unintegrated and unprofessional feel within the application.

Impact

By restructuring tokens and components into a unified Design System, the results were:

- Development Efficiency: RADYALABS engineers can now build new features faster using reusable components.
- Minimized Human Error: Consistency in form elements helps users focus on data accuracy, supporting the validity of ISO certification.
- Faster Navigation: Employees can now recognize identical interaction patterns across the entire system, accelerating the administrative process from factory to installation.

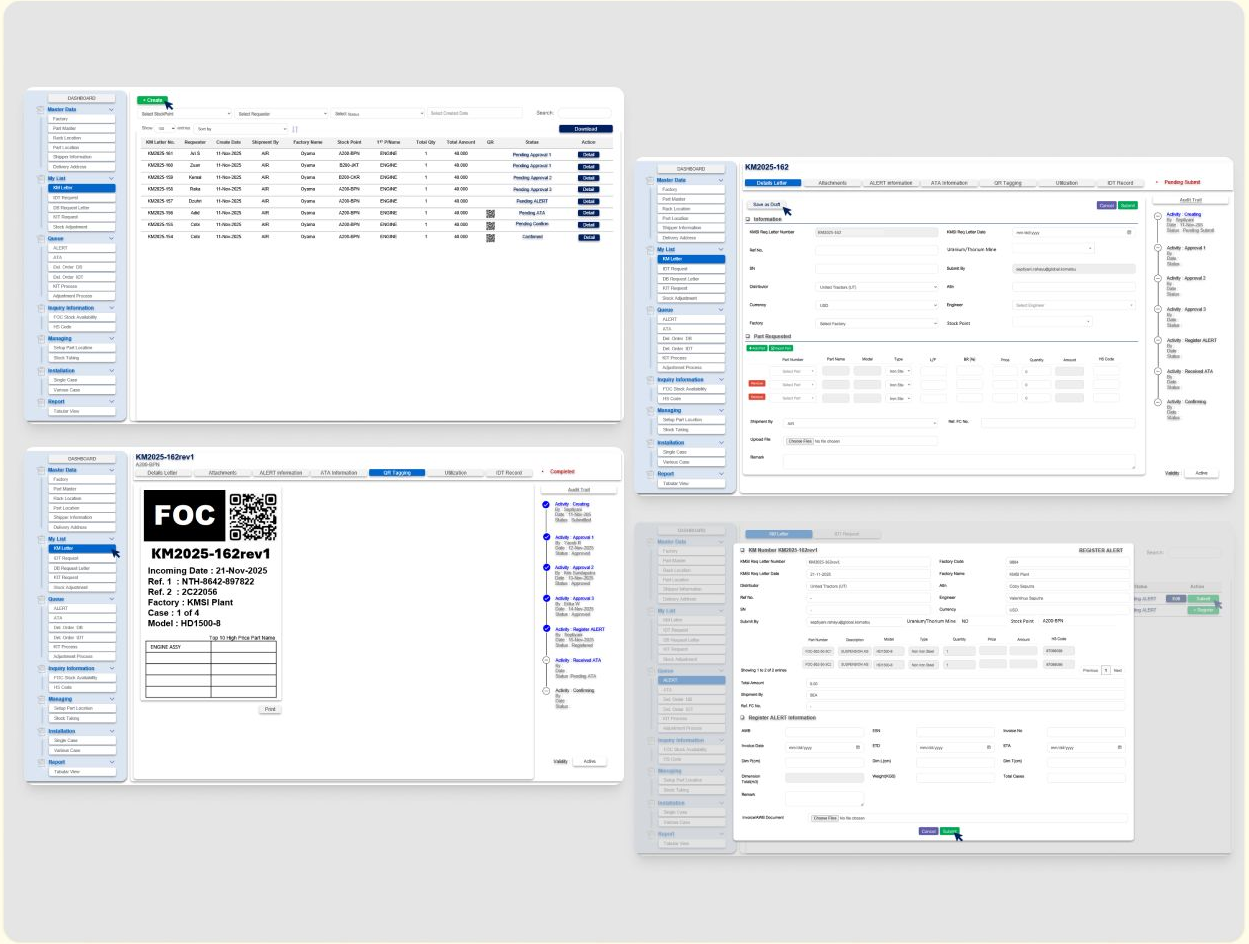
Conclusion

The design work for the UT-Komatsu FOC system emphasizes that consistency is the key to operational efficiency. By resolving design debt through the fix of inconsistent tokens and components, I didn't just enhance the visuals; I built a scalable, accurate system foundation ready to support the company's future operational growth.

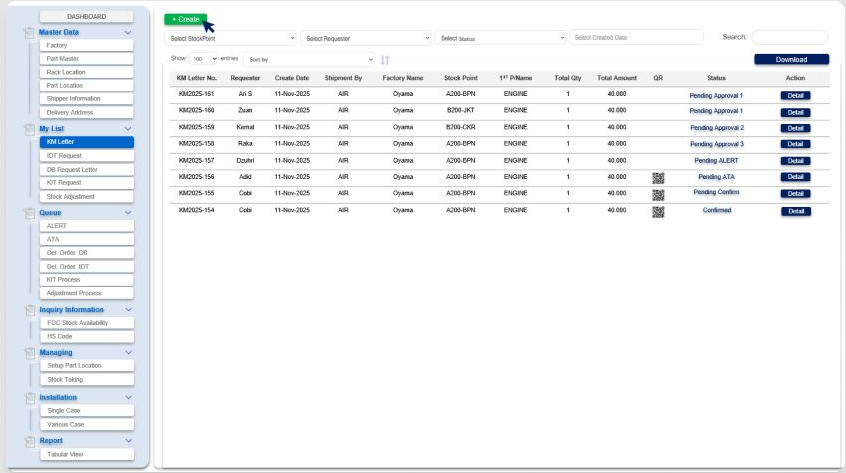
Root Causes Before Redesign App

Based on the system audit results and feedback from field users (UT & Komatsu), I identified several core issues that hindered the efficiency of the legacy FOC system:

- Fragmented Design Language: As the system was developed incrementally to meet urgent needs, it lost visual uniformity. Style discrepancies between the KM and DB modules forced users to re-learn how each page functioned, leading to an increased cognitive load.
- Rigid and Confusing Submission Flows: The process from factory stages to installation records lacked clear visual cues. Users often felt lost in long forms without progress indicators, resulting in a high risk of data being skipped or not properly saved.
- High-Risk Manual Data Validation: The legacy system lacked strict input validation. This forced users to manually double-check data to ensure it met ISO standards. This lack of automation created loopholes for human errors that could jeopardize the company's compliance status.
- Poor Information Hierarchy: Dense technical information was displayed without logical grouping. Users struggled to distinguish between primary information (such as machine serial numbers) and supporting data, which slowed down the processing time for request letters.

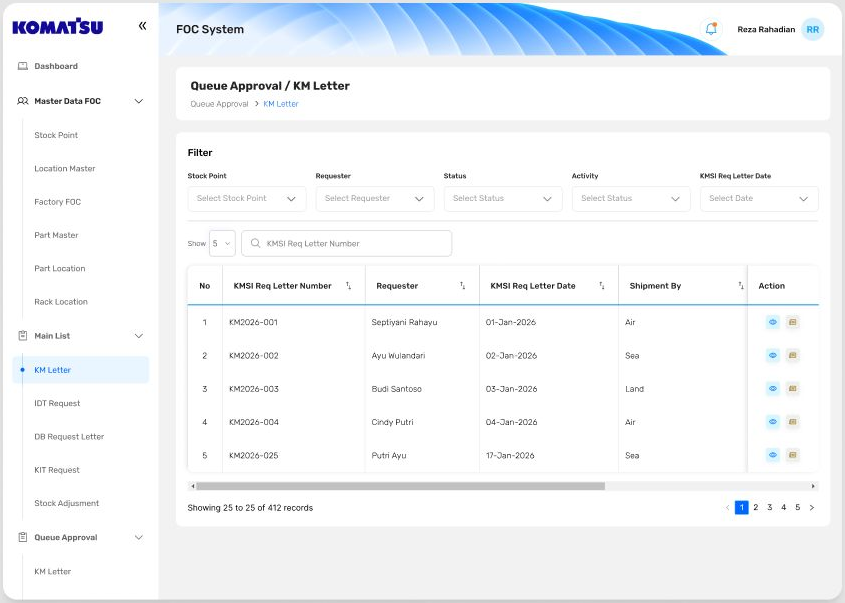


Before And After #1



BEFORE

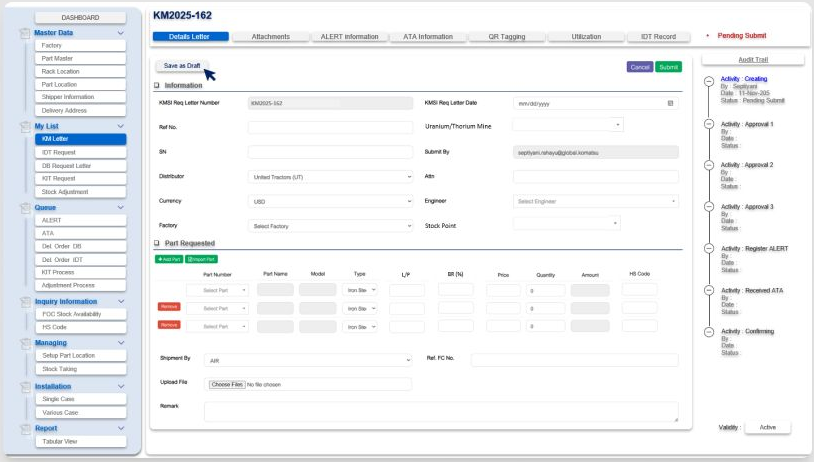
KM letter screen



After

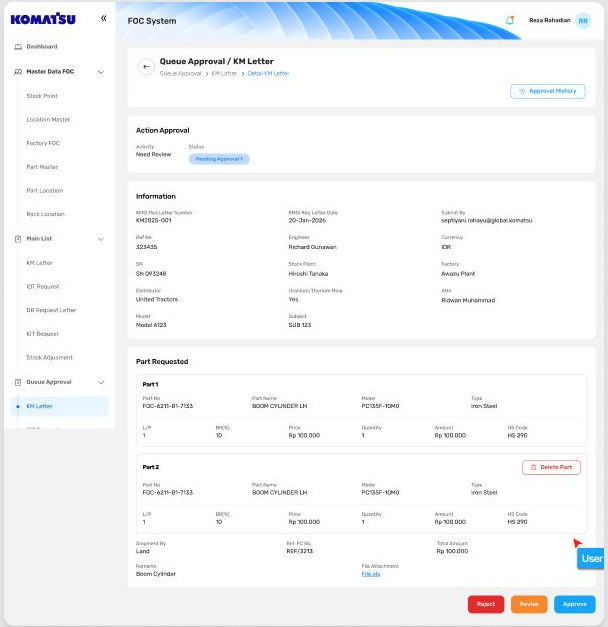
KM letter screen

Before And After #2



BEFORE

KM letter screen



After

KM letter screen

Other Projects

- *Website eFishery*
- *Point Profittability Sales Diary*
- *Website Kalibrasi Alat Kesehatan*
- *Aksara*
- *Onboarding deck Moladin (Graphic design & Illustration)*

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

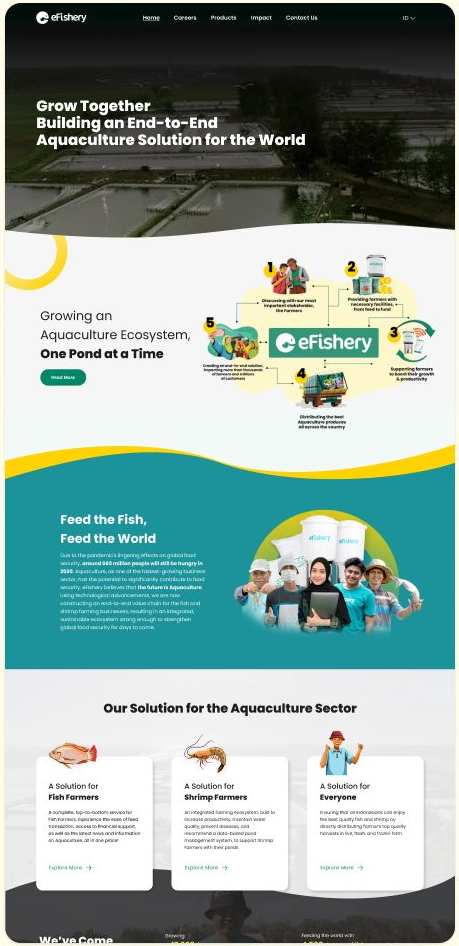
- Canra Sunara - PIC Product Designer
- Risti Ulfa - PIC Product Researcher
- Brand Marketing Team
- People Operations Team
- Developer Team

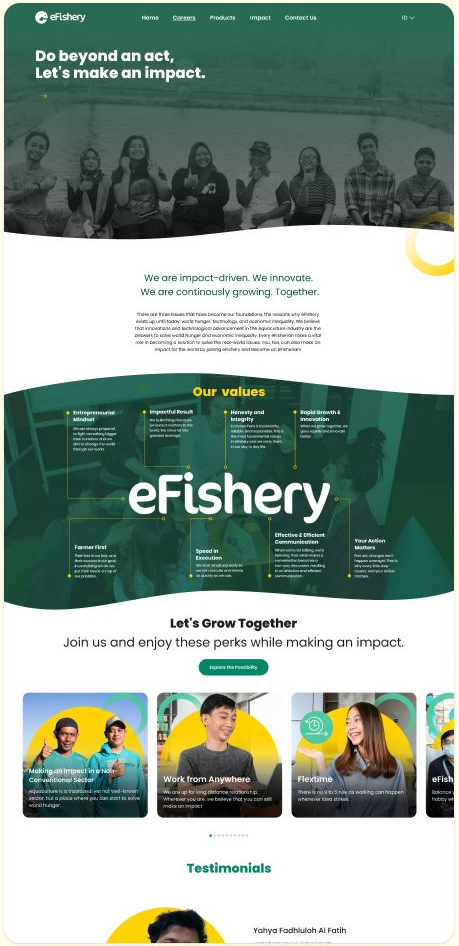
TIMELINE

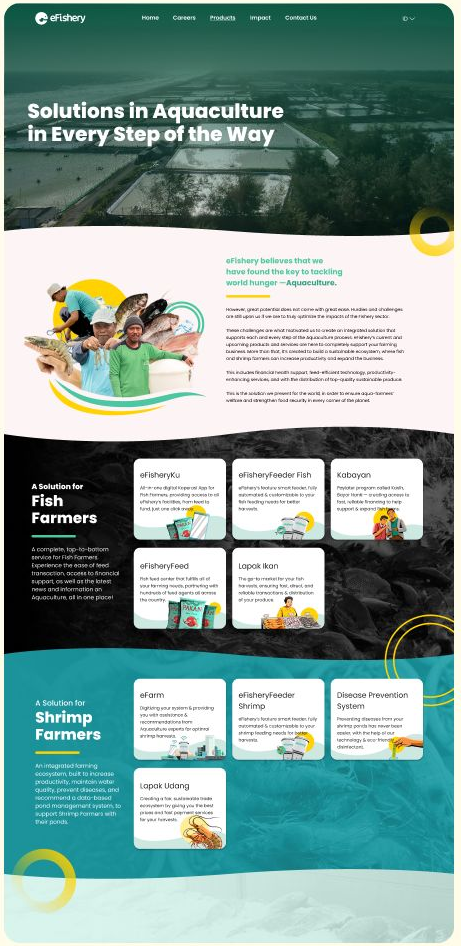
- Onefish ver 1.0 (December 2021)

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.

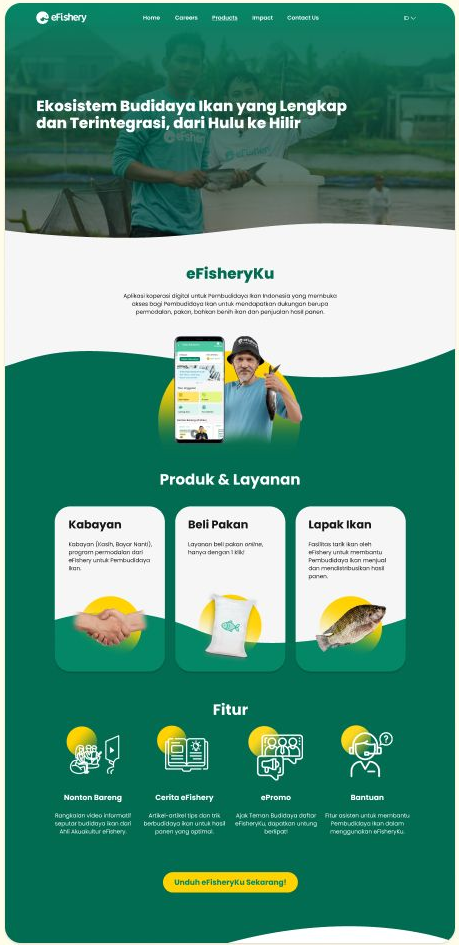
Testing & Finalization

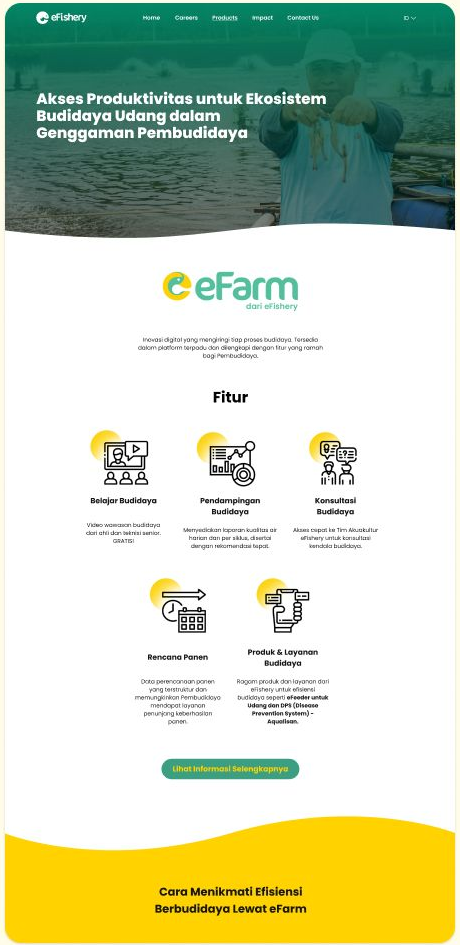
- After all pages were completed, we conducted user testing to ensure a seamless user experience.
- Final adjustments were made based on feedback from HRD, Marketing, and Management before the official launch.

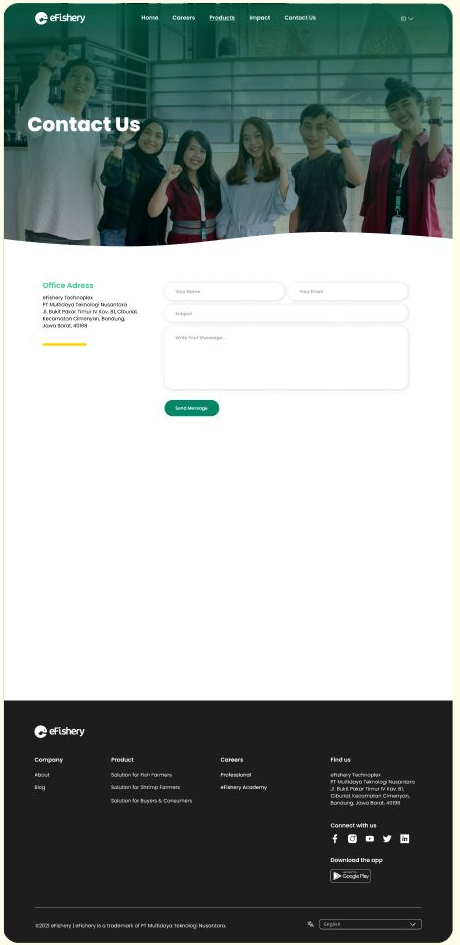
Results & Impact

- 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.


eFishery
Home Careers Products Impact Contact Us
World hunger is what moves us
In 2020, there were around 811 million people who had to deal with hunger. Even before the pandemic began, around 660 million people were estimated to face hunger in 2030 and the pandemic substantially multiplies the number. As one of the most growing industries, Aquaculture can contribute significantly to food security. It provides a reliable and sustainable supply of affordable aquatic food products with greater access to markets across the developing and developed world.
Supported by the advancement of technology in Aquaculture.
eFishery aims to provide fisheries products as the main source of animal protein that is not only rich in nutrients but also accessible to everyone. That being said, we are here to take part in the Aquaculture revolution.
Both fish and shrimp farmers take a very vital role in contributing to the worlds' food security. To make the big dream come true, we're building an ecosystem where fish and shrimp farmers could easily upscale their productivity while at the same time creating a more sustainable, safe, and fair environment for them. In this way, we can provide the highest quality nutritionally packed fish and shrimp products that are obtained directly from the farmers.
How do we do it? Let's take a look at our journey of growing together!
The Beginning of Our Journey
2013
eFishery was initiated by the Co-founders in October.
2014
Early development stage, including research and trials to develop various prototypes of automatic fish feeders, with only 2 engineers.
After starting out in the basement of a friend's rented house, eFishery soon established a head office and


eFishery
Home Careers Products Impact Contact Us
Ekosistem Budidaya Ikan yang Lengkap dan Terintegrasi, dari Hulu ke Hilir
eFisheryKu
Aplikasi kooperasi digital untuk Pembudidaya Ikan Indonesia yang membuka akses bagi Pembudidaya Ikan untuk mendapatkan dukungan berupa permodalan, pakan, bahkan benih ikan dan penjualan hasil panen.
Produk & Layanan
Kabayan
Kabayan (Kasih, Bayar Nanti), program permodalan dari eFishery untuk Pembudidaya Ikan.
Beli Pakan
Layanan beli pakan online, hanya dengan 1 klik!
Lapak Ikan
Fasilitas tarik ikan oleh eFishery untuk membantu Pembudidaya Ikan menjual dan mendistribusikan hasil panen.
Fitur
Nonton Bareng
Rangkaian video informatif seputar budidaya ikan dari Ahli Akuakultur eFishery.
Cerita eFishery
Artikel-artikel tips dan trik berbudidaya ikan untuk hasil panen yang optimal.
ePromo
Ajak Teman Budidaya daftar eFisheryKu, dapatkan untung berlipat!
Bantuan
Fitur asisten untuk membantu Pembudidaya ikan dalam menggunakan eFisheryKu.
Unduh eFisheryKu Sekarang!


eFishery
Home Careers Products Impact Contact Us
Akses Produktivitas untuk Ekosistem Budidaya Udang dalam Genggaman Pembudidaya
eFarm
dari eFishery
Inovasi digital yang mengiringi tiap proses budidaya. Tersedia dalam platform terpadu dan dilengkapi dengan fitur yang ramah bagi Pembudidaya.
Fitur
Belajar Budidaya
Video wawasan budidaya dari ahli dan teknisi senior. GRATIS!
Pendampingan Budidaya
Menyediakan laporan kualitas air harian dan per siklus, disertai dengan rekomendasi tepat.
Konsultasi Budidaya
Akses cepat ke Tim Akuakultur eFishery untuk konsultasi kendala budidaya.
Rencana Panen
Data perencanaan panen yang terstruktur dan memungkinkan Pembudidaya mendapat layanan perunjang keberhasilan panen.
Produk & Layanan Budidaya
Ragam produk dan layanan dari eFishery untuk efisiensi budidaya, seperti eFeeder untuk Udang dan DPS (Disease Prevention System) - Aquafisan.
Lihat Informasi Selengkapnya
Cara Menikmati Efisiensi Berbudidaya Lewat eFarm


eFishery
Home Careers Products Impact Contact Us
Contact Us
Office Adress
eFishery Technoplex
PT Multidaya Teknologi Nusantara
Jl. Bukit Pakar Timur IV Kav. 91,
Cibuluh, Kecamatan Cimenyan,
Bandung, Jawa Barat, 40198
Your Name
Your Email
Subject
Write Your Message...
Send Message
eFishery
Company
About
Blog
Product
Solution for Fish Farmers
Solution for Shrimp Farmers
Solution for Buyers & Consumers
Careers
Professional
eFishery Academy
Find us
eFishery Technoplex
PT Multidaya Teknologi Nusantara
Jl. Bukit Pakar Timur IV Kav. 91,
Cibuluh, Kecamatan Cimenyan,
Bandung, Jawa Barat, 40198
Connect with us
Download the app
Google Play
©2021 eFishery | eFishery is a trademark of PT Multidaya Teknologi Nusantara.
English

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

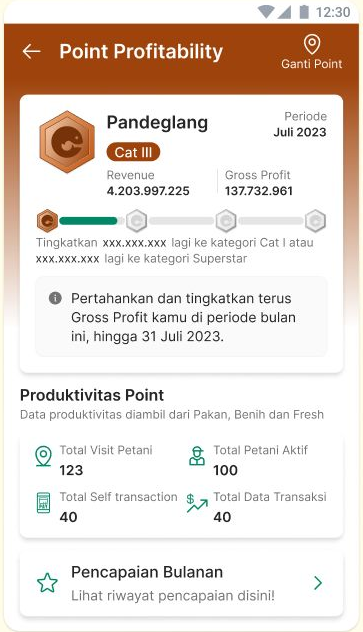
- Created a dashboard to track sales progress, giving users a clear view of their achievements.
- Integrated the feature within Sales Diary for easy access and usability.
- Implemented notifications and reminders to motivate sales reps who haven't met their targets yet.

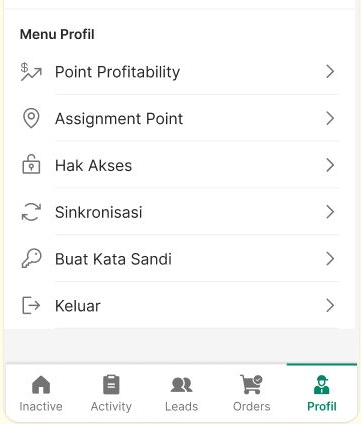
Process: Testing & Iteration

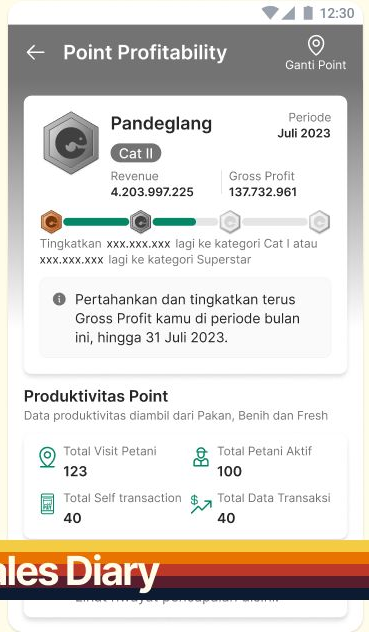
- Conducted A/B testing to measure the effectiveness of the gamification system.
- Collected user feedback to refine and improve the feature.

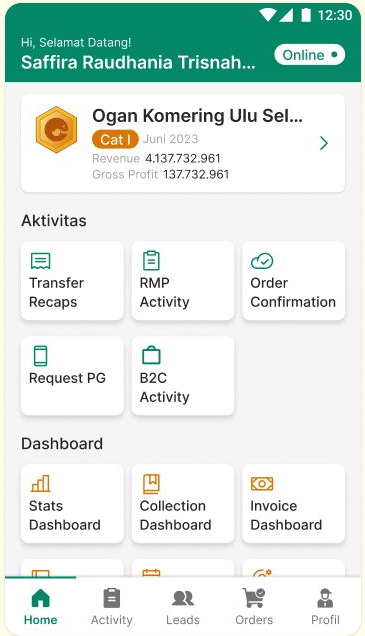
Results & Impact of the Point Profitability Feature

- 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.

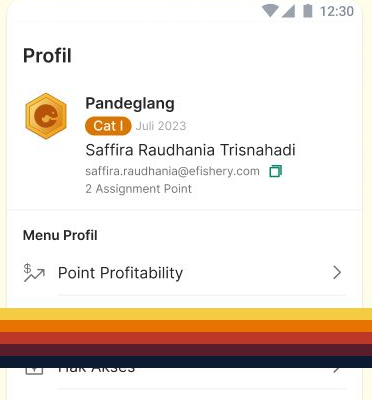

12:30
Point Profitability
Ganti Point
Pandeglang
Cat III
Periode
Juli 2023
Revenue
4.203.997.225
Gross Profit
137.732.961
Tingkatkan xxx.xxx.xxx lagi ke kategori Cat I atau xxx.xxx.xxx lagi ke kategori Superstar
Pertahankan dan tingkatkan terus Gross Profit kamu di periode bulan ini, hingga 31 Juli 2023.
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.

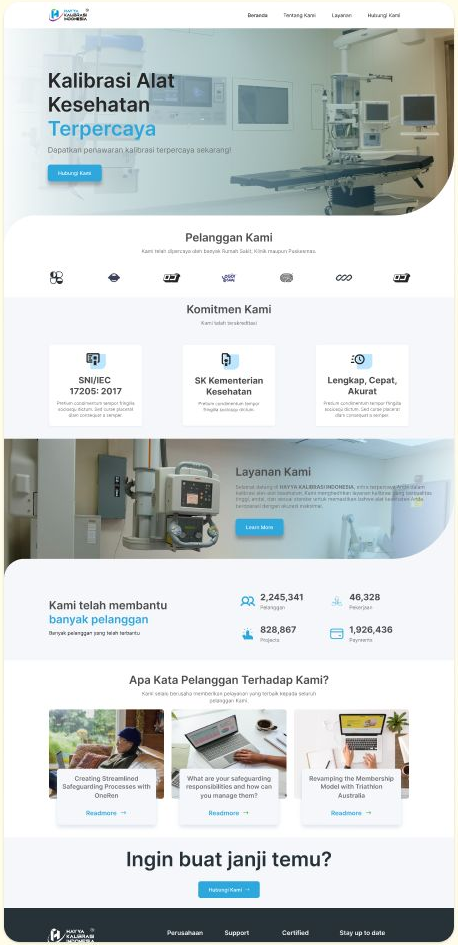
Testing & Optimization

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

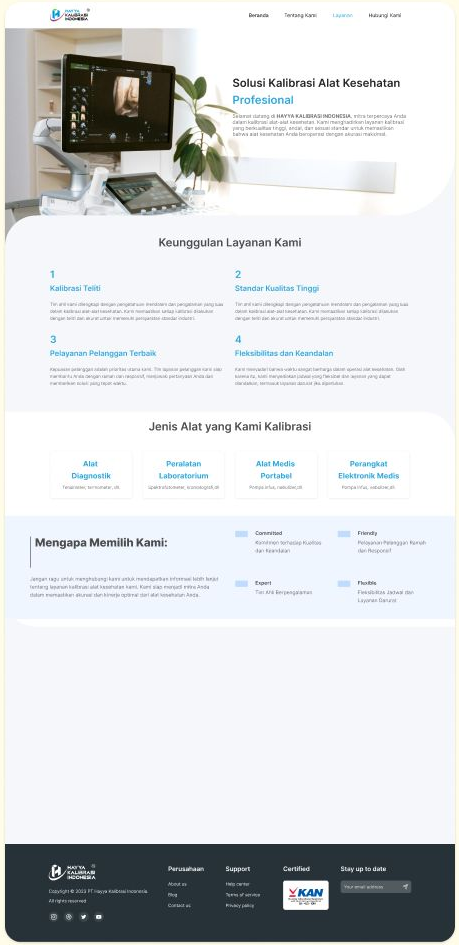
Results & Impact of the Healthcare Equipment Website

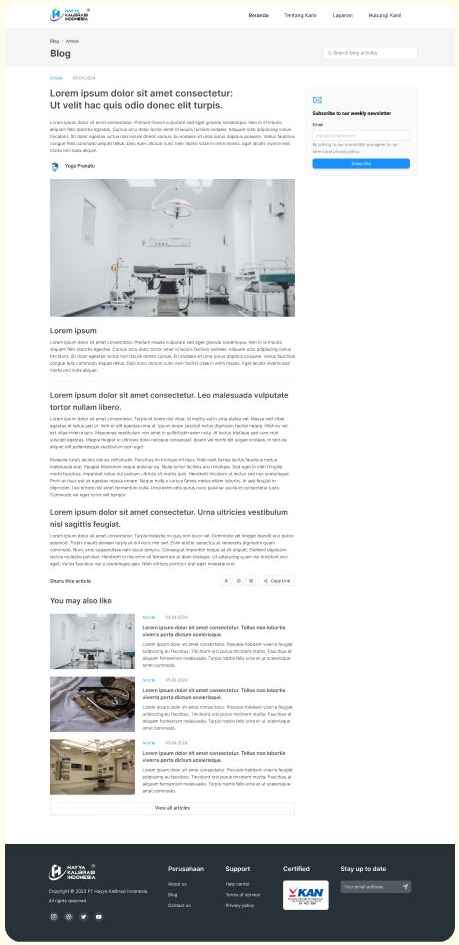
- Enhanced customer experience in searching and purchasing healthcare equipment online.
- Accelerated transaction processes, making purchasing more efficient and convenient.
- Provided valuable education, helping customers make informed decisions.
- Supported business growth, by offering a modern and 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?
Creating Streamlined Safeguarding Processes with OneRen
What are your safeguarding responsibilities and how can you manage them?
Revamping the Membership Model with Triathlon Australia
Ingin buat janji temu?


Tentang Kami
Kalibrasi Alat Kesehatan Terpercaya
Siapa Kami
Teknologi Kalibrasi yang Mengubah Hidup
Misi Kami
Kualitas
Keandalan
Pelayanan Pelanggan


Solusi Kalibrasi Alat Kesehatan
Profesional
Keunggulan Layanan Kami
1
Kalibrasi Teliti
2
Standar Kualitas Tinggi
3
Pelayanan Pelanggan Terbaik
4
Fleksibilitas dan Keandalan
Jenis Alat yang Kami Kalibrasi
Alat Diagnostik
Peralatan Laboratorium
Alat Medis Portabel
Perangkat Elektronik Medis
Mengapa Memilih Kami:
Committed
Friendly
Expert
Flexible


Blog
Lorem ipsum dolor sit amet consectetur: Ut velit hac quis odio donec elit turpis.
Lorem ipsum
Lorem ipsum dolor sit amet consectetur. Leo malesuada vulputate tortor nullam libero.
Lorem ipsum dolor sit amet consectetur. Urna ultricies vestibulum nisl sagittis feugiat.
You may also like
Subscribe to our weekly newsletter

Aksara: Revolutionizing Self-Paced Learning Through Inclusive and Structured Interfaces

In today's digital era, access to learning materials is abundant; however, many users feel overwhelmed by disorganized content. Aksara emerges as an e-learning platform solution that prioritizes ease of access and a seamless learning experience.
The core issue identified was the high user drop-out rate in online courses, driven by complex navigation and a lack of visual motivation. This project aims to redesign the learning journey into a more linear flow, provide an intuitive progress-tracking system, and create a distraction-free visual environment to help users achieve their educational goals effectively.

Research & Needs Analysis

- The process began by uncovering why users often fail to complete online courses.
  - User Research: Conducted interviews with 10 self-paced learners. Findings revealed that 70% of users felt "mental fatigue" when faced with long, unorganized video lists.
  - Market Analysis: Analyzed competitors and identified a significant gap: most platforms lack an integrated "Quick Notes" feature within the video interface.
  - Needs Identification: The website required linear navigation, a lightweight content management system, and visualized progress tracking to sustain user motivation.

Structuring & UX Design

- Once the data was gathered, I established the logical framework to ensure the product was functional before it was aesthetic.
  - Information Architecture: Designed a sitemap that ensures users can access any learning material within a maximum of 3 clicks from the homepage.
  - User Flow: Mapped out seamless journeys for registration, category selection, and final course assessments to eliminate friction.
  - Wireframing: Developed low-fidelity wireframes to prioritize the placement of critical elements such as progress bars, the video player, and module navigation.

Website Development

- In this phase, the blueprints were transformed into a high-fidelity digital product.
  - Design System: Built the "Aksara Design Language," featuring a dedicated color palette (Calm Blue for focus), typography (Inter for high readability), and a library of consistent, reusable components.
  - High-Fidelity UI: Implemented a clean, minimalist interface with strategic use of white space to reduce cognitive load and prevent user overwhelm.
  - Technical Implementation: Focused on a responsive layout, ensuring the learning experience remains consistent and comfortable across desktop, tablet, and mobile devices.

Content & Educational Material Creation

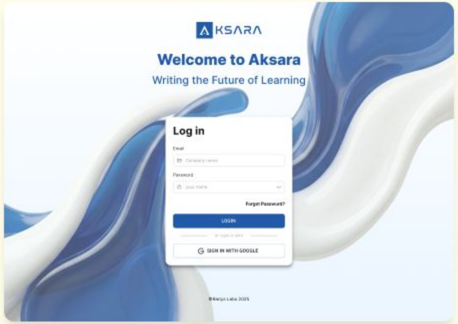
- A great educational platform is only as good as how its content is presented.
  - Micro-learning Structure: Organized content into "bite-sized" modules (5–10 minutes each) to maintain high engagement levels and prevent boredom.
  - Visual Hierarchy: Carefully arranged text, video, and infographics so users can scan for key takeaways quickly.
  - Assessment Design: Created interactive quiz interfaces with instant feedback to provide users with a "sense of achievement" upon completion.

Testing & Optimization

- Design validation was conducted to ensure the solutions truly addressed user needs.
  - Usability Testing: Performed task-based testing where users were asked to complete a specific learning module.
  - Pain Points Identified: Users initially struggled to locate the "Download Resources" button.
  - Optimization: Refined the button's contrast and placement, and optimized video loading speeds based on technical performance metrics.

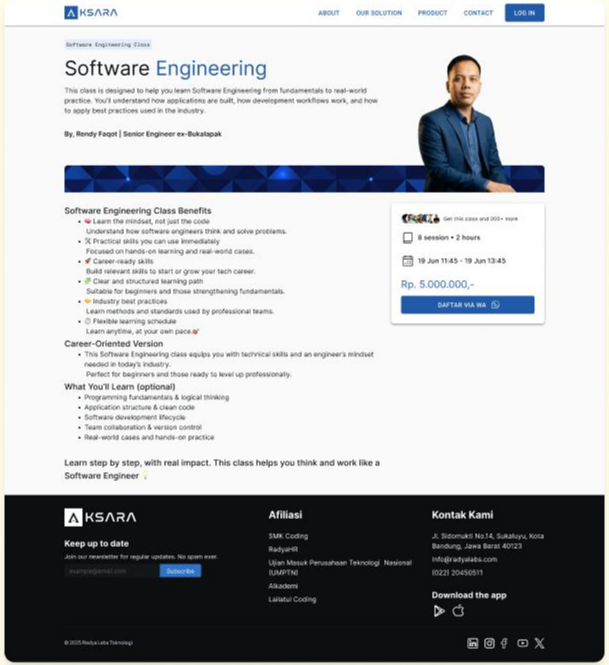
Results & Impact of the Healthcare Equipment Website

- The final outcome of the Aksara development process:
  - Increased Retention: Based on prototype testing, course completion rates projected an increase of 40% compared to the initial concept.
  - User Satisfaction: Achieved a Usability Score of 85/100, with users reporting that learning on Aksara felt "lighter" and more organized.
  - Business Readiness: Aksara now possesses a strong visual identity and a scalable design system ready to support thousands of new courses in the future.



KSARA
Welcome to Aksara
Writing the Future of Learning
Log in
Email
Password
Forgot Password?
LOGIN
SIGN IN WITH GOOGLE

KSARA
ABOUT
OUR SOLUTION
PRODUCT
CONTACT
LOG IN
Expert Capability Orchestration & AI Solutions for the Future of Work
Aksara reframes L&D as continuous capability-building-a living system that evolves with your organization's strategy.
Digital Edukator
Quality Assurance
Mobile Development
Video Editor
Business Development
UI/UX DESIGN
Web Design
Leadership in a Team
Learning and Development
Event Manager
Content Writer
Digital Marketing
People Experience
From Knowledge Consumption to Capability Orchestration
Aksara provides the tools and expert frameworks to shift from passive training to integrated performance.
Adaptive Journeys
AI-Curated Pathways. Journeys are dynamically built based on role, career goals, and shifting organizational priorities.
Co-Mentor AI
The Hybrid Ecosystem. AI positioned not as a replacement, but as a co-mentor to human expertise.
Enterprise Brain
Your Organization's Knowledge Graph. Maps all internal expertise, projects, and organizational knowledge into a single, living graph.
Performance Flow
Learning-as-Performance. Direct integration into the workflows and tools employees already use, providing learning as work is happening.
The Human + AI Symbiosis: Wisdom and Connection at the Center
Aksara's Co-Mentor Model ensures AI curates, contextualizes, and personalizes learning journeys while keeping human wisdom, connection, and mentorship at the absolute center.
Human Mentors
AI Agents
Credibility Assurance



KSARA
ABOUT
OUR SOLUTION
PRODUCT
CONTACT
LOG IN
Software Engineering Class
Software Engineering
This class is designed to help you learn Software Engineering from fundamentals to real-world practice. You'll understand how applications are built, how development workflows work, and how to apply best practices used in the industry.
By, Rendy Faqot | Senior Engineer ex-Bukalapak
Software Engineering Class Benefits
Learn the mindset, not just the code
Understand how software engineers think and solve problems.
Practical skills you can use immediately
Focused on hands-on learning and real-world cases.
Career-ready skills
Build relevant skills to start or grow your tech career.
Clear and structured learning path
Suitable for beginners and those strengthening fundamentals.
Industry best practices
Learn methods and standards used by professional teams.
Flexible learning schedule
Learn anytime, at your own pace.
Career-Oriented Version
This Software Engineering class equips you with technical skills and an engineer's mindset needed in today's industry.
Perfect for beginners and those ready to level up professionally.
What You'll Learn (optional)
Programming fundamentals & logical thinking
Application structure & clean code
Software development lifecycle
Team collaboration & version control
Real-world cases and hands-on practice
Learn step by step, with real impact. This class helps you think and work like a Software Engineer
8 session • 2 hours
19 Jun 11:45 - 19 Jun 13:45
Rp. 5.000.000,-
DAFTAR VIA WA
KSARA
Keep up to date
Join our newsletter for regular updates. No spam ever.
Subscribe
Afiliasi
SMK Coding
RadyaHR
Ujian Masuk Perusahaan Teknologi Nasional (UMPTN)
Alkademi
Lailatul Coding
Kontak Kami
Jl. Sidomukti No.14, Sukaluyu, Kota Bandung, Jawa Barat 40123
info@radyalabs.com
(022) 20450511
Download the app

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.

Moladin

TIDAK BERISIK
SELAMA PRESENTASI

4

MOLADIN ONBOARDING DECK

Table of contens

5

EMPLOYEE BENEFITS

15

24

Vision

Be a positive driving force in the physical and social mobility of all the people we touch.

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.

10

Payroll

Payroll Date: 25th every month

Payroll Period: 20 - 21

Payroll Bank Account: BCA (no digital bank) and BNC (digital bank)

Moladin

YOUR PATNER FROM HR

Putri
Tech & Product
xxxxxx@xxxx.com

Ariza
Corporate & Warehouse
xxxxxx@xxxx.com

Verdina
DEFI
xxxxxx@xxxx.com

Astrid
Business SME
xxxxxx@xxxx.com

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

Contact (+62) 0823-2111-5667

Email canrasunara@gmail.com

Linkedin https://www.linkedin.com/in/canrasunara

Thank You !