

Mohammad Fahrezi

Graphic Designer

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SUMMARY

Graphic Designer & Web Developer with a Bachelor's degree in Informatics Engineering from Sriwijaya University (GPA 3.91). Experienced in developing brand visual identities, social media content, and UI/UX designs for client and university projects. Combines strong visual design skills with technical expertise, enabling designs to go beyond mockups and be directly implemented into functional digital products.

EDUCATION

Sriwijaya University

Bachelor of Informatics Engineering | 2022 – 2026

GPA: 3.91

SMA Islam Qurani Al Bahjah Cirebon

Science Major | 2019 – 2022

WORK EXPERIENCE

Graphic Designer - PT Tiga Rasa Gemilang

(February 2026 – August 2026)

- Developed visual designs and marketing materials to support digital marketing campaigns.
- Designed Instagram feed content and edited Reels videos to increase social media engagement.
- Contributed to building a consistent brand identity through creative visual storytelling.
- Collaborated with the marketing team in planning and executing digital content.

Freelance Designer - KreativLabs.id

(November 2025 – Present)

- Developed modern, responsive, and user-friendly websites based on client requirements.
- Designed UI/UX and branding materials to improve user experience and strengthen brand presentation.
- Provided end-to-end solutions, from design and development to deployment.
- Communicated directly with clients to understand requirements, gather feedback, and manage project revisions.

UI/UX Designer - Student Organization Information System, Sriwijaya University

(November 2024 – April 2025)

- Designed wireframes and dashboard prototypes featuring multi-role approval workflows for the digitalization of student activity proposals and accountability reports.
- Conducted user research and prototype testing with students and university administrative staff.

ORGANIZATIONAL EXPERIENCE

Head of Multimedia Division - Himpunan Mahasiswa Teknik Informatika, Sriwijaya University

(January 2024 – December 2024)

- Led the design of daily Instagram content and recruitment materials while coordinating the media and information team to maintain visual brand consistency.
- Managed the Publication & Documentation division for the Staff Recruitment event and Srifoton 2024.

Member, Media & Creative - Google Developer Student Clubs, Sriwijaya University
(Oktober 2023 – Agustus 2024)

- Developed Instagram feed template guidelines and produced infographic content for regular community publications.

Multimedia Staff - BO Wahana Islamiyah & Fasilkom Science Community, Sriwijaya University
(2023 – 2025)

- Produced visual publications and documentation for various university events, including PTQ WIFI, SQC Nadwah, and FASCO Academy.
- Created Instagram feed templates and infographic content for organizational publications.

SKILLS

Design & Creative:

UI/UX Design (Figma), Graphic Design (Adobe Photoshop, Canva), Video Editing (Adobe Premiere Pro, After Effects, CapCut).

Content Strategy:

Social Media Content Planning, Visual Storytelling, Brand Identity