

hey, i'm

ISMAIL MAHFUD

visual designer · brand · ui

- app
- brand
- campaign
- umkm

selected works 2024-2026



about

ISMAIL MAHFUD

designer yang suka bikin brand keliatan hidup — dari app telco, hvac product, animasi kids, sampe iklan digital & umkm lokal. suka visual yang berani, rapi, dan gampang dipake tim.

hit me up

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jakarta · remote

what i do

01

brand systems

logo, packaging, visual identity

02

product ui

app screens, dashboard, flows

03

campaign

social, ooh, digital ads

04

umkm glow-up

local brand that looks premium

tools i live in

figma

photoshop

illustrator

after effects

canva pro

this is what i've been cooking



01
myXL
mobile app · campaign



02
DAIKIN
hvac product & lifestyle



03
NUSSA
kids animation brand



04
MYADS
telkomsel digital ads



05
UMKM
kopi · batik · sambal



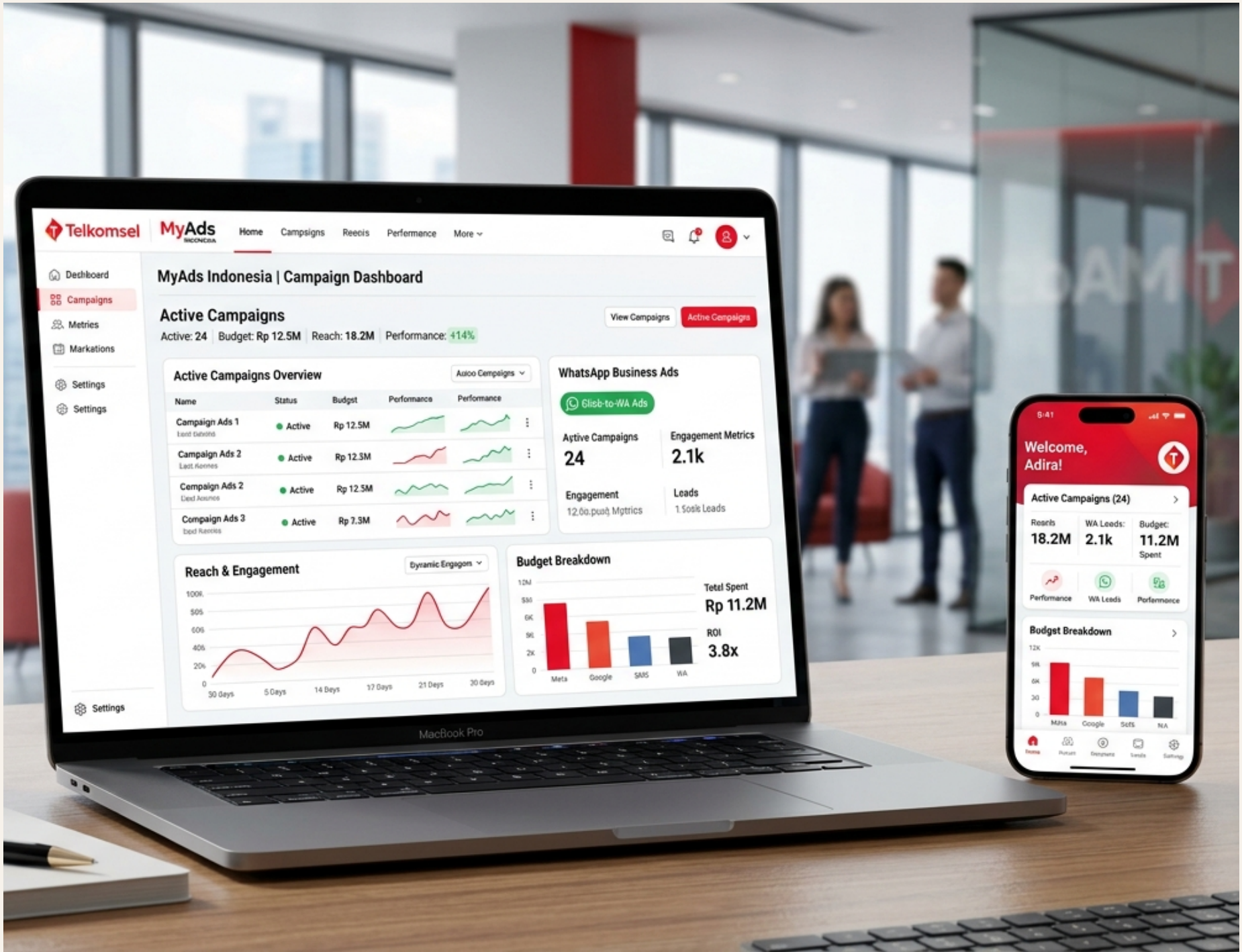
note

sistem visual hvac: product hero, living room lifestyle, smart ac app, brochure. calm, clean, white-blue.



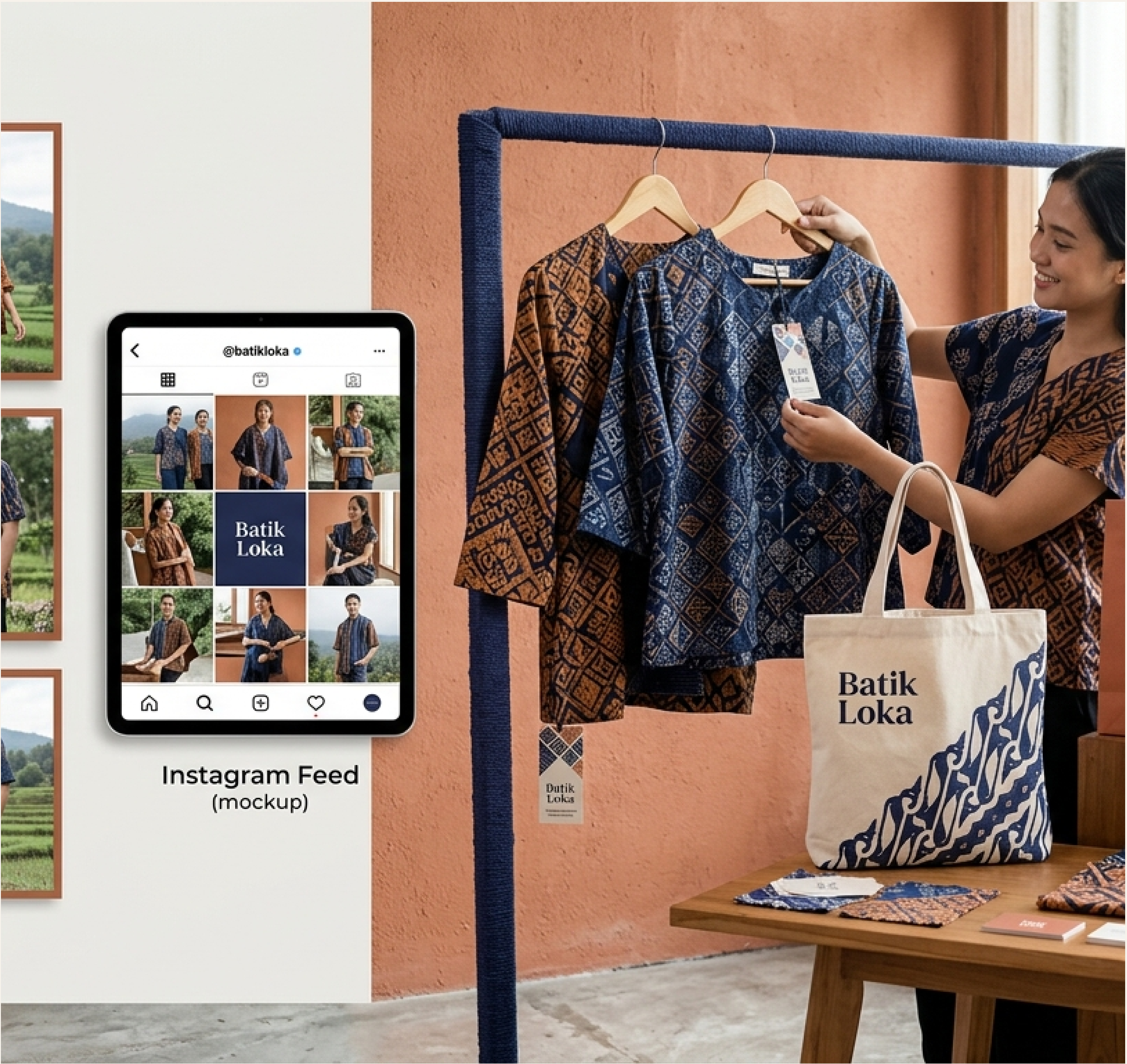
note

brand system nussa & rara: studio identity, merch, boneka, billboard, social feed, streaming app vibe.



note

myads by telkomsel — platform iklan digital. dashboard advertiser, whatsapp business ads, billboard & booth campaign merah telkomsel.



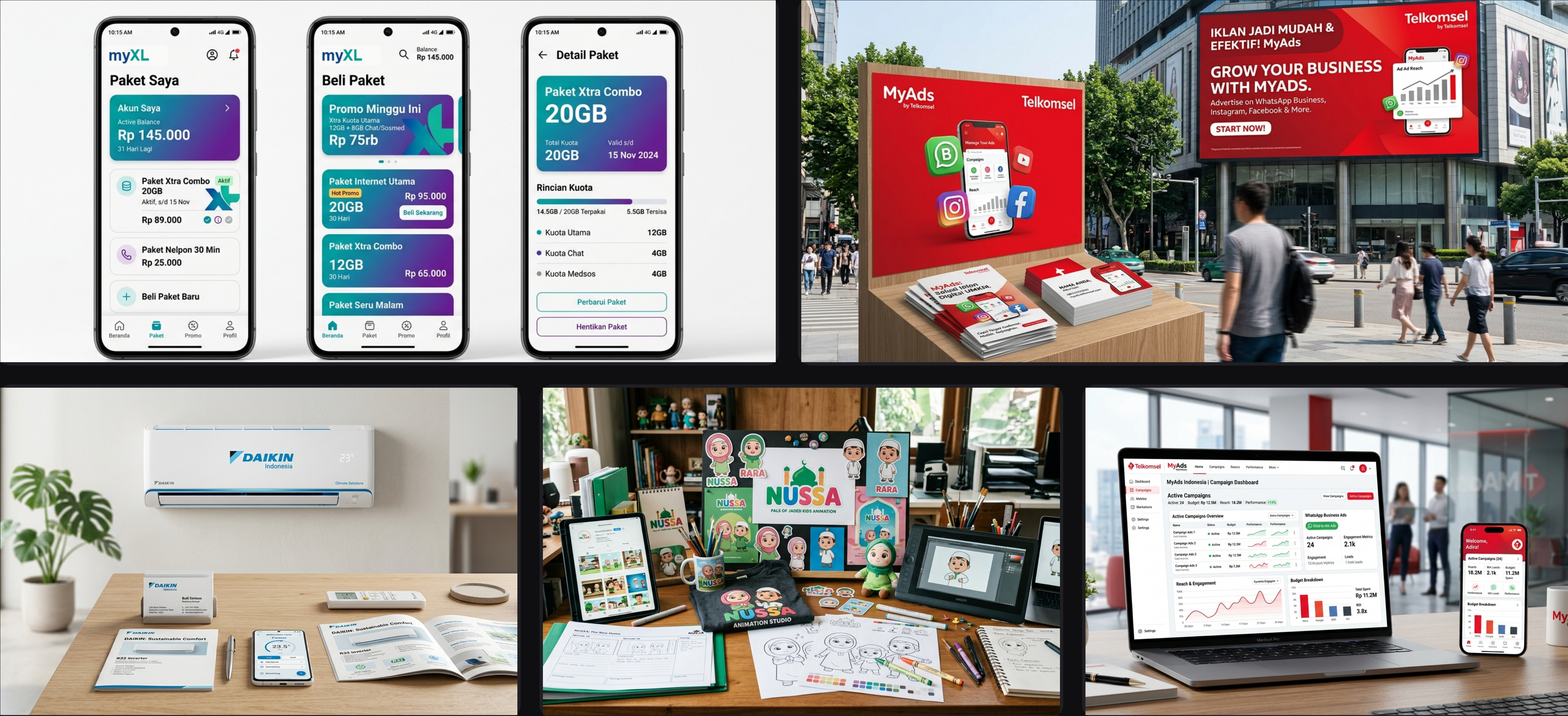


warung sambal ibu • packaging that sells on the table

plus kopi rusa & batik loka — three umkm, one flexible system

more frames

dump of favorites



let's make something fun

open for brand, app ui, campaign, umkm

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base

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