



• AVAILABLE FOR FREELANCE & SYSTEM PROJECTS

HABIB MAULANA

Graphic Designer & Creative Developer

Turning creative ideas into functioning digital systems.

◆ 8+ Years Experience Across Branding, Digital Media & Automation



✦ ABOUT HABIB MAULANA

ABOUT ME

Visual thinker + business-aware designer + technical executor.

"Design that understands why it exists — combining creative execution with technical problem-solving to drive real business communication and conversion."

Multidisciplinary creative professional with 8+ years of experience bridging the gap between visual design, brand communication, and software engineering.

✦ Visual Design & Branding

Creating high-impact brand identity systems, marketing collaterals, and campaign strategies.

✦ Digital Solutions & Web Development

Designing and building modern landing pages, dynamic web applications, and operational workflow systems.

✦ Technical Problem Solving

Streamlining business processes through Google Apps Script automation and custom software integration.



HABIB_MAUULANA // CORE_IDENTITY

DESIGN × BUSINESS × TECHNOLOGY

A graphic designer who understands the business strategy behind the brief and extends the solution into digital execution.

SKILLS & EXPERTISE

Multidisciplinary capability across visual identity, digital experience, and software engineering.

CATEGORY	PRIMARY EXPERTISE & SERVICES	CORE TOOLS & TECHNOLOGIES
Visual Identity & Branding	Brand Strategy, Logo Systems, Corporate Guidelines, Brand Books	Figma, Adobe Illustrator, Photoshop
Marketing & Social Media	Campaign Strategy, Social Media Feeds/Stories, Promotional Banners	Figma, Photoshop, After Effects
UI/UX & Web Development	Landing Pages, Responsive Web Apps, Dynamic Web Platforms	Figma, HTML5/CSS3, JavaScript, React, Next.js
Software & Automation	Custom ERP Systems, Workflow Automation, API Integrations	Node.js, Python, Google Apps Script, PostgreSQL/Supabase
Business Engineering	Business Process Mapping, Operational Dashboards, Lead Funnels	Google Workspace, Midtrans API, REST APIs

SOCIAL MEDIA CONTENT PACKAGES

High-converting, brand-aligned visual content packages designed to scale your social presence.

PACKAGE	TOTAL PRICE	PRICE / POST	SAVINGS	STATUS
Single Post	IDR 200.000	IDR 200.000/post	-	Standard
10 Posts	IDR 1.300.000	IDR 130.000/post	Save 35%	🔥 Starter
16 Posts	IDR 1.680.000	IDR 105.000/post	Save 47.5%	📊 Medium
20 Posts	IDR 1.800.000	IDR 90.000/post	Save 55%	🚀 Pro
26 Posts	IDR 1.950.000	IDR 75.000/post	Save 62.5%	🔥 BEST VALUE

 INCLUDED DELIVERABLES:

 Custom Visual Design: Tailored to brand guidelines.

 Multi-Format Export: Feed (1:1, 4:5) & Story/Reels (9:16).

 Source File Access: Editable Figma / AI / PSD files.

 Content Grid Planning: Cohesive feed aesthetic composition.

 Fast Turnaround: 3-5 working days per batch.

 Revisions: 2x revision rounds included per post.

BRANDING & IDENTITY DESIGN PACKAGES

Transform your business with a cohesive, high-impact visual identity system.

⚡ **STARTER KIT**

Option 1 (Essential)

~~IDR 6.000.000~~ → **IDR 3.500.000**

💰 Save IDR 2.500.000

- 2 Logo Concepts (Primary & Monogram)
- Brand Color Palette (HEX, CMYK, RGB)
- Typography System (Primary & Body)
- Basic Brand Guideline PDF (5 Pages)
- 5 Essential Marketing Items (Cards, Stationery)
- Social Media Kit (Feed/Story)
- AI, EPS, SVG, PDF, PNG Files
- Timeline: 10–14 Working Days

🔥 **MOST POPULAR**

Option 2 (Business Growth)

~~IDR 11.000.000~~ → **IDR 7.500.000**

💰 Save IDR 3.500.000

- 3 Logo Concepts (Primary, Secondary, Monogram)
- Complete Brand Book (15+ Pages)
- 8 Marketing Collateral Items
- Packaging & Sticker Design Included
- Merch Design (Tote bag, T-Shirt, Mug)
- Company Profile Design (Max 10 Pages)
- 30-Sec Animated 2D Motion Video
- Timeline: 20 Working Days

💎 **CORPORATE GRADE**

Option 3 (Enterprise Master)

~~IDR 18.000.000~~ → **IDR 12.500.000**

💰 Save IDR 5.500.000

- 5 Logo Concepts (Primary, Secondary, Submark, Icon)
- Master Corporate Brand Book (30+ Pages)
- 12 Marketing Items + Promo Banners
- Company Profile Design (Max 20 Pages)
- 30-Sec Premium Motion Video
- Full Master Files + 3D Photorealistic Mockups
- SLA Support & Priority Iterations
- Timeline: 30–45 Working Days

WEB DEVELOPMENT & SOFTWARE ENGINEERING

Custom, high-performance web applications, landing pages, and enterprise ERP software systems.

⚡ STARTER LP

Single LP & Domain

IDR 1.950.000
~~(IDR 3.500.000)~~

Stack: HTML5, CSS3, JS / React

- 1 Custom Figma Landing Page
- 100% Mobile Responsive
- Includes 1 Year Domain (.com)
- Lead Form to WA / Email
- Free SSL & Speed Optimization
- Full Source Code Ownership
- Timeline: 3-5 Working Days

🛠️ CLOUD CARE

Static App Care

IDR 650.000/mo
~~(IDR 1.200.000/mo)~~

Stack: HTML/CSS/JS Maintenance

- Monthly Static Site Maintenance
- Content & Image Updates
- Monthly Traffic & Analytics
- Ongoing Premium Cloud Care
- Security & SSL Monthly Audit
- Unlimited Minor Updates
- Ongoing Monthly Retainer

🔥 MOST POPULAR

Full Dynamic Web App

IDR 9.500.000
~~(IDR 18.000.000)~~

Stack: Next.js, Node.js, Supabase

- Full Custom Web App (Max 8 Pages)
- User Auth (JWT/OAuth) & Roles
- Dynamic CMS & Admin Dashboard
- Midtrans / Payment Integration
- PostgreSQL / Supabase Database
- 3 Months Free SLA Maintenance
- Timeline: 14-21 Working Days

💎 ENTERPRISE GRADE

Building ERP System

IDR 24.500.000
~~(IDR 45.000.000)~~

Stack: Next.js, Node, Python, DB

- Custom Enterprise ERP Suite
- Inventory, POS, Finance, HR, CRM
- Multi-tier Roles & Permissions
- Real-time Analytics & Export
- Dedicated AWS/GCP Cloud Server
- Onsite Training & Priority SLA
- Timeline: 30-60 Working Days

OUR CLIENTS & TRUSTED PARTNERS

Proudly partnered with growing businesses, startups, and established brands across diverse industries.



UMAR Travel

Branding, Collaterals & Campaign
Direction



Aqiqah Saung Abah Jajat

Visual Identity, LP & Social Media
System



QurbanBerkah.id

Web Platform Development &
Marketing



UMAR Aqiqah

Brand Strategy & Promotional
Assets



UMAR Oud

Packaging Design & E-Commerce
Visuals



Mayora

Corporate Graphic Design & Visual
Comms



Mahier Creative

Creative Direction & Agency
Services

✦ LET'S TALK

LET'S BUILD SOMETHING IMPACTFUL TOGETHER

Ready to elevate your brand and digital presence? Reach out directly to discuss your project requirements.

 **Email: ajaabe50@gmail.com**

 **WhatsApp: [+62 813 8967 7523](https://wa.me/6281389677523)**

 **Behance: behance.net/habibmaulana1**

 **LinkedIn: linkedin.com/in/habib-maulana-65690921b**