



P +62 899 9919 067
E dedenfathurrahman@gmail.com
L linkedin.com/in/fathurisi
W www.desperfectionist.com

Translating perspectives into meaning.

A cross-disciplinary design practitioner, educator, and entrepreneur with experience in visual design & branding, creative leadership, and international collaboration. My strength lies in translating complex ideas and diverse perspectives into cohesive systems and meaningful experiences that connect people, organizations, and cultures through collaboration, curiosity, and human-centered design.

Tools & methods

Tools: Illustrator · Figma · Photoshop · InDesign · XD · Premiere Pro · Miro

Methods: User interviews · Design sprints · Collaborative workshops · Journey mapping · Affinity mapping · Ethnographic research · Observation · Surveys

Selected talks & recognition

Speaker · TEDxITS: Design that Awakens the World

Speaker · SEAMEO SEAMOLEC: International Webinar on Digital Design to Improve Your Career

Pitch presenter · Immersive Taste Experience, IDBM Impact Gala, Helsinki

Award-winning collaborative project · Ekraf Design Festival 2025

Most favorite participant · Conference of Design Graduates, Semarang

Professional experience

Founder / AFTRLYFE.CO 2021- present
Founded a remote-first design company during the pandemic, managing branding and UI/UX projects with remote teams and clients across multiple countries. Focused on delivering adaptable visual and website experiences through cross-cultural collaboration and fully remote creative workflows.

Part-time design lecturer / PARAMADINA UNIVERSITY > 2024- present
CAKRAWALA UNIVERSITY, RAFFLES COLLEGE
Lecturing in visual and human-centered design subjects including UI/UX, branding, design thinking, animation, and multimedia

Art director / DESIGN PICKLE 2025- 2026
Led distributed creative teams across Asia and Latin America, ensuring brand consistency for US-based organizations through collaborative workflows, best-practice guides, and creative feedback.

User Researcher for Google HQ / STUDIO INTO 2024
Conducted local user research for potential new AI features in collaboration with Google HQ researchers. Applied qualitative methods including user interviews and card sorting to gather contextual insights and support product development.

Creative director / MINARET STUDIOS 2022- 2025
Led the creative planning and delivery of creative initiatives and public events, developing proposals, presentation materials, budgets, and production plans while coordinating with finance, production teams, and external partners.

Research assistant / DESIGN FACTORY GLOBAL NETWORK 2020
Facilitated collaboration across 30+ universities, companies, and innovation hubs worldwide through collaborative programmes, workshops, and digital platforms supporting cross-disciplinary innovation.

Founder & design director / FATHURISI 2014 - 2019
Collaborated with dozens of clients and startups across technology, education, tourism, property, automotive, and consumer sectors—developing design solutions ranging from brand identity systems to production-ready visual assets.

Co-founder & creative director / GRAPHLYFT 2015 - 2017
Co-founded a design venture with a US-based partner, focusing on contextual visual approaches and creative direction for Muslim audiences and brands.

Leadership & professional engagement

Director of Professional Standards · AIDIA (Indonesia's visual communication design professional association), 2026-present

Program Lead · Creative Zone - Center for Design & Engineering Studies, Paramadina University, 2024-present

Super Mentor · Deals! Indonesia, 2024-present

Indonesian Art & Culture Delegate · Jenesys 2.0, Japan, 2013

Education

M.A. International Design Business Management
AALTO UNIVERSITY 2018 - 2020
Built the ability to lead human-centered design projects across multidisciplinary teams using diverse research and collaborative innovation methods.

B.E. Visual Communication Design
SEPULUH NOPEMBER INSTITUTE OF TECHNOLOGY 2009 - 2014
Developed strong foundations in visual design, illustration, animation, and storytelling, and graduated with the highest GPA in the major.

Read more on LinkedIn

View portfolio