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Kelvin Latif

Website Designer & Developer

About

Hello, my name is Kelvin Latif, I'm a website designer and developer. I have high enthusiasm in developing websites. Starting from defining the problems and objectives, create solutions, then develop the final product. I have more than 2 years of experience in website development field. Currently I am a self-employed since March 2014 and focusing on Wordpress site design and development.

Experiences

Content Strategist & Website Analyst

PT. Sribu Digital Kreatif (March 2013 - February 2013)

My responsibilities include processing data obtained from analytic applications of Sribu website, such as client survey data from Google Form, quantitative analysis of data (from Google Analytic and other analytic tools), and internet marketing data (from Adwords and Facebook Conversion Pixels). My responsibilities also include Sribu's User Experience. I have to ensure that the Sribu's product is easy to be used and easy to be understood by the users. While working as an analyst and content strategist at Sribu, I had learnt a lot about website development process.

Freelance Website Designer and Developer

<http://kelvinlatif.website> (March 2014 - Present)

I started my freelance works from helping my relatives. I built a company profile website for a steel distribution company, this is my first freelance project. My second project was building an internal accounting web app and the third is an e-commerce site. For more information about my portfolio, please refer to my site.



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Education

Sarjana Komputer (School of Information System)

Bina Nusantara International University (2009 - 2013)

I graduated with a good grade from the University of Bina Nusantara International, with a Bachelor's degree from the Department of Computer Information Systems class of 2009 – 2013. I learnt how to build a great system for small, medium, and large application. I also learnt about the implementation and maintenance.

Ceritification

Web Design Specialist

Bina Nusantara Center (July 2013 - January 2014)

I graduated with a high distinction achievement in the field of Web Design Specialist. I learnt about website design aesthetics and front-end website development.

Skills

Website Planning and Wireframing

I learnt about website planning alot when I was in Sribu as a content strategist. I analyze how to arrange information about the business, so the users would understand the company messages. I wireframe web pages using several tools, such as Photoshop, Illustrator, and Balsamiq Mockup. I also make sure the website have high usability and makes users take action (depends on business goal).

Website Design Aesthetic

I learn a lot how should a website looks like. I don't create unusual website using weird animation effects and confusing navigational functions or other uncommon web structures that make users confused.

Adobe Photoshop and Illustrator

I learn a lot about Adobe softwares, mostly Photoshop and Illustrator. Before I go straight to the code, I always paint my design using both of the softwares first.

HTML5, CSS3, & Javascript (using jQuery Framework)

I learnt a lot about HTML5 and CSS3, starting when I was on high school (HTML4 & CSS2). When I was a content strategist at Sribu and learning on Binus Center I learnt a lot about Javascript. I can create a website from a blank state or using a framework, such as Twitter Bootstrap.



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PHP & MySQL

I created a simple internal accounting website application using simple structure of PHP 5.4 and MySQL database. I learn PHP and MySQL a lot on Lynda.com, an American video training courses library.

Wordpress Development

I learn a lot about Wordpress development. I'm very familiar with Wordpress. I could create a Wordpress theme from scratch. I created an e-commerce website using Woocommerce plugin. Currently, I'm learning about complete Wordpress plugin development.

Website Server Management

I could manage a web server, mostly I manage shared hosting servers. I hosted my website projects on a good website server environment, most of them using Apache on a Linux server.