

Layers

- ▼ Portfolio 2026
- 11 · RHAF Studio website
- 12 · HOTE
- 13 · Ruang Therapeutic
- 14 · CariClient
- 15 · Ruang Nafas Baru
- 16 · Sanara Ruang
- #

17 · HOTE Instagram
- #

18 · Raviastra Instagram

Assets · colour

Ink#0D0D0C

Paper#F2EFE9

Timber#B07A46

Timber light#D4A373

Mute#8D877E

Type

- Aa Archivo · 300 / 400 / 500
- Aa Michroma · logo
- { } JetBrains Mono · code

// portfolio 2026 – ui/ux & web design

Text · Display/XL

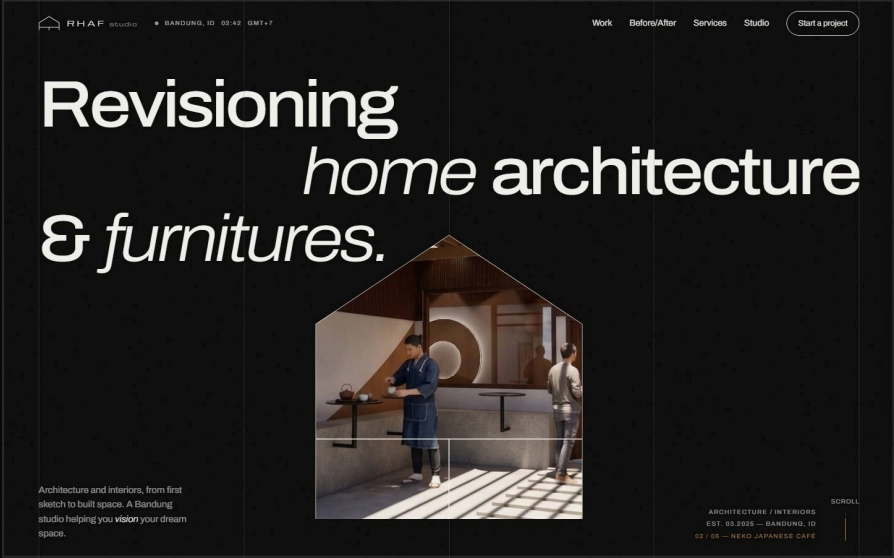
Rhafi R.
Moeloek

711 × 289

24

UI/UX designer and front-end builder in Bandung. I design and build websites, web apps and brand content, and plan screens the way I plan buildings.

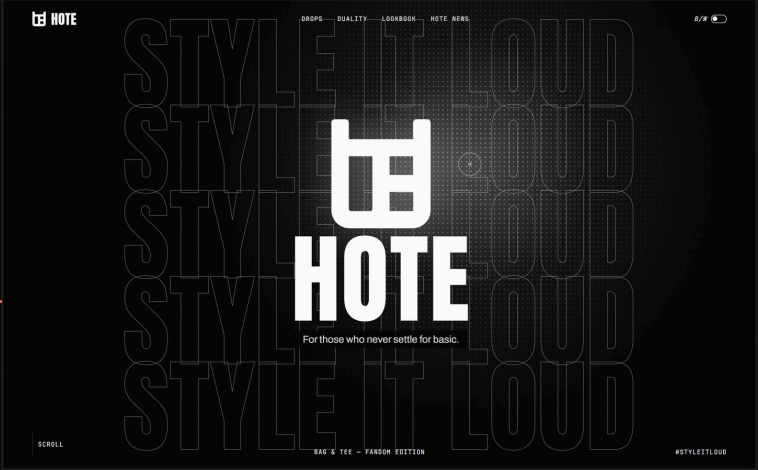
Desktop – RHAF Studio



Desktop – CariClient



Desktop – HOTE



Desktop – Ruang Therapeutic



474 × 296

Mobile – HOTE



Mobile – CariClient



Design

Frame Cover
W 1440 H 900

Auto layout

Gap 24 Pad 64

Text

Font Archivo
Size 96 LH 94%

Fill

#0D0D0C 100%
#B07A46 100%

Prototype

On click Navigate
Anim. Smart · 300ms

Stack

HTML/CSS/JS GSAP Lenis
Figma Claude Code

Export

PDF · 2x Export



Rhafi Ramansa Moeloek

UI/UX · WEB · ARCHITECTURE

EMAIL	moeloekrhafi@gmail.com
WHATSAPP	+62 821 1446 4409
LINKEDIN	linkedin.com/in/rhafimoeloek
WEBSITE	rhafimoeloek.pages.dev ↗
PORTFOLIO	Full portfolio on Google Drive →
BASED IN	Bandung, Indonesia (GMT+7) · available for remote work
OPEN TO	Remote internships and junior roles with international firms in architecture, interior design, BIM and computational design

I plan screens the way I plan buildings: who walks in, where they go, and what they need at each step.

I am a 7th-semester architecture student at Universitas Katolik Parahyangan (UNPAR), Bandung. Alongside studio work I have delivered six concept designs for real clients: restaurants, a café, a spa, a housing prototype and private interiors. On those projects I handled everything from site measurement and client briefing to 3D modelling and photorealistic visualisation.

My toolkit spans BIM coordination (Revit, Autodesk Construction Cloud), green-building assessment (EDGE), parametric design (Rhino + Grasshopper) and AI-assisted workflows built with Claude Code, plus graphic, UI/UX and web design for an Australian client.

Education

2023 — NOW	Bachelor of Architecture, in progress (7th semester) Universitas Katolik Parahyangan, Bandung
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Experience

JUN–SEP 2026	Architecture Intern, Jasa Ferrie Pratama (JFP): medical & hospitality architects. Designed the approved façade concept for RS Yadika Kebayoran Lama
MAR 2025 – NOW	Founder & Designer, RHAF Studio: architecture & interior practice, 6 client projects in Indonesia
FREELANCE	Graphic, UI/UX & Logo Designer: Trialblaze.com, Australia (1 UI/UX project + 1 logo, remote)
LEADERSHIP	Group leader, Architecture Design Studios 1–4
COMPETITION	Volume Zero Tiny House International Competition

Skills

DESIGN	Concept design, space planning, drafting, 3D modelling
BIM	Clash checking, scheduling, reporting, coordination
SUSTAINABILITY	Green building compliance checking (EDGE)
VISUALISATION	Still & video rendering, post-production
DIGITAL	UI/UX, graphic and web design; coding
AI	AI integrations and workflow automation
MANAGEMENT	Project managing, client discussion, team leadership

Software

CAD / BIM	Revit · ArchiCAD · AutoCAD · Autodesk Construction Cloud · Forma
MODELLING	SketchUp · Rhino 8 + Grasshopper
RENDERING	D5 Render · Enscape
ANALYSIS	EDGE Green Building
GRAPHICS	Photoshop · Illustrator · Lightroom · Figma · CapCut
AI / CODE	Claude Code

6

CLIENT COMMISSIONS

10,916 m²

LARGEST BUILDING DESIGNED

1

INTERNATIONAL COMPETITION

1,189

CLASHES CHECKED IN ACC

// 11 — web · studio site

• Personal project · my own studio

RHAF Studio website

My studio's website, designed and built

A single-page site that sells architecture the way it is experienced: by moving through it. A house-shaped window opens to full screen on scroll, six project heroes stack, a draggable slider compares before and after, and each project opens into a case page with palette and gallery.

The brief form drafts a WhatsApp message from project type, size and budget, so leads arrive ready to answer.

- HTML/CSS/JS
- GSAP ScrollTrigger
- Lenis
- Responsive
- WhatsApp API link

DESKTOP 1440 × 900 · MOBILE 390 × 844 · rhafstudio

RHAF

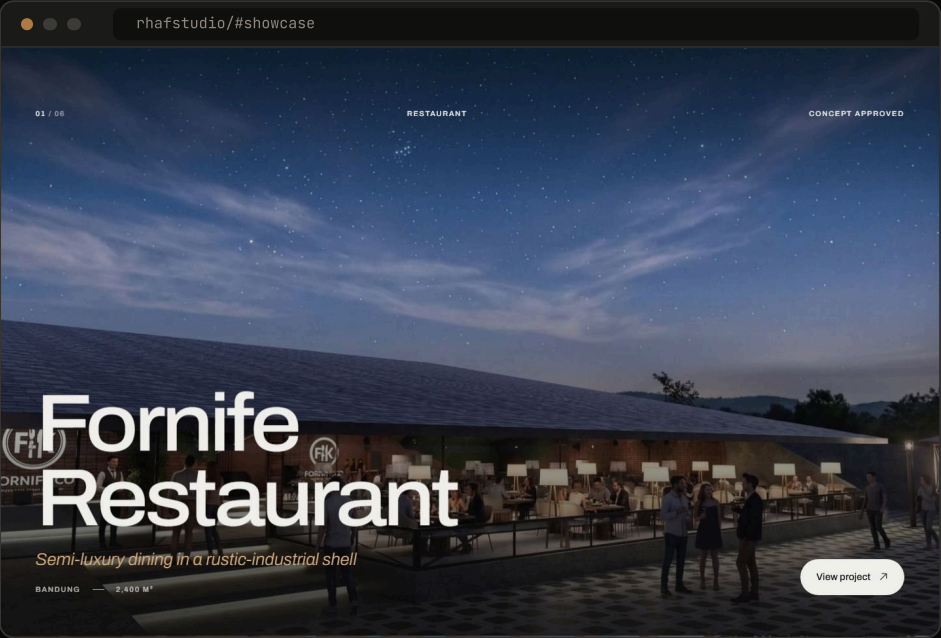


ROLE	Brand, UX, UI design, front-end build
SCOPE	12 sections · 6 project pages · mobile menu
PALETTE	Black, white, timber #B07A46 · Archivo + Michroma

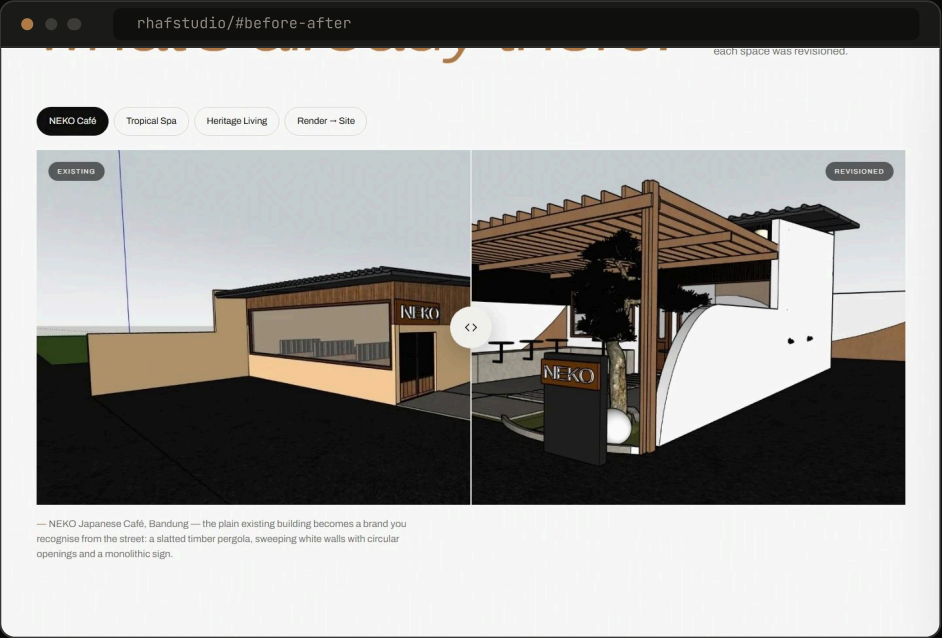
// 11 — screens

Six spaces, revisioned.

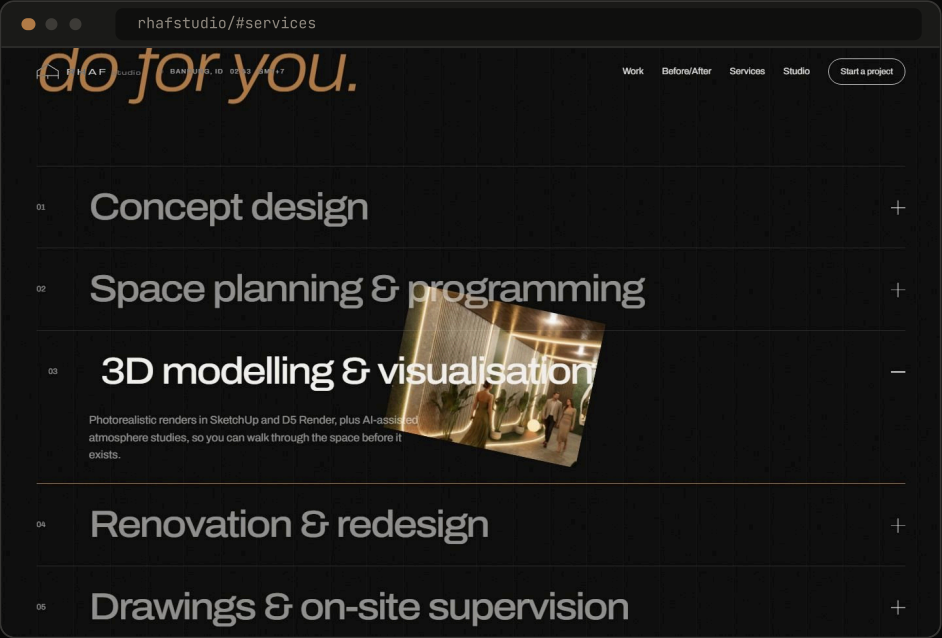
Every interaction has a job: the showcase sets the mood, the slider proves the work, the accordion explains the services.



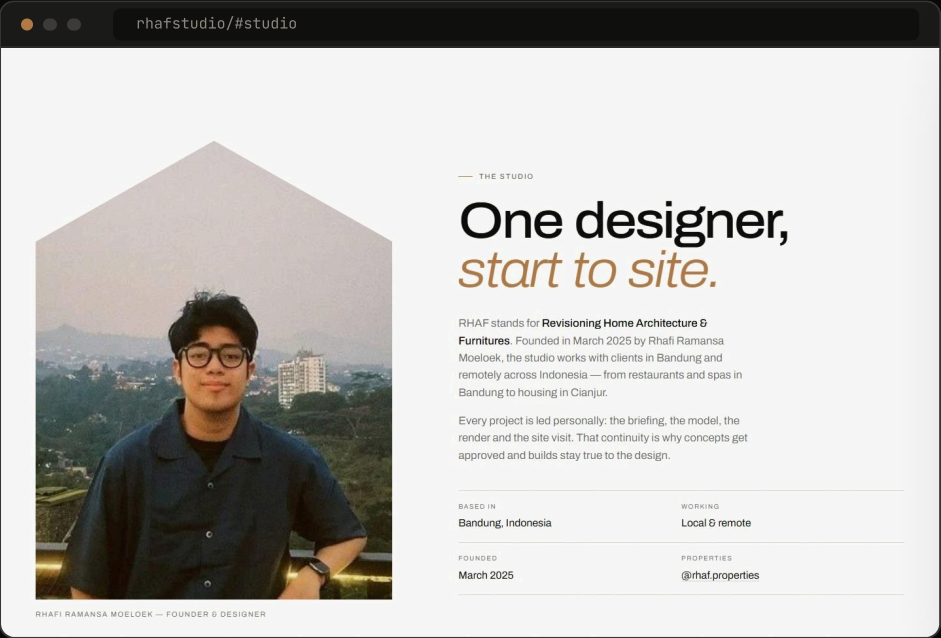
01 **Stacking showcase** Full-screen heroes slide over one another.



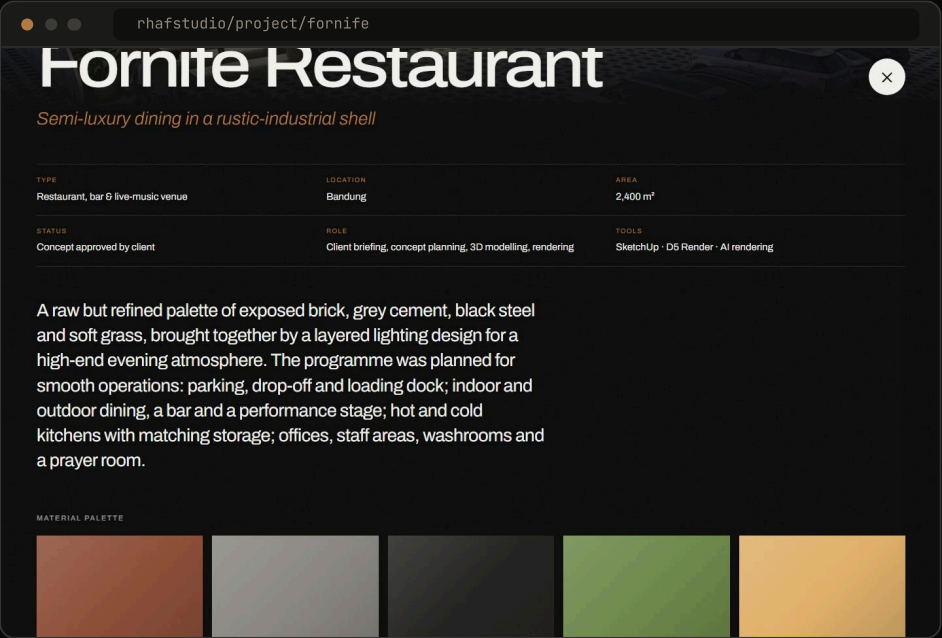
02 **Before / after slider** Drag to compare existing and redesign.



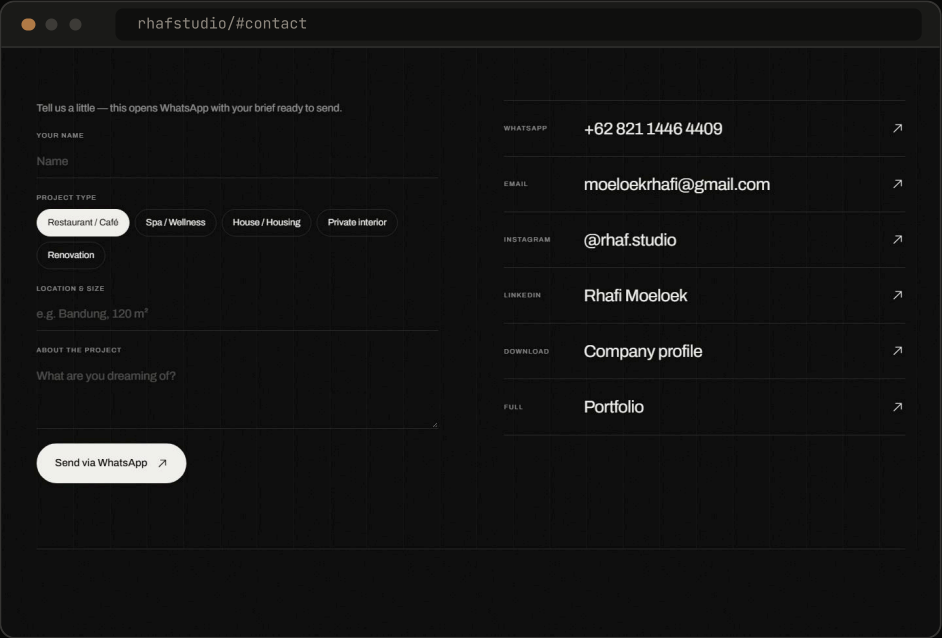
03 **Services accordion** Image preview follows the cursor.



04 **Studio** Founder, facts and the gable motif.



05 **Project page** Meta, material palette, gallery.



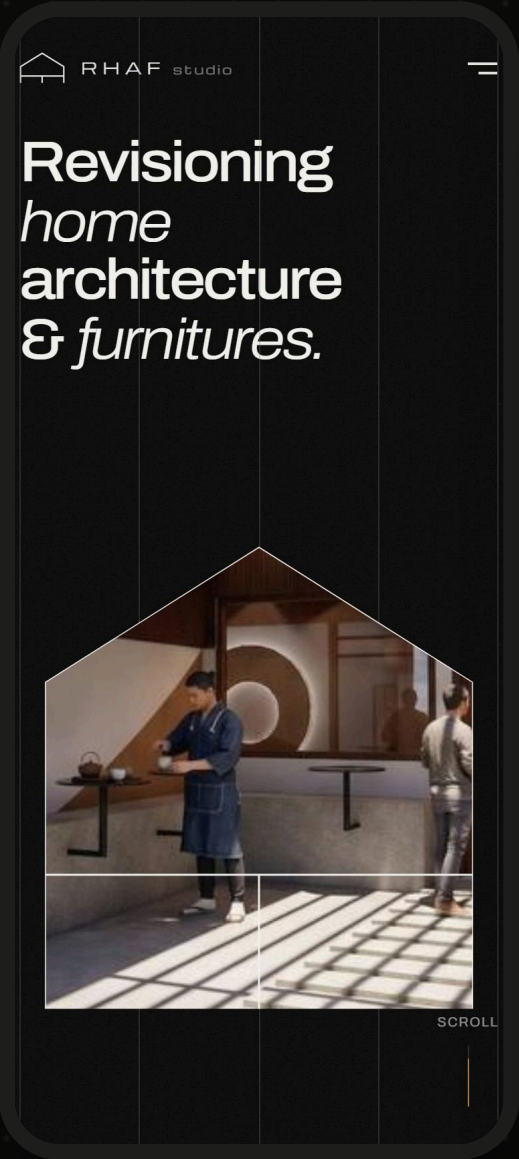
06 **Brief → WhatsApp** Chips and fields compose the message.

// 11 — mobile · 390 px

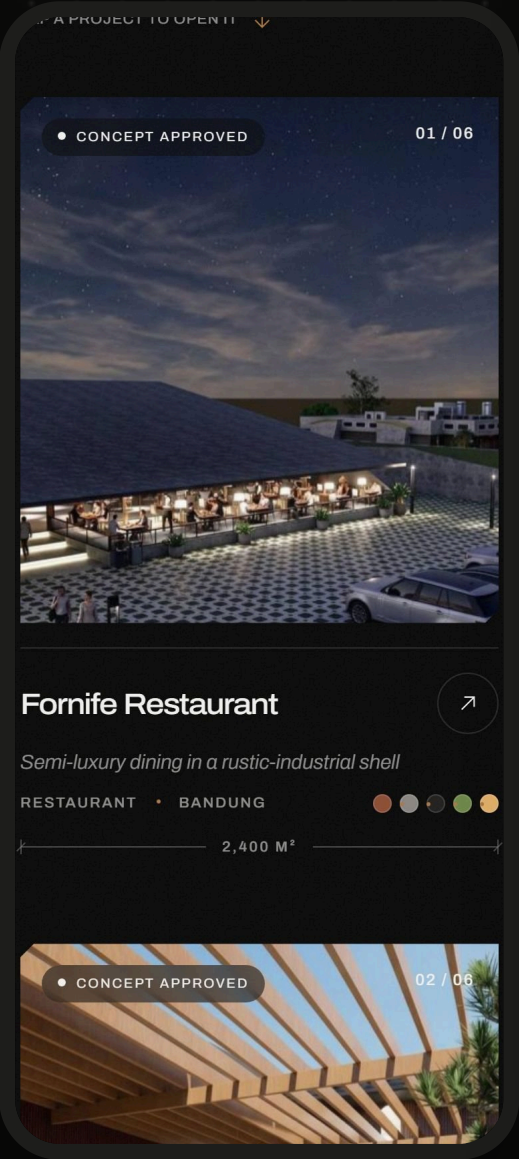
Designed for the thumb too.

On mobile the horizontal gallery becomes a vertical list, the menu goes full screen and the slider works by touch.

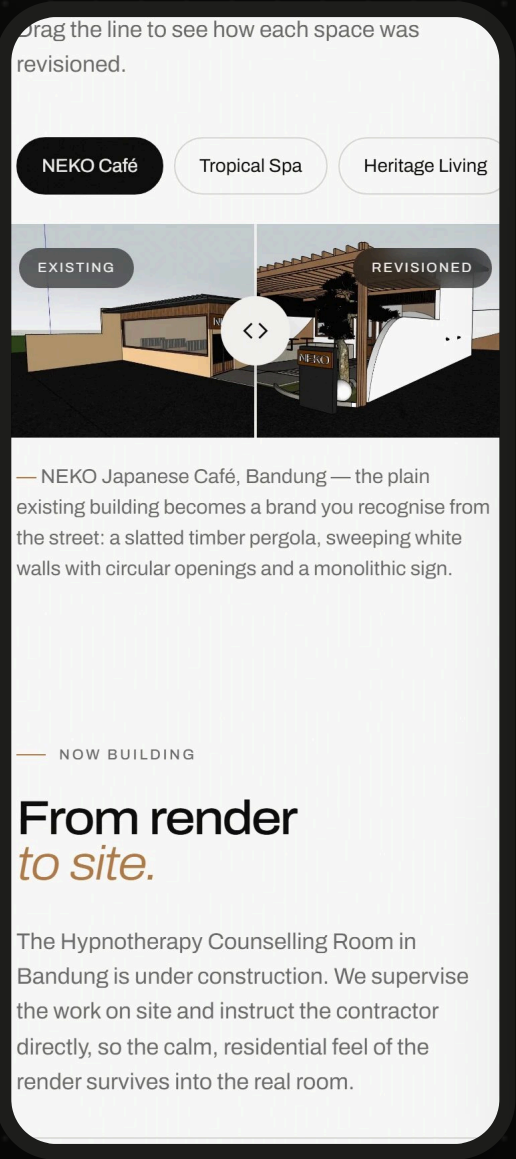
LOADER	Logo line-draw and counter
MOTION	Scroll-linked, never blocking content
TEST	Checked at 390 px and 1440 px



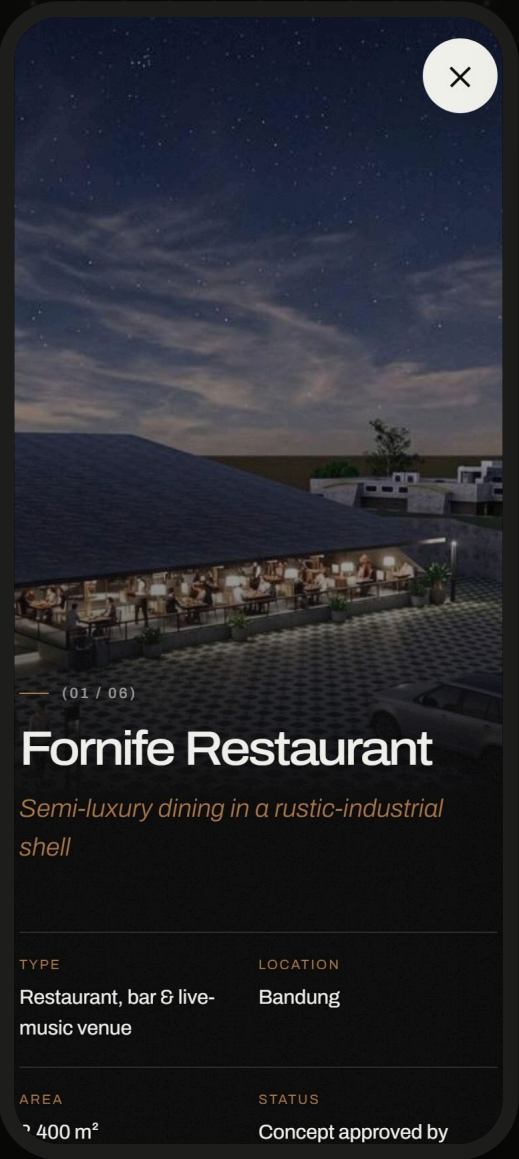
01 HERO



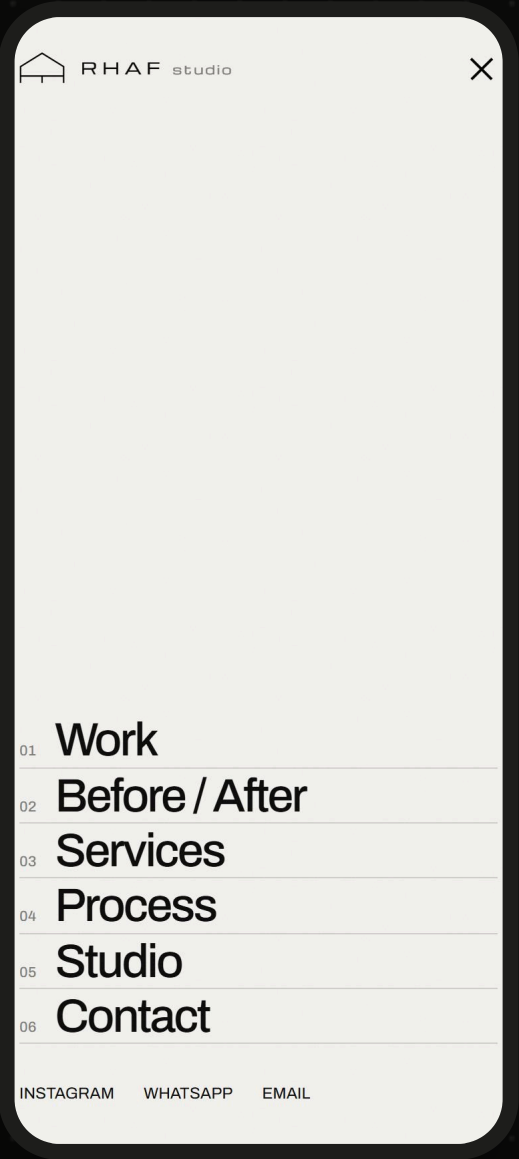
02 WORK CARD



03 SLIDER



04 PROJECT



05 MENU

// 12 — web · brand site

• Client project · pre-launch

HOTE

Streetwear that styles it loud

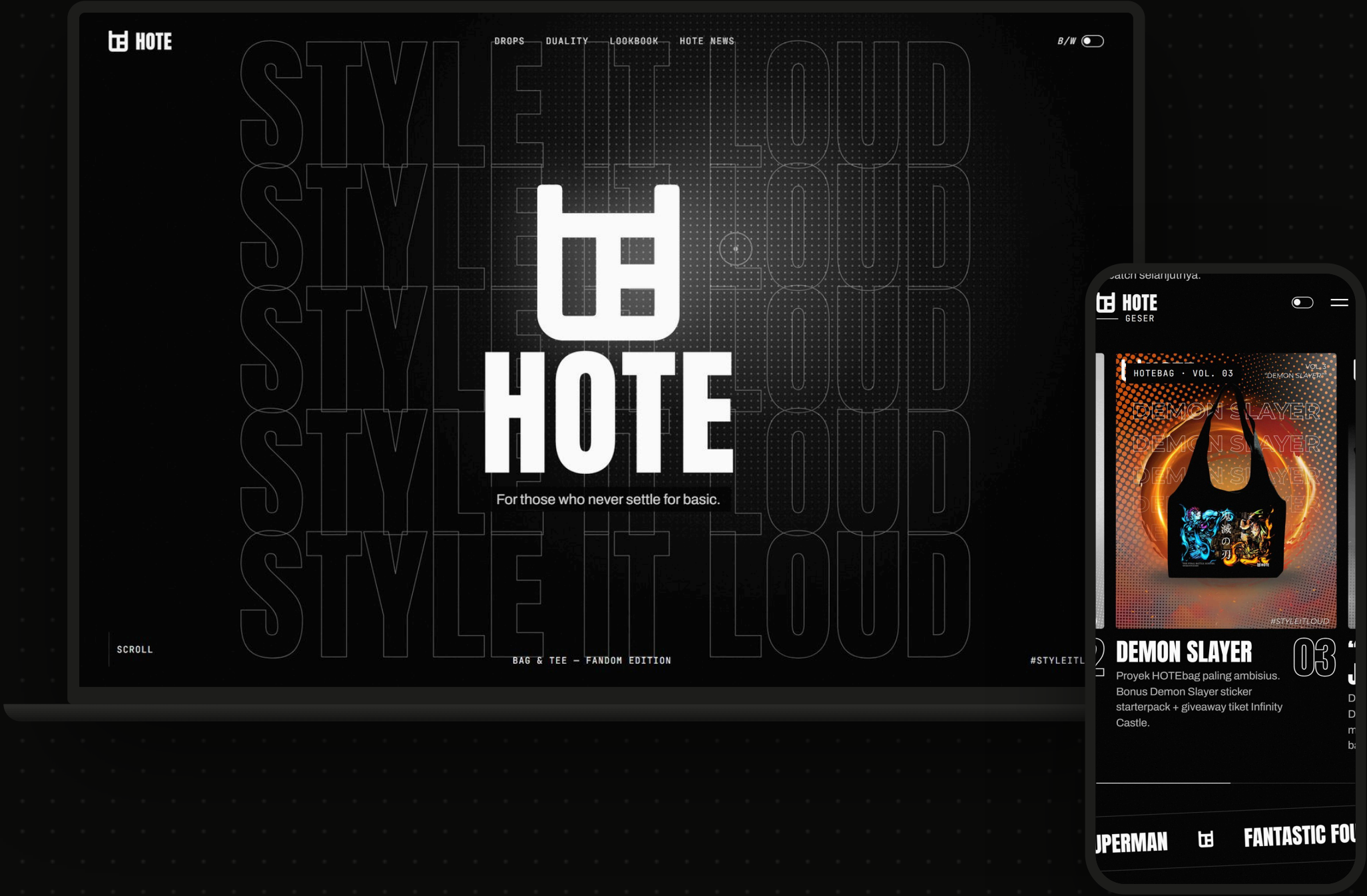
A brand site for HOTE, a Bandung streetwear label of tote bags and tees built around pop-culture drops. It reads like a zine: a manifesto, a taped “Meet HOTE” marquee, numbered drops, a scroll story for the koi-fish “Duality” tee, product hotspots, a lookbook with lightbox and HOTE News.

Dark and light modes share one system of halftone texture and condensed type.

- HTML/CSS/JS
- Scroll animation
- Dark / light mode
- Lightbox
- Mobile-first

DESKTOP 1440 × 900 · MOBILE 390 × 844 · hote.id

STYLE IT LOUD

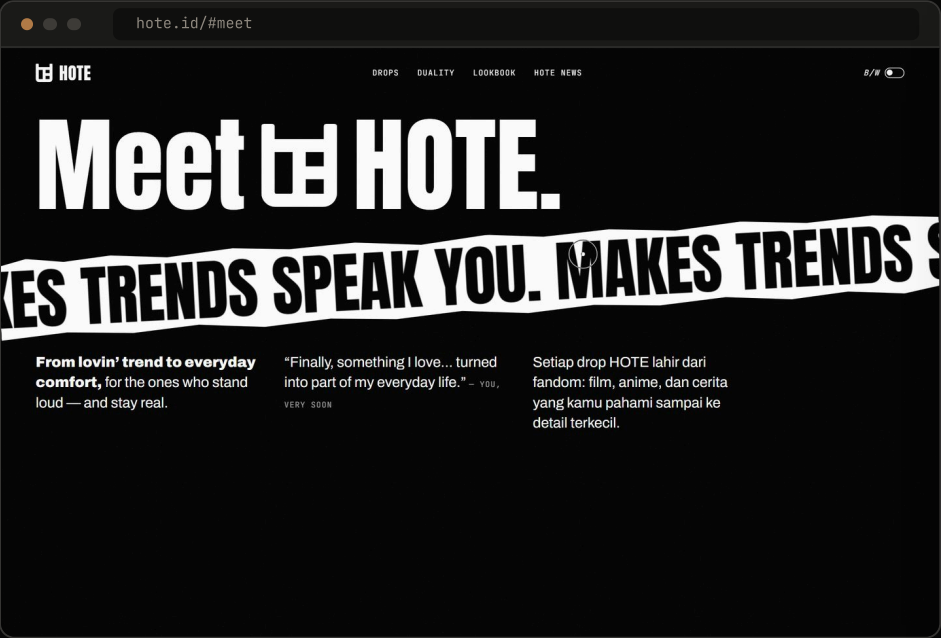


ROLE	Brand direction, UX, UI, build, content
SECTIONS	Drops · Duality · Product · Lookbook · News · Perks
AUDIENCE	Gen-Z fans of film, anime and comics

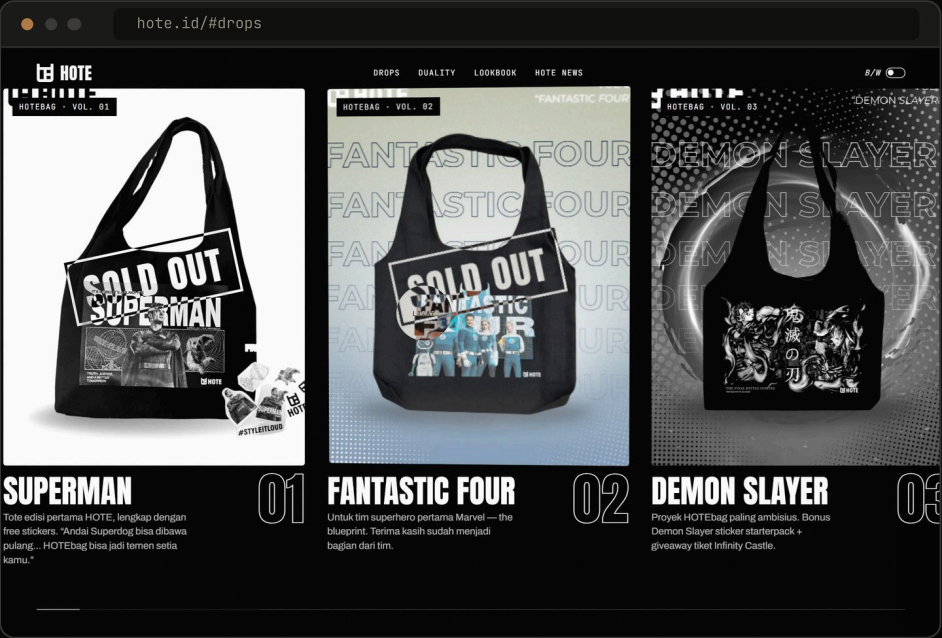
// 12 — screens

Pakai cerita, bukan sekadar baju.

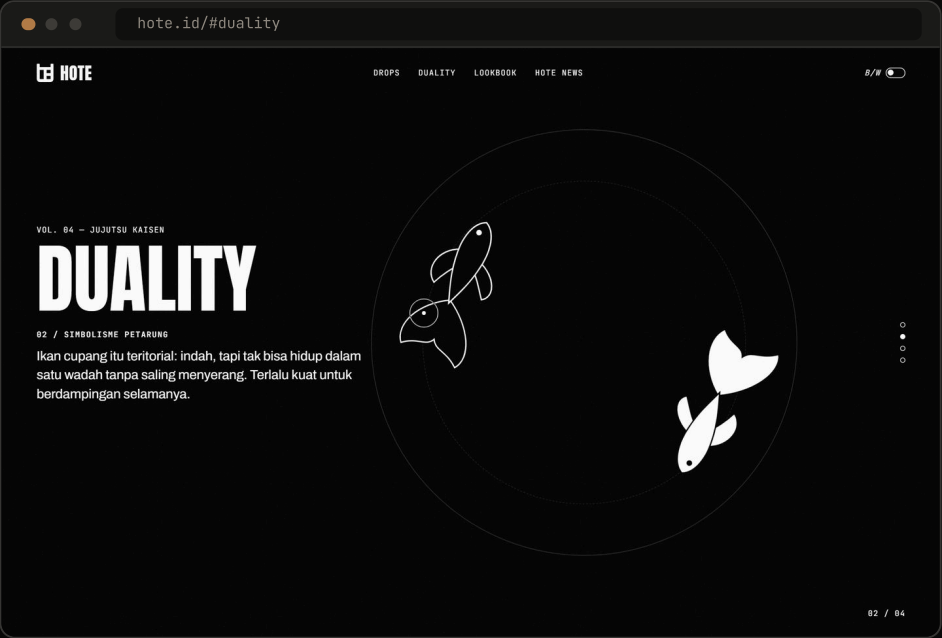
“Wear a story, not just clothes.” Each drop has a number, a story and a status: the site is an archive and a shop at once.



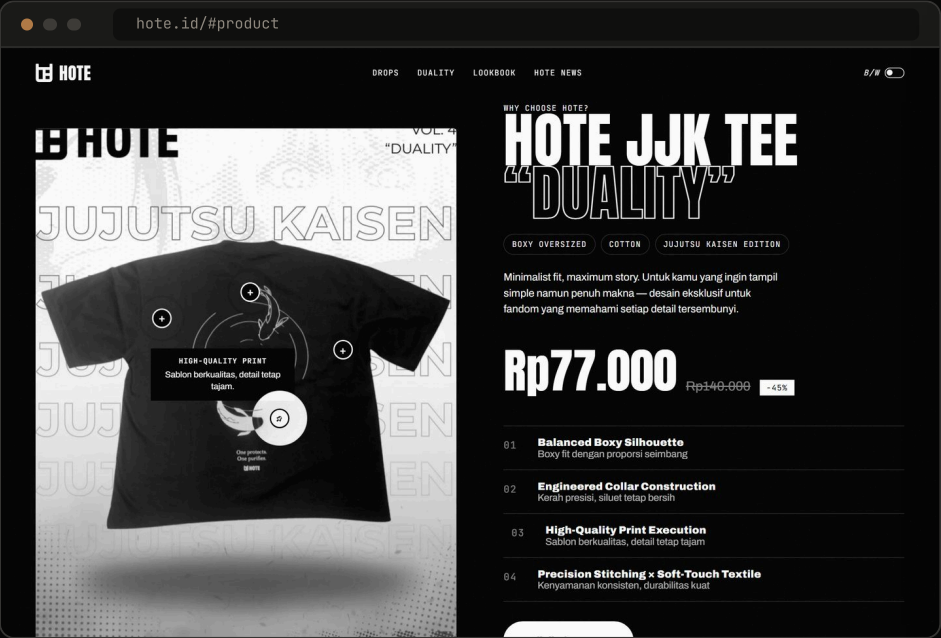
01 Meet HOTE Taped marquee and brand voice.



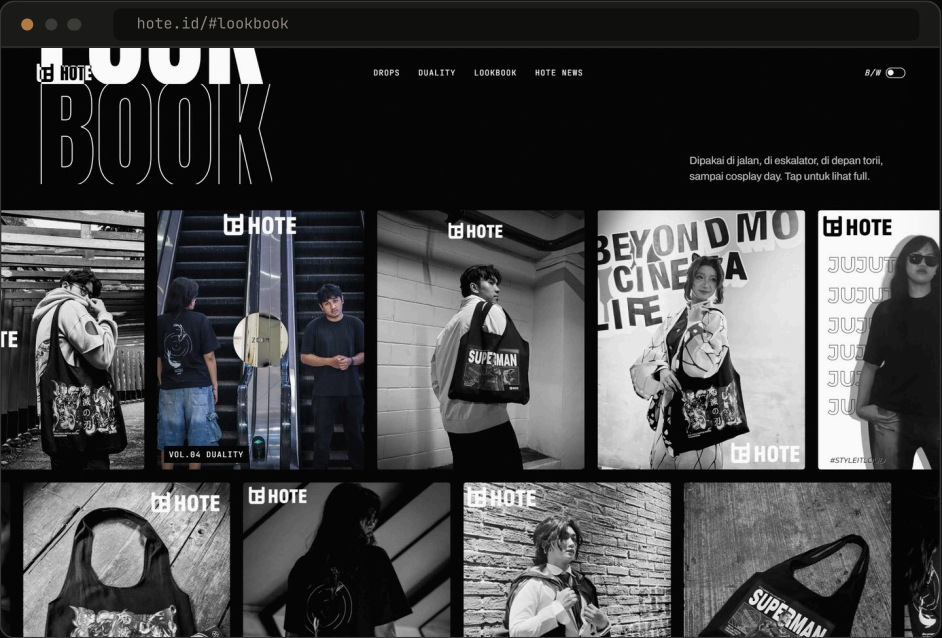
02 The Drops Sold-out and available states.



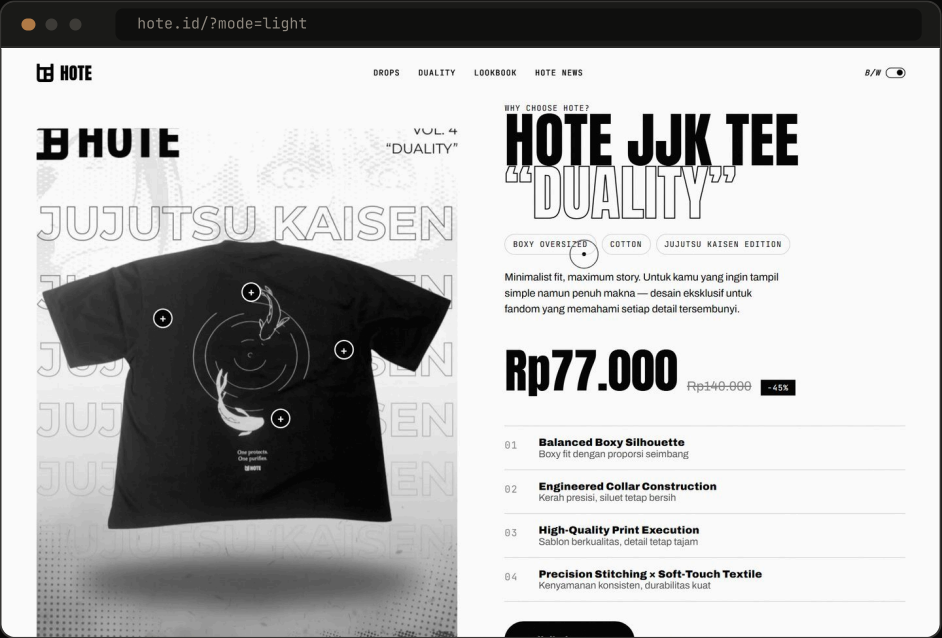
03 Duality scroll story Two koi fish animate the concept.



04 Product hotspots Fit, collar, print and fabric.



05 Lookbook Masonry grid with lightbox.



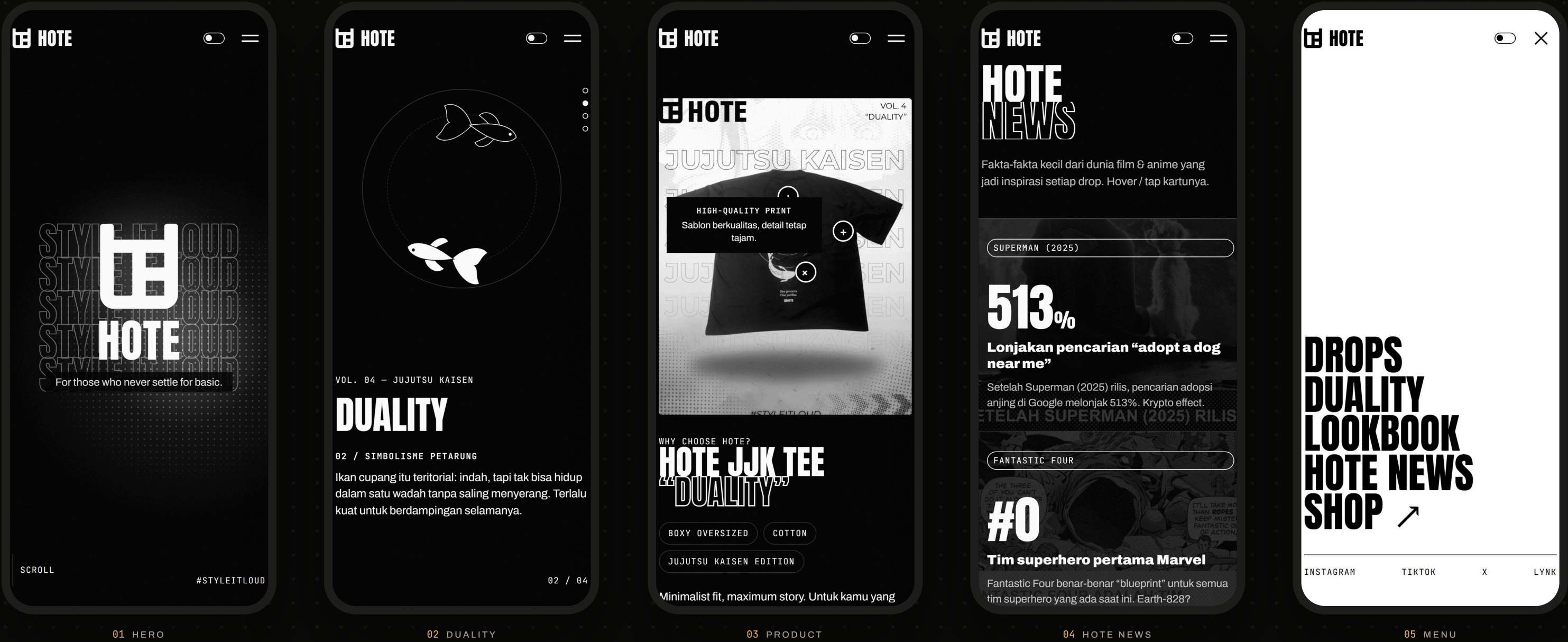
06 Light mode The whole system flips to white.

// 12 — mobile · 390 px

Loud on a small screen.

Most HOTE customers arrive from Instagram on their phones, so the mobile layout came first: big type, thumb-sized drops, a sticky shop button.

GOAL	Turn Instagram traffic into drop sign-ups
PRICE	Rp77.000 tee with launch discount
MODES	Dark & light



// 13 — web · wellness

• Client project • pre-launch

Ruang Therapeutic

Kembali pulang ke rumah di dalam dirimu

A website for a counselling and hypnotherapy practice in Bandung. Visitors are often anxious before they arrive, so the design slows everything down: sage and blush tones, soft serif italics, a breathing exercise to follow on screen, myth-versus-fact cards and an FAQ that answers fears before they are asked.

Every section ends at a WhatsApp chat with the admin.

HTML/CSS/JS

GSAP

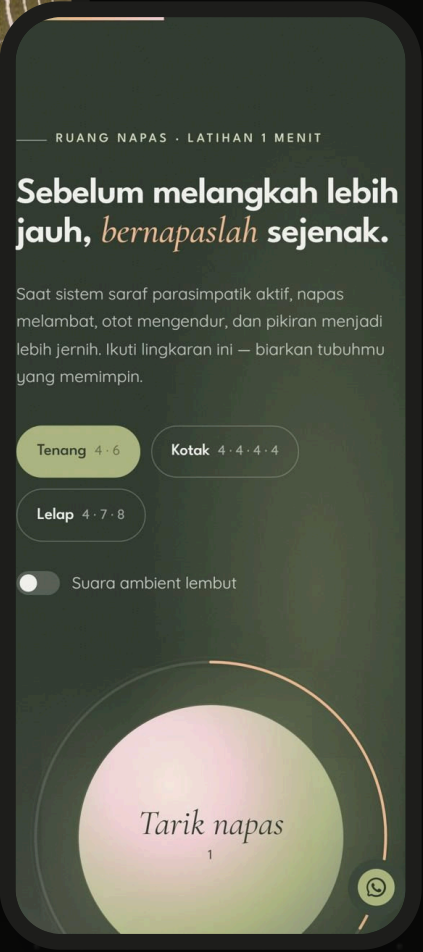
Lenis

Bahasa Indonesia

Maps embed

DESKTOP 1440 × 900 · MOBILE 390 × 844 · ruangtherapeutic

pulang

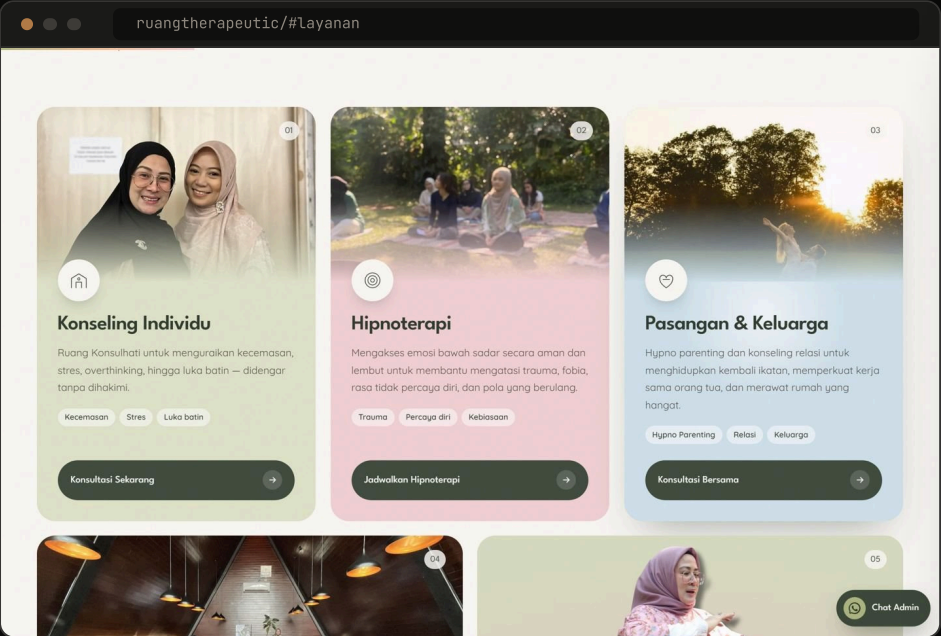


ROLE	UX, UI design, copy structure, build
SCOPE	20 sections, hero to map
TONE	Warm, private, non-clinical

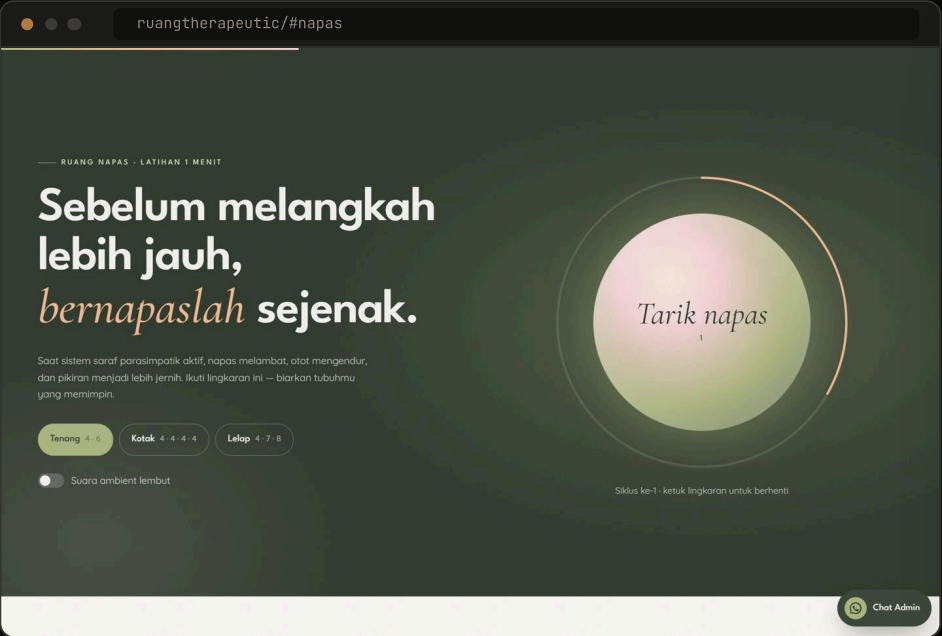
// 13 — screens

Pulih itu lebih ringan bila dijalani bersama.

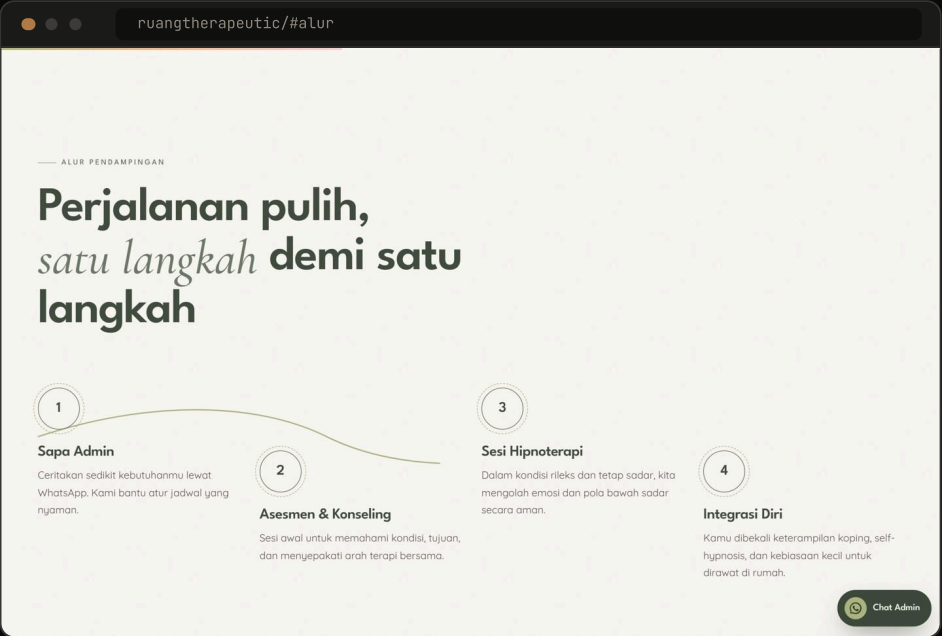
“Healing is lighter when you walk it together.” A first-time client is guided from “is this for me?” to booking, one gentle step at a time.



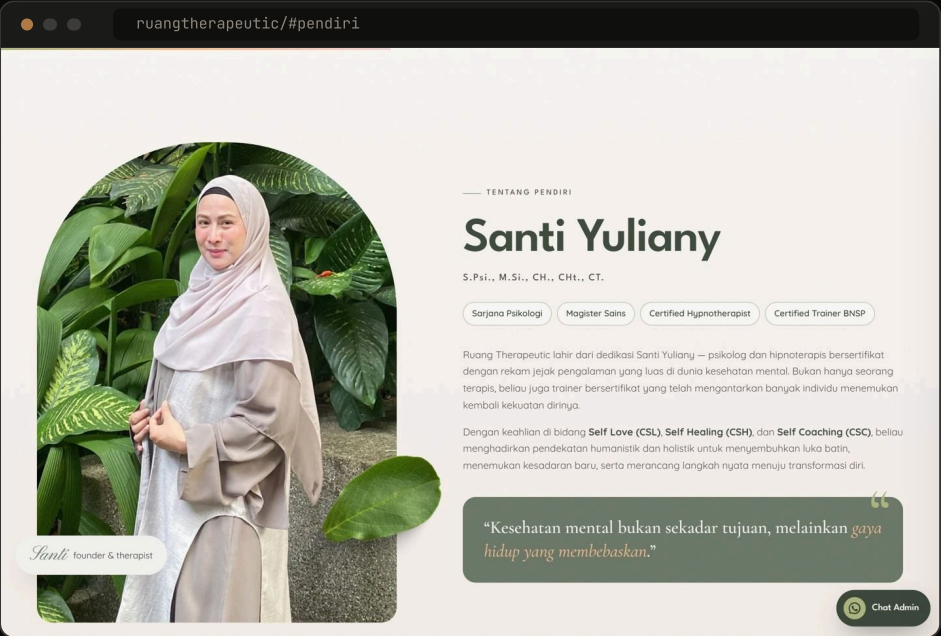
01 Services Counselling, hypnotherapy, family.



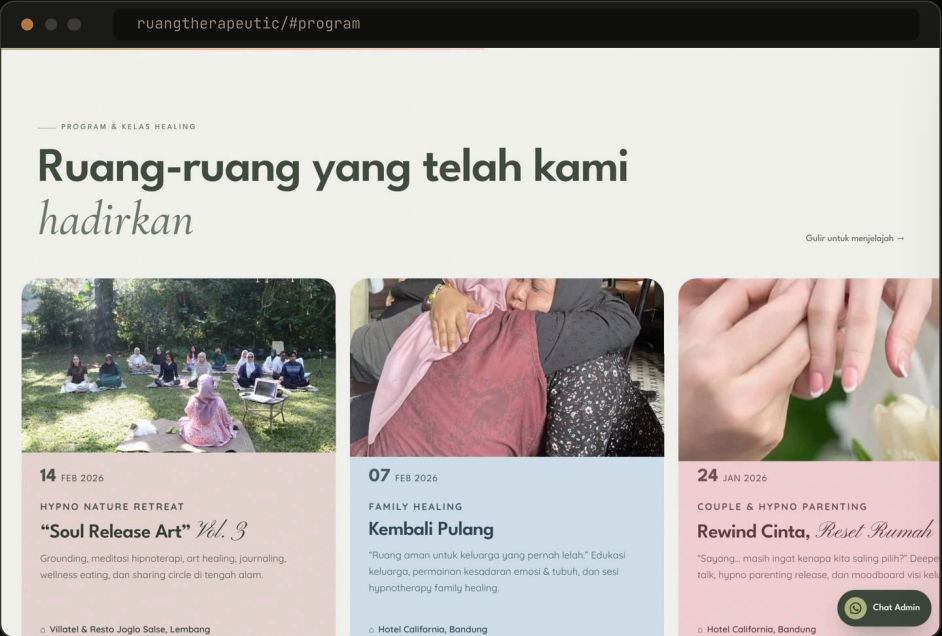
02 Ruang Napas Guided breathing: inhale, hold, exhale.



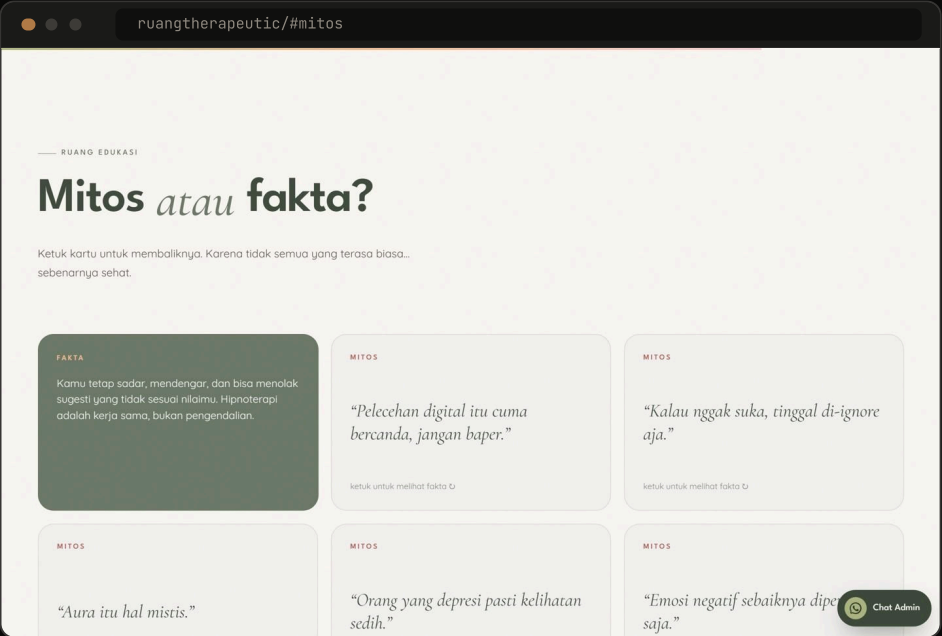
03 Client journey Four steps from chat to integration.



04 Founder Credentials and a personal quote.



05 Programmes Workshops as a swipeable timeline.



06 Myth or fact Cards that flip common stigma.

// 13 — mobile · 390 px

A calm room, in your pocket.

Clients often search late at night on their phones. One idea per screen and a floating chat button within reach.

TRUST	7+ programmes · 1,100+ participants
CONVERSION	WhatsApp admin on every screen
PALETTE	Sage, blush, warm cream

SELF HEALING · BANDUNG · HIPNOTERAPI · KONSULTASI · KONSULHATI



RUANG KONSULHATI · BANDUNG

Kembali pulang ke rumah di dalam dirimu.

Layanan konseling & hipnoterapi yang hangat, humanis, dan holistik — ruang aman untuk pulih, tumbuh, dan kembali tenang. Teman yang selalu hadir menemani prosesmu. 💜

01 HERO

Profesional, empatik, dan disesuaikan dengan kebutuhan setiap individu.



01



Konseling Individu

Ruang Konsulhati untuk menguraikan kecemasan, stres, overthinking, hingga luka batin — didengar tanpa dihakimi.

Kecemasan

Stres

Luka batin

Konsultasi Sekarang

→



02



02 SERVICES



Santi

founder & therapist

TENTANG PENDIRI

Santi Yuliany

S.Psi., M.Si., CH., CHt., CT.

Sarjana Psikologi

Magister Sains



03 FOUNDER

RUANG EDUKASI

Mitos atau fakta?

Ketuk kartu untuk membaliknya. Karena tidak semua yang terasa biasa... sebenarnya sehat.

FAKTA

Kamu tetap sadar, mendengar, dan bisa menolak sugesti yang tidak sesuai nilaimu. Hipnoterapi adalah kerja sama, bukan pengendalian.

MITOS

“Pelecehan digital itu cuma bercanda, jangan baper.”

ketuk untuk melihat fakta ↻



04 MYTH OR FACT

PERTANYAAN YANG SERING MUNCUL

Wajar jika kamu ragu.

Belum menemukan jawabannya? Admin kami senang membantu.

Tanya Admin

Apa itu hipnoterapi?

—

Hipnoterapi adalah metode terapi yang memanfaatkan kondisi rileks dan fokus untuk membantu mengakses pikiran bawah sadar, sehingga pola emosi, kebiasaan, dan luka lama dapat dikenali dan diolah secara aman.

Apakah saya akan tertidur atau tidak sadar?

+

Masalah apa saja yang bisa dibantu?



05 FAQ

11 / 25 +

// 14 — product · web app

- Real product · my own · pre-launch

CariClient

Global skills, from your phone

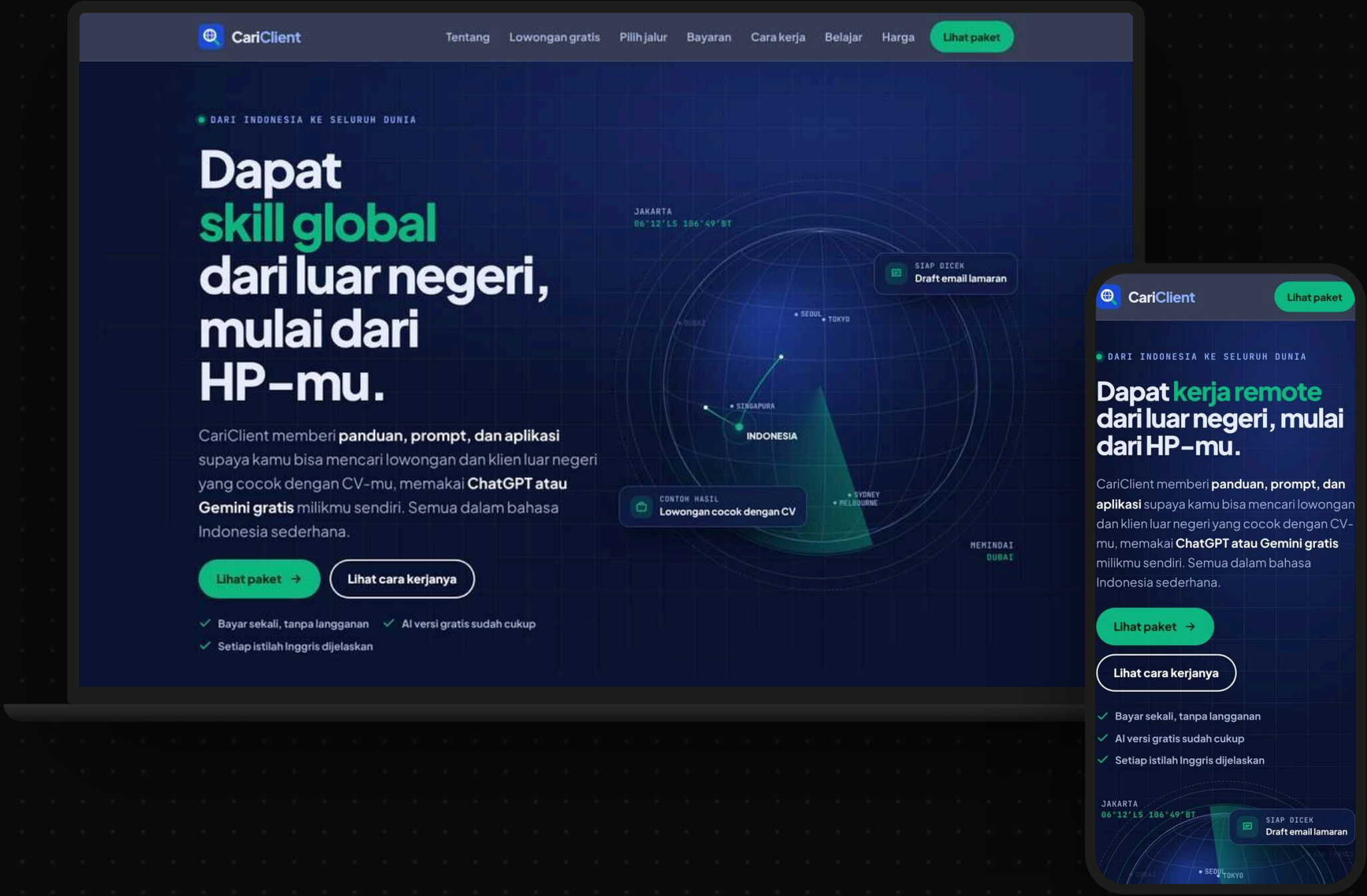
My own digital product for Indonesians who want remote jobs or overseas freelance clients. Buyers use their own free ChatGPT or Gemini; CariClient prepares the prompts, guides and a web app that turns the AI's answers into a tidy job and client tracker.

I designed the sales landing page, a free remote job board, a salary page and the PRO web app with three modules, all in plain Indonesian.

- Web app
- LocalStorage tracker
- Prompt library
- Mobile-first
- 65 screens

LAPTOP 1440 · MOBILE 390 · 65 SCREENS · cariclient

CariClient

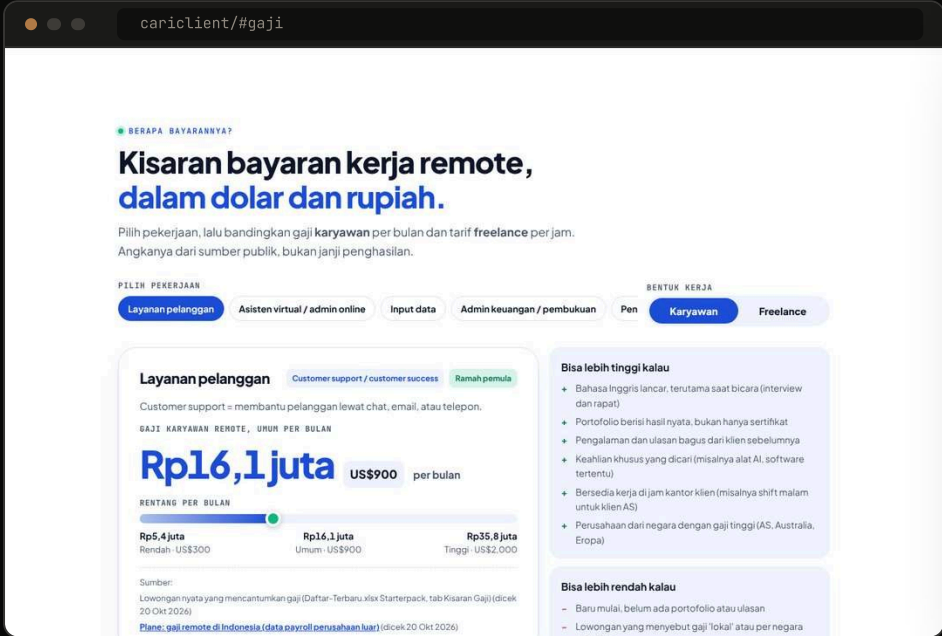


ROLE	Product, UX, UI, content, build
MODULES	Upgrade Skill · Cari Klien · Kerja Remote
PRICING	Free · Rp79k Starterpack · Rp149k PRO

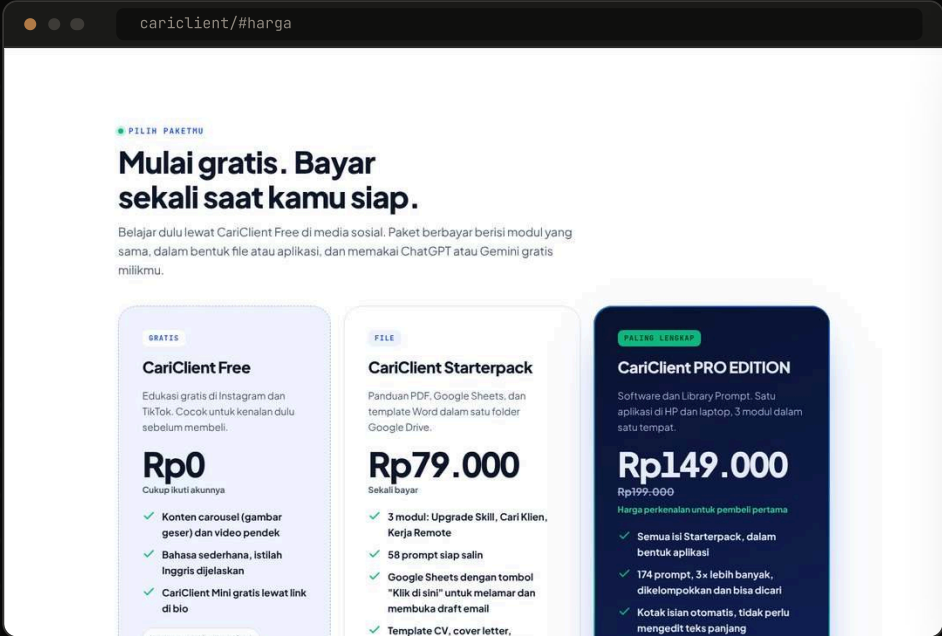
// 14 — screens

From “where do I start?” to a sent application.

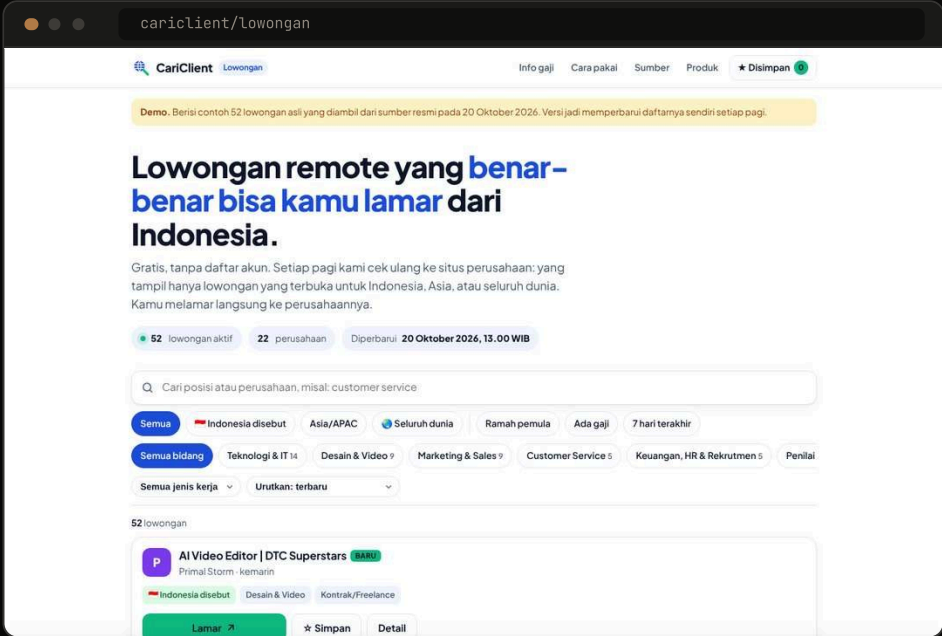
Each module starts with a five-minute first step, then a tracker and a library of prompts, guides and templates. Jargon is always explained.



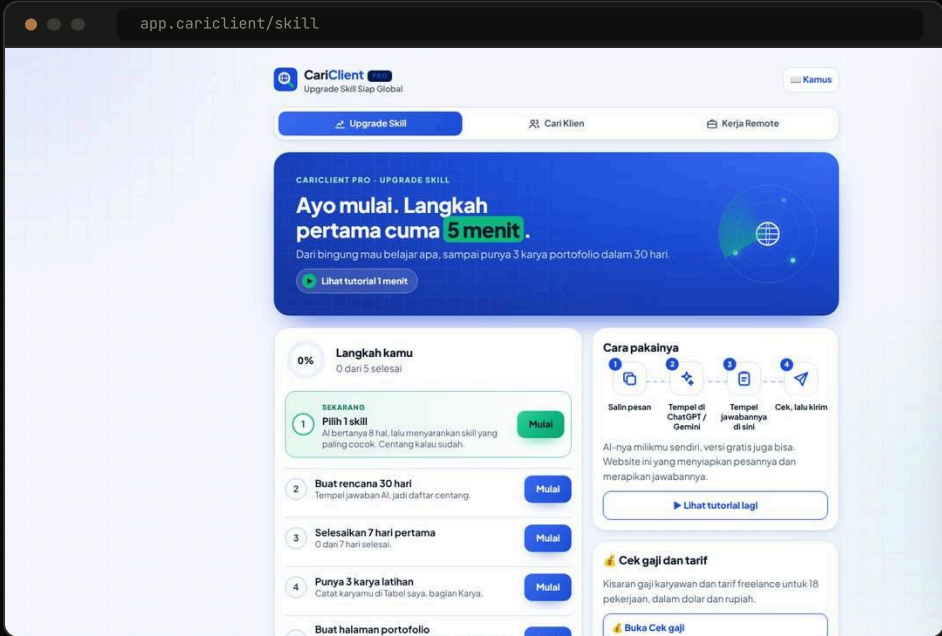
01 Salary explorer Ranges in rupiah and dollars.



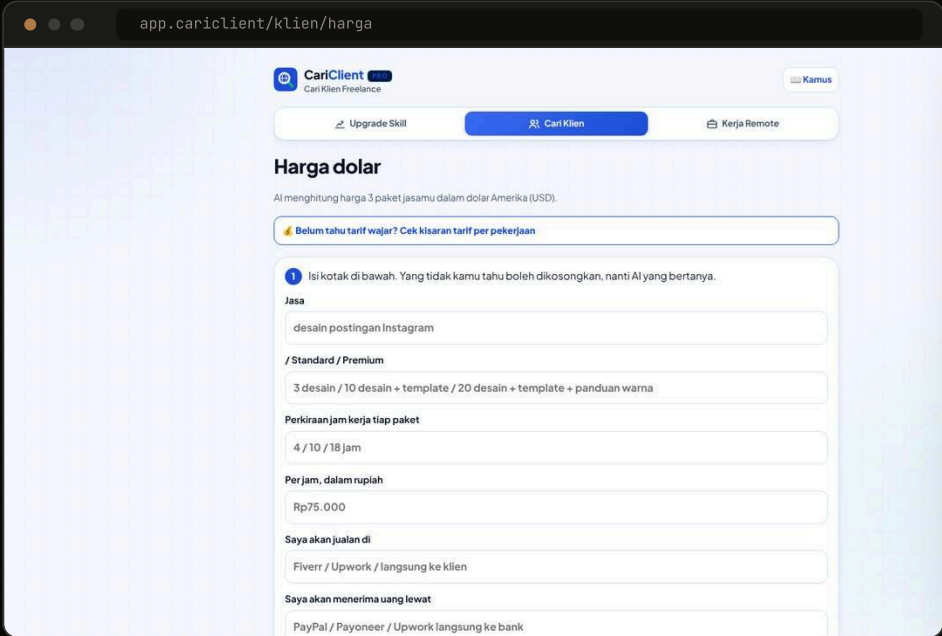
02 Pricing Three tiers, paid tier in navy.



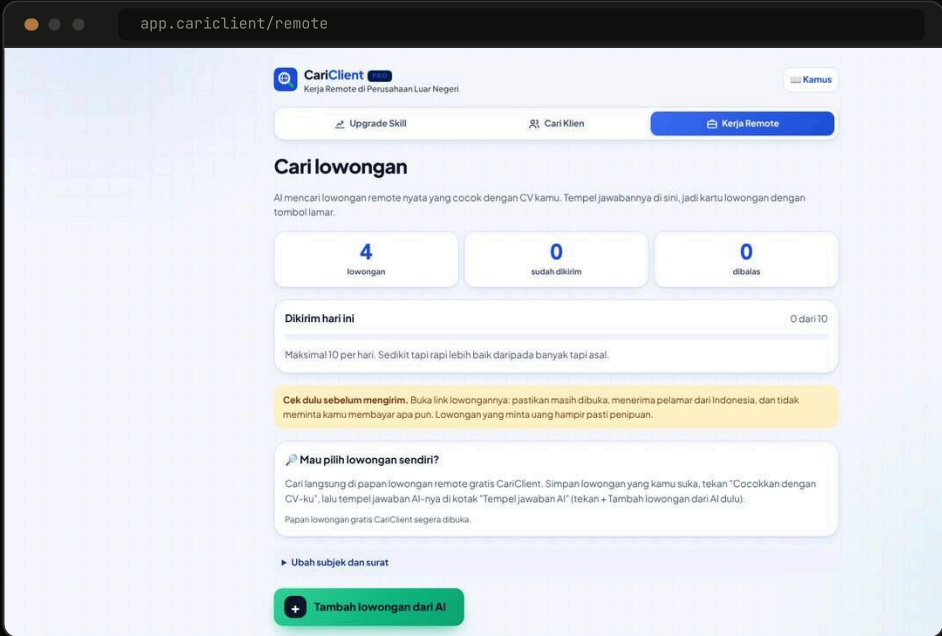
03 Free job board 52 verified remote jobs.



04 PRO · Upgrade Skill Progress ring, five-step plan.



05 PRO · Harga dolar AI prices 3 service packages in USD.



06 PRO · Kerja Remote AI answer becomes job cards.

// 14 — mobile · 390 px

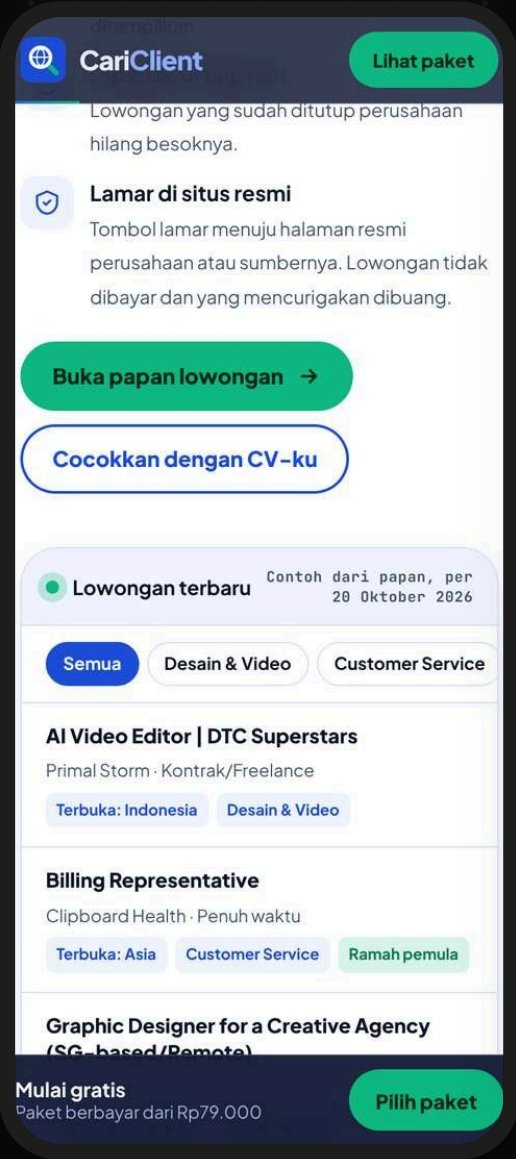
Mobile-first: the buyer is on a phone.

The audience discovers CariClient on TikTok and Instagram, so every screen was designed at 390 px first.

ONBOARDING	7-slide tutorial, then buyer login
HONESTY	Scam quiz; sources and dates on every number
LANGUAGE	Plain Indonesian, jargon explained



01 LANDING



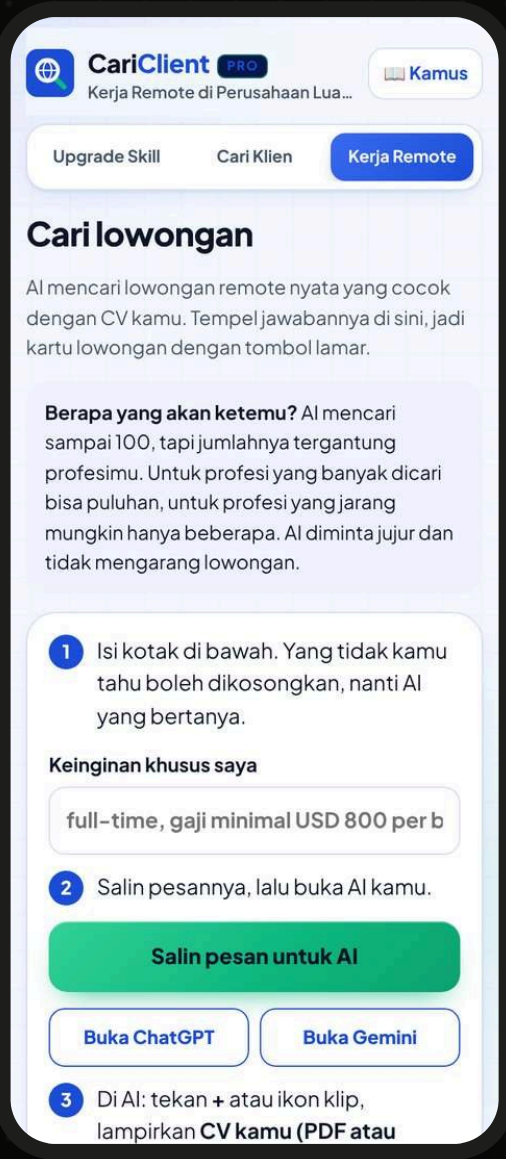
02 STICKY BUY



03 ONBOARDING



04 PRO APP



05 JOB FINDER

// 15 — web · community

• Client project · pre-launch

Ruang Nafas Baru

Berhenti merokok. Mulai hidup baru.

A website for Ruang Nafas Baru, a community that helps people quit smoking by replacing the habit with running, journaling and friends who are on the same path. The page has to sell a hard change, so it starts with empathy: problem cards visitors recognise, then a one-minute breathing exercise to ride out a craving.

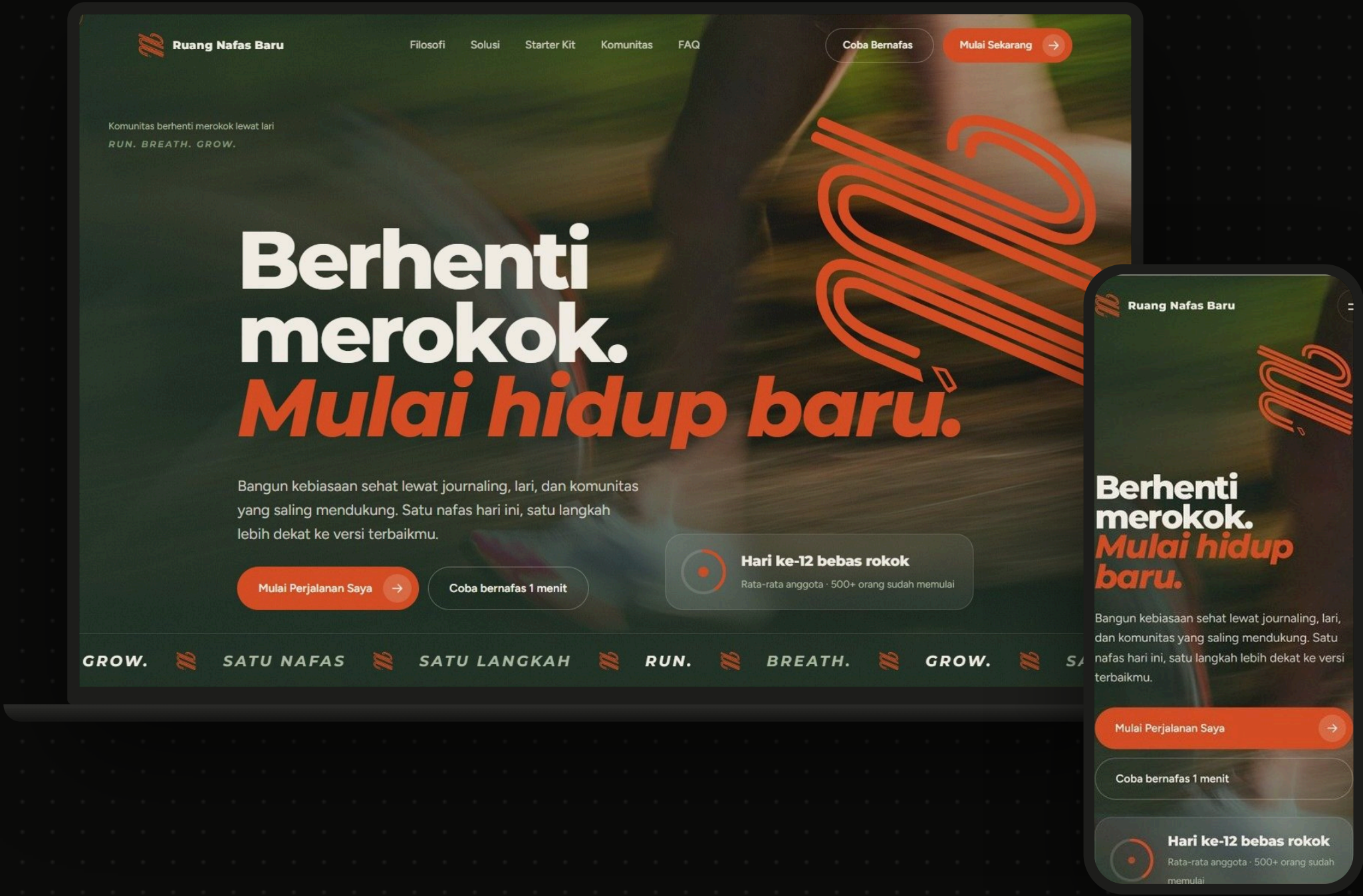
A three-step logo story turns a broken cigarette into a running track, and a race-bib starter kit, a journey timeline and member stories carry visitors to the WhatsApp community.

- HTML/CSS/JS
- Scroll animation
- Breathing timer
- Mobile-first
- Brand system

ROLE	Brand story, UX, UI design, build
SCOPE	21 sections · desktop & mobile
PALETTE	Forest green, cream, running orange

DESKTOP 1440 × 900 · MOBILE 390 × 844 · ruangnafasbaru

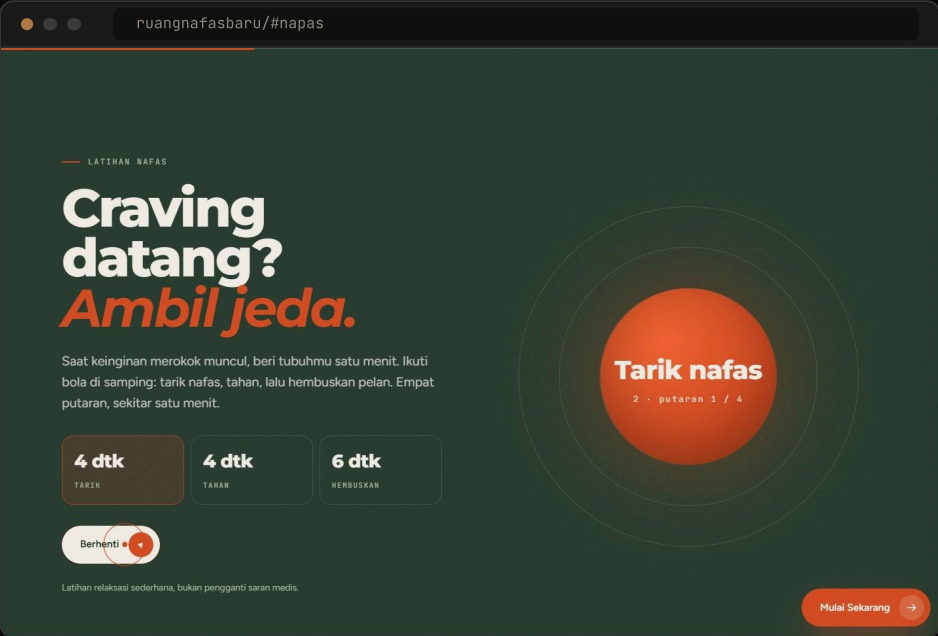
Run. Breathe.



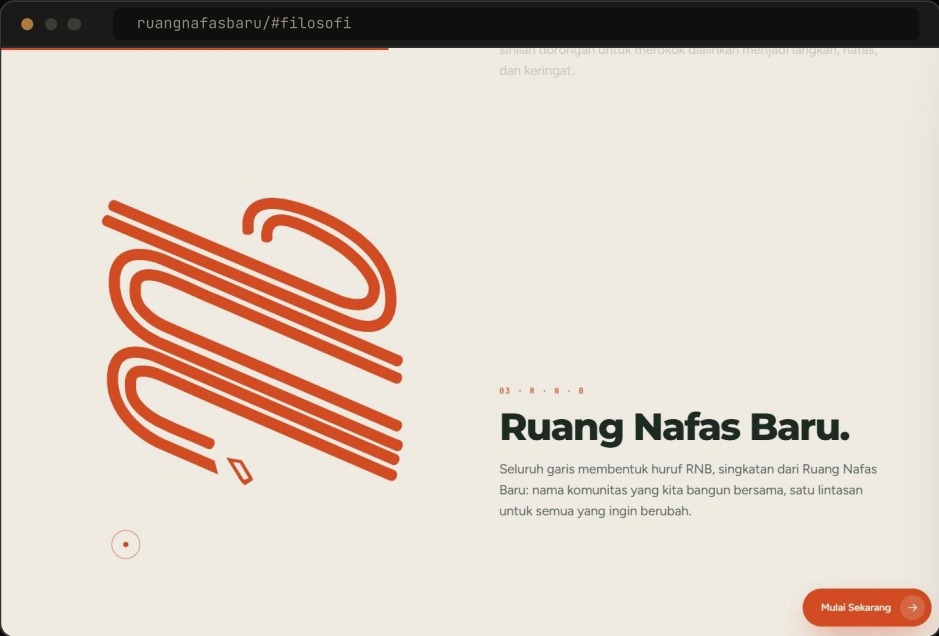
// 15 — screens

Kebiasaan buruk perlu digantikan.

“A bad habit can’t just stop; it has to be replaced.” Every section moves a smoker one small step from recognising the problem to joining the run.



01 Breathing break Craving? A 4-4-6 breathing timer.



02 Logo story Cigarette → running track → RNB.



03 Four pillars Journaling, tracker, running, community.



04 Starter kit Race bib #0251 as the product hero.



05 Journey From Instagram to the WhatsApp group.



06 Member stories Smoke-free day counts as proof.

// 15 — mobile · 390 px

One thumb, one breath at a time.

Most visitors arrive from Instagram and TikTok, so the hero, starter kit and community chat were designed for the phone first.

PRODUCT	Starter kit Rp249.000 · race bib #0251
MOTIF	Running-track lines from the logo
TAGLINE	Run. Breath. Grow.



01 HERO



02 LOGO STORY



03 STARTER KIT



04 COMMUNITY

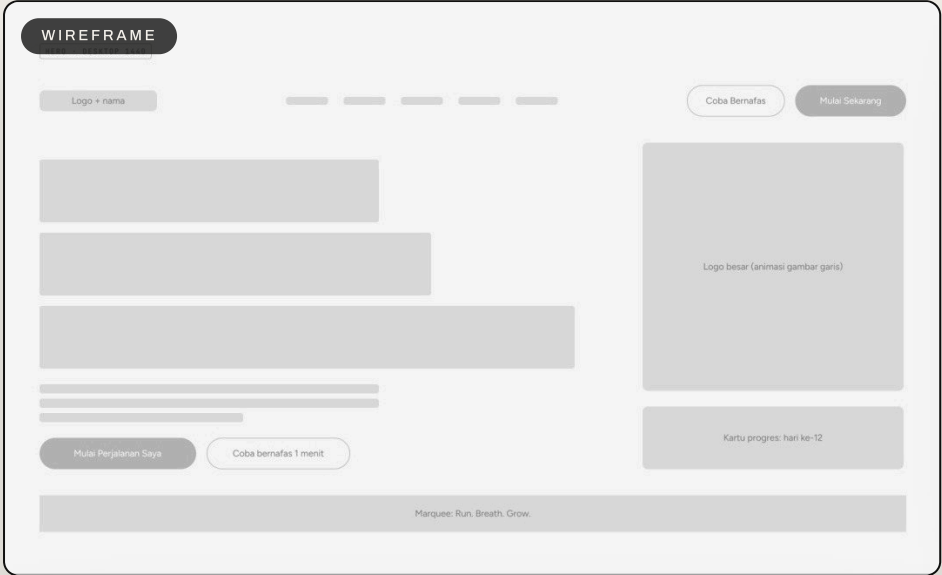
// 15 — wireframe → final

Dari struktur ke desain akhir.

Three key sections: low-fidelity wireframe above, final design below. Wireframes documented in Figma after build, with a full design system and component library.

► View the Figma file ↗

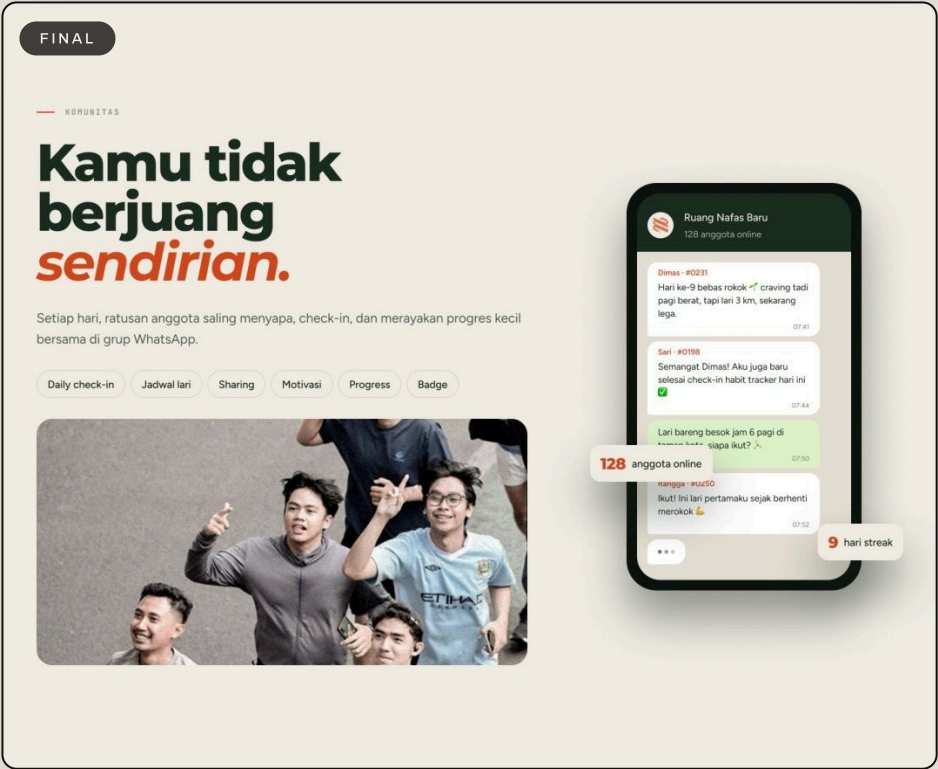
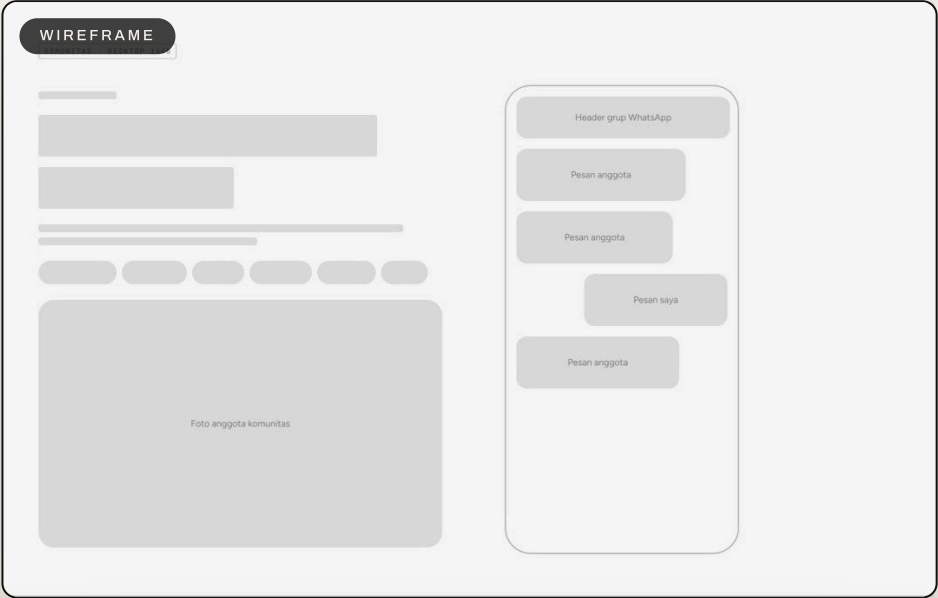
01 · Hero



02 · Starter kit



03 · Community



// 15 — results & learnings

What was delivered, *and what I learned.*

► View the Figma file ↗

Responsive website

Desktop and mobile site, from hero to footer: scroll animation, interactive breathing exercise, journey timeline and community mockup.

Brand system

RNB running-track logo, forest / cream / orange palette, typography, 28.5° track motif and motion-blur photography.

Figma library

Styles, a component library with variants, wireframes, final desktop and mobile frames and a clickable prototype.

B — three design decisions

01 Empathy first, through problem cards

Before offering a product, the site names what visitors live through: trying again and again, failing in week one, cravings under stress, feeling alone. They arrive feeling like failures, so they need to feel understood first. The last card turns the tone: all of this can be trained.

02 4-4-6 breathing as a tool for cravings

Visitors get something useful within a minute, before being asked to buy: breathe in 4, hold 4, out 6, for four rounds. It shows how the community helps when a craving hits, framed as a relaxation exercise, not medical advice.

03 Race bib #0251 as the product hero

The starter kit (ebook, journal, habit tracker) easily looks like any other product. The race bib turns it into identity and commitment: the number follows member order and links straight to running, the habit that replaces smoking.

C — what I'd do next

Test with users

Usability sessions with smokers who want to quit, focused on the mobile path from Instagram/TikTok to the starter kit.

Measure conversion

Connect "Aku Mau Mulai" to checkout, then track visits → purchases → WhatsApp joins.

Support returning members

A progress page: digital habit tracker, smoke-free day count and the next group run.

Accessibility

Audit sage-on-green contrast, keyboard focus order and a static alternative for every animation.

// 16 — web · furniture brand

• Client project · pre-launch

Sanara Ruang

Ruang yang dirancang untukmu

A website for SANARA RUANG®, a Bandung studio making custom furniture and aesthetic living pieces. Three signature pieces, SORA, KORA and KUMA, each get a full-screen chapter with a gallery that slides between angles.

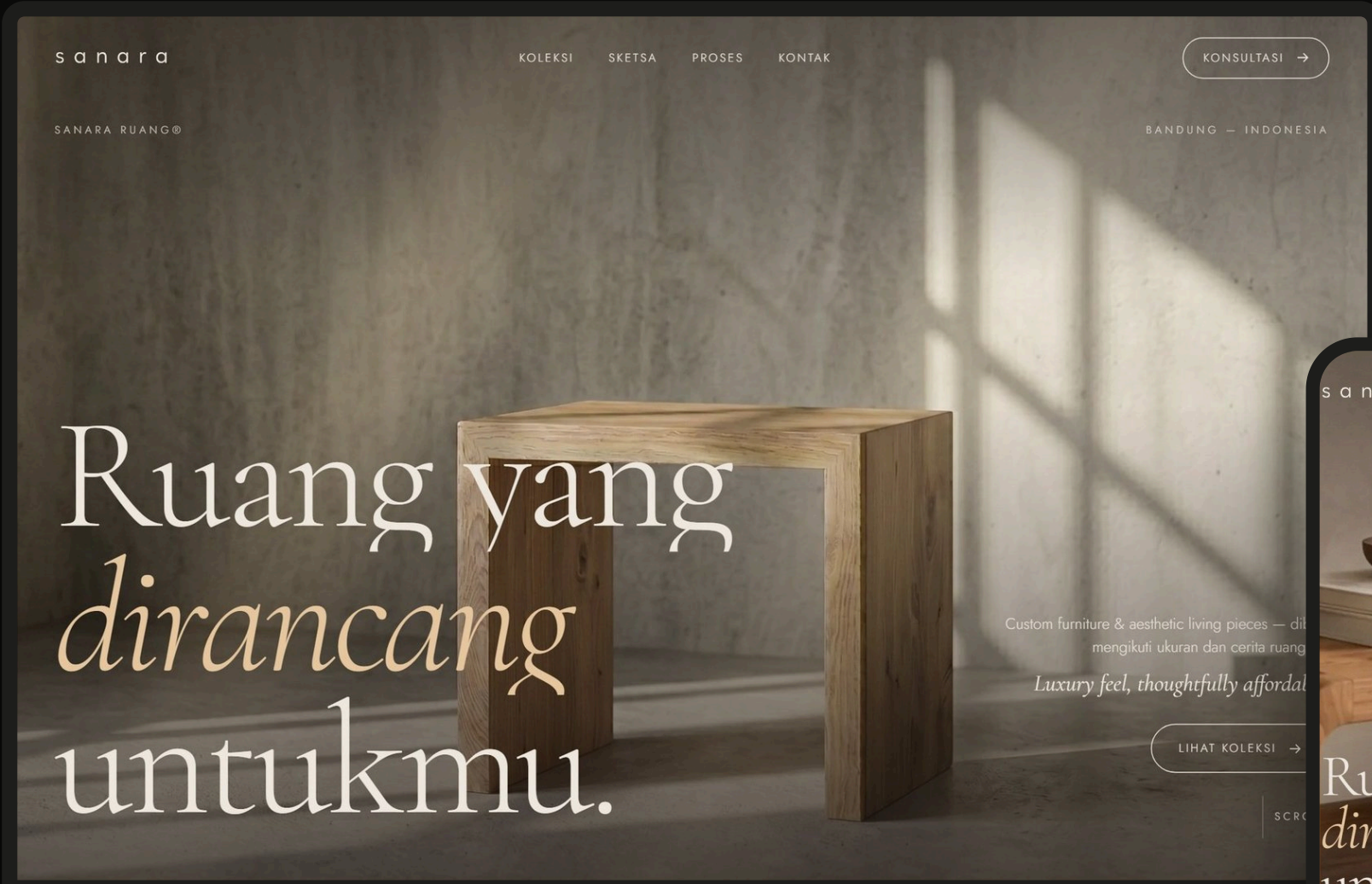
Because the brand sells made-to-order work, the page shows how a piece is born: a slider from pencil sketch to finished table, close-ups of every corner and a four-step process that ends in a DM. Luxury feel, thoughtfully affordable.

- HTML/CSS/JS
- Scroll animation
- Before/after slider
- Gallery
- Mobile-first

ROLE	Art direction, UX, UI design, build
SCOPE	17 sections · 3 product chapters
PALETTE	Linen, walnut brown, warm oak

DESKTOP 1440 × 900 · MOBILE 390 × 844 · sanararuang

sanara



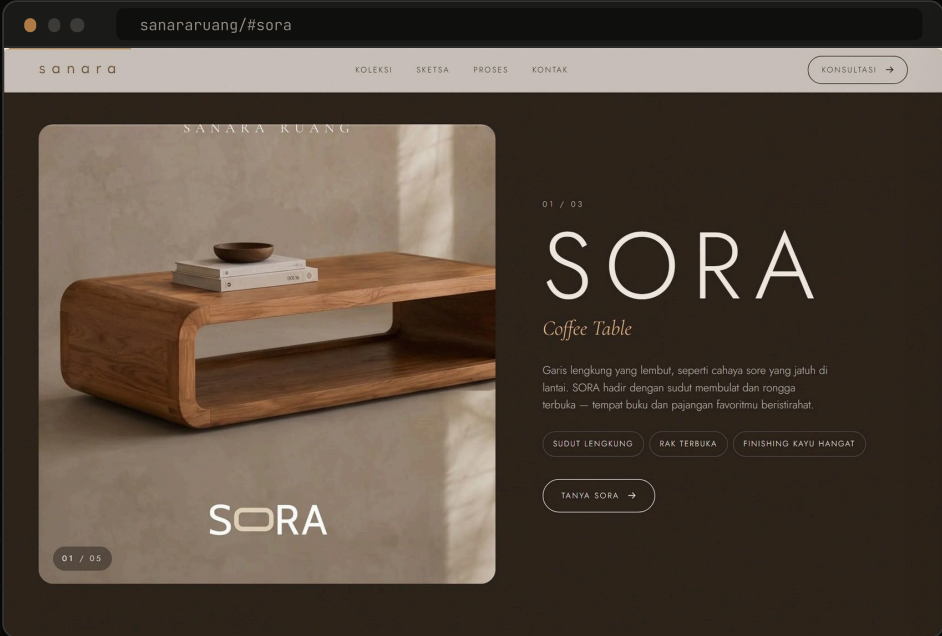
// 16 — screens

Tiga bentuk, satu bahasa.

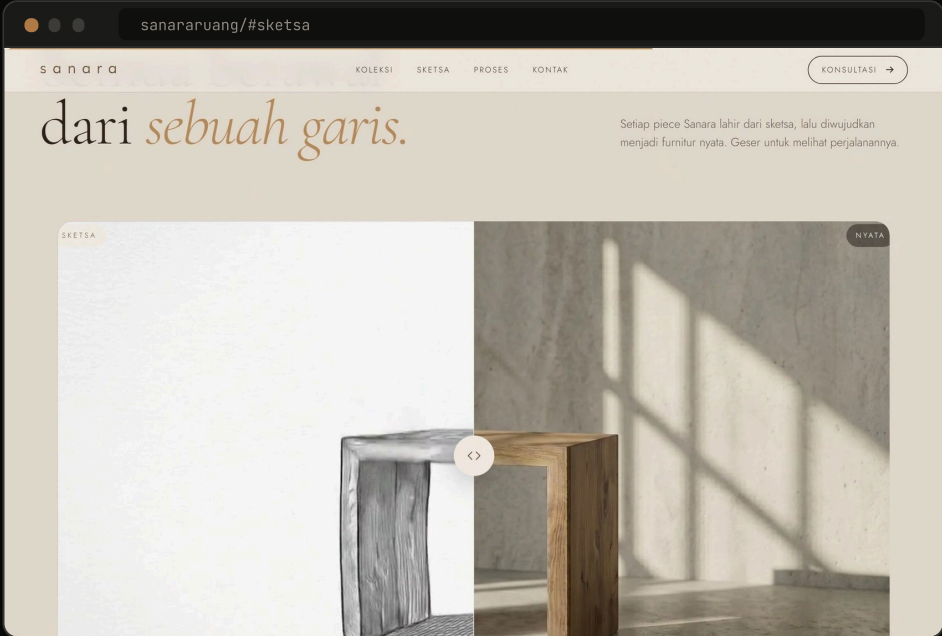
“Three forms, one language.” Each piece gets its own chapter, and the process sections show how a custom table goes from a line on paper to a living room.



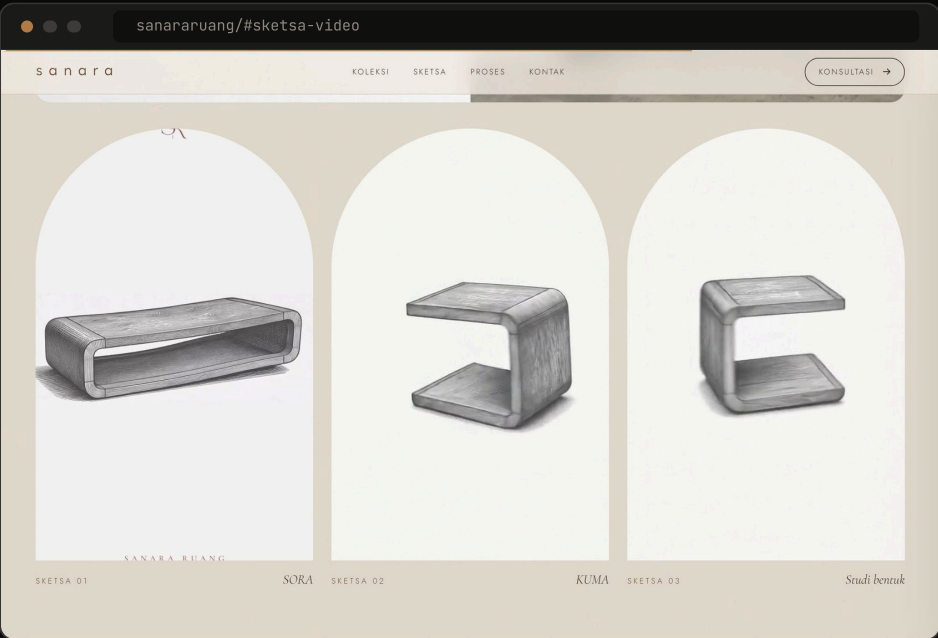
01 Philosophy Words light up as you scroll.



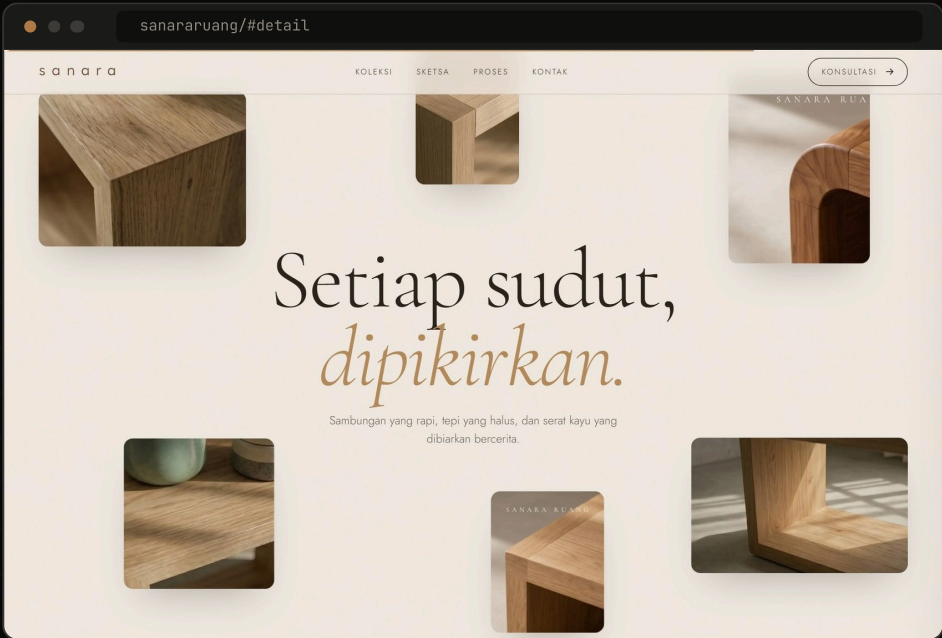
02 SORA chapter Full-screen piece with gallery.



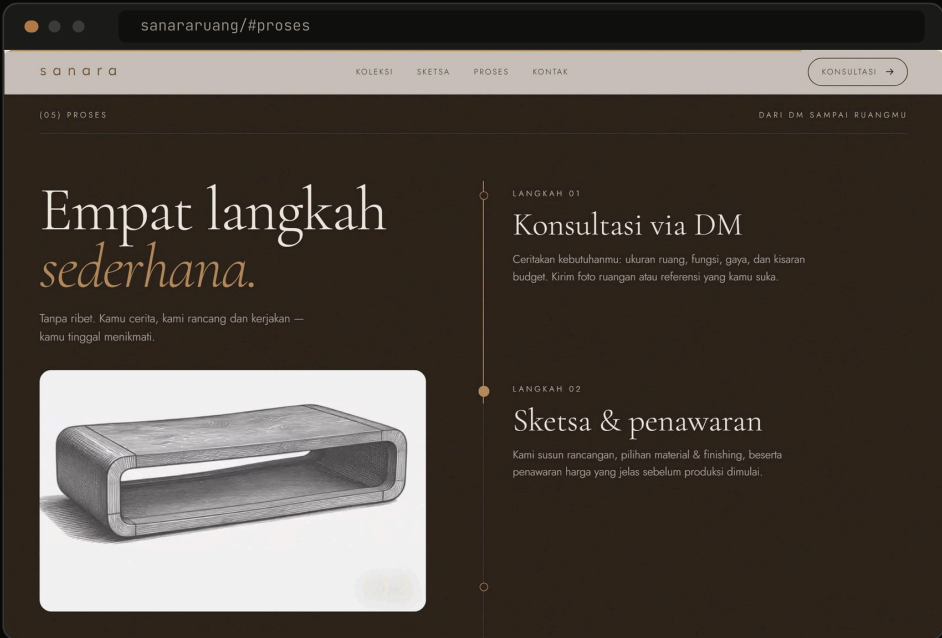
03 Sketch → real Drag from pencil sketch to oak.



04 Sketch study Three forms drawn in arches.



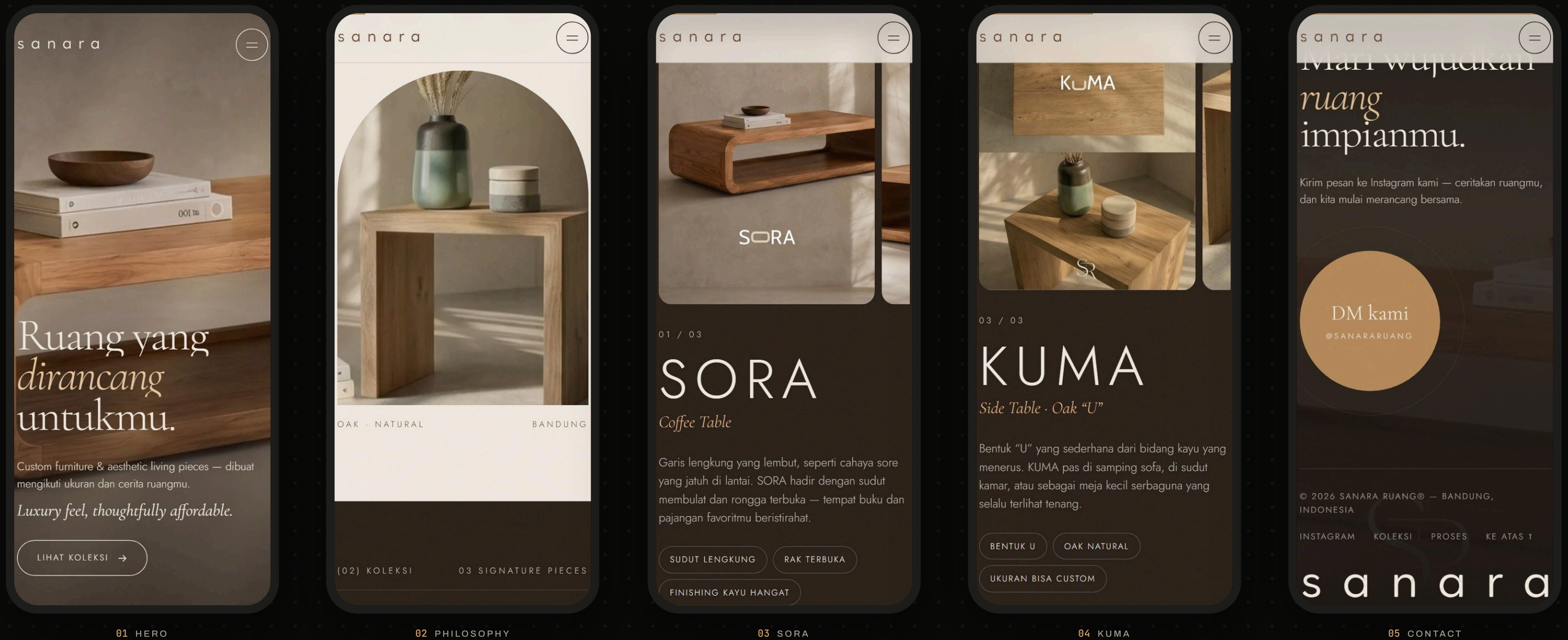
05 Close-ups Every corner, considered.



06 Process DM, sketch, production, delivery.

Buyers find the pieces on Instagram, so each chapter collapses into one tall card and the DM button stays within reach.

PIECES	SORA & KORA coffee tables · KUMA side table
PROMISE	Luxury feel, thoughtfully affordable
MADE IN	Bandung, to order



// 17 — social media

• Client account • managed

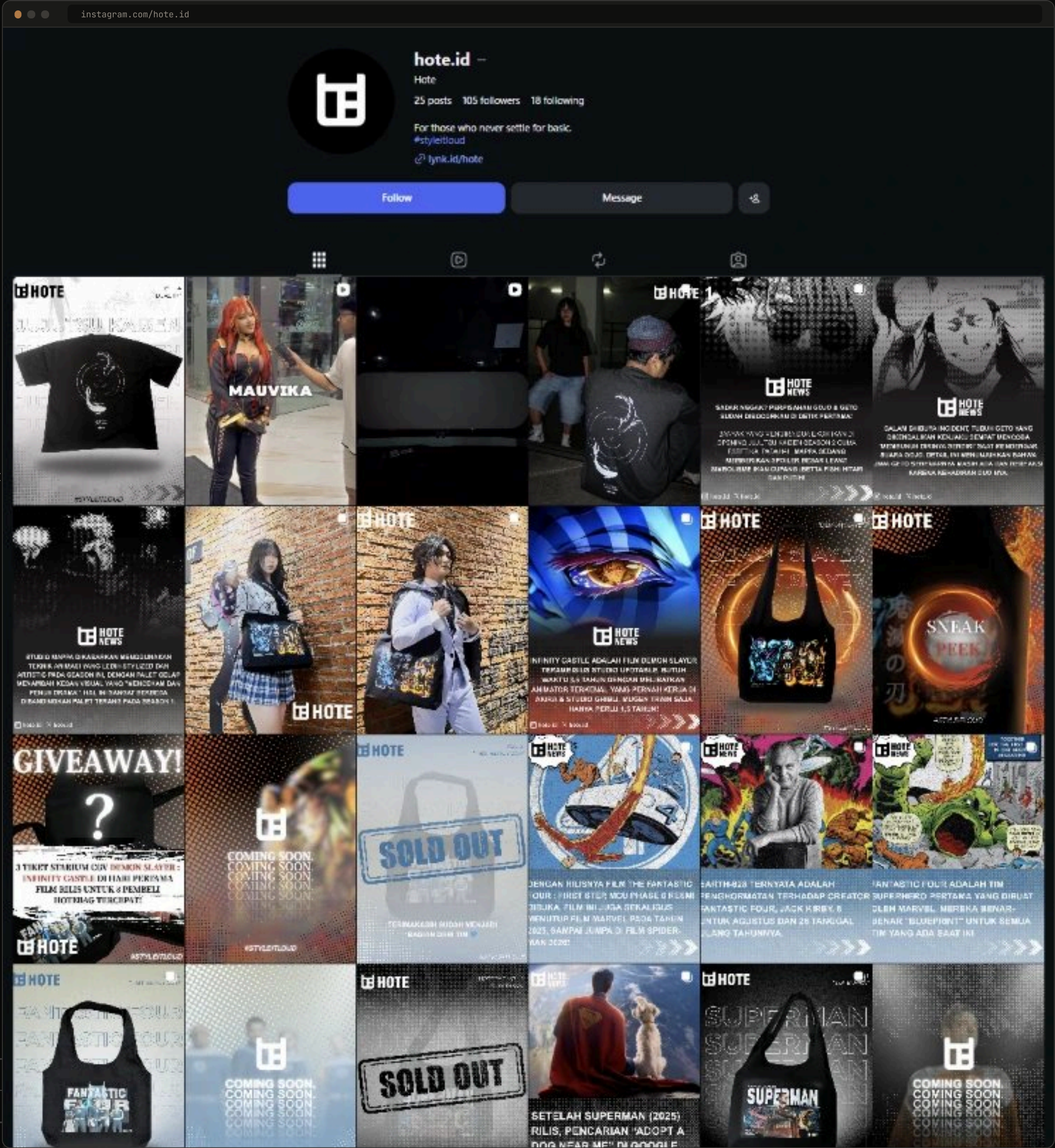
HOTE · Instagram

@hote.id · brand Instagram

I run HOTE's Instagram end to end: drop announcements, product shots, cosplay and street lookbooks, giveaways and “HOTE News”, a recurring explainer on films, anime and comics that followers back between drops.

Photoshop Illustrator CapCut AI imagery

FORMATS	Drops · teasers · HOTE News · giveaways · Reels
SYSTEM	Halftone texture, condensed type, black & white
OUTPUT	25 posts in one recognisable system



- Client account · managed

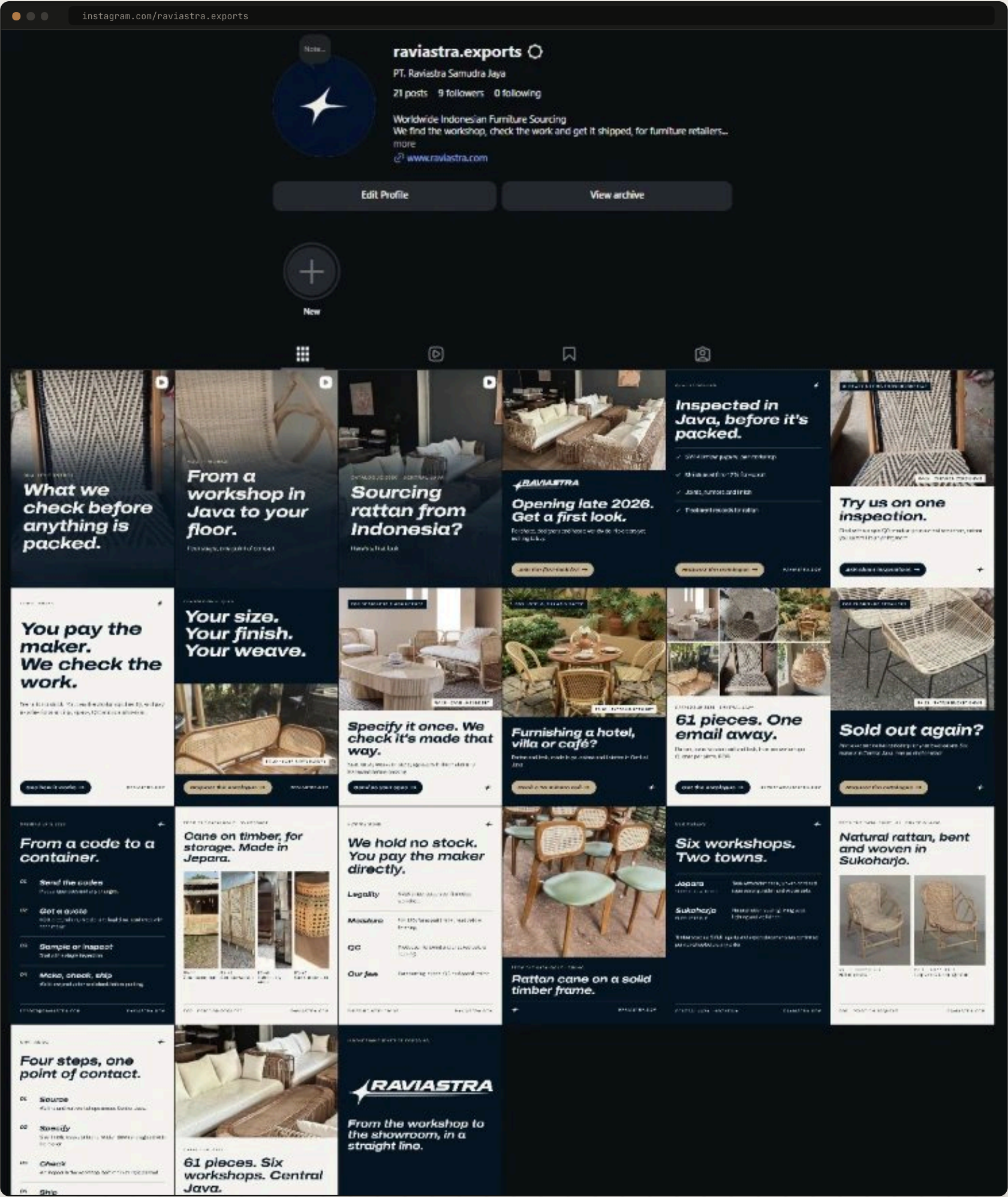
Raviastra · Instagram

@raviastra.exports · B2B furniture sourcing

Content for PT Raviastra Samudra Jaya, which sources rattan and timber furniture from Javanese workshops for retailers abroad. The feed explains a complex service in short, confident lines (“You pay the maker. We check the work.”) and alternates workshop photography with editorial typographic slides.

- Content strategy
- Copywriting
- Carousel design
- Reels

AUDIENCE	Furniture retailers, hotels and cafés overseas
SYSTEM	Navy and cream, editorial grotesk
OUTPUT	21 posts · carousels, Reels, explainers



Layers

▼

Frame · Contact

T

Heading · Let's build

T

Body · Availability

◆

Contact list · 5 rows

◆

Button / Primary · Hover

◆

Button / Secondary

◆

Toast · Success

□

Mobile — Thank you

Components

◆

Button · 3 variants · 4 states

◆

List row · label / text / link

◆

Chip · tech stack

◆

Browser & device frames

// contact – let’s talk

□ Desktop – Contact · 1440

Let’s build something.

Open to UI/UX, web design and front-end roles, remote, plus freelance projects. Based in Bandung (GMT+7) and used to working across time zones.

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LINKEDIN	linkedin.com/in/rhafimoeloek	↗
INSTAGRAM	@rhaf.studio	↗
WEBSITE	rhafimoeloek.pages.dev	↗
PORTFOLIO	Full portfolio on Google Drive	↗

Send an email →

Chat on WhatsApp

prototype flow ↓

□ Mobile – Thank you · 390

RHAF



Thank you.

Your message is on its way. I usually reply within one working day.

Back to portfolio

• Message sent

R Thanks for scrolling this far. Let's talk.

Button / Primary

State Hover

W Hug H 48

Auto layout

Pad 16 · 28 Gap 10

Radius 8

Fill

B07A46 100%

Text

Font Archive 500

Size 16

Prototype

On click Open link

Then Show toast

Anim. Ease out · 240ms

Accessibility

Contrast AA

Target 48 px

Logo · Michroma

RHAF