

Nurul Iman

Experienced **Marketing Technologist** with a focus on building engaging & accessible digital experiences. With a strong background in **front-end development**, I also bring creativity to **UI** and **graphic design**

Relevant Experience

Marketing Technology Executive | Global Poin Indonesia

Oct 2021 - Present

- Crafting HTML email and landing page for promotional use on GetPlus App, website and Blog post.
- Assist in planning, executing, and tracking marketing campaigns across various plat-forms, such as email, Mobile Push Notification, App Banner, etc
- Responsible for creation, storage, and distribution of digital content across multiple channels, ensuring consistent and effective messaging.
- Automate repetitive tasks like email campaigns or sending notification based on user behaviour, allowing marketers to focus on strategies and creativities.
- Handling various tools such as : Airship, Appsflyer, Antavo, Radar etc

Front End Developer | Printerous

Oct 2019 - Oct 2021

- Develop new user-facing features with HTML, Javascript, Saas, React.js, Slim RoR
- Build Design system asset for printerous internal use
- Ensure the technical feasibility of UI/UX designs
- Optimize application for maximum speed and scalability
- Collaborate with other team members and stakeholders

Front End Developer | Semut Api Colony

Apr 2017 - Oct 2019

- Convert UI/UX designs into clean, maintainable code using HTML, CSS, and JavaScript.
- Develop responsive websites and applications optimized for various devices and browsers.
- Optimize website performance for speed and efficiency.
- Work closely with the creative team to ensure designs align with client expectations.
- Update and maintain existing projects.
- Troubleshoot and resolve technical issues or bugs.

Web Designer | K-Link Indonesia

Feb 2015 - Apr 2017

- Design and slicing Landing page for promotion needs
- Maintain/Moderation K-Link Indonesia Social media (IG, FB, YouTube)
- Create EP and promotional image for social media
- Create wireframes, prototypes, and high-fidelity mockups using design tools with pho-toshop
- Ensure designs are optimized for usability, accessibility, and performance.
- Collaborate with developers to ensure design feasibility and smooth implementation.
- Stay updated with the latest trends in web design.
- Design assets such as icons, graphics, and animations to enhance user experience.

Web Administrator | LivingSocial id (Ensogo)

Aug 2014 - Dec 2014

- Maintaining website content
- Create Monthly Report
- Make website banner with photoshop

Web Designer | Snapy Digital Print

Nov 2009 - Aug 2014

- Create digital promotion and website content
- Developing Website with HTML/CSS
- Implement Content Management System for website.
- Maintaining and implemented new features.
- Create Promotion Landing Page.
- Create CRM App Design
- Maintain Social media for SnapyPhotobook
- Integrate 3rd party app with SnapyPhotobook Website

roel.iman@gmail.com
(+62) 8989-105-404
(+62) 822-111-00991
youtube.com/Roelimans
roeliman.com

Skills

Programming Languages

HTML, CSS, Sass, Javascript (ES2015+), Slim, Pug, Nunjuck, PHP

Libraries & Frameworks

Bootstrap, Tailwind CSS, Bulma, Jquery, NodeJS, Slick.js, React, Gatsby, Vue

Tools & Platforms

Airship, Appsflyer, Antavo, Radar, Git, GitHub, Wordpress, Figma, Zeplin, Sketch, Adobe XD, Adobe Photoshop, Adobe Illus-trator

Featured Project

Kolabo.id UI/Frontend - 2024

Landing page ui and front end development for kolabo.id

Pranalasocial.com UI/Frontend - 2024

Creative agency website develop with HTML, Scss, Slick.js and javascript

Komunitasfilm.id UI/Frontend - 2023

Build with React.js and Gatsby.js for apresiasi film indonesia, rangkai.id dan cinema poetica

Prodia.co.id Frontend - 2022

Revamp prodia website with fresher look and feel, front end dev with nunjuck

Arteegroup.id Frontend - 2021

Front end development for artee group website with css animation for some asset movement

Education

Mercubuana University

Bachelor of Computer Science in System Information major (executive class) - 2018

Interest

UI/UX, Responsive Design, Motion Graphic, Design Graphic, Photography, Content Creation, mobile video editing, Automot-ive, Roadtrip with Motorcycle, Travelling.