

# A. Miftah Fahmi

Strategic Pitch Deck Designer | UI/UX & Product Designer

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## PROFESSIONAL SUMMARY

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Strategic designer with 5+ years of experience across pitch deck design, product design, UI/UX, and visual branding. Specialized in designing investor-facing pitch decks and fundraising presentations that communicate startup narratives clearly and persuasively. Combines deep knowledge of investor psychology, visual hierarchy, and data storytelling to help founders raise capital across pre-seed to Series A stages. Proven track record working with startups across the US, UAE, Australia, and Indonesia - with clients achieving funding outcomes and returning for ongoing engagements.

## PROFESSIONAL EXPERIENCE

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### Freelance Pitch Deck Designer | Independent Practice

2023 – Present • Remote - Global Clients (US, UAE, Australia, Indonesia)

- Completed 15+ investor pitch decks across pre-seed, seed, and Series A stages for startups in Tech/SaaS, Music, Real Estate, Fashion, and Crypto/Web3 industries.
- Designed a pre-seed pitch deck for a US-based music industry startup targeting a \$1.5M raise; client expressed high satisfaction and commissioned additional design work post-delivery.
- Delivered a pre-seed pitch deck template for an Australian startup client targeting an AUD \$1,000,000 raise within a 2–3 day turnaround, maintaining strategic clarity and visual quality.
- Produced pitch decks for UAE-based startups and a Crypto/Web3 company in Canada targeting a \$750,000 raise, adapting narrative structure and visual tone to suit regional investor expectations.
- Maintained a 5-star rating on Upwork with consistent client satisfaction and repeat engagements - multiple clients returned for follow-on projects including website and dashboard redesigns.
- Applied a proprietary slide structure framework - headline-first, investor-psychology-driven - ensuring every deck communicates conclusions, not just content.
- Sourced projects through Upwork and direct referrals, building a pipeline of clients across diverse sectors and funding stages.

### Graphic Designer | OOLA Digital Studio

Jan 2023 – Present • Depok, Indonesia

- Delivered end-to-end design projects for local clients spanning branding, marketing collateral, and digital assets.
- Designed internal documentation, requirement templates, and company website assets.
- Maintained consistent design quality while managing multiple concurrent client projects.

### Intermediate Product Designer | Aruvana Space

Jul 2023 – Jun 2025 • Yogyakarta, Indonesia

- Delivered VR and AR product design projects on time for clients ranging from universities to state-owned enterprises.
- Implemented product requirement documents (PRDs) for an internal analytics dashboard, contributing features and UX improvements.
- Collaborated cross-functionally with developers and stakeholders to ensure design feasibility and quality delivery.

### Creative & Product Officer | Klubbe Indonesia

Dec 2021 – Jun 2023 • Jakarta, Indonesia

- Led product design process from user research and wireframing through high-fidelity prototyping and developer handover.
- Designed mobile app UI (low-fidelity to high-fidelity) and landing pages; successfully shipped to Google Play Store.

- Coordinated with external software development partners to ensure smooth implementation of design assets.

### **Creative Lead | Shinta VR**

Sep 2021 – Sep 2022 • Jakarta, Indonesia

- Designed and launched redesigned internal website, achieving significant improvements in web performance metrics.
- Created analytics dashboard designs and developed brand guidelines, visual asset systems, and presentation templates.
- Managed creative team responsible for marketing, social media content, and company profile materials.

### **Design Consultant | IDDC – Ministry of Trade of Indonesia**

Jan 2021 – Dec 2021 • Jakarta & Bengkulu, Indonesia

- Provided design and product development consulting for two SMEs to support export-readiness initiatives.
- Conducted market research for target export countries and developed product presentation materials.
- Represented the Ministry at the International Trade Expo.

### **Product Development Executive | Pameo Indonesia**

Nov 2019 – Mar 2021 • Yogyakarta, Indonesia

- Created content and learning materials aligned with product strategy and brand voice.
- Monitored merchandise production pipeline and coordinated seasonal product promotions to optimize inventory.
- Maintained client relationships with high confidentiality standards.

## **SKILLS**

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**Pitch Deck & Fundraising:** Investor Pitch Decks, Fundraising Narratives, Slide Architecture, Visual Storytelling, Investor Psychology, Startup Metrics (ARR, MRR, CAC, LTV, TAM/SAM/SOM), Pre-seed, Seed, Series A

**Design Tools:** Figma, Adobe Illustrator, Adobe Photoshop, Microsoft PowerPoint

**Product & UX Design:** User Research, Wireframing, Prototyping, Interaction Design, User Flows, Design Systems, Design Thinking

**Visual Design:** Visual Hierarchy, Grid Layouts, Typography, Brand Guidelines, Creative Direction, Marketing Collateral

**Soft Skills:** Client Communication, Cross-functional Collaboration, Project Management, Time Management, Leadership

## **EDUCATION**

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**Bachelor of Product Design** - Cum Laude, GPA 3.56/4.00

**Indonesian Institute of the Arts Yogyakarta (ISI Yogyakarta)**

Aug 2015 – Mar 2020 • Yogyakarta, Indonesia

- Student Exchange Representative and Workshop Facilitator in Thailand.
- Recipient of the DIKTI (Ministry of Education) Entrepreneurship Program grant.
- Participated in multiple product design and art installation exhibitions organized by the university and external institutions.

## **CERTIFICATIONS**

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### **Customer Relationship Management**

IIMBx / edX • Apr 2023

*Credential ID: ee3e6486b44aa4bf7a0ed499c7577853d*

### **Foundations of User Experience (UX) Design**

Google / Coursera • Aug 2021

*Credential ID: YYRCQA87MFECU*

### **Product Management: Building a Product Strategy**

Project Management Institute • Aug 2020

*Credential ID: Ad-xB9n38X87AVHYw1-t461h-GhL*

**DDA691x: Product Design – The Delft Design Approach**

Delft University of Technology / edX • Jun 2020

*Credential ID: 663a965998ccd499185f134568ae365d8*