

# TAUFIK HIDAYAT'S DESIGN PORTFOLIO

Online Portfolio



CV



LinkedIn



# MY PROJECTS

- 1) Warriors Esports Branding Style Guide
- 2) Sports Photography
- 3) ConceptMarket Visual Design & UX Framework
- 4) Uniqlo App Design Research
- 5) Lingscars.com Website Redesign
- 6) Woodgrove Coffee Branding
- 7) Logistics Rush 3D Game Modelling & 2D Assets
- 8) FunSkillz UX Team Lead
- 9) Social Media Poster Content Creator
- 10) CoolCases UX Project
- 11) Realism Paper Sketches
- 12) Garden City Photography
- 13) Decathlon Flyer Design



# WARRIORS ESPORTS BRANDING STYLEGUIDE

Portfolio Project Link: <https://www.taufikdesigns.com/esports-style-guide>



WARRIORS ESPORTS  
STYLE GUIDELINES

## Brand Colour

**COLOUR**

Primary 100% C Pantone 100 C CMYK (100, 100, 0, 0) HEX #FFD700	Primary 100% C Pantone 155 C CMYK (100, 50, 100, 0) HEX #FF4500	Primary 100% C Pantone 187 C CMYK (100, 100, 100, 0) HEX #FF0000	Primary 100% C Pantone 6505 C CMYK (0, 0, 0, 100) HEX #808080

WARRIOR  
**YELLOW**

SUNSET  
**ORANGE**

BLOOD  
**RED**

COAL  
**GREY**

17 [www.warrioresports.myportfolio.com](http://www.warrioresports.myportfolio.com)

WARRIORS ESPORTS  
STYLE GUIDELINES

## Team Cap

**COLLATERALS**

Back View

Front View

At all times, the Team Cap must contain the hero colour, have the main logo on the front and the brand name at the back

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WARRIORS ESPORTS  
STYLE GUIDELINES

## Typeface Weights

FUTURA PT

**TYPOGRAPHY**

Book  
Tracking: 10pt  
Leading: 35pt  
Available from:  
Fonts Adobe

Demibold  
Tracking: 10pt  
Leading: 35pt  
Available from:  
Fonts Adobe

Heavy  
Tracking: 10pt  
Leading: 35pt  
Available from:  
Fonts Adobe

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#%&\*()\_+{}|~:;<.>.-?  
£ÅÆÇÈÉ×ßÜàæç

Aa

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WARRIORS ESPORTS  
STYLE GUIDELINES

## Logo Specifications

**LOGO**

Logo Mark: 47 MM x 72 MM

Logo Face

WARRIORS  
ESPOTS

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WARRIORS ESPORTS  
STYLE GUIDELINES

## Logo Misuse

**LOGO MISUSE**

ROTATION: Do not rotate the logo.

FLIP: Do not flip or mirror the logo.

STRETCH: Do not stretch or compress the logo.

SPACING: Do not add or remove space between the logo.

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WARRIORS ESPORTS  
STYLE GUIDELINES

## Instagram

**SOCIAL MEDIA**

Profile Picture  
152 x 152 pixels (Desktop)  
110 x 110 pixels (Mobile)

Description  
To showcase our match results, players, fans, club merchandise and everything else that is a part of our organisation.

34 [www.warrioresports.myportfolio.com](http://www.warrioresports.myportfolio.com)

Interactive PDF Link: <https://indd.adobe.com/view/b85e5087-3d77-45fb-93e0-bf52703ba4fc>

Adobe Portfolio Link: <https://warrioresports.myportfolio.com/>



# WARRIORS ESPORTS BRANDING STYLEGUIDE

Portfolio Project Link: <https://www.taufikdesigns.com/esports-style-guide>



This was one of the school assignments when I was taking the post-diploma in Digital Content Creation. It was an eye-opening experience in learning how popular brands and companies around the world use a style guide to they provide a framework and consistency in visual and brand elements across various communication channels.

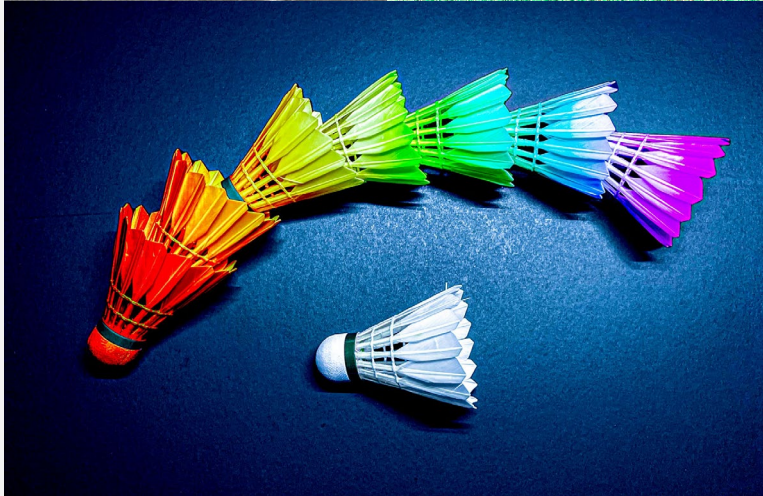
As I was an competitive gamer at that time, actively playing for my eSports team in competitions, I decided to create a style guide for my eSports team to maintain a unified and professional brand identity, and ensuring a positive and recognizable image in the eyes of the audience whenever we participate in events or competitions.

Creating this style guide involved careful consideration of various elements to ensure a comprehensive and cohesive representation of the brand, such as the logo usage, colour palette, typography, imagery, tone, and usage in various social media platforms.

# 2

# SPORTS PHOTOGRAPHY

Portfolio Project Link: <https://www.taufikdesigns.com/sports-photography>



# 2

## SPORTS PHOTOGRAPHY

Portfolio Project Link: <https://www.taufikdesigns.com/sports-photography>



This was one of the school assignments when I was taking the post-diploma in Digital Content Creation. It was fun to work around a specific theme (I chose sports) and take pictures and editing them.

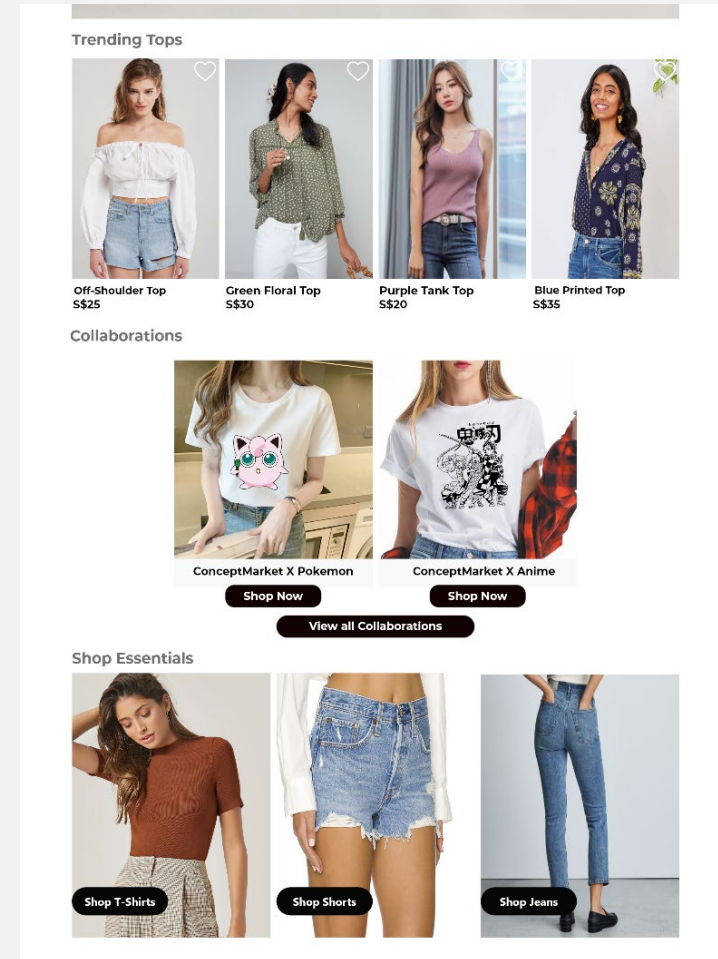
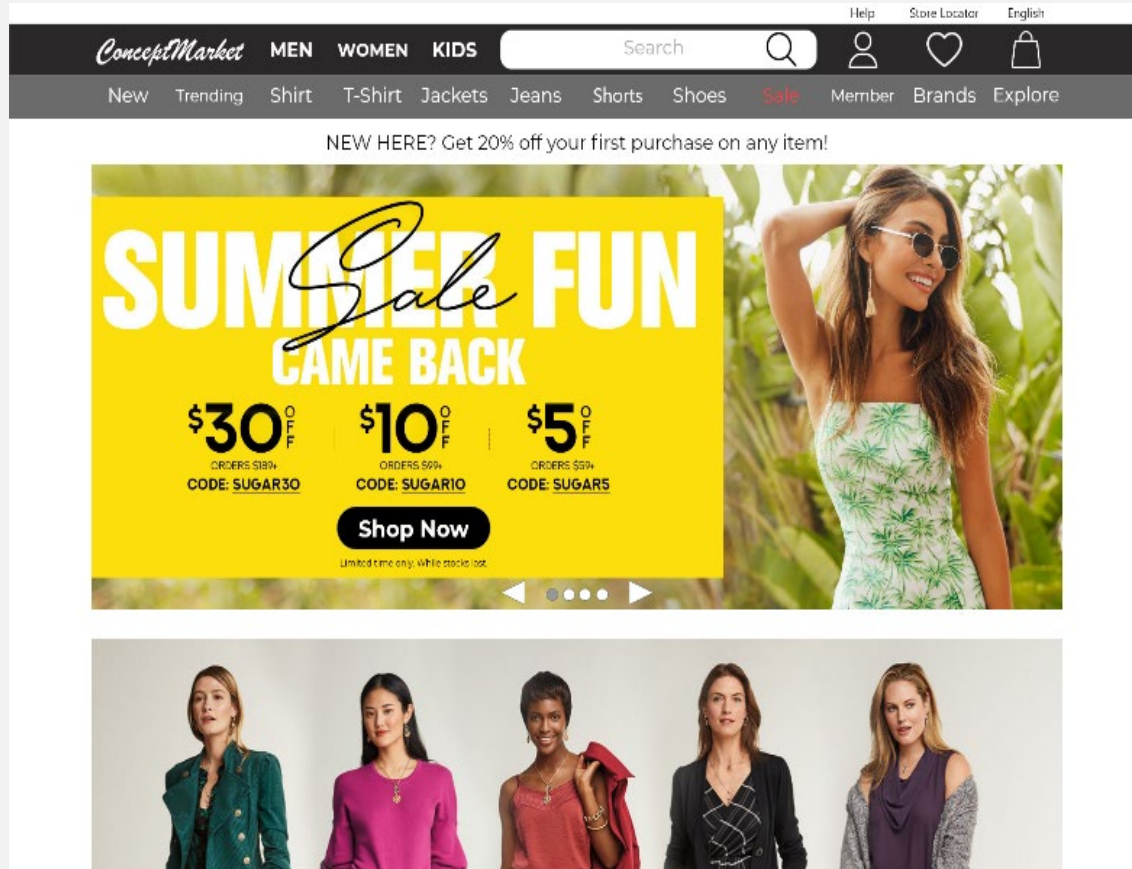
When tackling the theme, I tried to tell a story in the context of Singapore, about how successful our national team have been in Badminton, and also on our national sport. Also I tried to take pictures of healthy living through sports with pictures of objects and places.

I experimented with colour, making some as vibrant and colourful as they can be, editing the photos in lightroom and enhancing and eliminating some values, while also going into photoshop to eliminate distractions in photos and editing backgrounds. I did this to highlight the success and to explain the fact that Sports can be fun with colourful contrasts.

It was definitely a fun learning experience in taking pictures, learning about the history of sports in the context of my home country, Singapore. I will definitely be taking more pictures in the future and telling a story, because a picture can paint a thousand memories.

# 3 CONCEPTMARKET VISUAL DESIGN & UX FRAMEWORK

Portfolio Project Link: <https://www.taufikdesigns.com/conceptmarket>



3

## CONCEPTMARKET VISUAL DESIGN & UX FRAMEWORK



Portfolio Project Link: <https://www.taufikdesigns.com/conceptmarket>

This was one of the school assignments when I was taking the post-diploma in Digital Content Creation. I was tasked to create a website using the Emotion Design UX framework.

It was a very technical subject and my goal was inevitably to design an e-commerce website selling fashion products that feel as attractive, real, and authentic as they do organize and efficient.

I chose to create a website featuring fashion products as I worked fulltime as a retail assistant in a physical store a couple years back and the idea of creating a website of my own was very enticing. Also I had a friend who was a co-owner for a thrift store called ConceptMarket and she had a physical store, and wishes to set up a website to gather outreach to her customers shopping online. I asked her for a permission to include her brand name in my school assignment.

By balancing out Visceral, Behavioural and Reflective design, I ensured that the ConceptMarket website is delightful for the users. It was a mind-blowing experience to how much work has to be done when creating a website to ensure that the user finds the experience of navigating the website to be pleasant and easy by making their shopping experience more delightful.



# 4 UNIQLO APP DESIGN RESEARCH

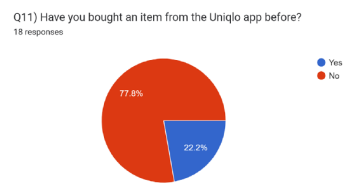
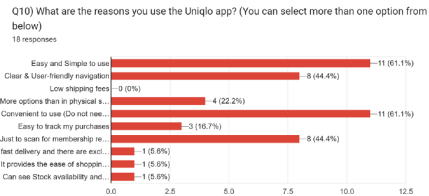
Portfolio Project Link: <https://www.taufikdesigns.com/ux-research-uniqlo-app>



## 06 Survey Results

6.4 Questions for UNIQLO Users – Usage of the app

- The main reason why the survey participants use the Uniqlo app is tied between “Easy and simple to use” and “Convenient to use (Do not need to leave house)”.
- Only 4 out of the 18 participants (22.2%) have bought an item using the Uniqlo App.



### 12.1 Make an easier decision with cutting example on size chart

Current size chart details might be misleading as the cutting of some items might not be the same as others.

Current

Propose the addition of a cutting to a similar or popular item.

Recommended

## 10 Persona



**Michelle Teo, 25**

**Status**  
Single

**Salary**  
\$2,800

**Occupation**  
Pre-school Teacher

**Archetype**  
Minimalist

#### Personality

- Empathy
- Patience
- Confident
- Outgoing
- Cheery

#### Bio

Michelle recently started a new job as a pre-school teacher. She is excited and cannot wait to bring her out her energy to teach her new kids.

Besides her job, she enjoys working out and keeping herself fit.

#### Motivations



#### Goals

- Teach preschool students how to solve disagreements without anger.
- Set rules that inculcate patience when waiting for the teacher's instructions.
- Take preschool children out to play in structured groups.

#### Frustrations

- Lack of recognition and value.
- Managing the young children.
- Handling paperwork

“Simplicity is the ultimate form of sophistication”

#### Behaviour



#### Influences

- Family
- Work Colleagues
- Friends
- Media

#### Frequently Used Apps



# 4

## UNIQLO APP DESIGN RESEARCH

Portfolio Project Link: <https://www.taufikdesigns.com/ux-research-uniqlo-app>



This was one of the school assignments when I was taking the post-diploma in Digital Content Creation. The task of this assignment was to review an app and to make it better for its users.

The app I chose was Uniqlo. Having worked there for two full years, constantly promoting the app to thousands of walk-in customers, and seeing some of its functions not being used pains my heart. Therefore I did a Design Research case study on the app.

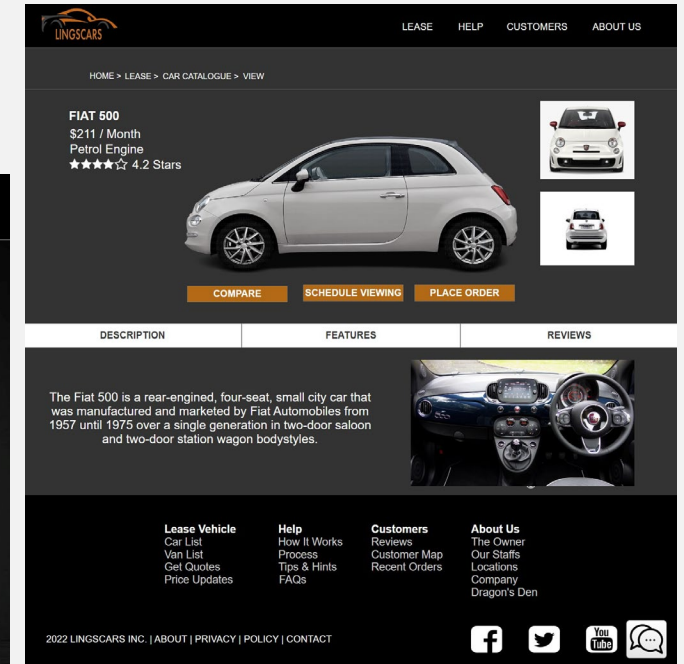
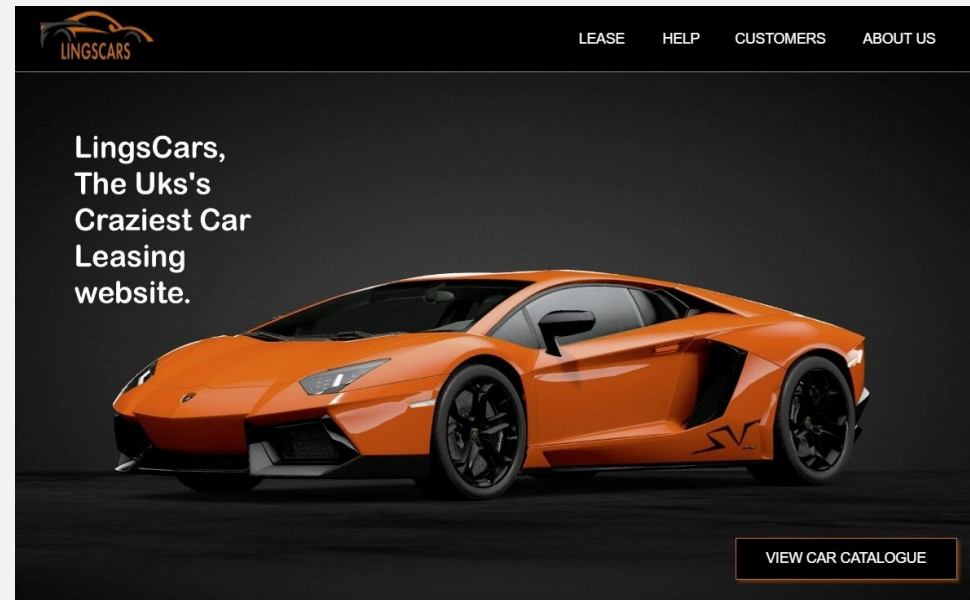
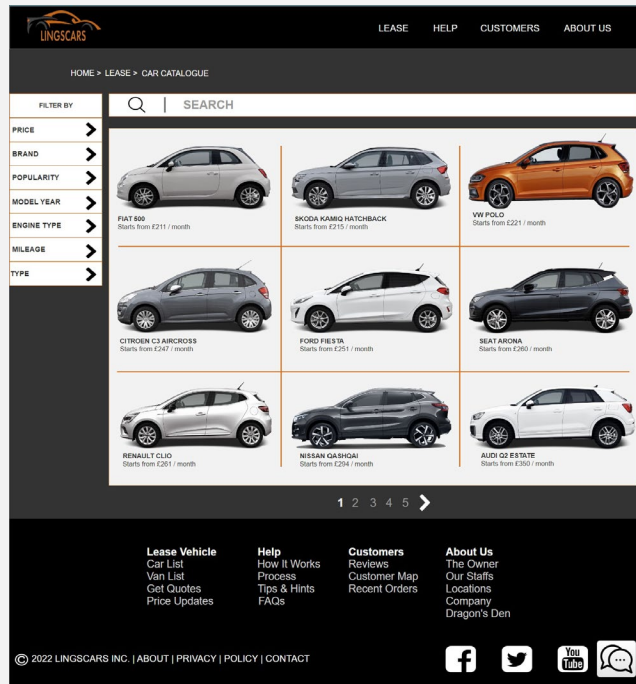
An extensive research was done, including literature reviews, conducting surveys and interviews and finally coming out with the analysis and findings of the survey and interview results. That led to me making a few, but much-needed recommendations to the app, like the AR mode to better help users in picturing what they will look like when wearing the clothes they picked out and a couple others in tackling their problems faces when shopping for clothes online.

Doing this project enabled me to learn the pain points of app users shopping online, and their decision to shop through physical stores instead and how I was able to provide a solution that was able to eliminate their pain points, all through design research.

# 5

# LINGSCARS.COM WEBSITE REDESIGN

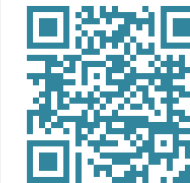
Portfolio Project Link: <https://www.taufikdesigns.com/redesigning-lingcars>



# 5

## LINGSCARS.COM WEBSITE REDESIGN

Portfolio Project Link: <https://www.taufikdesigns.com/redesigning-lingcars>



This was one of the school assignments when I was taking the post-diploma in Digital Content Creation. The task of this assignment was to redesign a website, making them more appealing and user-friendly for its users.

The website I chose was [lingscars.com](https://www.lingscars.com). The website had a lot of issues, both design and interaction wise. I applied Mr Dan Brown's eight principles of Information Architecture and Interaction Design in identifying the website's issues.

However before I created the newly revamped prototype, I prepared a sitemap and also wireframes using Axure RP 8, a software tool for prototype designing. Upon creating the prototypes, I conducted usability tests, with some tasks for users to complete and recorded the results.

The approach when creating the redesigns were to be made as simple for the user so that they are able to complete their intended tasks without much distractions. I may have found my own identity when creating this assignment, which is to solve the problems of others through designing by making things simpler.

# 6

# WOODGROVE COFFEE BRANDING

Portfolio Project Link: <https://www.taufikdesigns.com/woodgrove-coffee>



6

# WOODGROVE COFFEE BRANDING

Portfolio Project Link: <https://www.taufikdesigns.com/woodgrove-coffee>



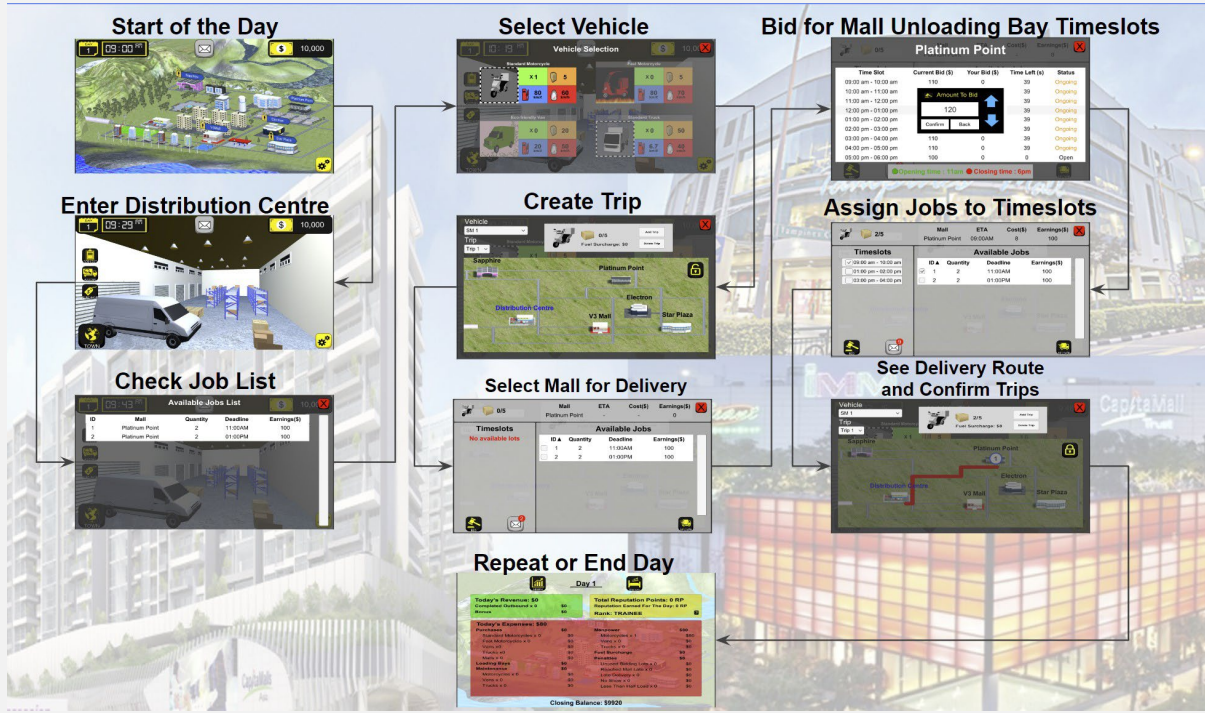
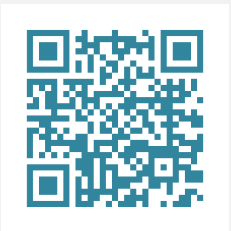
This was a side project where I collaborated with a friend, seeking to open up a coffee house in Woodgrove called Woodgrove Coffee. With the knowledge I had in making a style guide in one of the modules I learned in school, I helped my friend in creating the brand identity of Woodgrove Coffee.

I experimented with colours, creating the colour palette of the brand, along with the logo and its variations of use in their coffee cups.

It was a meaningful experience as I got to use what I learned in school to apply them to real-life situations and managed to help a friend out in creating a brand identity for his business.

# 7 LOGISTICS RUSH 3D GAME MODELLING & 2D ASSETS

Portfolio Project Link: <https://www.taufikdesigns.com/logisticsrush>



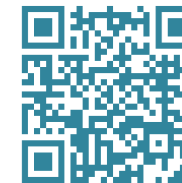
### Vehicle Purchase

DAY 1 09:17 AM \$ 10,100

Vehicle	Cost	Capacity	Fuel	Speed
Standard Motorcycle	\$500	5	80 km/ℓ	60 km/h
Fast Motorcycle	\$700	5	80 km/ℓ	70 km/h
Eco-friendly Van	\$2500	20	20 km/ℓ	50 km/h
Standard Truck	\$7500	50	6.7 km/ℓ	40 km/h

# 7 LOGISTICS RUSH 3D GAME MODELLING & 2D ASSETS

Portfolio Project Link: <https://www.taufikdesigns.com/logisticsrush>



This was my Internship project in my final year of my Game Design & Development Diploma where I worked as a game designer at The Logistics Institute Asia Pacific (TLIAP). The goal of the project was to create a 2.5D simulation game on the process of logistics and how stocks and deliveries are managed from the warehouse to the retail stores.

This was a group project done with five other course mates. My role in the team was a designer and I was tasked to create the game's user interface, and in-game objects, including the 3D objects of vehicles, shops and malls.

It was an exciting experience to use everything that I have learned in my studies in Temasek Polytechnic to work with my course mates to create a 2.5D game from scratch in a few months. The expectations were very high from the beginning but I believe we did our best and pulled through all the way to the very end.





# FUNSKILLZ UX TEAM LEAD

Portfolio Project Link: <https://www.taufikdesigns.com/funskillz>





## FUNSKILLZ UX TEAM LEAD

Portfolio Project Link: <https://www.taufikdesigns.com/funskillz>



This was one of the school assignments when I was taking the post-diploma in Digital Content Creation with UX Design. The task of this assignment was to create an app under the theme of “The future of work”. This was a group project and I was the leader of the group, also the UX Lead.

It was the most challenging school assignment of all and made me push myself to the limits. This UX project involved the 5 stages of design thinking; Empathy, Define, Ideation, Prototyping and User testing.

This was quite a challenging project as it was a group project and there was a lot of meetings and expectations. We decided to build an app for working professionals to help them in using various means of collaborating tools like MS Teams and Google docs, while making it fun by incorporating game elements, and also a reward system.

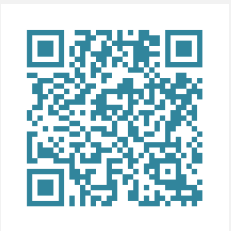
Overall, I felt very overwhelmed at such a large scale project to be completed in under 6 weeks, but also excited at the same time as this was my first time being the UX lead and guiding my fellow classmates to complete this project.

In conclusion, it was definitely an eye-opener to what working as a UX designer is all about and there is so many things that we have to research about, especially in the early stage such as empathy interviews, and the problem statement. The most important take away for me is to always re-visit your problem statement after every stage, so that the team does not lose focus of what is the main goal of the entire project, and to always think based on the user's perspectives and goals

# 9

# SOCIAL MEDIA POSTER CONTENT CREATOR

Portfolio Project Link: <https://www.taufikdesigns.com/poster-content-creator>



PRESENTED BY: Therabody

**ESPORTS**

**MAQNA PREMIER LEAGUE**

**WEDNESDAYS 11pm**

WESTON CORP Jeep adidas topgrid post TG PROJECTVAULTS

PRESENTED BY: Therabody

**BALESTIER KHALSA ESPORTS VS ARTISTIC GAMING ESPORTS**

23/11/2022

WESTON CORP Jeep adidas topgrid post TG PROJECTVAULTS

Presented By: Therabody

**WE WILL BE THERE.**

**SATURDAY | 24 SEP | 9AM**

**JURONG GREEN CC**

#halatigers #bolderstripes

WESTON CORP Jeep adidas topgrid post TG PROJECTVAULTS

**SG WARRIORS SQUADLIST**

**GOALKEEPER**  
Einrusty

**DEFENDERS**  
FUTFICZ  
Aizman\_18  
IMallyMathers  
Ketamine1986  
KIRAakariz0  
Azari2943  
Fy\_nem3siz  
Shaa-aady

**MIDFIELDERS**  
SGW-TheDoctor25  
Adrntz  
MuhDass  
Faiz\_PAL  
Muz\_zamil

**FORWARDS**  
Afalah\_87  
Muhdlham  
Truongnguyen2007  
SixthRonin

SG WARRIORS

**BALESTIER KHALSA ESPORTS FIFA 23 SQUADLIST**

**GOALKEEPER**  
Einrusty

**DEFENDERS**  
FUTFICZ  
Aizman\_18  
IMallyMathers  
Ketamine1986  
KIRAakariz0  
Azari2943  
Fy\_nem3siz  
Shaa-aady

**MIDFIELDERS**  
SGW-TheDoctor25  
Adrntz  
MuhDass  
Faiz\_PAL  
Muz\_zamil

**FORWARDS**  
Afalah\_87  
Muhdlham  
Truongnguyen2007  
SixthRonin

WESTON CORP Jeep adidas topgrid post TG PROJECTVAULTS

9

# SOCIAL MEDIA POSTER CONTENT CREATOR

Portfolio Project Link: <https://www.taufikdesigns.com/poster-content-creator>



I love creating graphics and playing around with photoshop to create posters. As my experience with creating graphical content on social media grew, so did the number of people that were relying on me to create posters for them too.

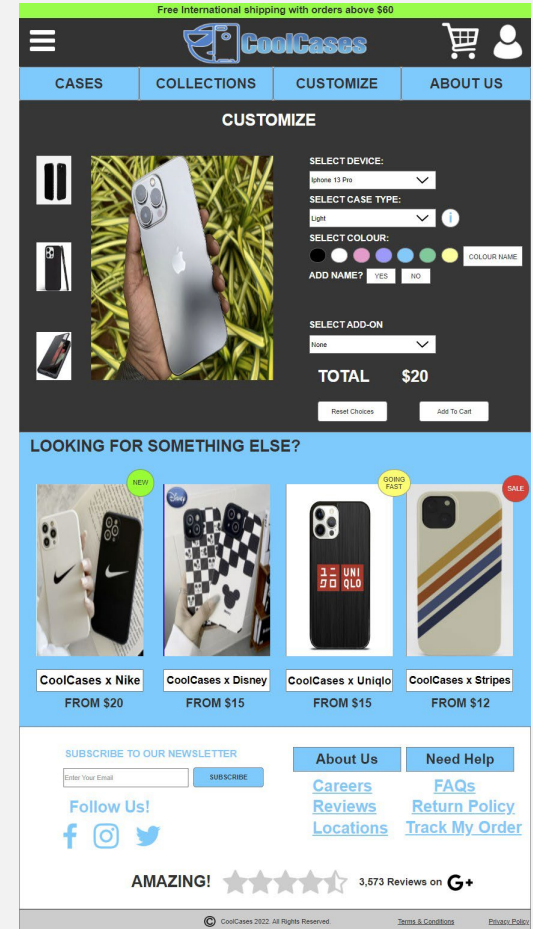
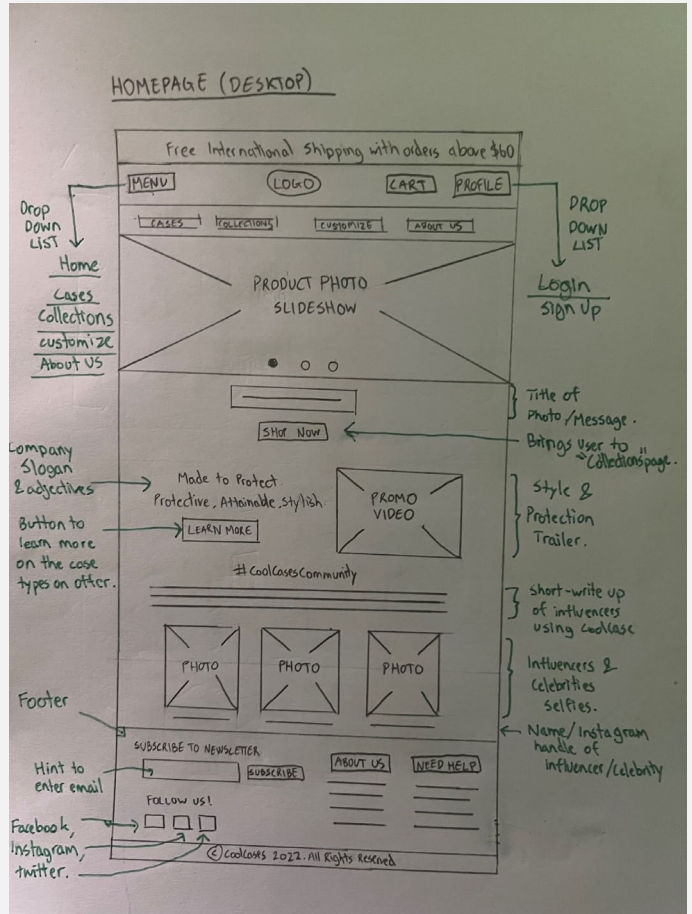
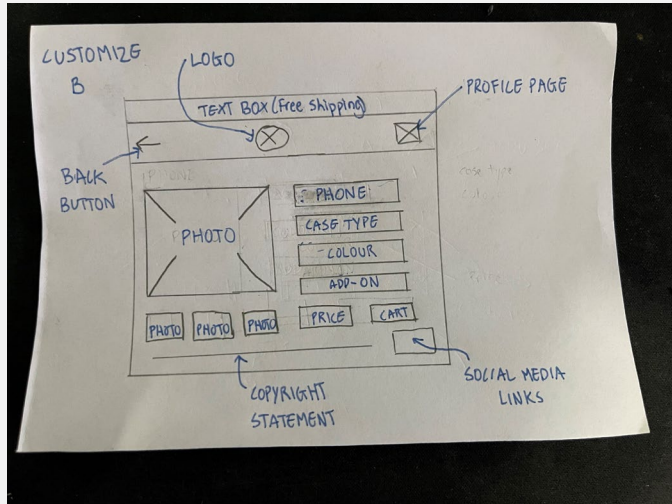
I first began posting match updates and lineups of my own eSports team, and slowly it branched out to the league and even the national team eSports leagues. When I was playing under the Balestier Khalsa eSports team, I was also creating some posters for them to create brand awareness and upcoming fixtures.

Expressing my love for creating graphical posters on social media is a wonderful way to channel my creativity and share my unique perspective with the world. I used to post almost daily on real-life football matters like transfer rumors, top scorers, basically anything football related. I believe that my skillset will continue to grow and I hope to impact more lives with my posters, spreading info and awareness to as many followers as I can.

# 10

# COOLCASES UX PROJECT

Portfolio Project Link: <https://www.taufikdesigns.com/coolcases-ux-report>



10

# COOLCASES UX PROJECT

Portfolio Project Link: <https://www.taufikdesigns.com/coolcases-ux-report>



This was one of the school assignments when I was taking the post-diploma in Digital Content Creation with UX Design. The task of this assignment was to conduct a UX report on transitioning a brick and mortar store to an online platform. I decided on coming up with a fictitious brick and mortar store selling phone cases, called CoolCases.

The research seeks to delve into the end-to-end process of how users decide on purchasing phone cases online. It also uncovers the tools users use to decide on purchasing phone cases, and understands prior experiences of purchasing phone cases, their emotions; and identifies barriers encountered. It aims to learn about the improvements participant might make to their current decision-making process.

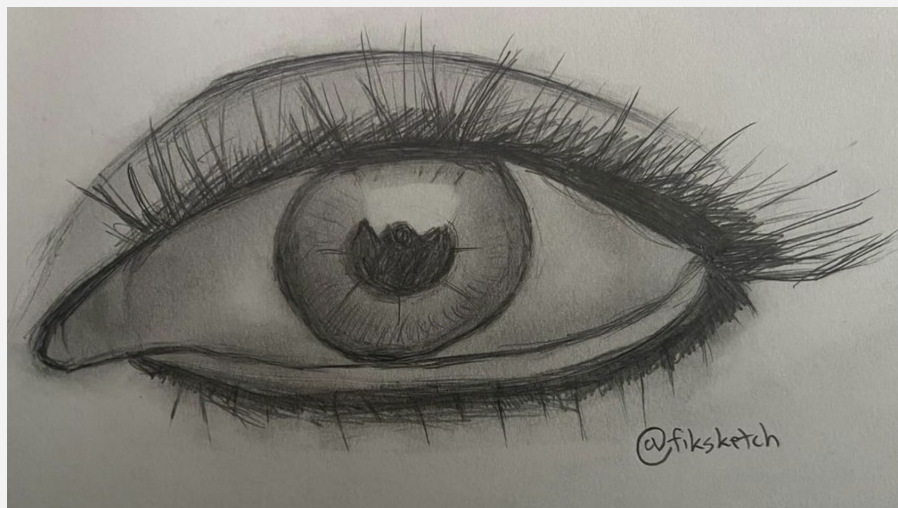
Overall, I learned on the fundamentals of UX Design and how work is done using the design thinking process. It was also a fun time to sketch, design wireframes and eventually create the prototype and see my designs and animation come to life.

In conclusion, it was definitely an eye-opener to what working as a UX designer is all about and there is so many things that we have to research about, especially in the early stage such as empathy interviews, and the problem statement.



# REALISM PAPER SKETCHES

Portfolio Project Link: <https://www.taufikdesigns.com/realism-sketching>





# REALISM PAPER SKETCHES

Portfolio Project Link: <https://www.taufikdesigns.com/realism-sketching>



I consider myself as a late-bloomer in design, and more so for sketching. Of course when I was younger in my secondary school days I sketch but did not think myself as someone who could draw very realistically, but now I have the believe to sketch.

In the past year, I stumbled upon a hidden talent that lay dormant within me— the ability to sketch real-life objects. This was not an epiphany; rather, it was the slow emergence of a hidden creative talent that had been waiting patiently to be discovered.

I also created an Instagram account where I post my sketches online. It is still in the early stages however I do feel like I am able to do this every single day for the rest of my life, sketching everyday-objects seem more life-like and evolving my skillset in the world of design.



12

# GARDEN CITY PHOTOGRAPHY

Portfolio Project Link: <https://www.taufikdesigns.com/garden-city-photography>



12

## GARDEN CITY PHOTOGRAPHY

Portfolio Project Link: <https://www.taufikdesigns.com/garden-city-photography>



I was so in love with photography, so much that I spent money on a canon m50 (II), a mirrorless camera. As I was a beginner into the field of photography, I took pictures of almost anything and trying my best to experiment with the different exposure compositions, aperture values and focus selections, so that I can improve myself as a photographer.

Embarking on the journey as a beginner photographer is an exciting adventure filled with opportunities for creativity, learning, and self-expression.

One of the many things I love taking pictures of are those of mother nature. I feel at ease when I take pictures of them. After that, I edit those photos in Lightroom and photoshop and post them on my Instagram page.

Although I just started photography just recently, I feel like it is my calling. Maybe in an alternate universe, I would have been an expert in photography and become a professional photographer. However, I keep telling myself that photography is not just about the final image. It is about the journey, the stories and the memories I create, and eventually my passion for photography will evolve organically.

# 13

# DECATHLON FLYER DESIGN

Portfolio Project Link: <https://www.taufikdesigns.com/decathlon-flyer-design>



13

## DECATHLON FLYER DESIGN

Portfolio Project Link: <https://www.taufikdesigns.com/decathlon-flyer-design>



Working in Decathlon for two years now as a Sports Retail Specialist and having the flexibility to use my design skills to make my layout better for my customers meant that I could be as creative as I can be.

I worked on designing a flyer to help promote the sales of my department. I used the colors of the company and included the latest price, and a few liners and benefits of certain top-selling products that customers would most likely purchase when coming down to the store. I also had to work to learn on my own on how to create a flyer using Adobe Illustrator as it was something that I have never done before.

Doing this design enabled me to learn more about the products that I sell everyday, and also improving my skills as a designer, designing a flyer without any prior knowledge and experience.