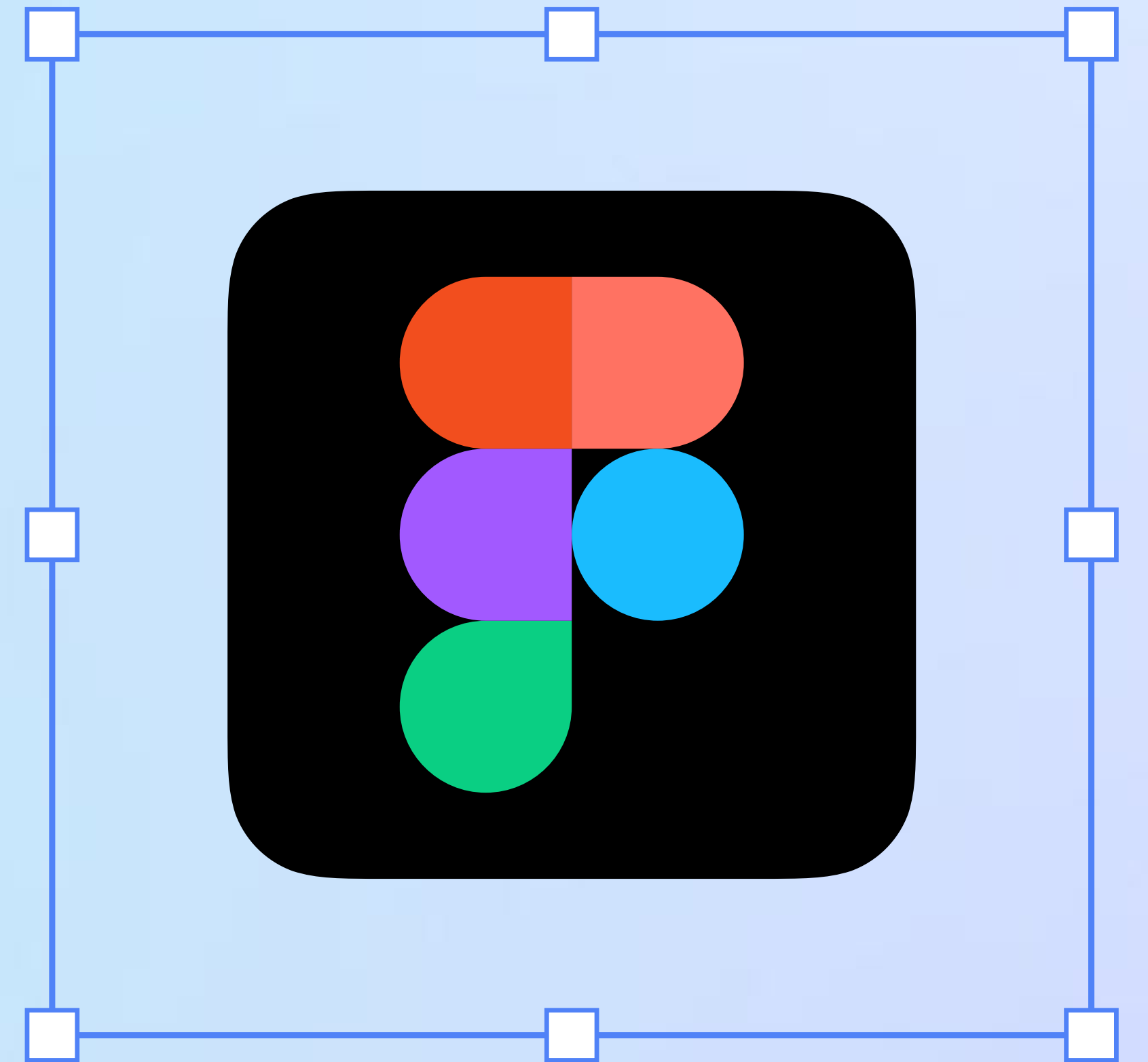


# UI/UX WORKSHOP: FROM IDEA TO HIGH-FIDELITY

Moh. Salman Alfarisi, MMSI



# Hi, Saya Al



**Moh. Salman Alfarisi, MMSI.**  
Product Designer

> 8 Tahun berkerja sebagai creative designer dari  
designer cetak - IU/UX - 3D/AR

Kegiatan keseharian saya menjadi Full Remote  
Product Designer (UI/UX) [simbiotiktech.com](http://simbiotiktech.com)  
(Malaysia) & [dotConnector](http://dotConnector.com) (US)

@Mohsalfa

UI/UX Workshop - From Idea to High-Fidelity

# Agenda:

1. Kenapa Berkarir Menjadi Product Designer?
2. Kenapa Harus Figma?
3. Pengenalan Interface & Fitur Figma
4. Alur Kerja Product Design
5. Interactive Workshop Session & Tanya Jawab Seputar Product Design

# 01

## Kenapa Berkarir Menjadi Product Designer?

# Mengapa Berkarir Sebagai Product Designer?

Sedang terjadi transformasi digital pada berbagai industri/perusahaan

Indonesia membutuhkan lebih dari 9 juta talenta digital pada tahun 2023, menurut Bapak Presiden Jokowi\*

Produk designer adalah 1 dari 5 profesi yang paling direkomendasikan oleh Kemendikbud Ristek, Mas Menteri Nadiem Makarim\*\*

7 miliar lebih manusia dengan 4 Miliar lebih pengguna smartphone terhubung ke internet dengan beragam aplikasi/game\*\*\*



Foto: Grandyos Zafna

ini," kata Nadiem.

**Jakarta** - Menteri Pendidikan dan Kebudayaan (Mendikbud) **Nadiem Makarim** menyebutkan lima pekerjaan yang dianggap paling hot di Indonesia saat ini. Paling hot maksudnya adalah yang paling banyak dibutuhkan saat ini.

Hal itu disampaikan Nadiem di hadapan para milenial dalam gelaran Indonesia Millennial Summit (IMS) 2020 di The Tribrata, Jakarta, Jumat (17/1/2020). Pekerjaan itu adalah bidang analis, researcher, UX design, software engineer, dan product management.

"Itu adalah lima job yang paling hot di Indonesia saat

**"Saya Jamin  
Siapa Pun Yang Di  
Bidang Itu Nggak  
Mungkin Nggak  
Dapat Kerjaan"**

**- Nadiem Makarim**

# Apa itu Digital Product Design?

Kegiatan merancang solusi dari permasalahan pengguna yang akan diimplementasikan dalam Produk Digital seperti Mobile App/Website

# 3 Fokus Pengembangan Digital Product

## USER INTERFACE

interaksi dan komunikasi antara manusia dengan mesin/computer



android app



ios app



web

## BACK END SYSTEM

program utama yang mengoperasikan banyak fungsi, yang tidak bisa diakses langsung oleh user



## BUSINESS

semua hal diluar technical untuk mempersiapkan layanan nya siap secara business





# Role di Pengembangan Digital Product

## USER INTERFACE



UX Researcher

UX Designer

UI Designer

Copy Writer



Mobile Developer

Website Developer

Back End Developer

DevOps Engineer

## BACK END SYSTEM



Network Engineer

IT Engineer

Platform Engineer

Security Engineer



Data Engineer

Data Architecture

Data Scientist

Data Infrastructure

## BUSINESS



Bus Development

Partnership

Market Research

Pricing Strategist



Go To Market

Brand Comm

Creative Branding

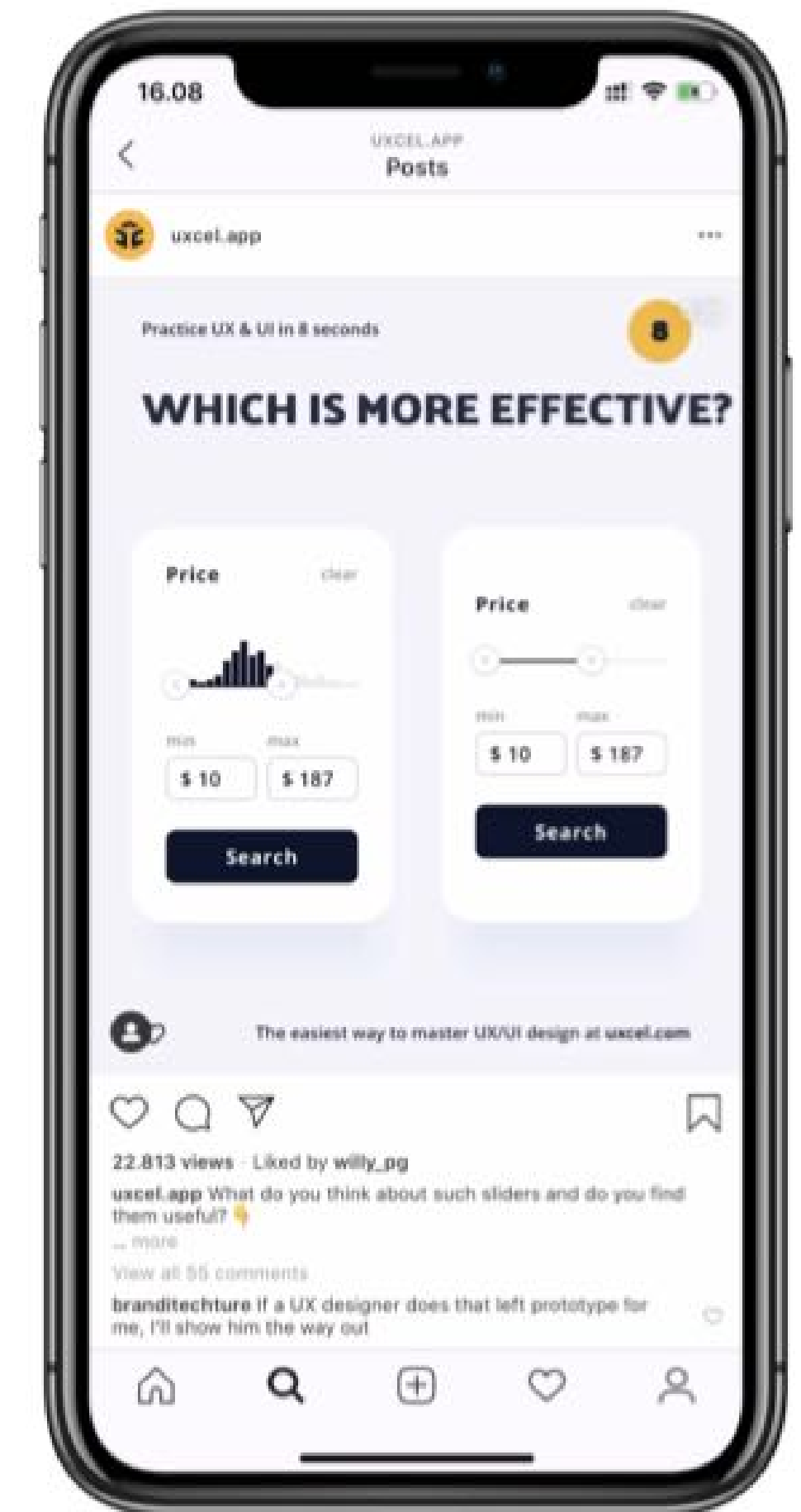
Digital Marketing

# Hard Skills untuk menjadi Product Designer

1. Sketching
2. Wire-framing
3. High-Fidelity (with Design App)
4. Prototyping
5. Interaction Design
6. User Research (Usability Testing)

# Referensi Belajar Hard Skills Product Designer

	Dahulu	Sekarang
Learning Sources	<p><b>Limited Sources &amp; Costly</b></p> <ul style="list-style-type: none"> <li>• Pendidikan</li> <li>• Seminar/training</li> <li>• Mentor</li> </ul>	<p><b>Unlimited Sources &amp; Affordable</b></p> <ul style="list-style-type: none"> <li>• Online Learning Platform</li> <li>• Bootcamp</li> <li>• Komunitas Online</li> <li>• Follow Expert di Social Media</li> </ul> <p>  </p>
Playground	<p><b>Menunggu peluang untuk mengaplikasikan</b></p> <ul style="list-style-type: none"> <li>• Peluang di pekerjaan</li> <li>• Koneksi</li> </ul> <p><b>Mengaplikasikannya ketika sudah cukup skill</b></p>	<p><b>Menciptakan peluang sendiri</b></p> <ul style="list-style-type: none"> <li>• Personal website</li> <li>• Melalui social media</li> <li>• Komunitas online</li> </ul> <p><b>Mengaplikasikan nya secara bertahap</b></p> <p>  </p>



# 02

## Kenapa Harus Figma?

**Jangan  
Jatuh  
Cinta Pada  
Design  
Tool!**







TOMATOES AND MUSHROOMS 0:40

1. peel of tomatoes
2. cut them into pieces
3. season with salt and garlic
- + more



text message received

//from Paul  
//sent 22.08.39

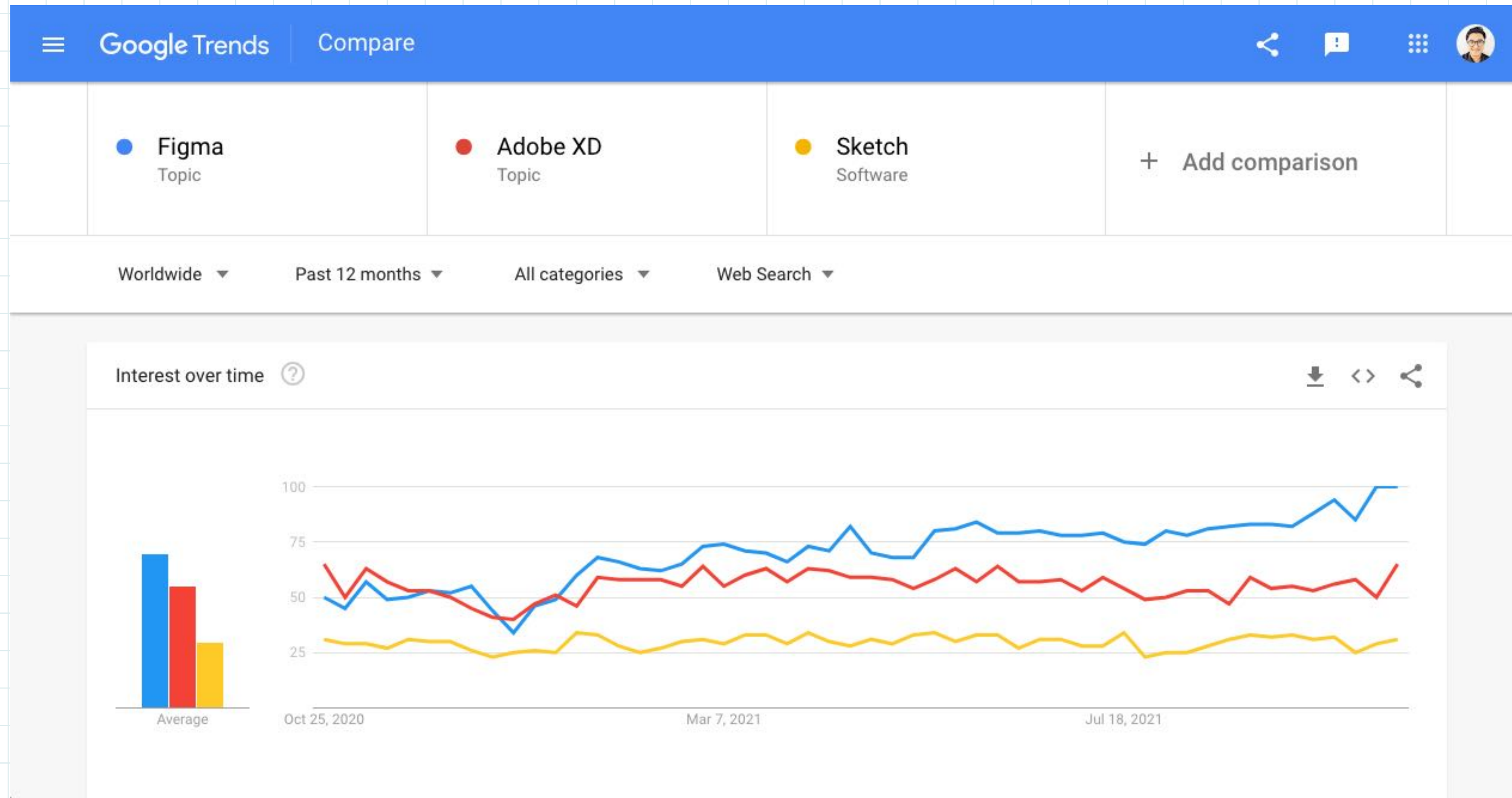
I'll be home at 20.  
Can't wait to taste that wonderful meal.

Time remaining

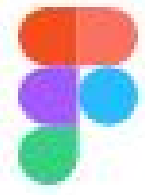
0:24



# Figma Semakin Diminati







Products ▾

Enterprise ▾

Pricing

Community ▾

Company ▾

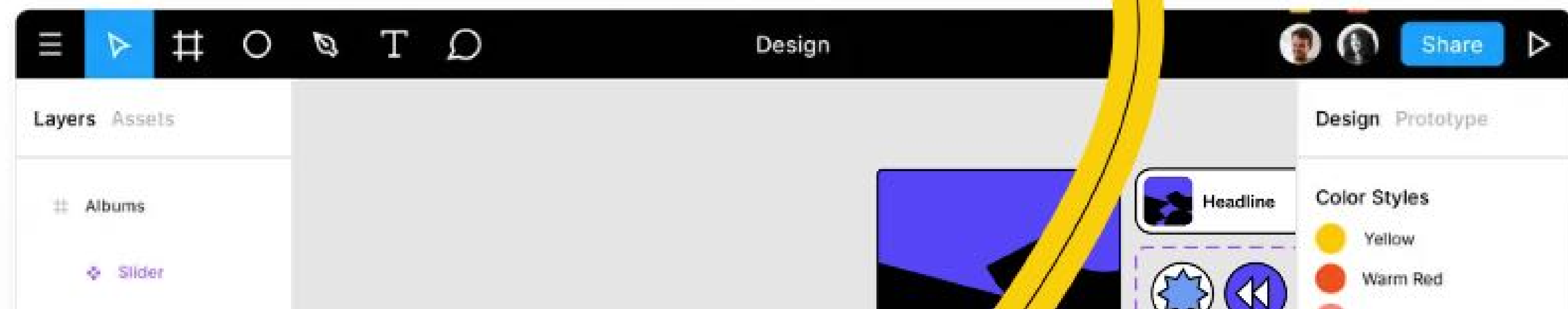
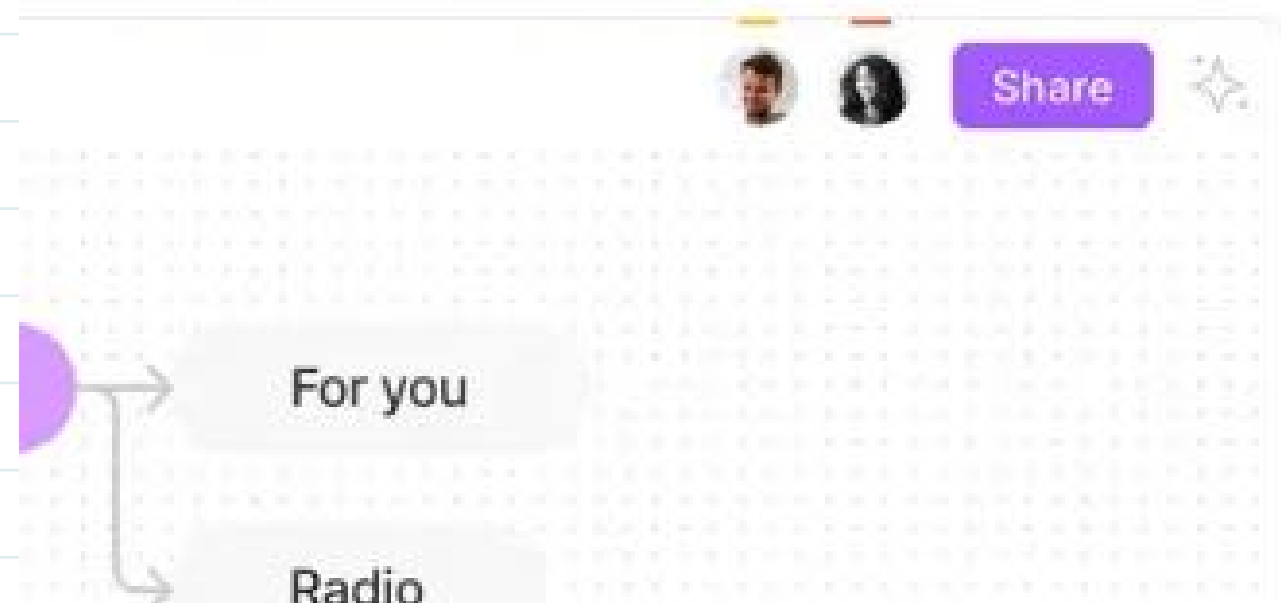
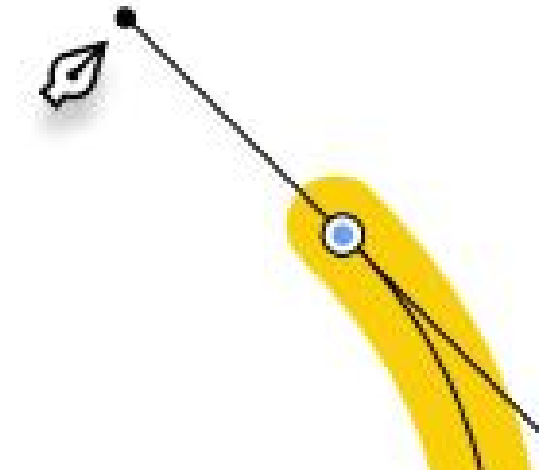
Log in

Sign up

# Nothing great is **made** alone.

Figma connects everyone in the design process  
so teams can deliver better products, faster.

Try Figma for free



# Pricing

## Starter

**Free**

forever

- ✓ Unlimited files in drafts
- ✓ Unlimited viewers and commenters
- ✓ Unlimited editors on 3 team files
- ✓ 1 team project
- ✓ 30-day version history
- ✓ Unlimited cloud storage

[Choose Starter](#)

## Professional

**\$12 per editor/month**

Billed annually or \$15  
month-to-month

- ✓ Unlimited projects
- ✓ Unlimited version history
- ✓ Custom file/user permissions
- ✓ Invite-only private projects
- ✓ Shareable team libraries

[Choose Professional](#)

[Free for students and educators](#)

## Organization

**\$45 per editor/month**

Annual billing only

Everything in Professional,  
plus...

- ✓ Org-wide design systems
- ✓ Centralized teams
- ✓ Private plugins
- ✓ Plugin administration
- ✓ Shared fonts
- ✓ SSO + advanced security
- ✓ Design System Analytics

[Choose Organization](#)

[Contact sales](#)

[See more features](#)

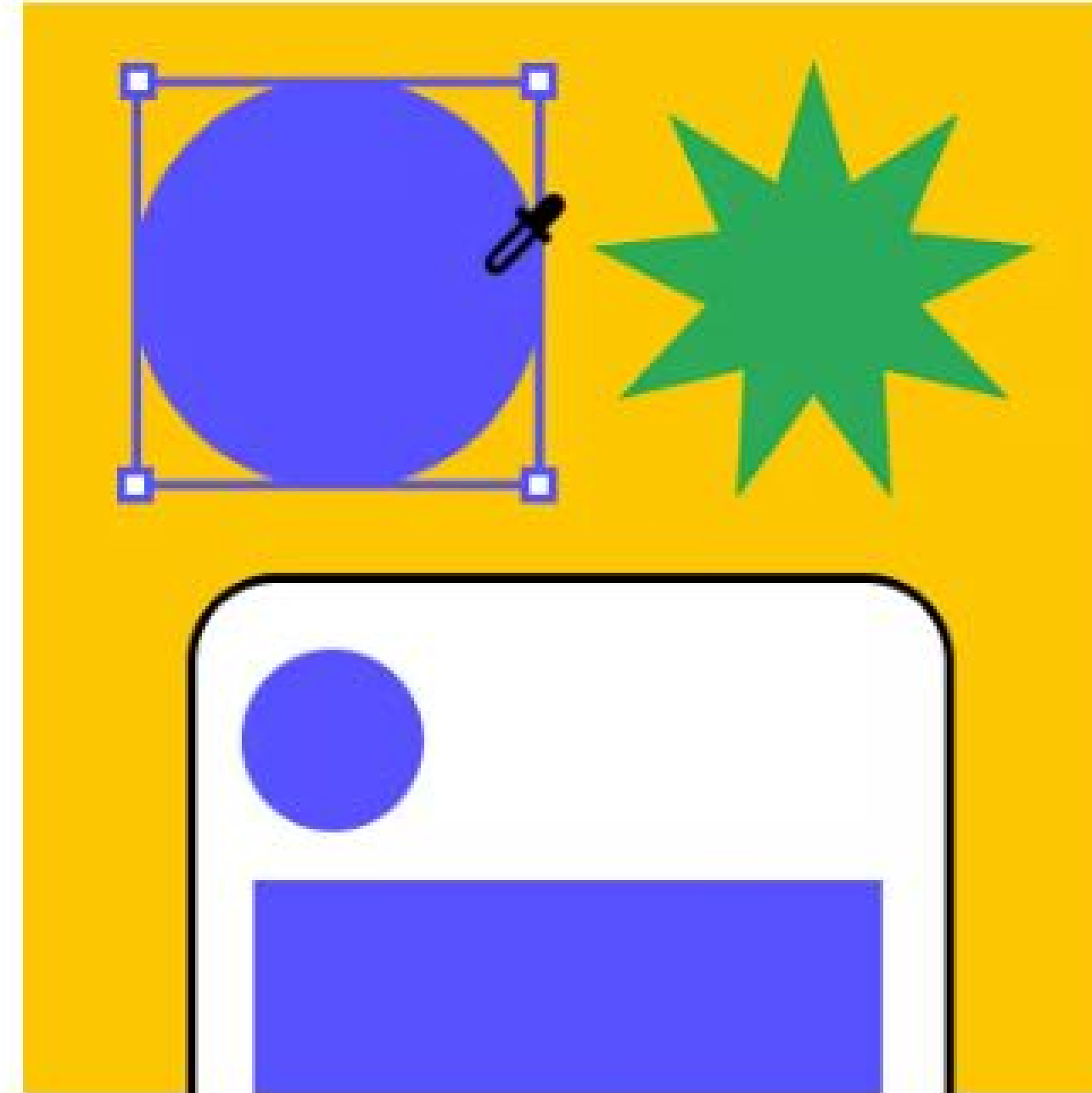
# Figma downloads



## Desktop app

[Desktop app for macOS](#)

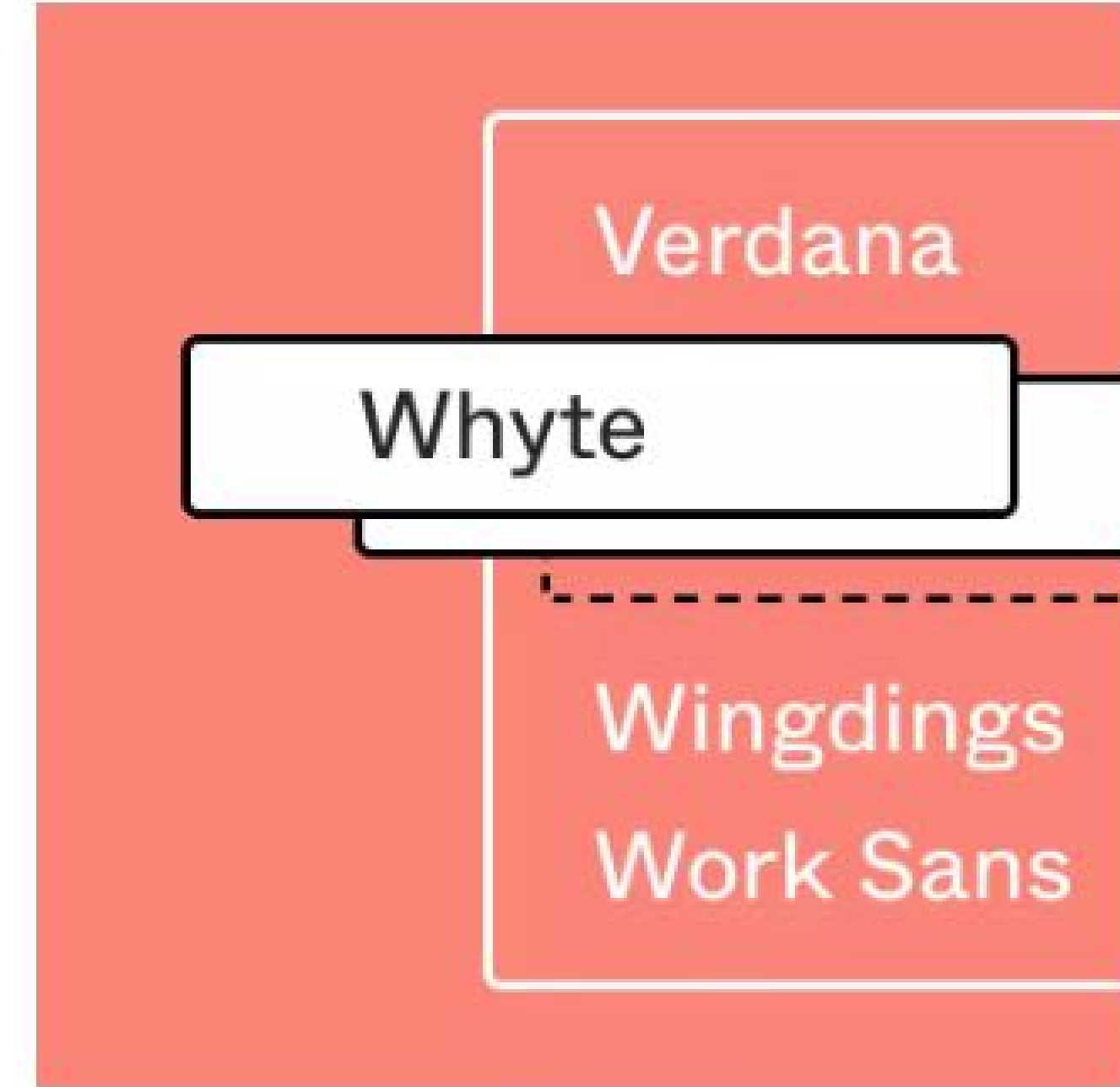
[Desktop app for Windows](#)



## Live device preview

[Figma Mirror for iOS](#)

[Figma Mirror for Android](#)

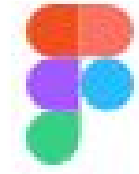


## Font installers

[macOS installer](#)

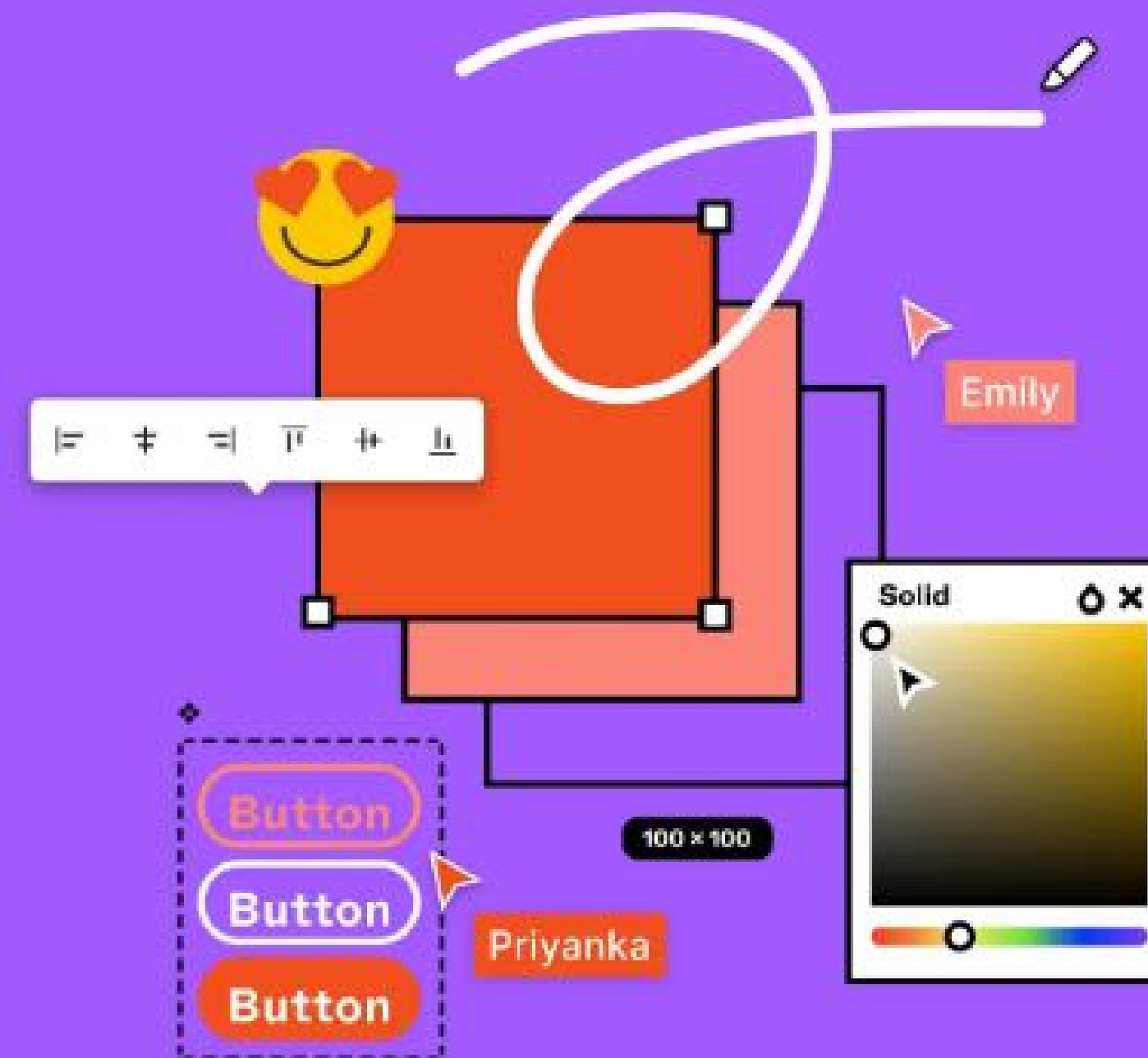
[Windows installer](#)

\*Desktop app does not require the font installer

[Products ▾](#)[Enterprise ▾](#)[Pricing](#)[Community ▾](#)[Company ▾](#)[Log in](#)[Sign up](#)

# Figma is free for students and educators

Figma's tools are easy to learn and beloved by professionals. Get verified to access our Education plan and get all of the paid perks of our Professional plan for free.

[Get verified](#)

# Alasan Saya Menggunakan Figma

Dimulai dari Gratis (Personal)

Multi Platform (Web browser, mac, windows, hingga app di smartphone)

Fitur Kolaborasi Online (Multi User Editing & Commenting)

Community Yang Inspiratif

Banyak Plugins & Assets Untuk Mempercepat Design

All-In-One Design Tool

# 03

## Pengenalan Interface & Fitur Figma



Share

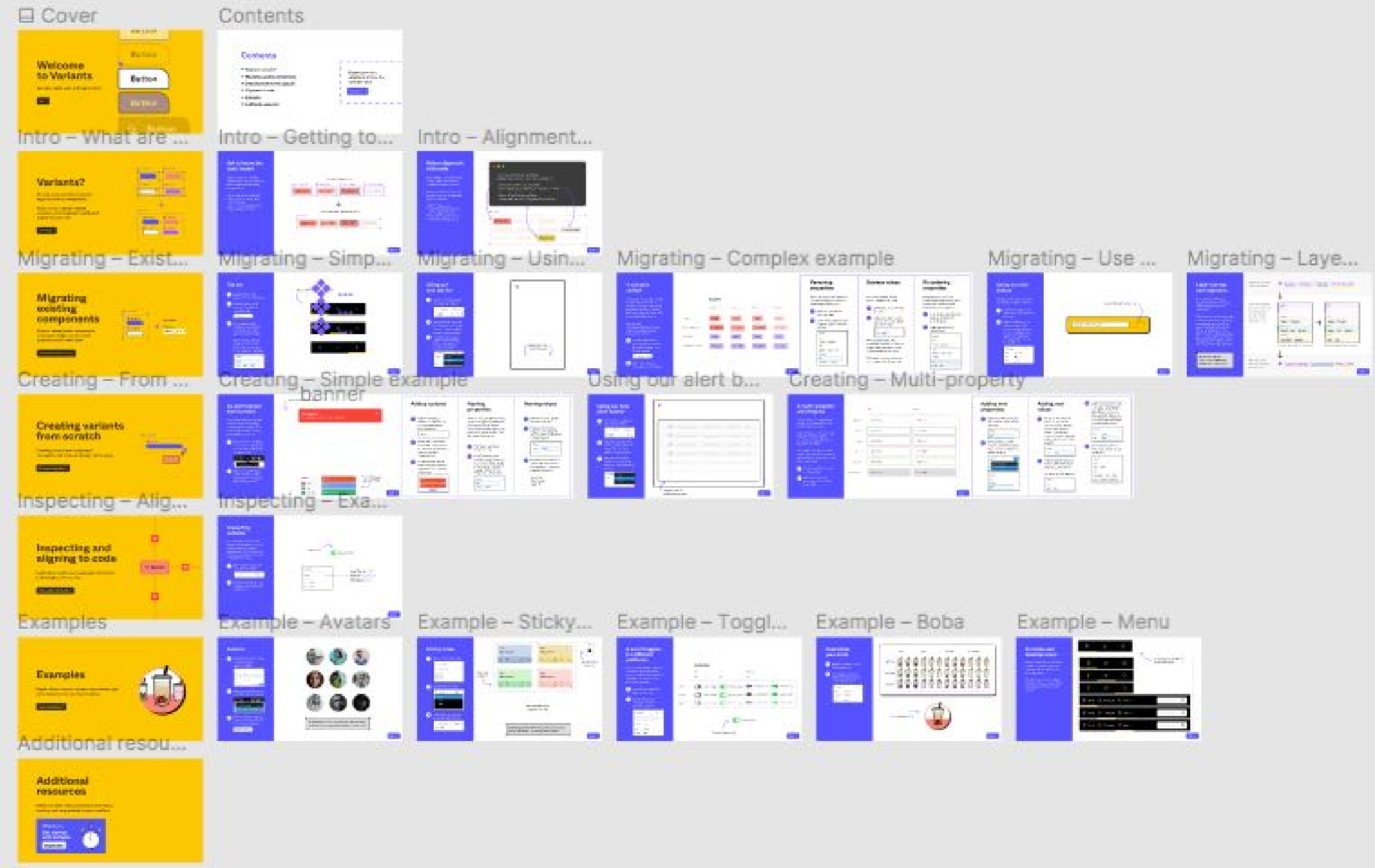


A?

8%

Layers Assets Playground v

- # Cover
- # Contents
- # Intro - What are variants?
- # Intro - Getting to know Variants
- # Intro - Alignment with code
- # Migrating - Existing components
- ❖ tab-bar/home
- ❖ tab-bar/search
- ❖ tab-bar/play
- # Migrating - Simple example
- # Migrating - Using our tab bar
- ❖ Button/Primary/Default/Without I...
- ❖ Button/Primary/Focus/Without Ic...
- ❖ Button/Primary/Disabled/Without ...
- ❖ Button/Primary/Hover/Without Ic...
- ❖ Button/Primary/Default/With Icon
- ❖ Button/Primary/Focus/With Icon
- ❖ Button/Primary/Disabled/With Icon
- ❖ Button/Primary/Hover/With Icon
- ❖ Button/Secondary/Default/Witho...



Design Prototype Inspect

Background

E5E5E5 100%

Text Styles

Ag Label - 14/Auto

▶ Heading

▶ Body

Color Styles

○ White

● Black

● Yellow

● Peach

● Blue

● Lilac

● Purple

● Black 15%

● Black 10%

● Peach light

● Peach disabled



# 1 Main Menu

Layers Assets Playground

- # Cover
- # Contents
- # Intro - What are variants?
- # Intro - Getting to know Variants
- # Intro - Alignment with code
- # Migrating existing components
- ▾ tab-bar/home
- ▾ tab-bar/play
- # Migrating - Using our tab bar
- ▾ Button/Primary/Default/Without Icon
- ▾ Button/Primary/Focus/With Icon
- ▾ Button/Primary/Disabled/Without Icon
- ▾ Button/Primary/Default/With Icon
- ▾ Button/Primary/Focus/With Icon
- ▾ Button/Primary/Disabled/With Icon
- ▾ Button/Secondary/Default/Without Icon

2.  
Page,  
Layer  
&  
Assets



3.  
Canvas

Design Prototype Inspect

Background

E5E5E5 100%

Text Styles

Ag Label-14/Auto

Heading

Body

Color Presets

White

Black

Yellow

Peach

Light

Lilac

Purple

Black 15%

Black 10%

Peach light

Peach disabled

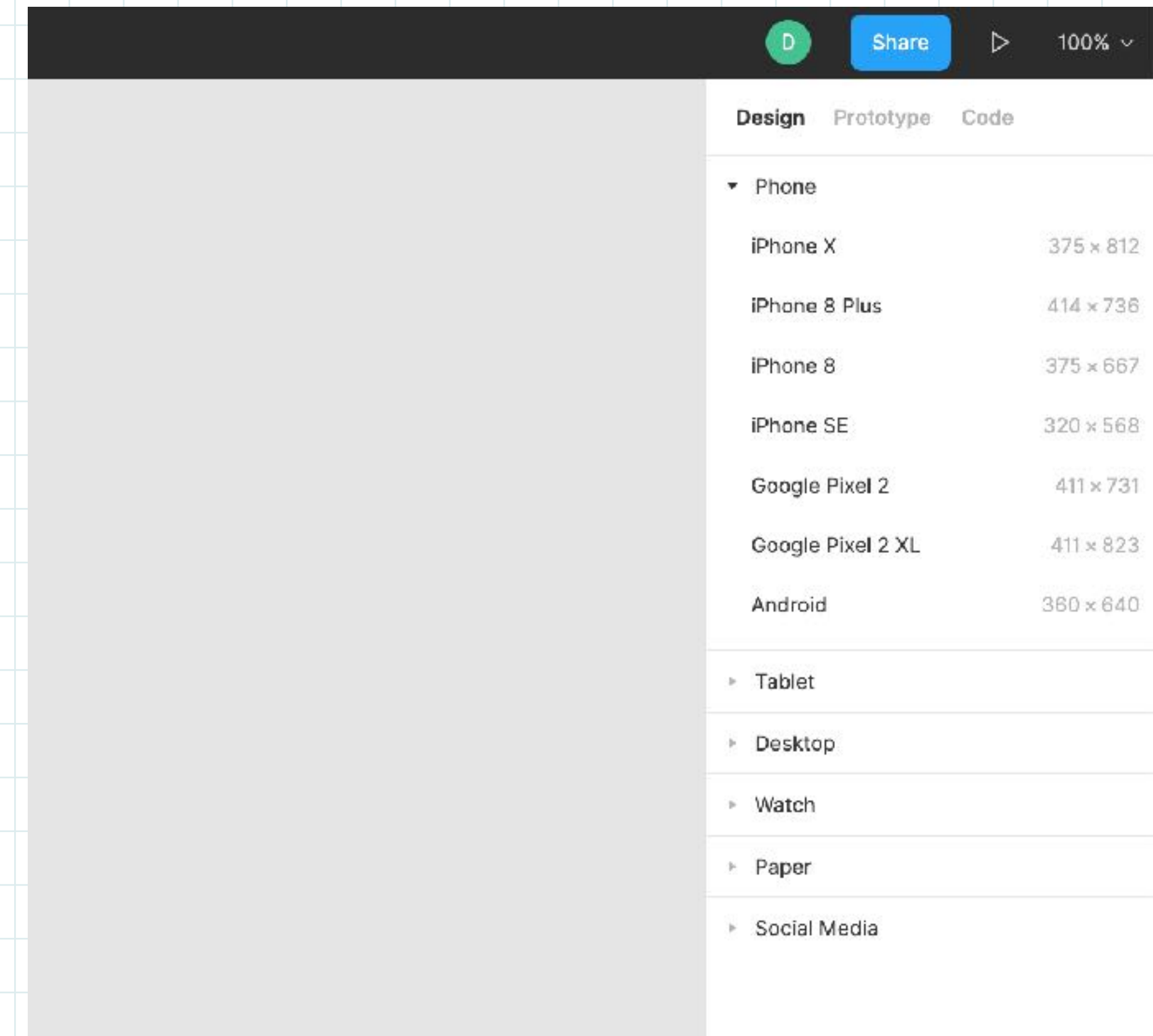
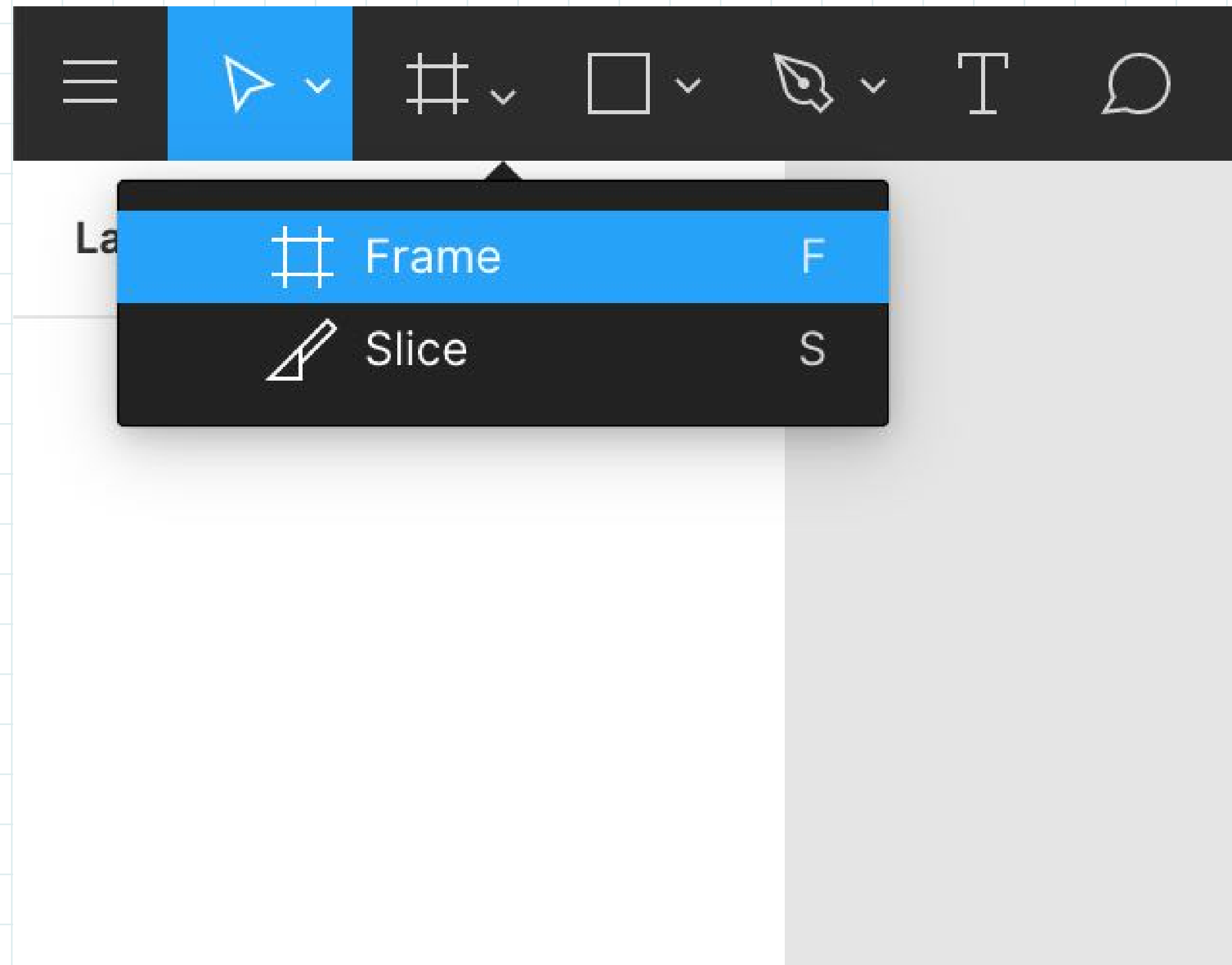
4.  
Insp-  
ector  
Panel



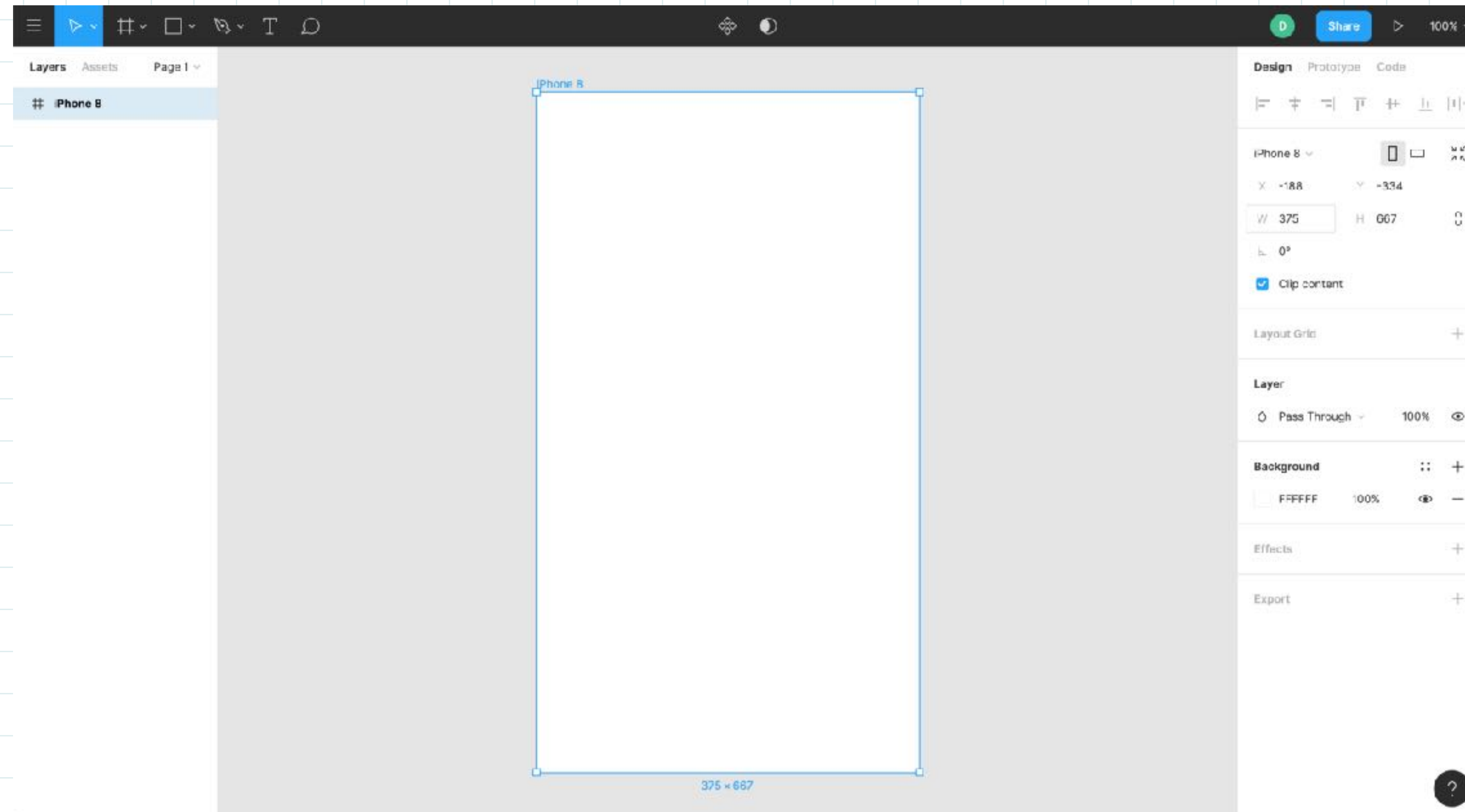
# 8 Teknik Dasar Figma

1. Add Frame **(F)**
2. Zoom in/Out & Pan **(CMD +/-) & (SPACE)**
3. Move Tool **(V)**
4. Duplicating Layers **(ALT)**
5. Grid **(CTRL + G)**
6. Copy Styles **(ALT + CMD + C)** / Paste Styles **(ALT + CMD + V)**
7. Place Image **(SHIFT + CMD + K)**
8. Auto Layout **(SHIFT + A)**

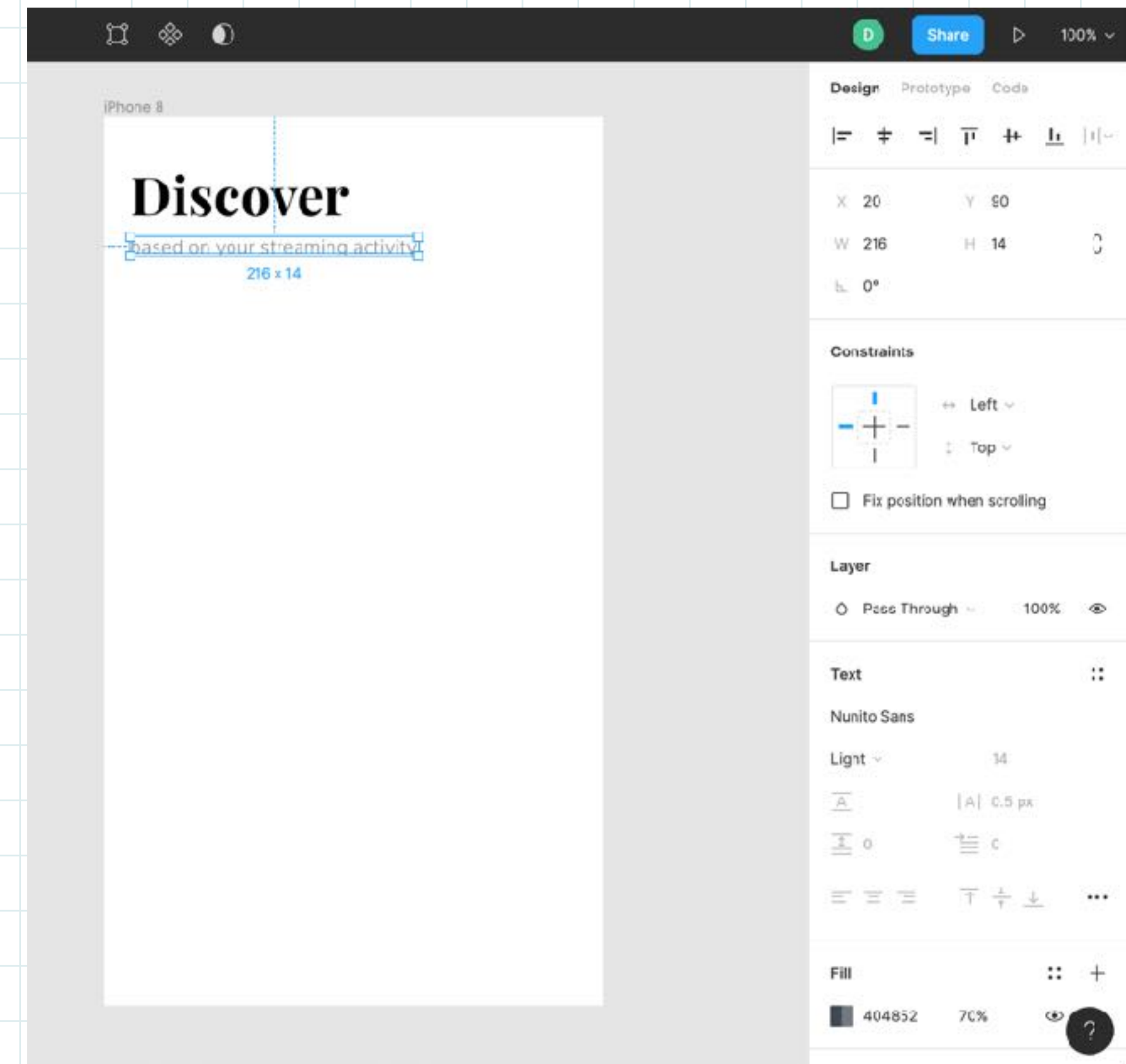
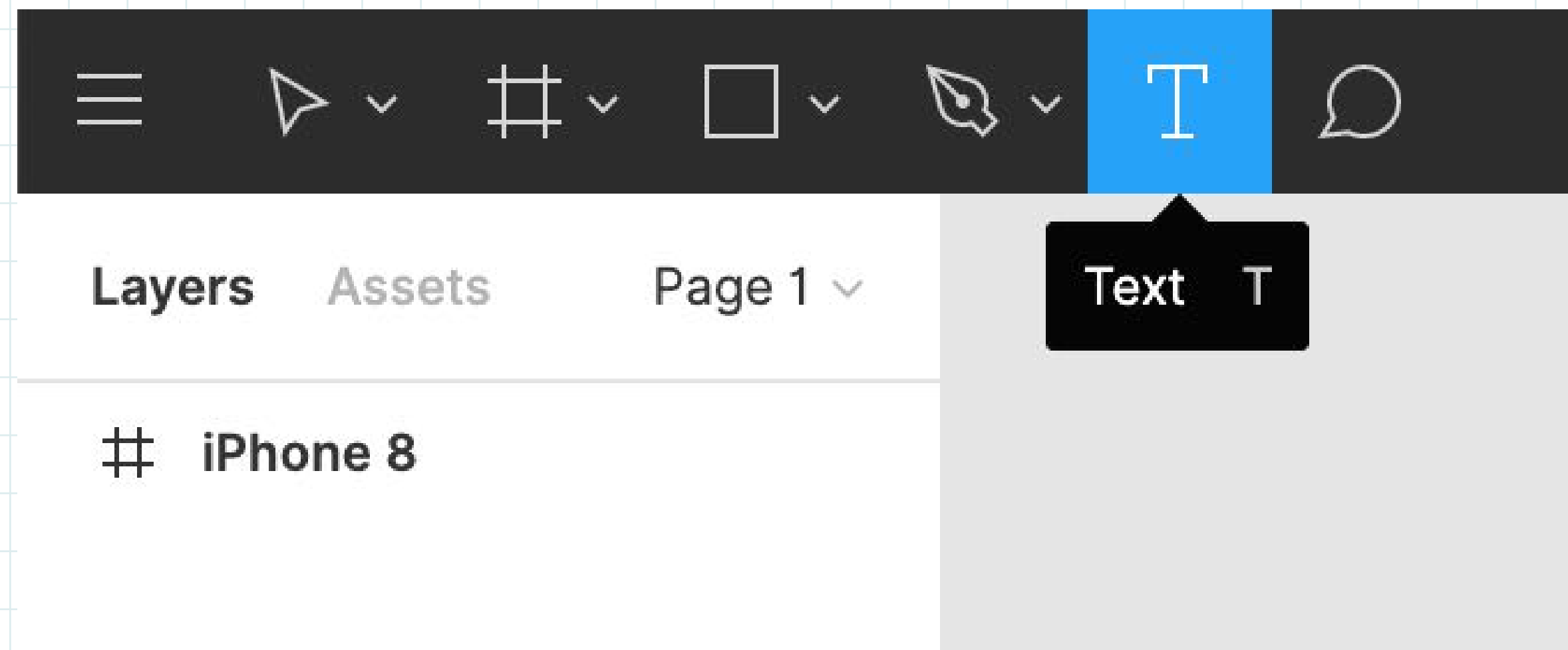
# Dimulai Dengan Membuat Frame (F)



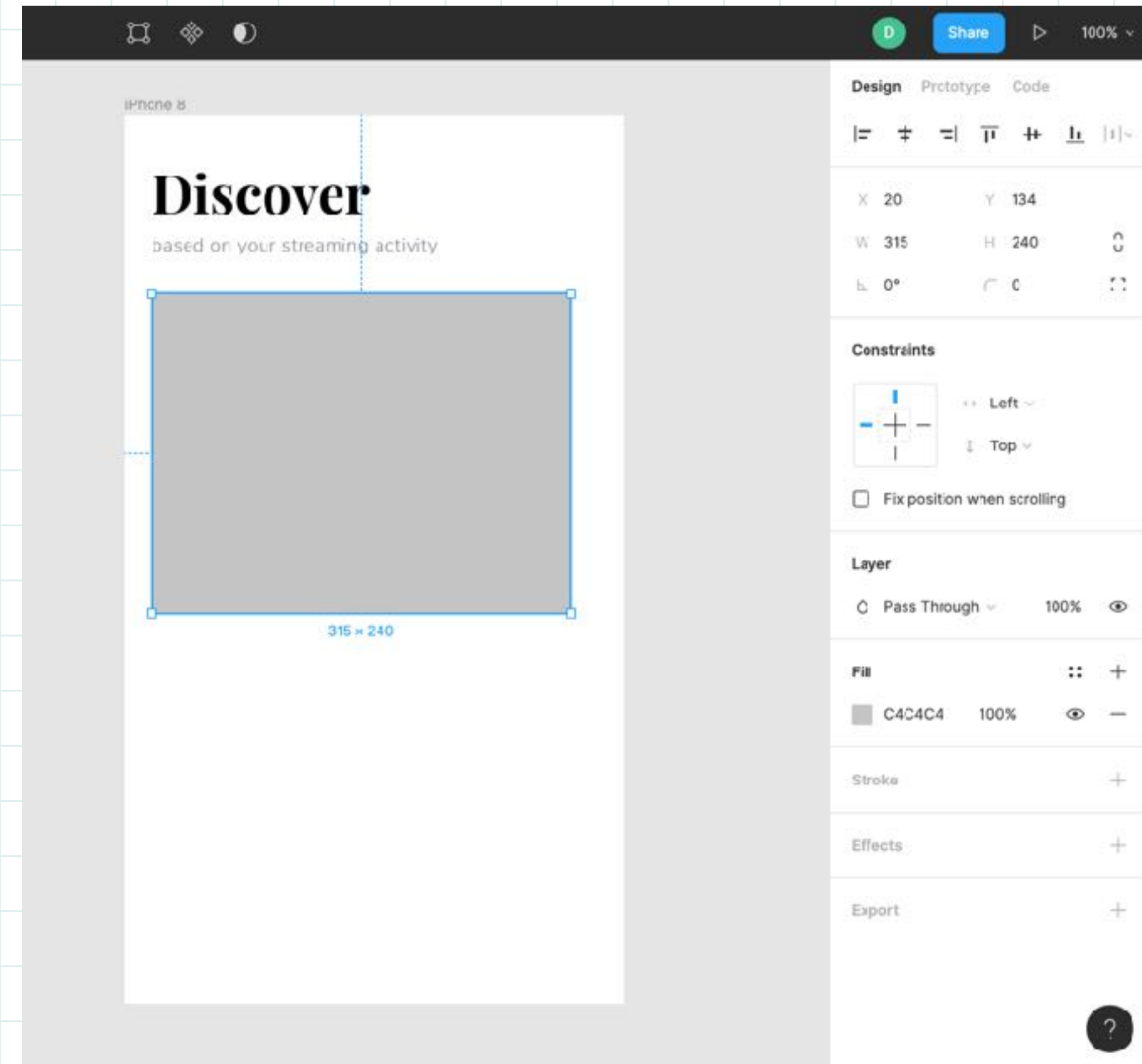
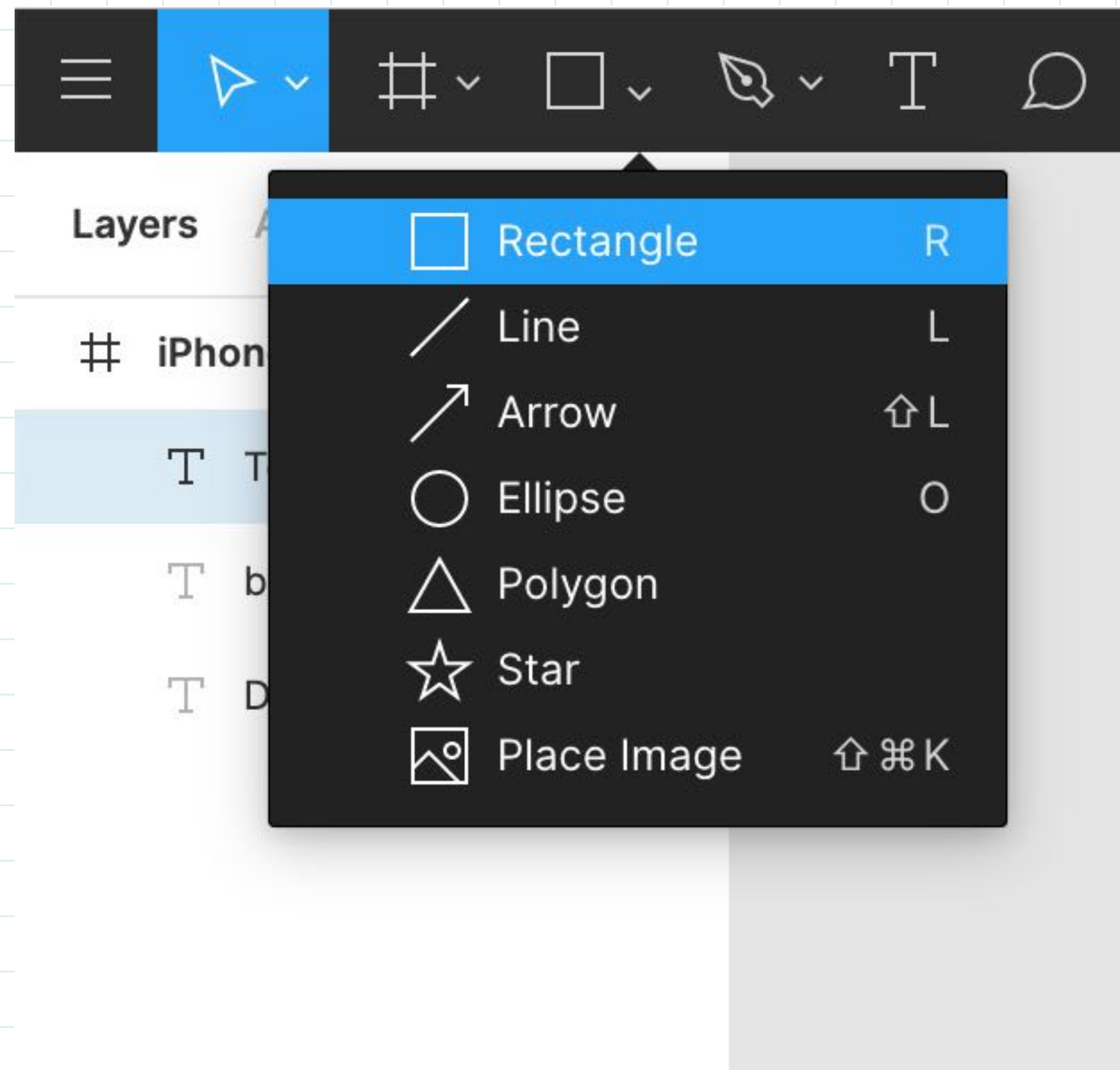
# Sesuaikan Frame Sesuai Kebutuhan



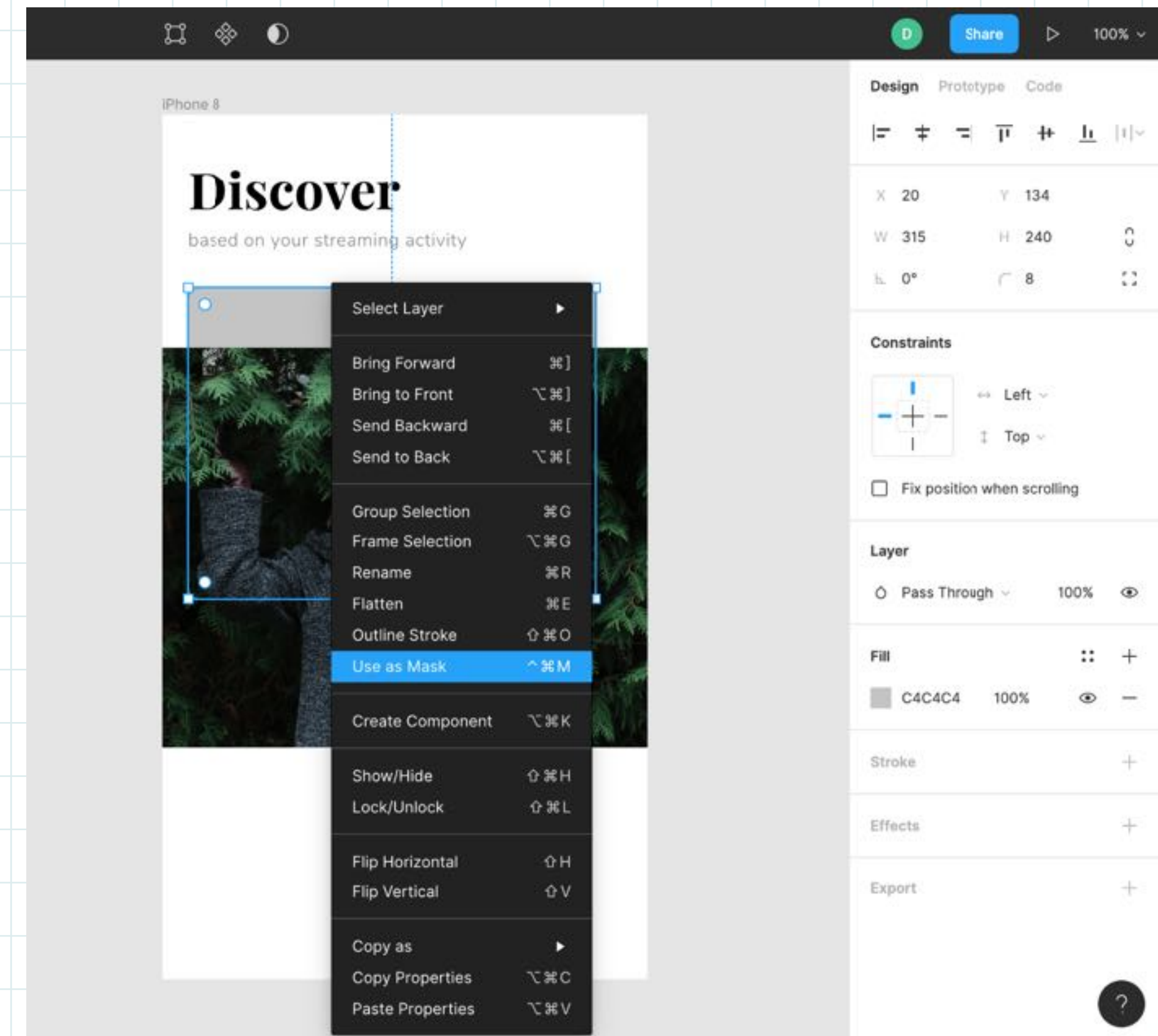
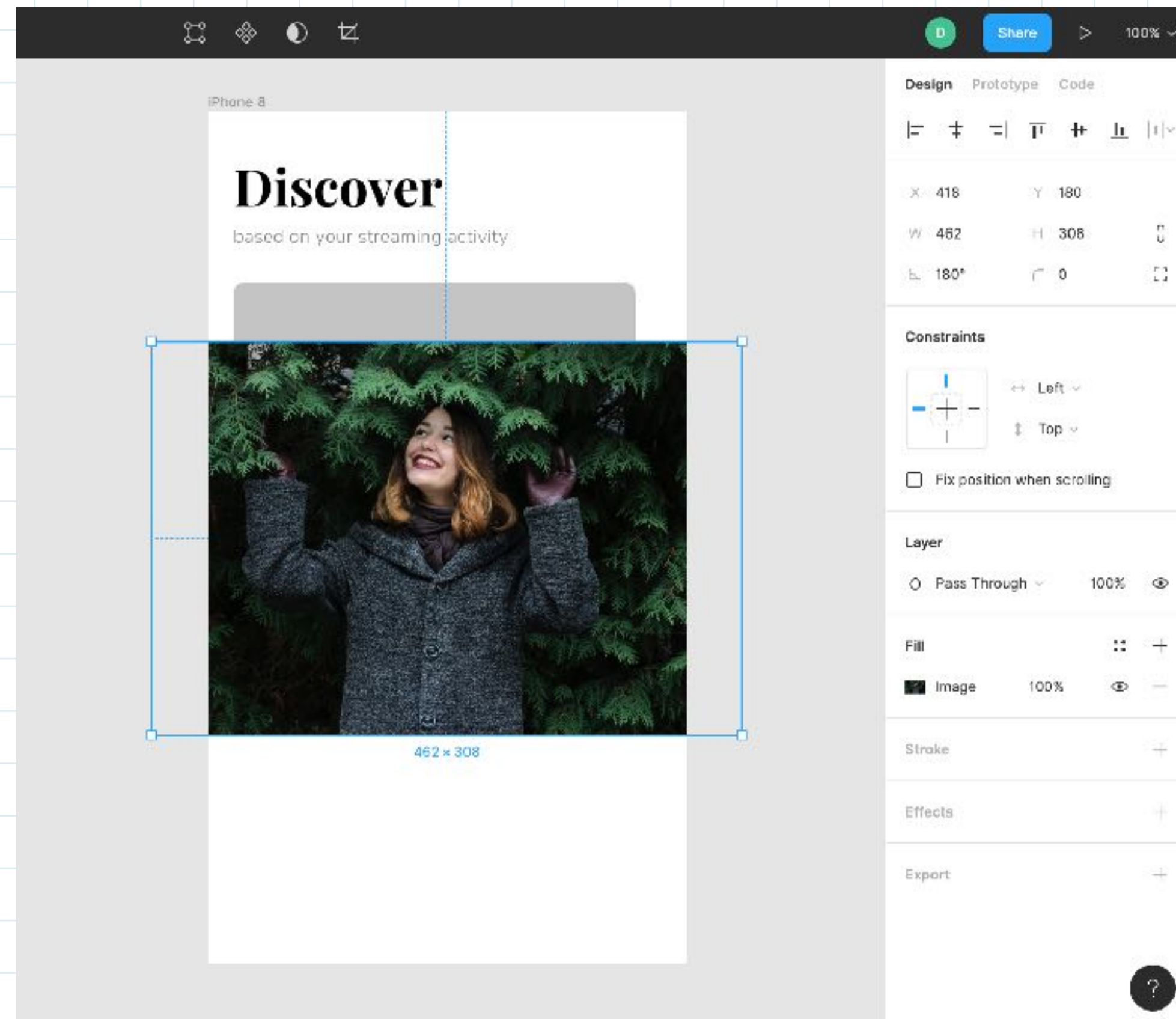
# Memasukkan Teks (T)



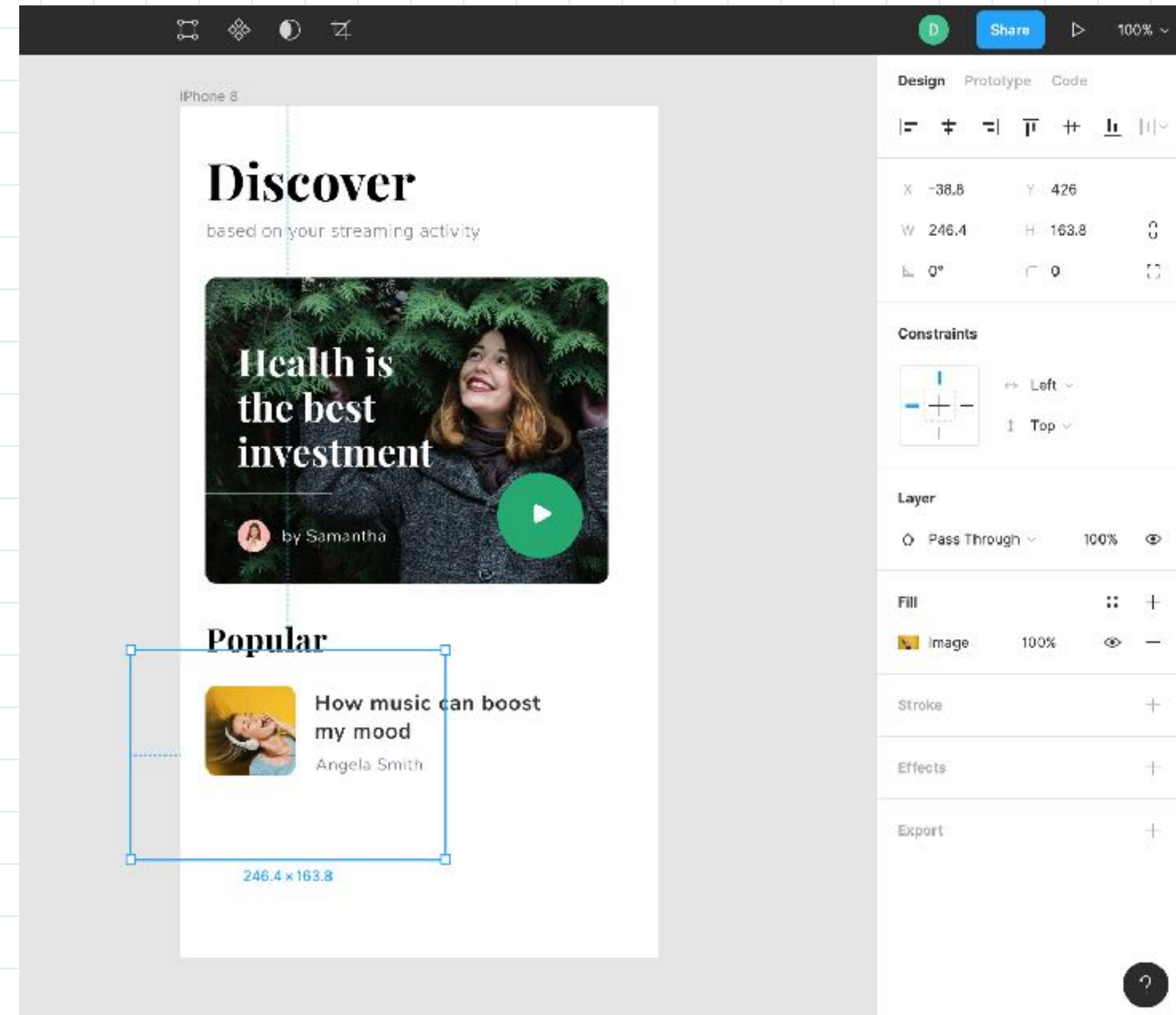
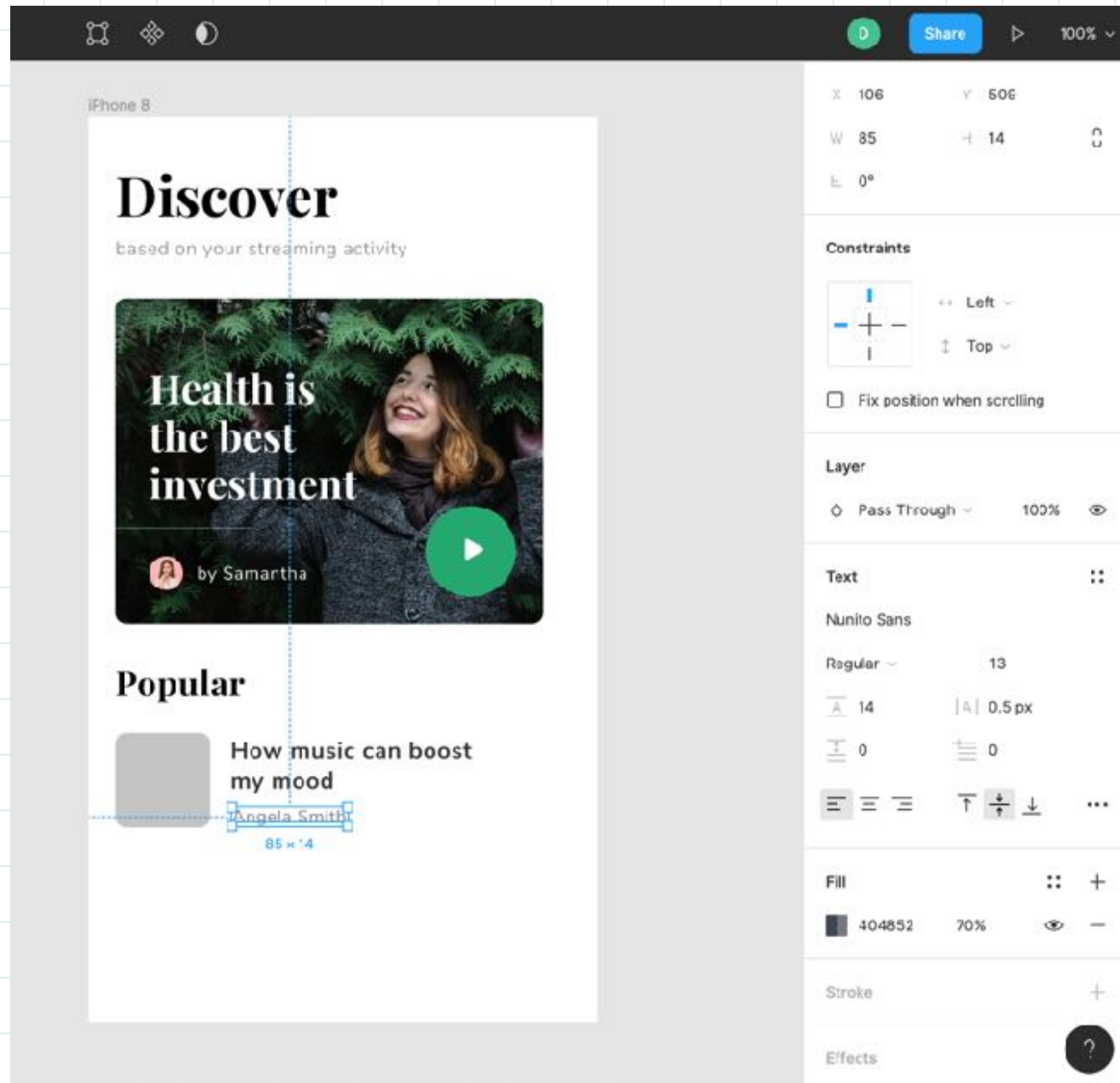
# Membuat Retangle (R)



# Memasukkan Image Kedalam Retangle (Mask)

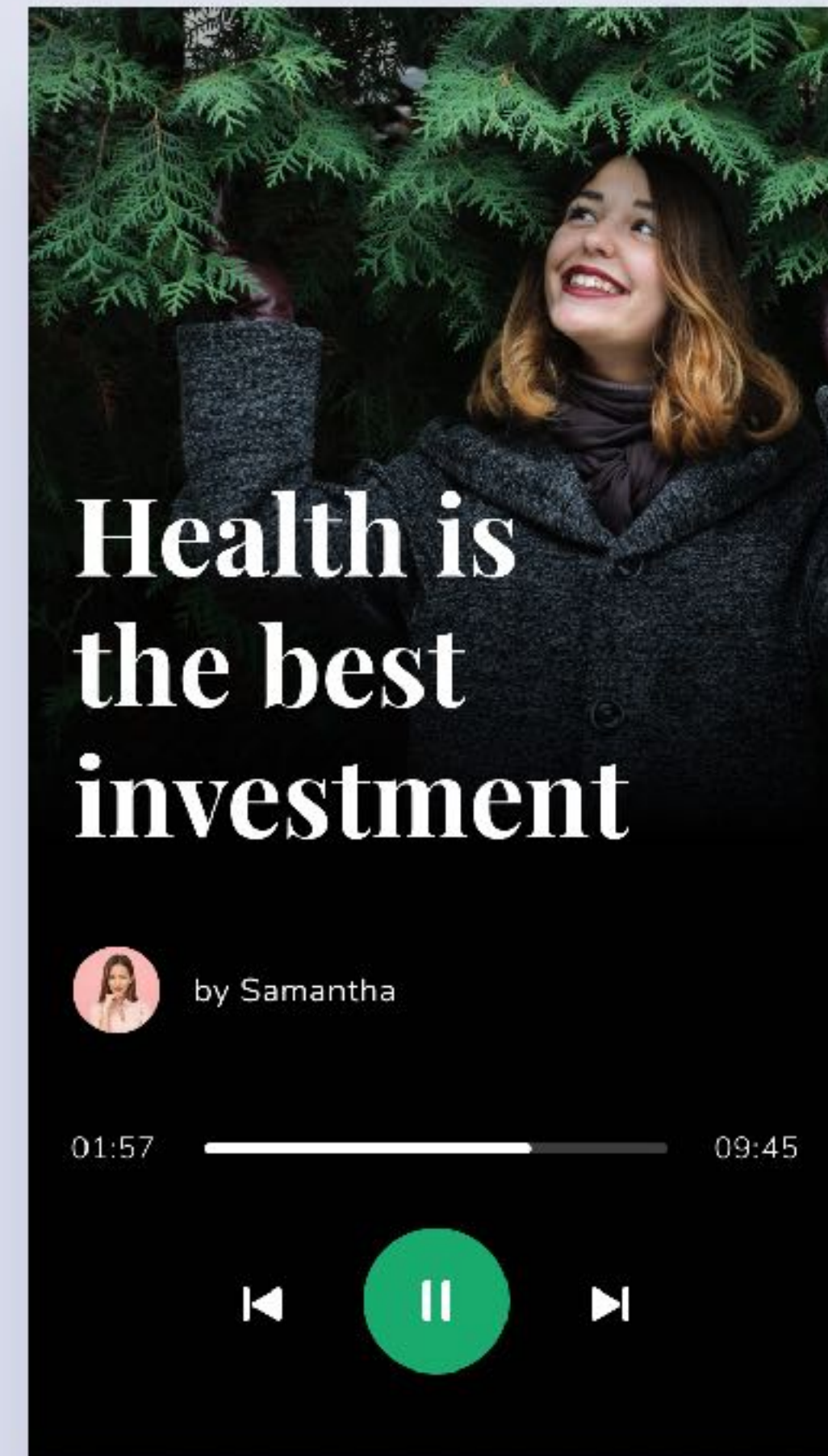
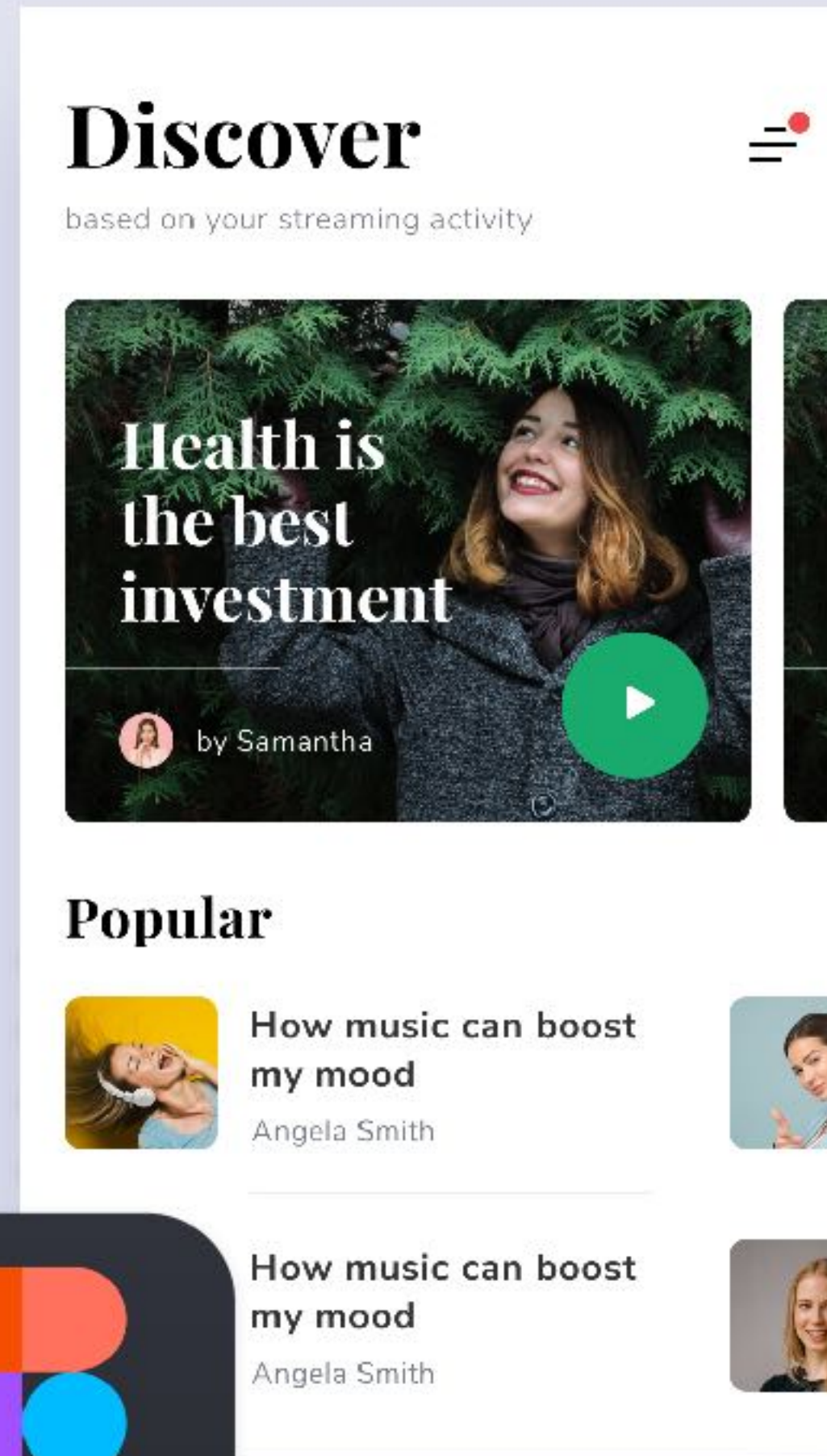


# Ulangi Proses 1 - 4 Untuk Membuat UI



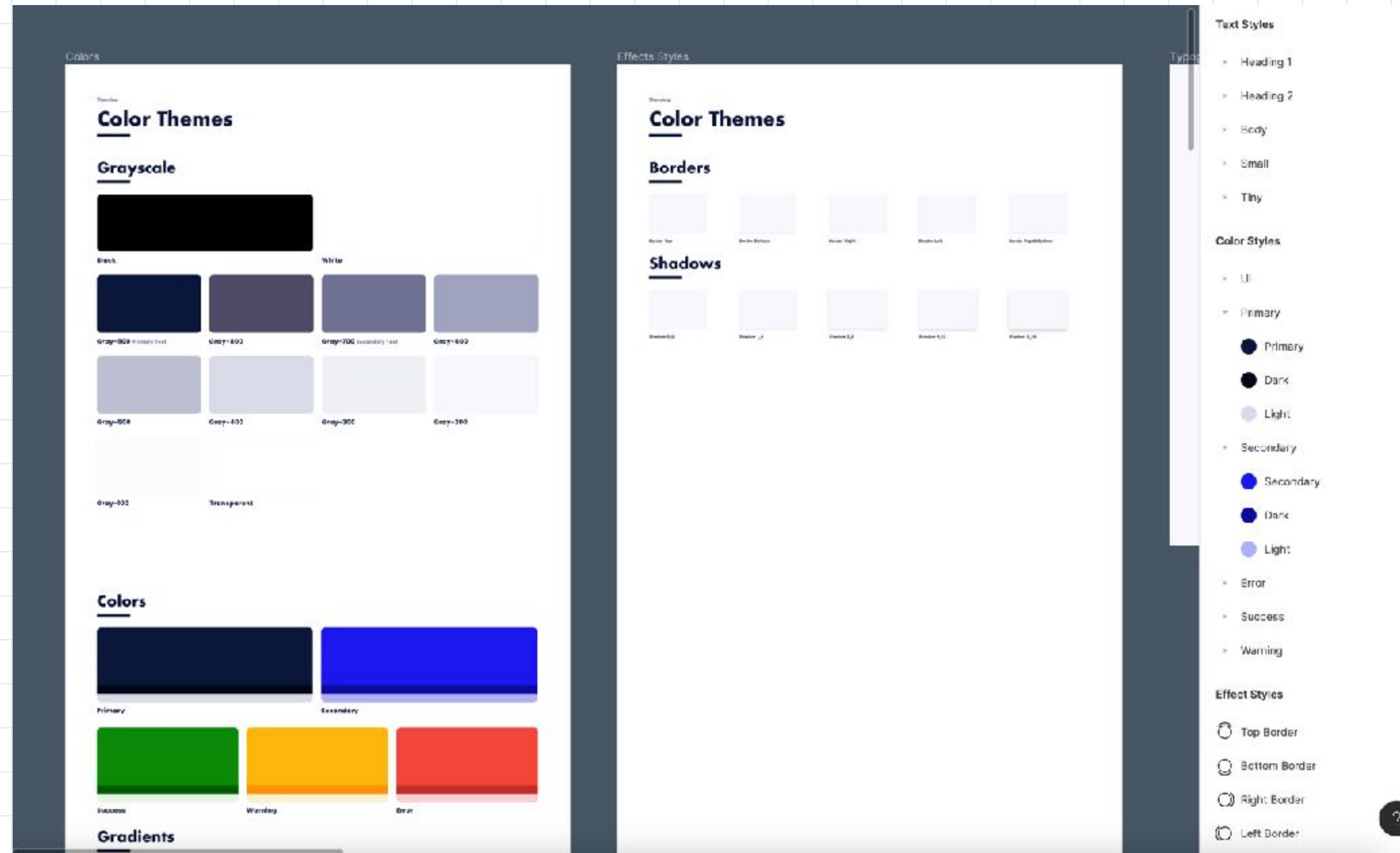
@Mohsalfa

UI/UX Workshop - From Idea to High-Fidelity





# Tips 1 : Menentukan Styling



# Tips 2 : Membuat Design Component

Main Component



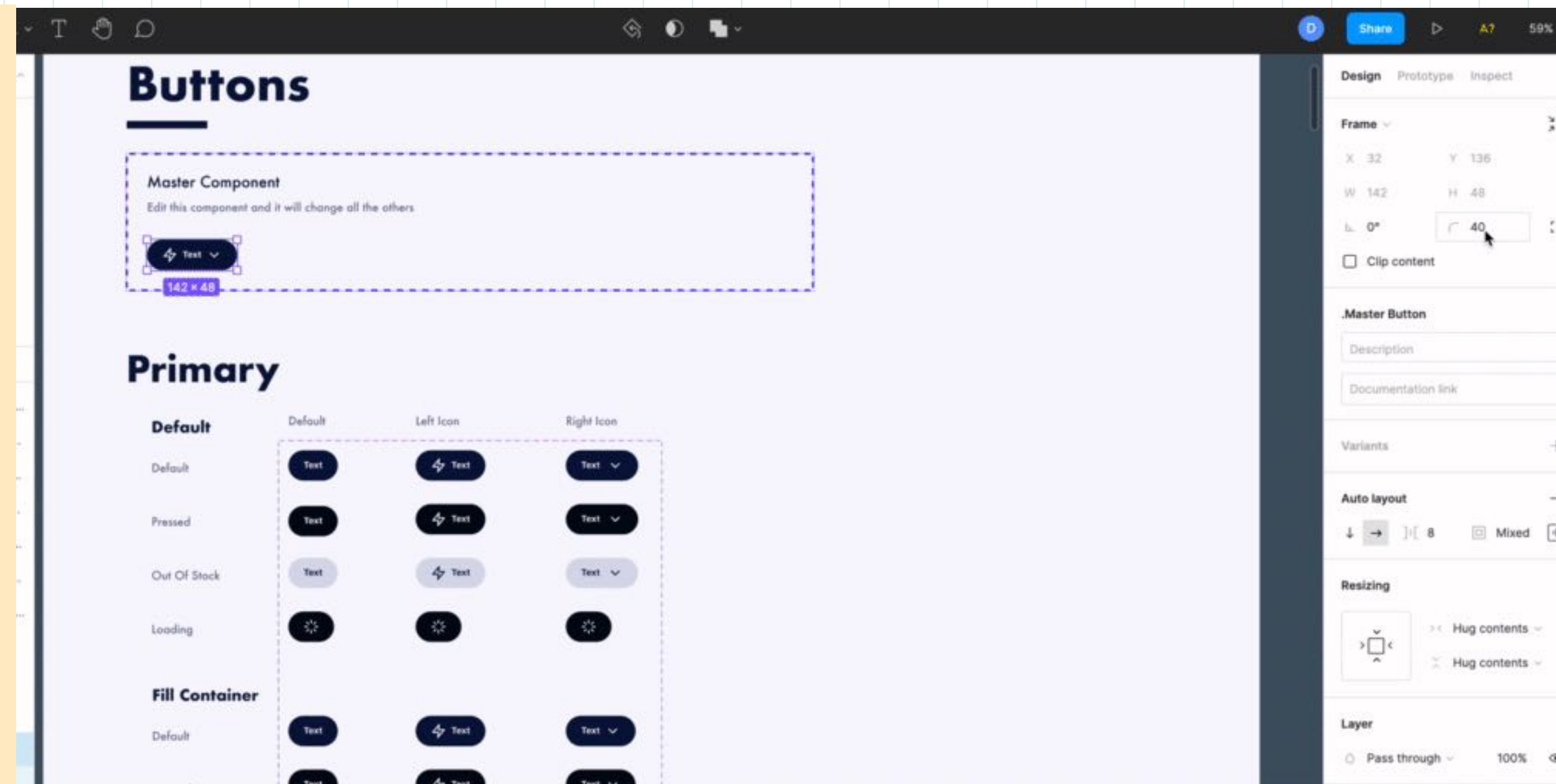
Default



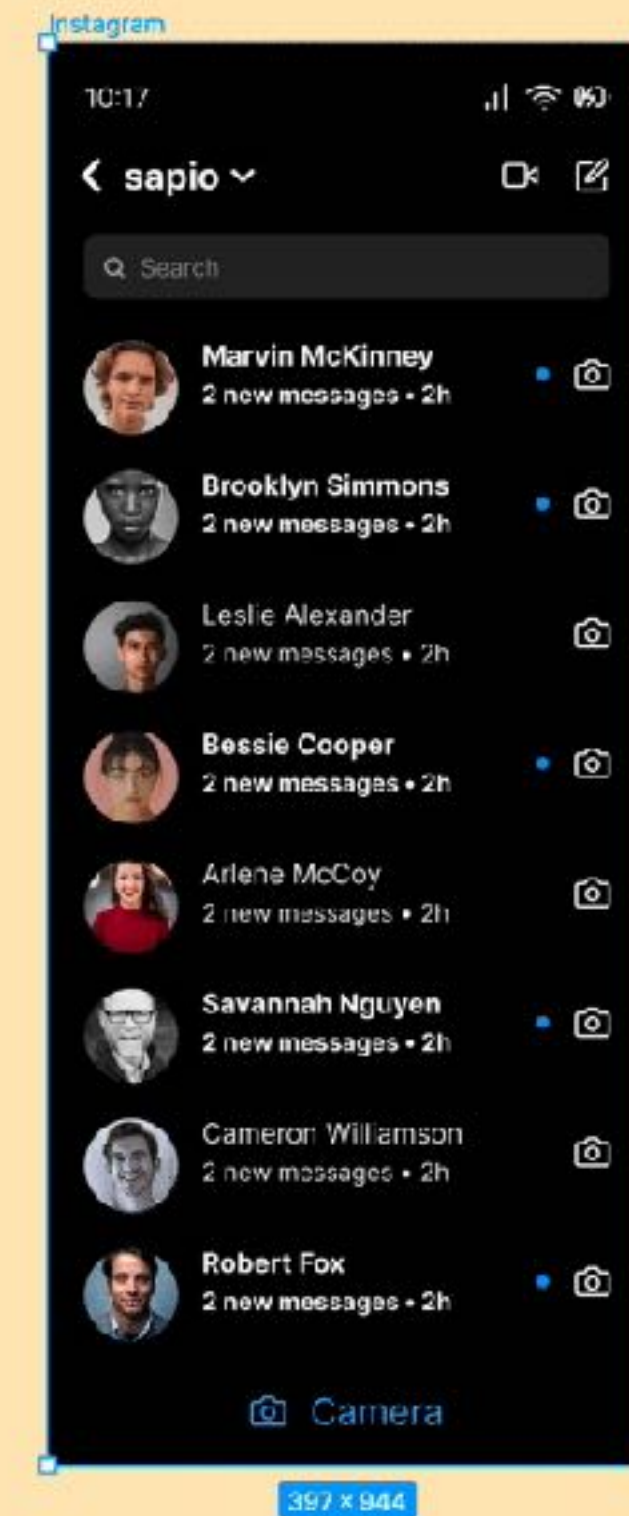
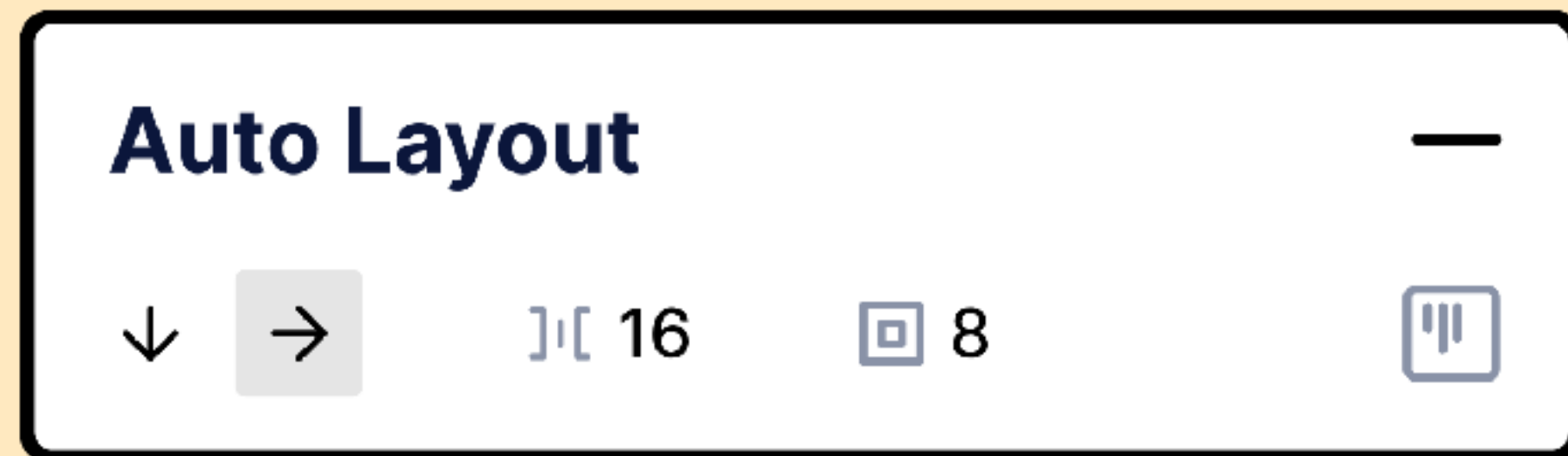
Icon Right



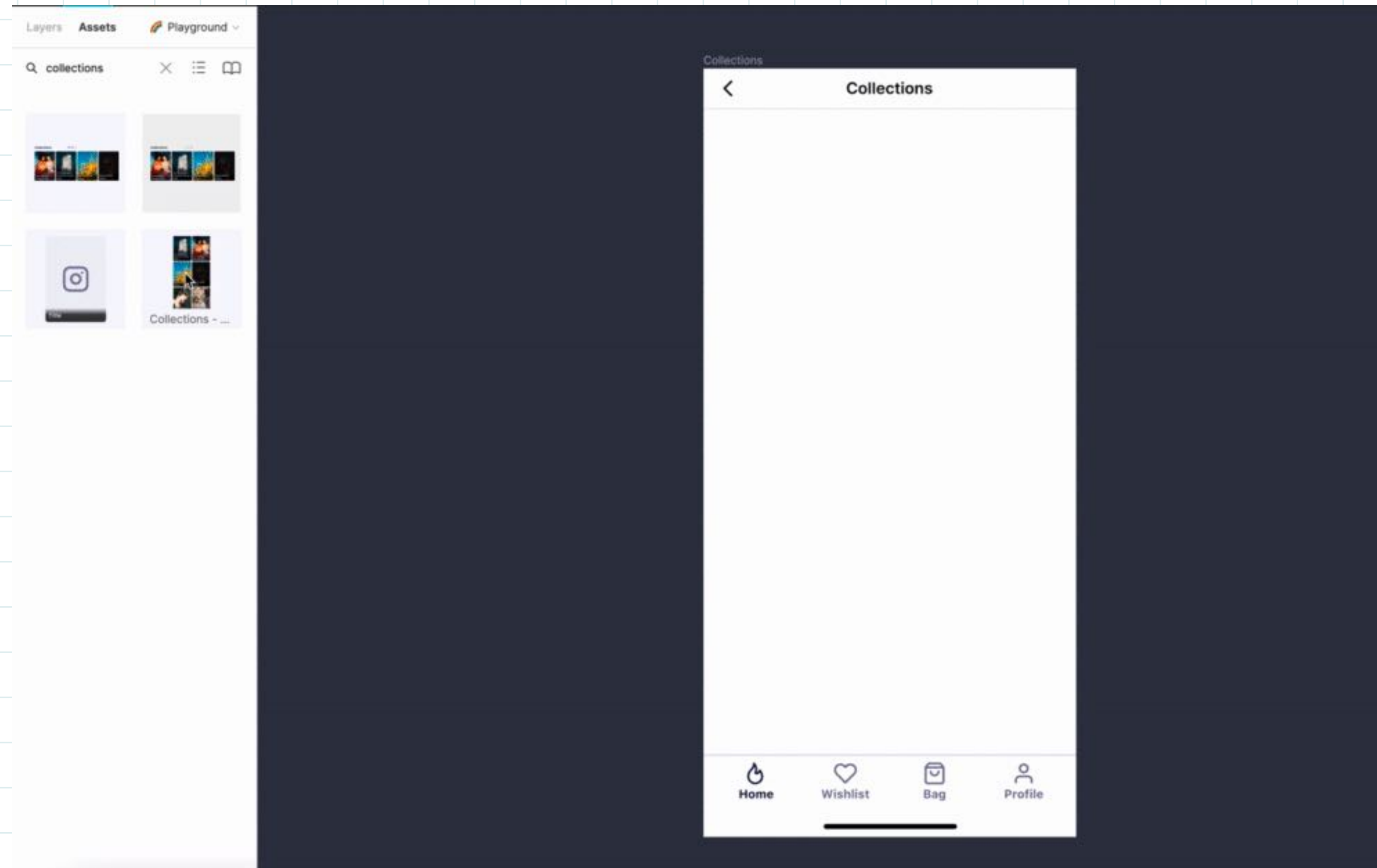
Error



# Tips 3 : Menggunakan Auto Layout

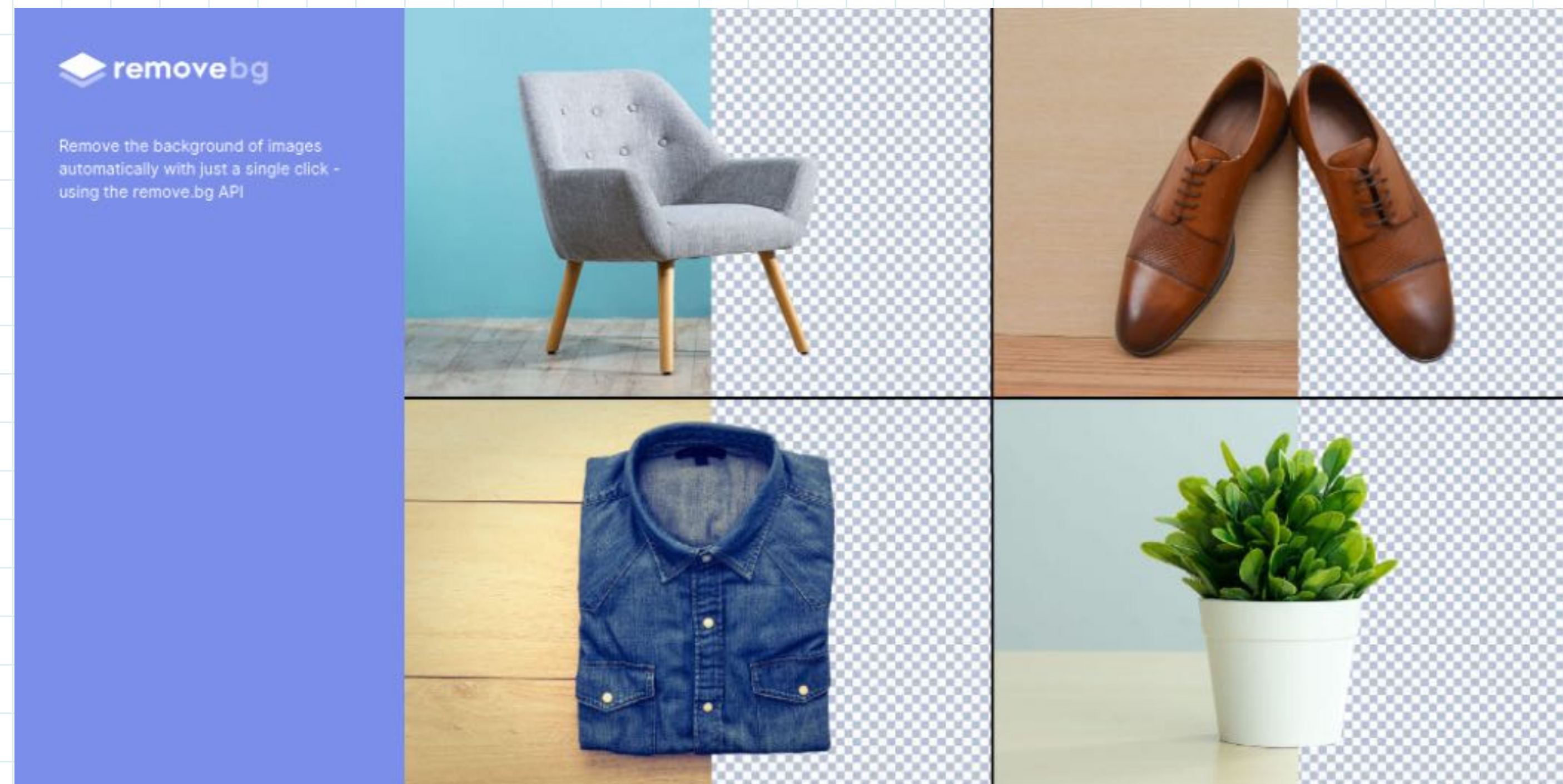


# Tips 4 : Menerapkan Component

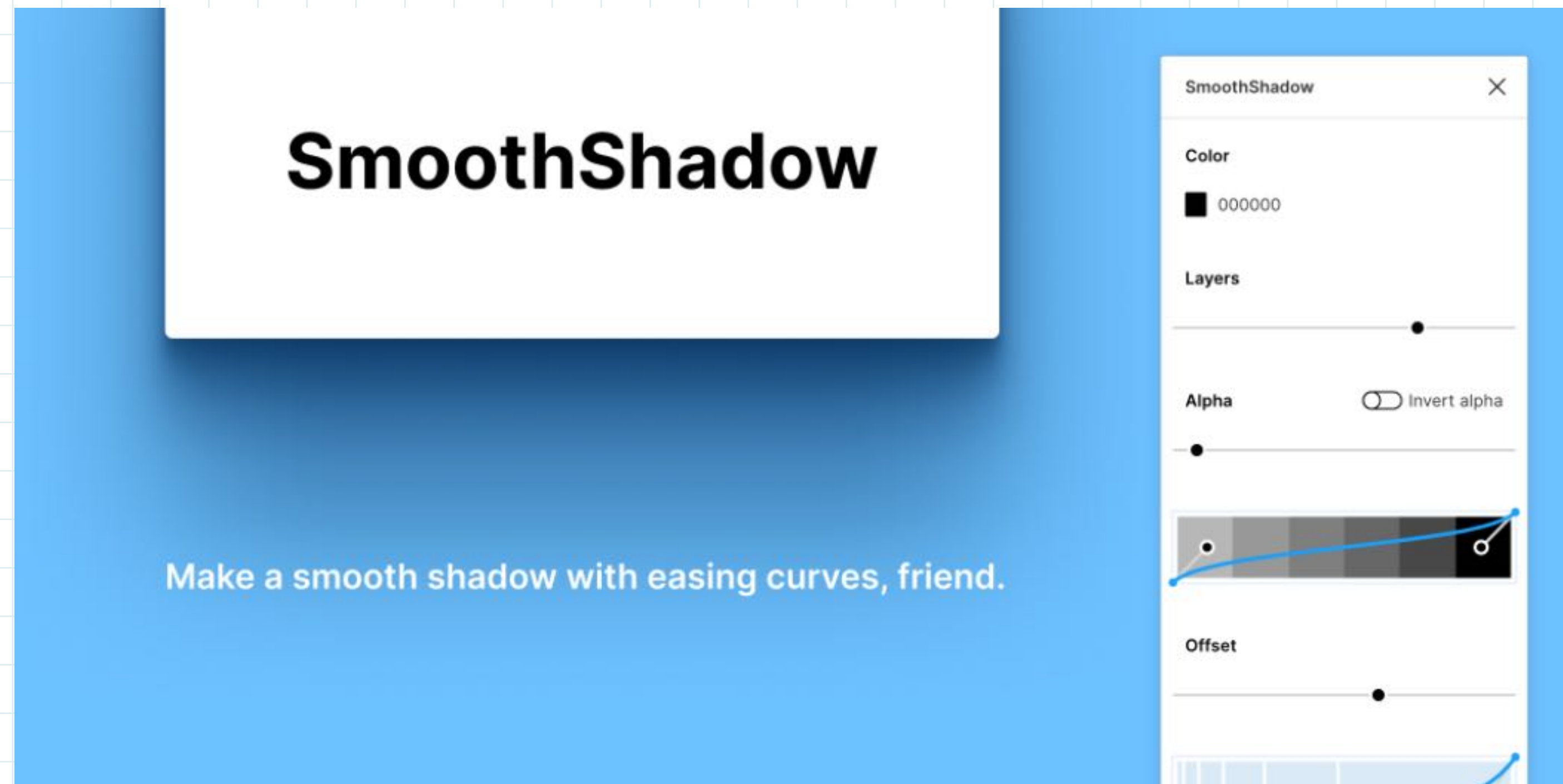




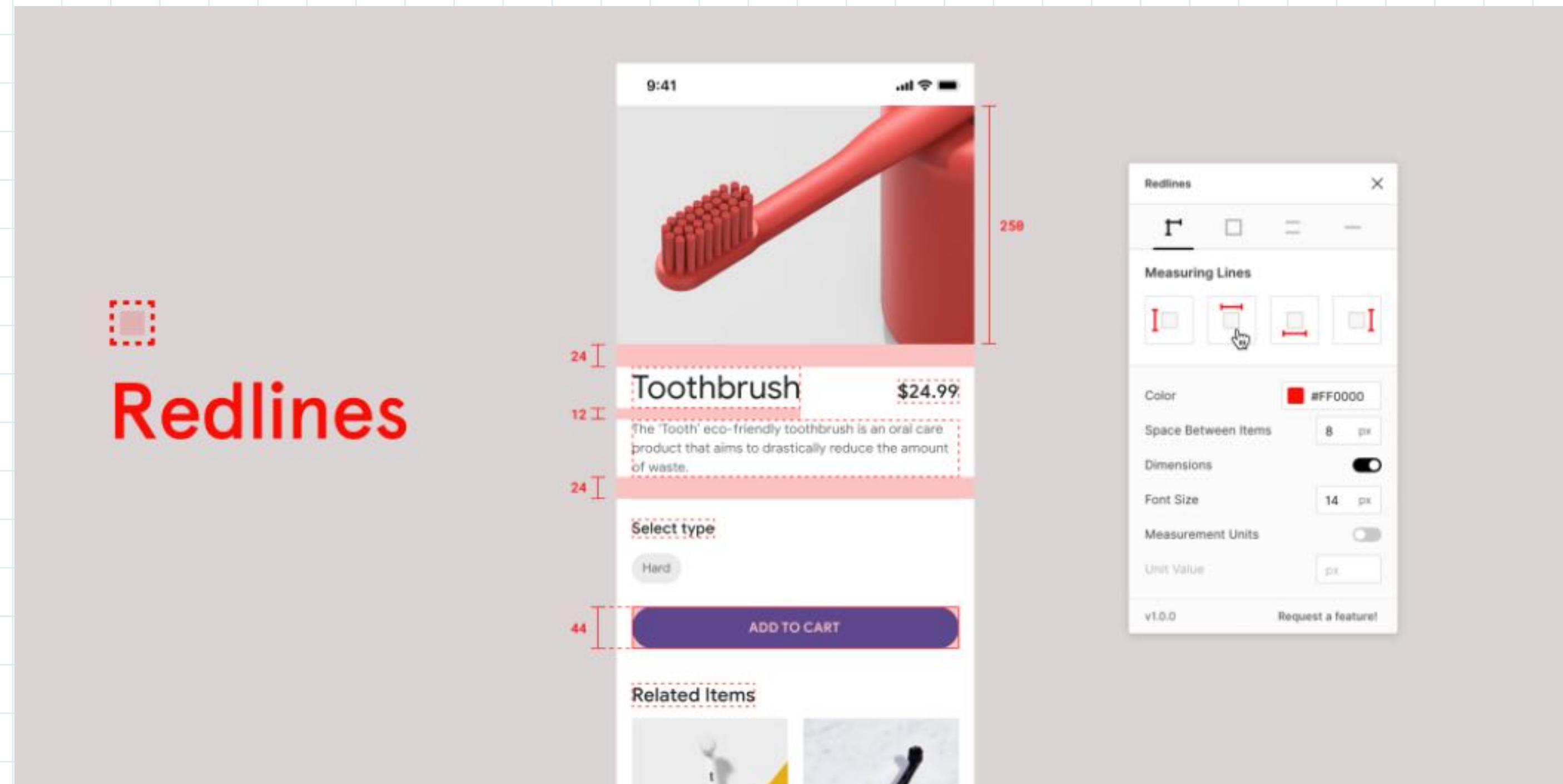
# Plugin 2 : Remove BG - Penghilang Latar Belakang Photo



# Plugin 3 : Smooth Shadow - Menambahkan Shadow



# Plugin 4 : Redlines - Memudahkan Handsout Developer





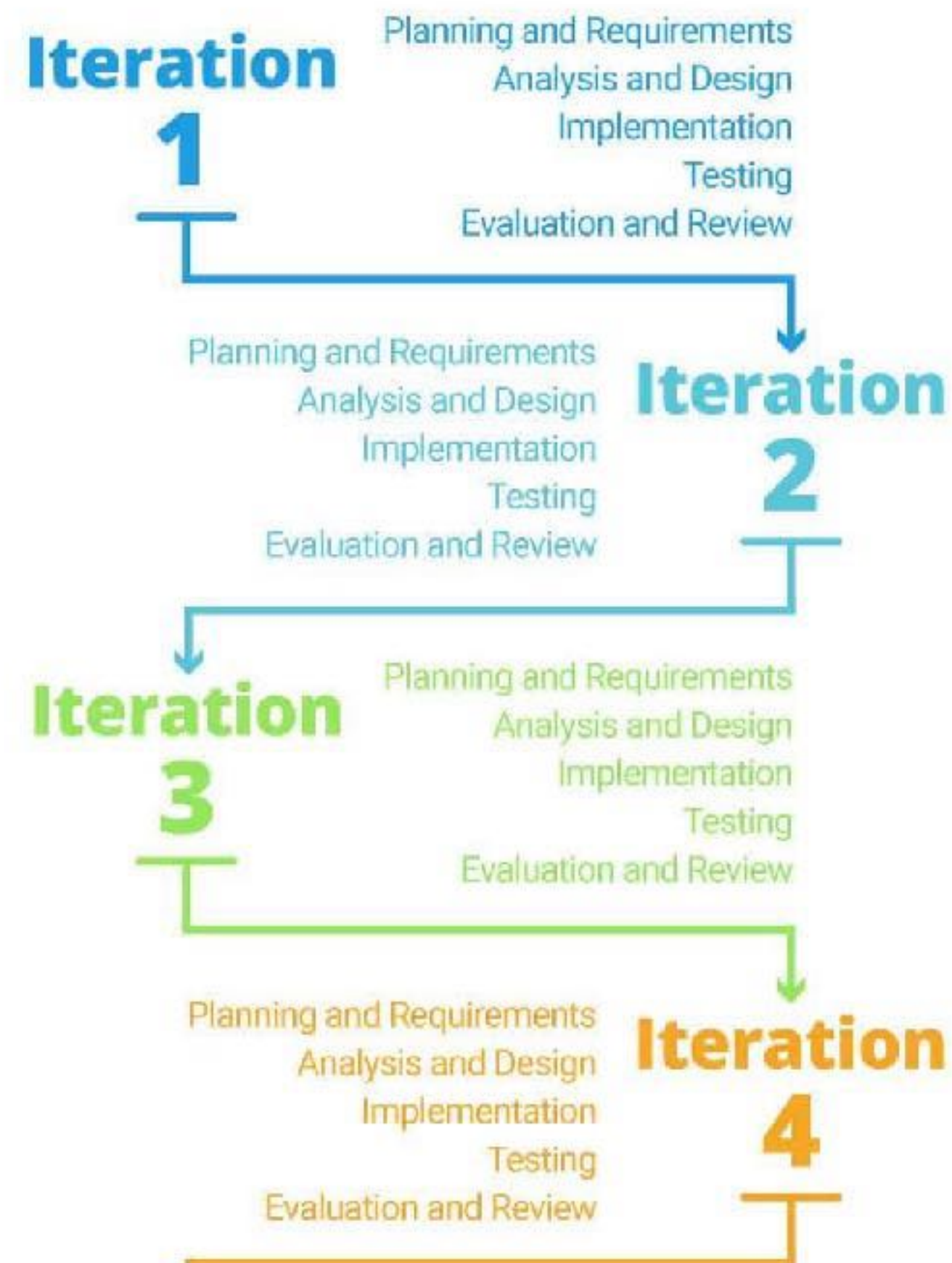
# 04

# Alur Kerja Product Design

# Alur kerja Pengembangan Digital Product

## Iterative Process

These five steps can be repeated as many times as needed.

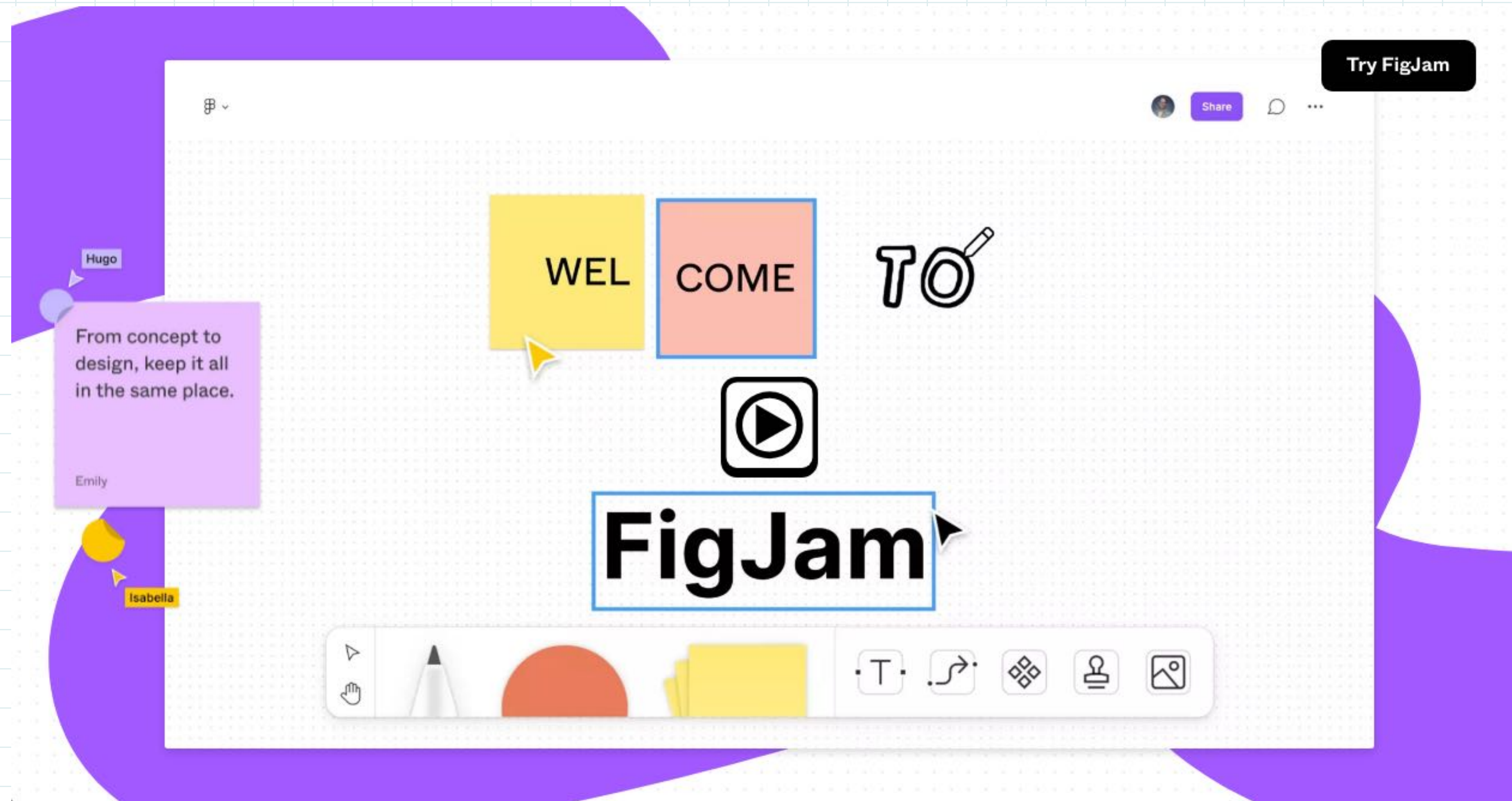


Research -> Solutioning ->  
Validation -> Development ->  
Testing -> Beta -> Launch

UI/UX Workshop - From Idea to High-Fidelity

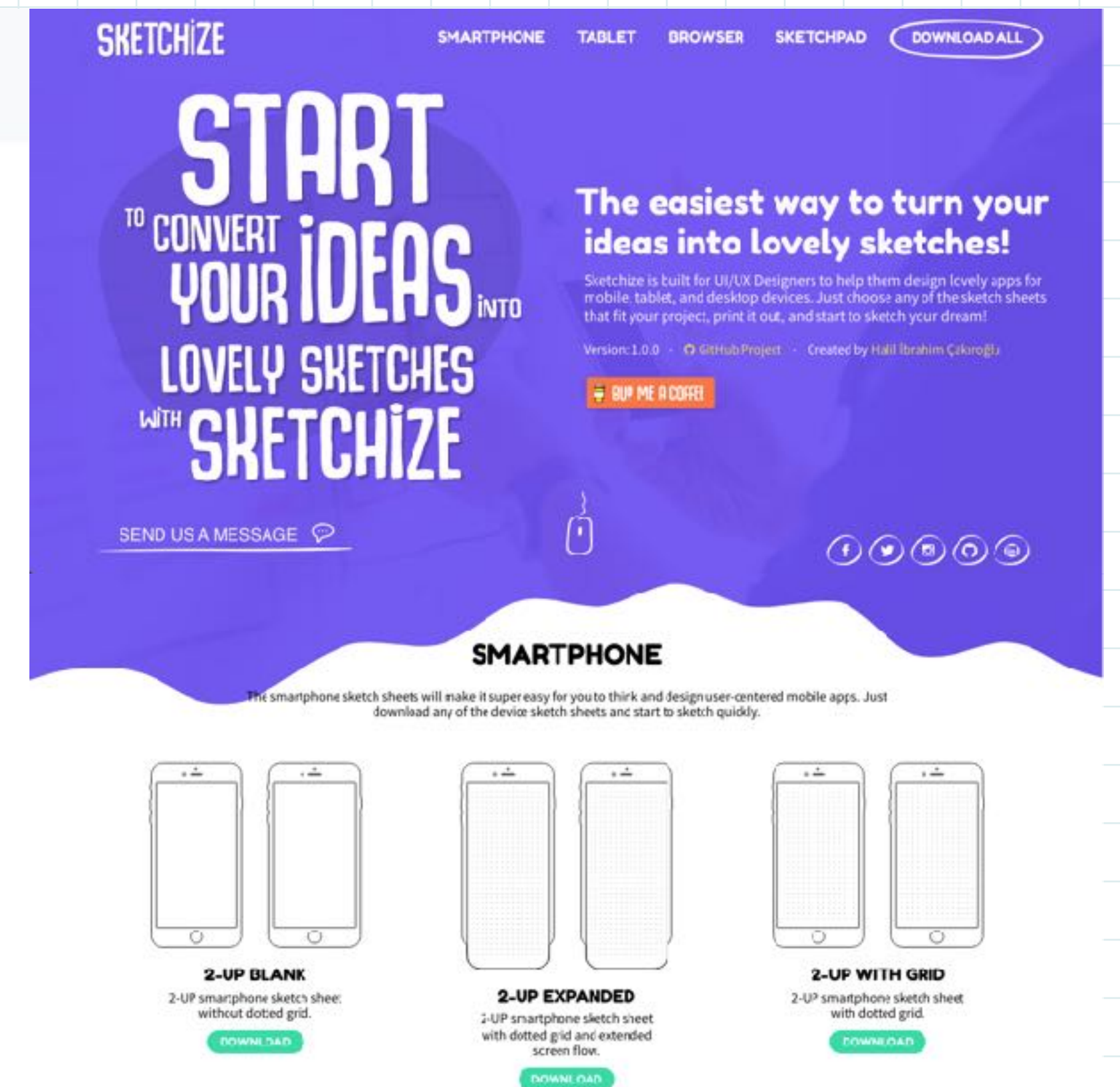
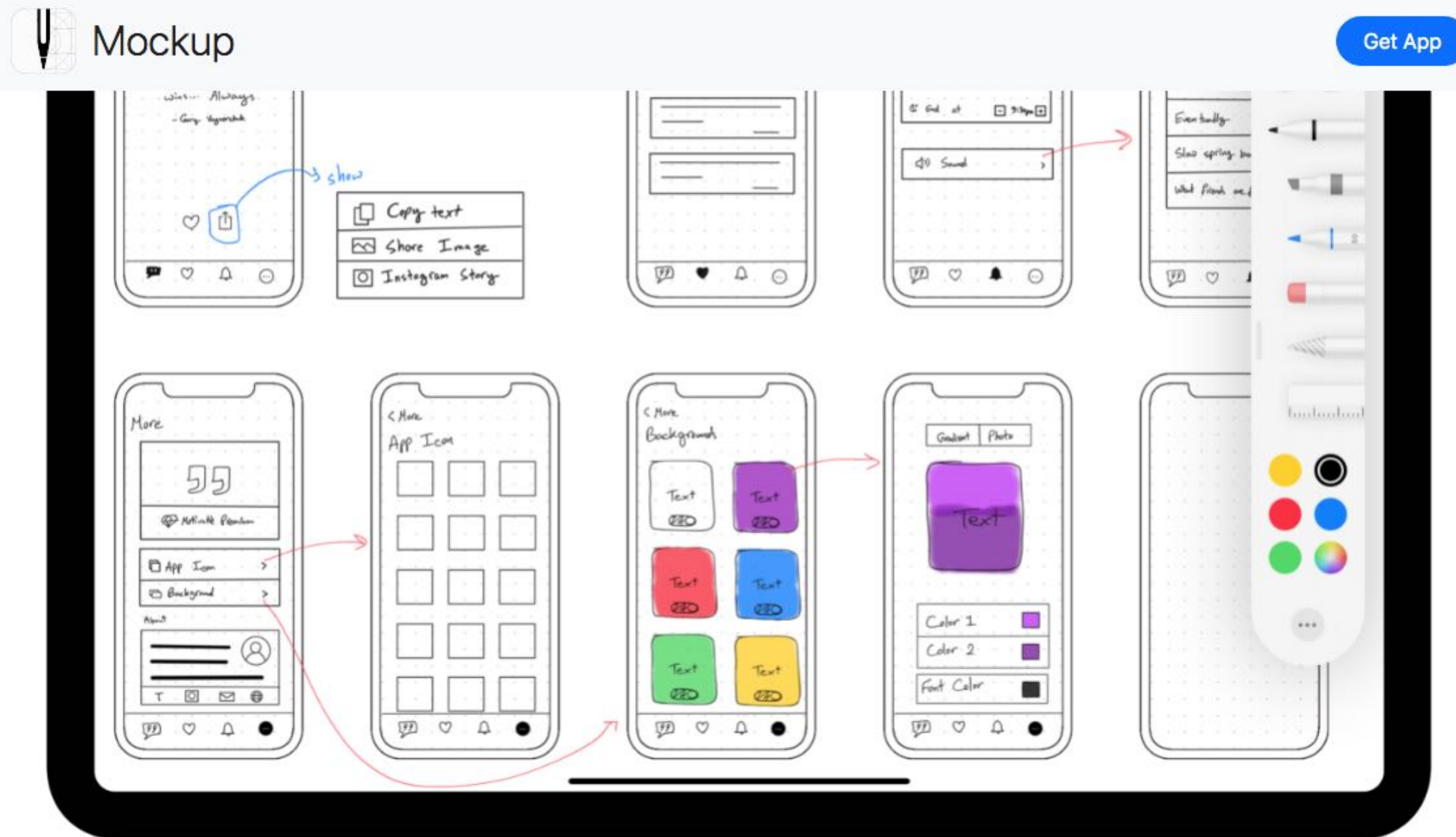
# Process 1 : Ideation

<https://www.figma.com/figjam/>



# Process 2 : Sketching

<https://getmockup.app/> & <https://www.sketchize.com/>

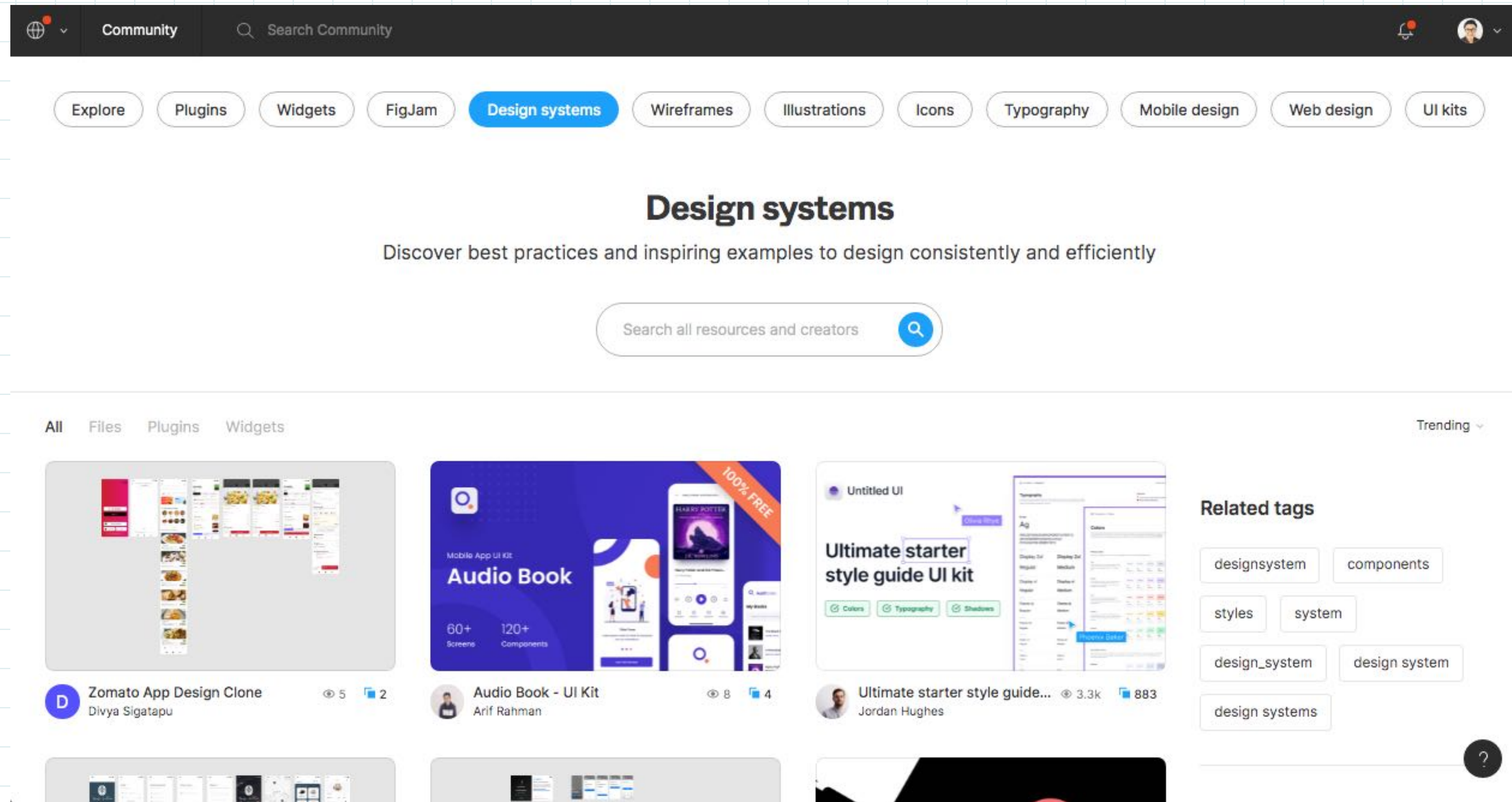


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UI/UX Workshop - From Idea to High-Fidelity

# Process 3 : Design & Prototyping

<https://figma.com/>



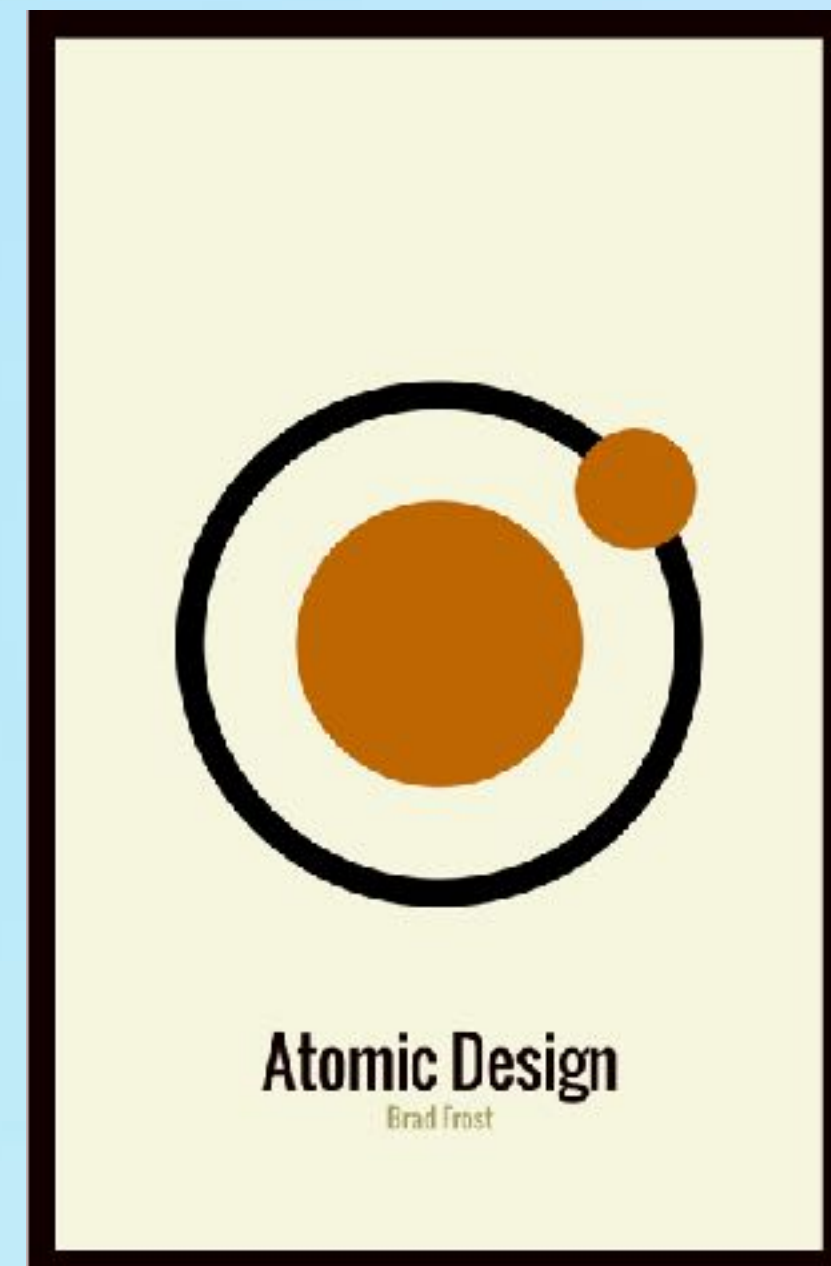
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UI/UX Workshop - From Idea to High-Fidelity

# 05

## **Interactive Workshop Session & Tanya Jawab Seputar Product Design**

# Referensi Buku Product Designer



# Terima Kasih

**Moh. Salman Alfarisi, MMSI.**

@Mohsalfa

