

CONTACT

Jakarta, Indonesia
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SKILLS

Web Development
UI/UX Design
Digital Marketing
Social Media Analysis
Project Management
Brand Building & R&D

TOOLS

Figma · VS Code · GitHub · Notion · Adobe Illustrator · ChatGPT

LANGUAGES

Indonesian — Native
English — Professional

EDUCATION

B.Sc. Information System
Universitas Pelita Harapan (SISTech)
Aug 2015 – Mar 2019
GPA 3.75 — Cumlaude

INTERESTS

Product & Design · Photography · Travel · Coffee & F&B

SCAN MY PORTFOLIO

rafaeljason.com

Rafael Jason

Tech Enthusiast · UI/UX Designer · Web Developer · Brand Builder

PROFILE

Information System graduate (Cumlaude) working at the intersection of technology, design, and brand building. Experienced in web development, UI/UX design, and digital marketing, with a proven record of founding and operating consumer brands from concept to launch. I turn ideas into usable products and real businesses, and I'm looking for roles where product, design, and technology meet.

EXPERIENCE

Founder & Owner · Pick Cup Indonesia

Alam Sutera & PIK, Jakarta | Sep 2020 – Dec 2025

- Founded and operated an F&B brand across two outlets, overseeing end-to-end operations.
- Led product concept and R&D, developing the menu and signature offerings.
- Built the brand identity and ran digital marketing on social media (@pickcupindonesia).
- Managed suppliers, inventory, and a small operational team.

Junior Frontend Engineer · Tiket.com

Jakarta | Jun 2020 – Sep 2020

- Developed and shipped frontend features for a leading online travel platform.
- Collaborated with product and design teams in a fast-paced, Agile environment.

Web Developer Intern · Matahari Department Store

Jakarta | Aug 2019 – Dec 2019

- Built a Store Space Management web application to digitize an operational workflow.
- Translated business requirements into a usable internal tool.

ADDITIONAL EXPERIENCE

- Usher Division, Volunteer — Pope Francis Apostolic Journey to Indonesia, Jakarta (Sep 2024)
- Assistant Lecturer, Data Structures — SISTech, UPH (2018)
- Transportation Volunteer — Asian Games 2018, INASGOC (2018)
- Design Division — Falcon Project & PROLOG Competition, SISTech UPH (2016–2017)

BRANDS FOUNDED

- By Cava — fashion & lifestyle label (bycava.id).
- Sleepie Pajamas — sleepwear brand (sleepiepajamas.id).
- Verdora Indonesia — plantscaping & botanical products (verdora.id).

Turning ideas into products & brands — one launch at a time.

Open to roles in product, design & technology · rafaeljason.com