
My Work

Work Experience

Skills

About Me

Cover

PORTOFOLIO

of

NADAFFA SAKHO

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ABOUT ME

Hi there! My name is Nadaffa Sakho Amalillah. I am a student at the Faculty of Economics and Business at Gadjah Mada University, with a passion for design and videography. I have gained experience using tools such as Figma, Canva, CapCut, Premiere Pro, and CorelDRAW.

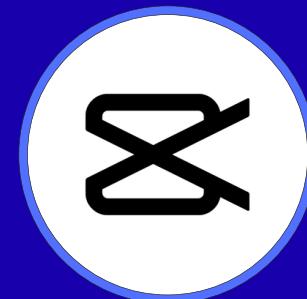
TOOLS



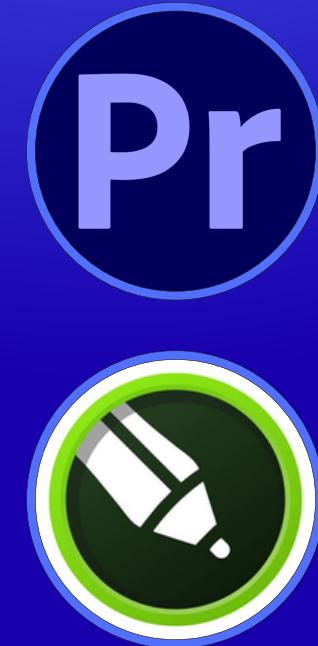
Figma



Canva



Capcut



Premiere Pro

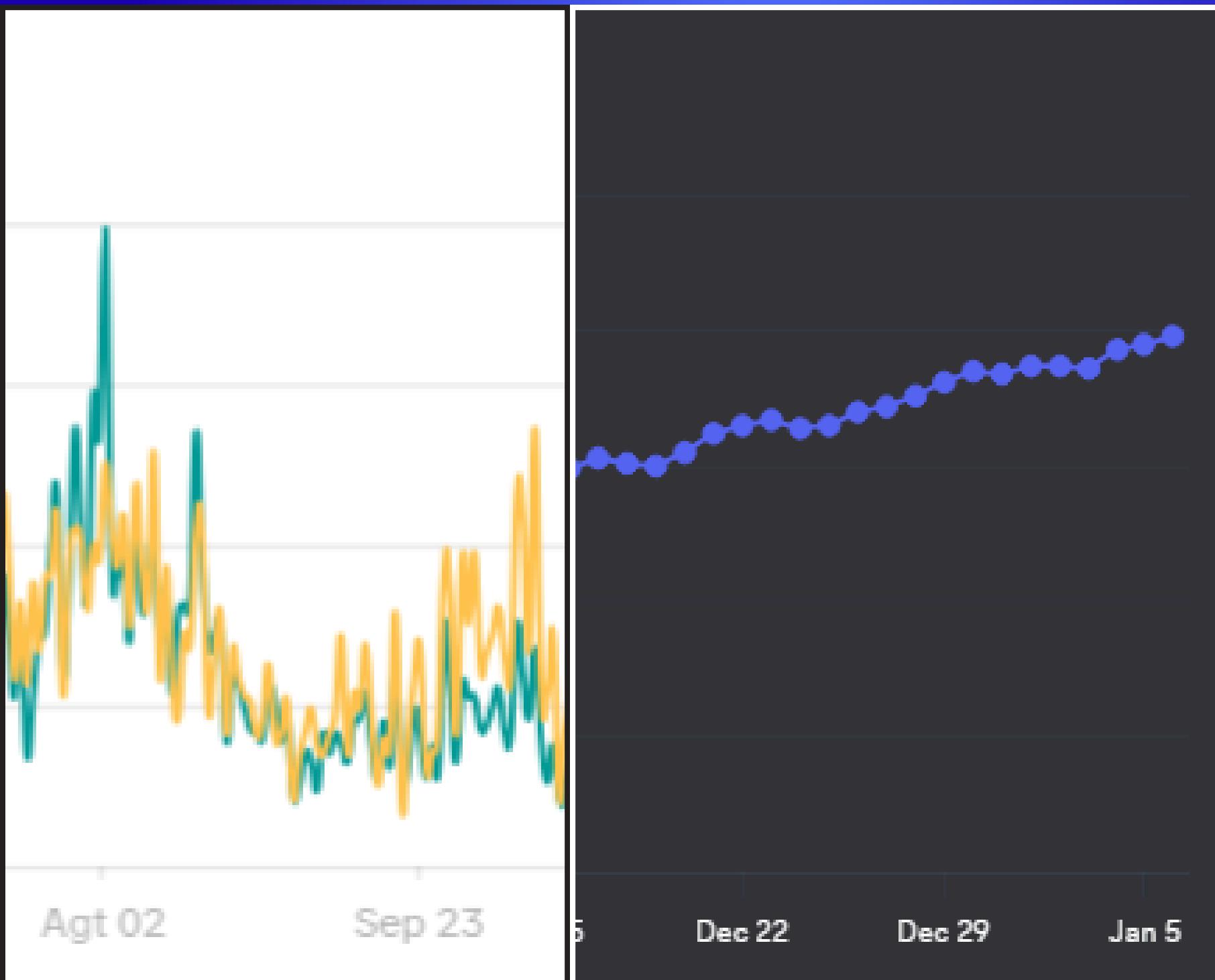


CorelDRAW

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SKILLS

- **Logo**
- **Instagram Feeds**
- **Slides**
- **UI/UX Designer**
- **Web Developer**



EXPERIENCES

CV. Anugerah Jaya Mandiri

Content Specialist, Ads Manager (Sept 2024 - Jan 2025)

Lost Java Community

Web Developer (Jan 2021 - Sept 2023)

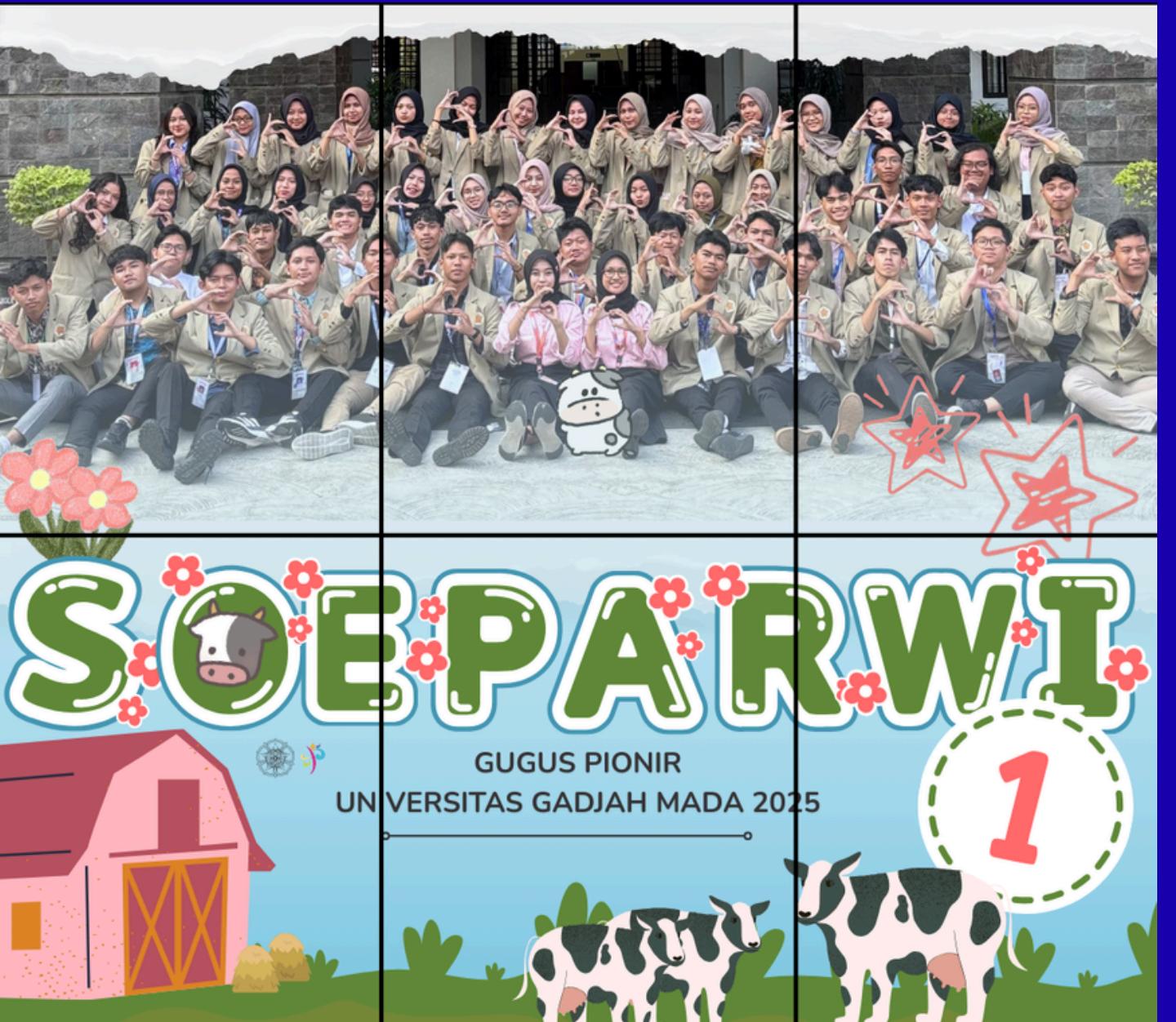
Secret Room by JambiStore

Manager, Fullstack Developer (June 2025 - Now)

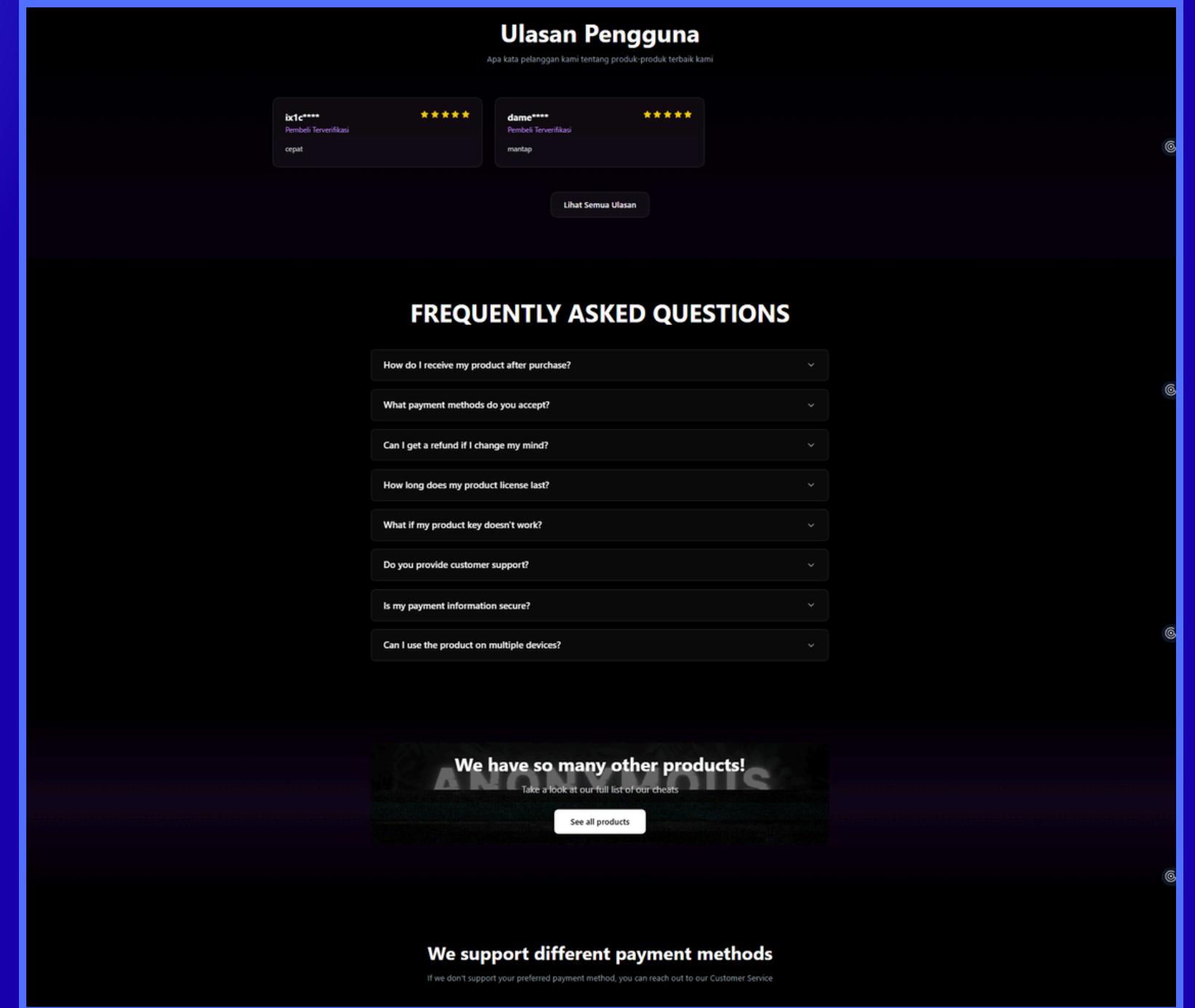
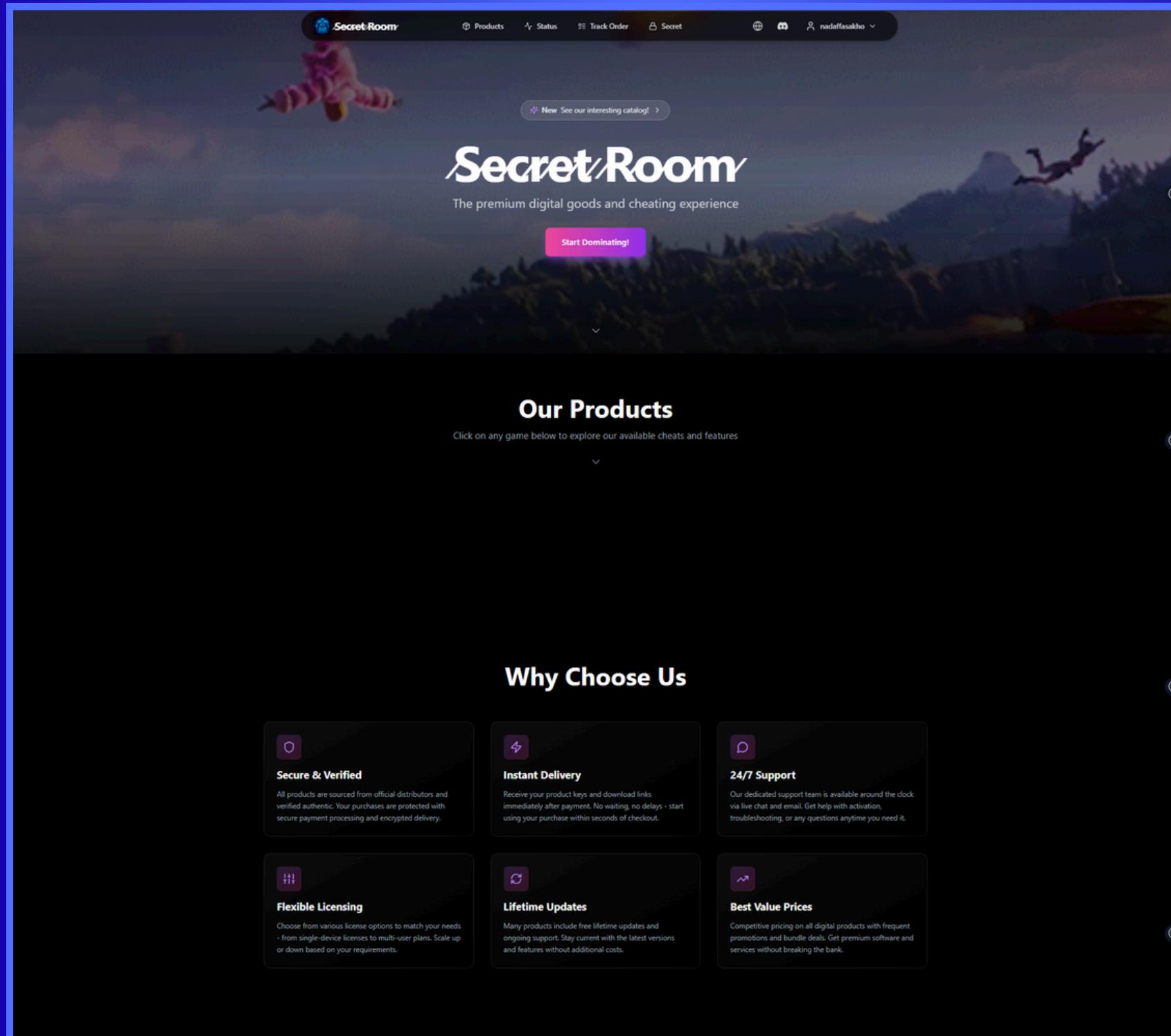
MY WORK

This is the result of my work as long as I explore the world of designing.





Instagram Feeds



Website Design

Indonesia Has the Resources – but is Losing the Microalgae Race

Despite vast marine biodiversity, Indonesia underperforms in microalgae innovation due to limited early-stage exposure and applied science education in coastal regions.

- Global microalgae market projected to reach ~USD 2 billion by 2030
- Indonesia holds strong marine potential, yet lags in research output and innovation adoption
- Coastal youth – closest to marine resources – lack hands-on biotechnology pathways

Race Course: Talent Pipeline Failure

Background Analysis Solution Implementation Conclusion

The Gap Is Not Resources – It's Access to Applied Marine Science

Marine science is taught theoretically, with little to no hands-on biotechnology exposure in coastal schools.

- EDUCATION SYSTEM GAP**
- PROGRAM & ECOSYSTEM GAP**
- TALENT PIPELINE GAP**

Without applied exposure, proximity to marine resources does not translate into innovation capacity.

Background Analysis Solution Implementation Conclusion

Market Opportunity & Target Segment

Who OceanUP is designed for, and why focus matters.

Segmentations

- Impact-Seeking Global Volunteer
- Marine Economy Stakeholders
- Coastal High School Ecosystem
- Academic & Community Network

Customer Persona

- Meet Alex – Global Volunteer
- Meet Sinta – SHANIB Binangun Student
- Meet Pak Budi – Local Marine SME in Cilacap

Positioning

OceanUP positions itself as a bridge between global youth talent and coastal communities—transforming international volunteering into a sustainable engine for marine education and blue economy readiness.

Background Analysis Solution Implementation Conclusion

Implementation Strategy – 4-Week Program Cycle

OceanUp transforms global volunteer synergy into hands-on marine science delivery for coastal schools – structured, low-cost, and repeatable.

Pre-Project: Preparation

- Partner with selected coastal schools and SMEs
- Prepare standardized microalgae kits and materials
- Train and onboard global youth volunteers

Week 1: Orientation and Baseline

- Coastal and cultural immersion
- Guided microalgae cultivation activities
- Project-based STEM learning
- Volunteer documentation and reflection

Week 2-3: Hands-On Build

- Student project presentations
- Community and SME engagement
- Baseline assessment of student understanding

Post-Program: Sustain

- Toolkit left with partner schools
- Light online monitoring and follow-up
- Data collection for refinement and replication

Operational details and manpower allocation are documented in the appendix.

Background Analysis Solution Implementation Conclusion

Business Model & Value Proposition

Value Proposition by Stakeholder

- Coastal Youth & Schools**
 - Hands-on marine biotechnology skills
 - Early exposure to blue-economy pathways
 - School-based, applied learning model
- Global Youth Volunteers**
 - Structured, high-impact volunteering experience
 - Clear facilitation and leadership role
 - Tangible skill transfer, not awareness-only
- Local Partners & Ecosystem**
 - Youth engagement aligned with SDGs
 - Early talent pipeline visibility
 - Low-overhead collaboration model

How OceanUP Sustains Itself

- Core Resources**
 - Volunteer facilitators
 - Standardized microalgae kits
 - School & community partnerships
- Revenue / Funding Streams**
 - Program participation fees (volunteers)
 - Institutional / CSR partnerships
 - Educational collaboration support
- Cost Logic**
 - Low fixed costs with modular, program-based delivery

Designed for small-scale execution with built-in replicability across coastal regions.

Background Analysis Solution Implementation Conclusion

Market Opportunity & Target Segment

Strategic Role in the System

Highest Impact Leverage Point

Early capability building shapes long-term innovation outcomes

Delivery & Capability Enabler

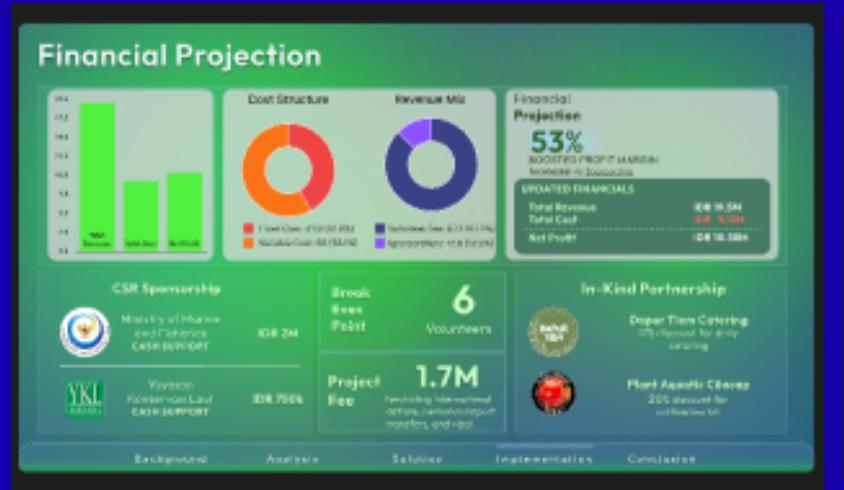
Facilitates skill transfer without heavy institutional cost

Continuity & Scale Support

Anchors programs within local ecosystems for sustainability

OceanUP targets the earliest leverage point in the blue-economy talent pipeline.

Background Analysis Solution Implementation Conclusion





Poster

THANK YOU

That's my portfolio so far.

