

# MINERAL

**Mineral is an all round digital creative studio based in Tangerang. We are a team of engineers and designers who craft interactive experiences.**

**Digital  
Campaigns**

**Interactive Retail  
Installations**

**Brand  
Websites**



# **SELECTED WORK**



MINERAL

# Potato Head

5-star Bali beach hotel with stunning ocean views, top amenities, a fantastic beach club, and award-winning dining.

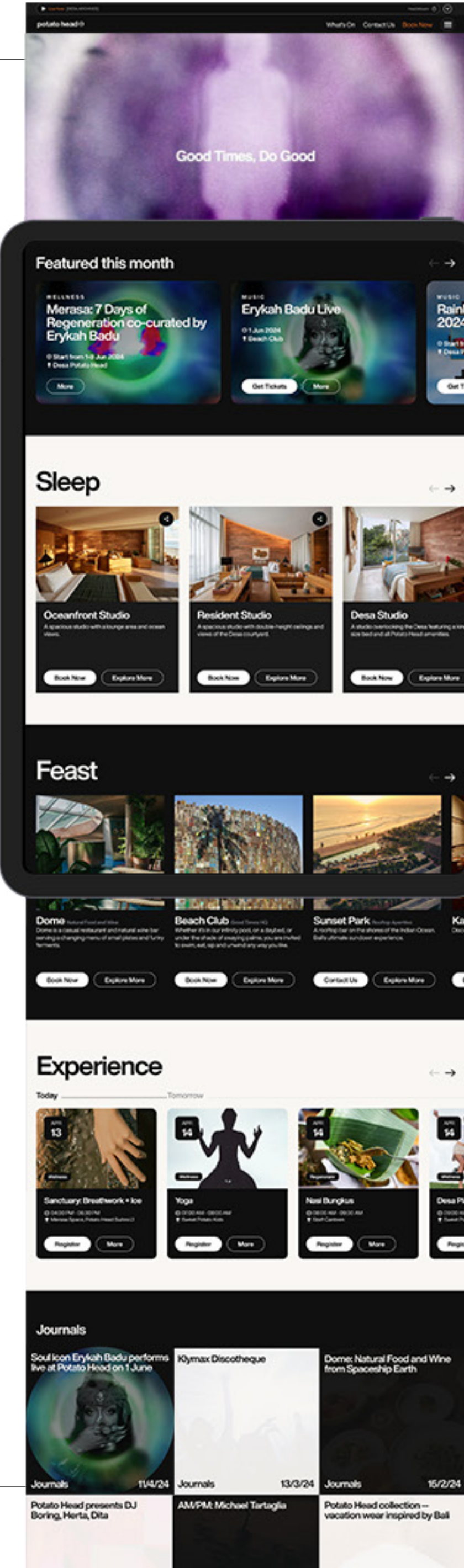
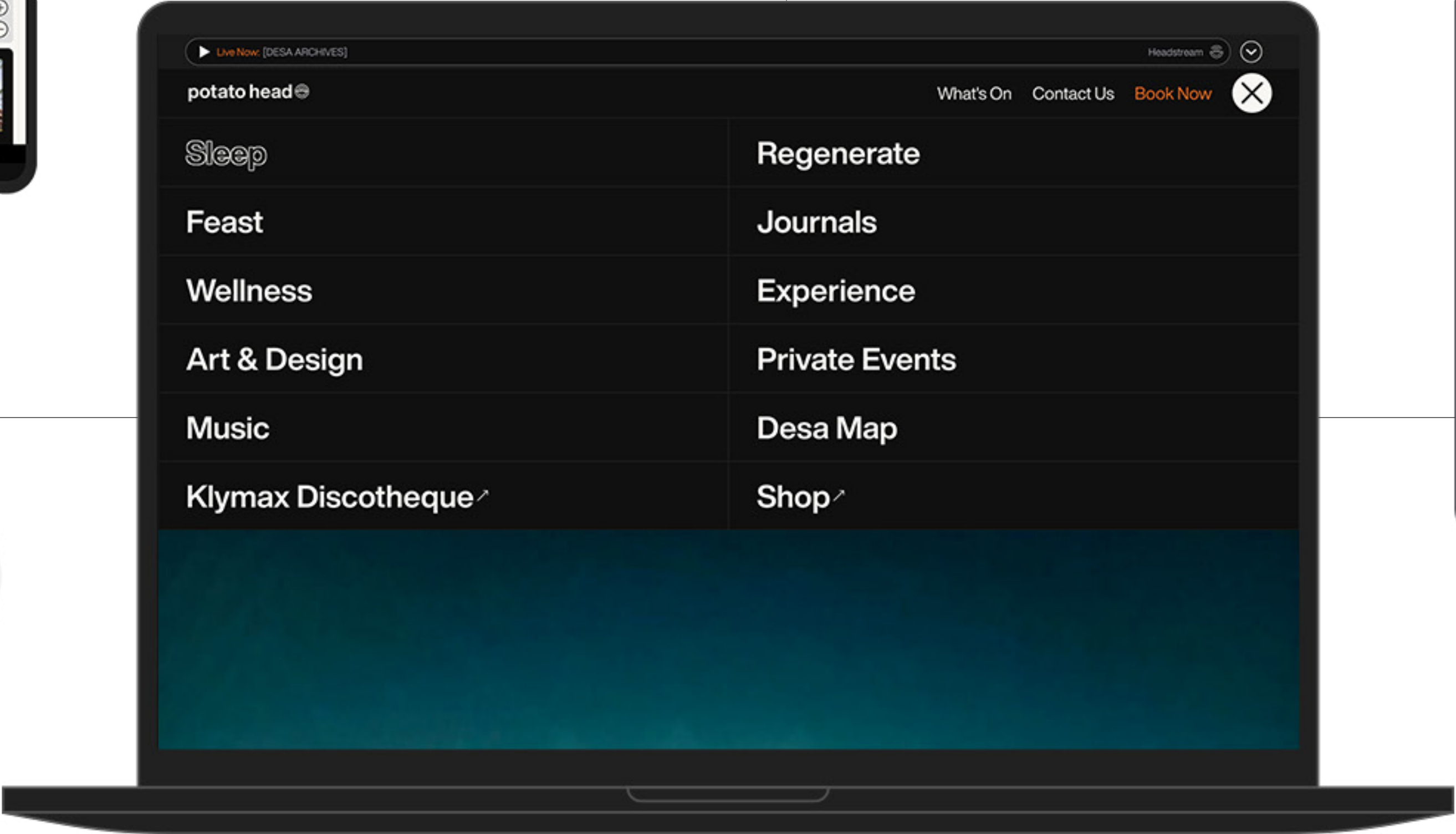
[Visit to explore](#)





POTATO HEAD WEBSITE

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URL :  
POTATOHEAD.CO

CLIENT :  
POTATO HEAD BALI

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
HEADLESS CMS • NODE.JS



**This complete redevelopment of  
Potato Head website merges hospitality  
with their sustainable movement.**

**We took an editorial approach to the  
layout, implementing bold product  
modules, oversized photography  
and strong graphical elements.**

URL :  
POTATOHEAD.CO

CLIENT :  
POTATO HEAD BALI

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
HEADLESS CMS • NODE.JS



MINERAL

# Gripp

Gripp is a slipper brand from Bali, Indonesia that has been crafting high-quality rubber flip-flops for all ages.

Visit to explore

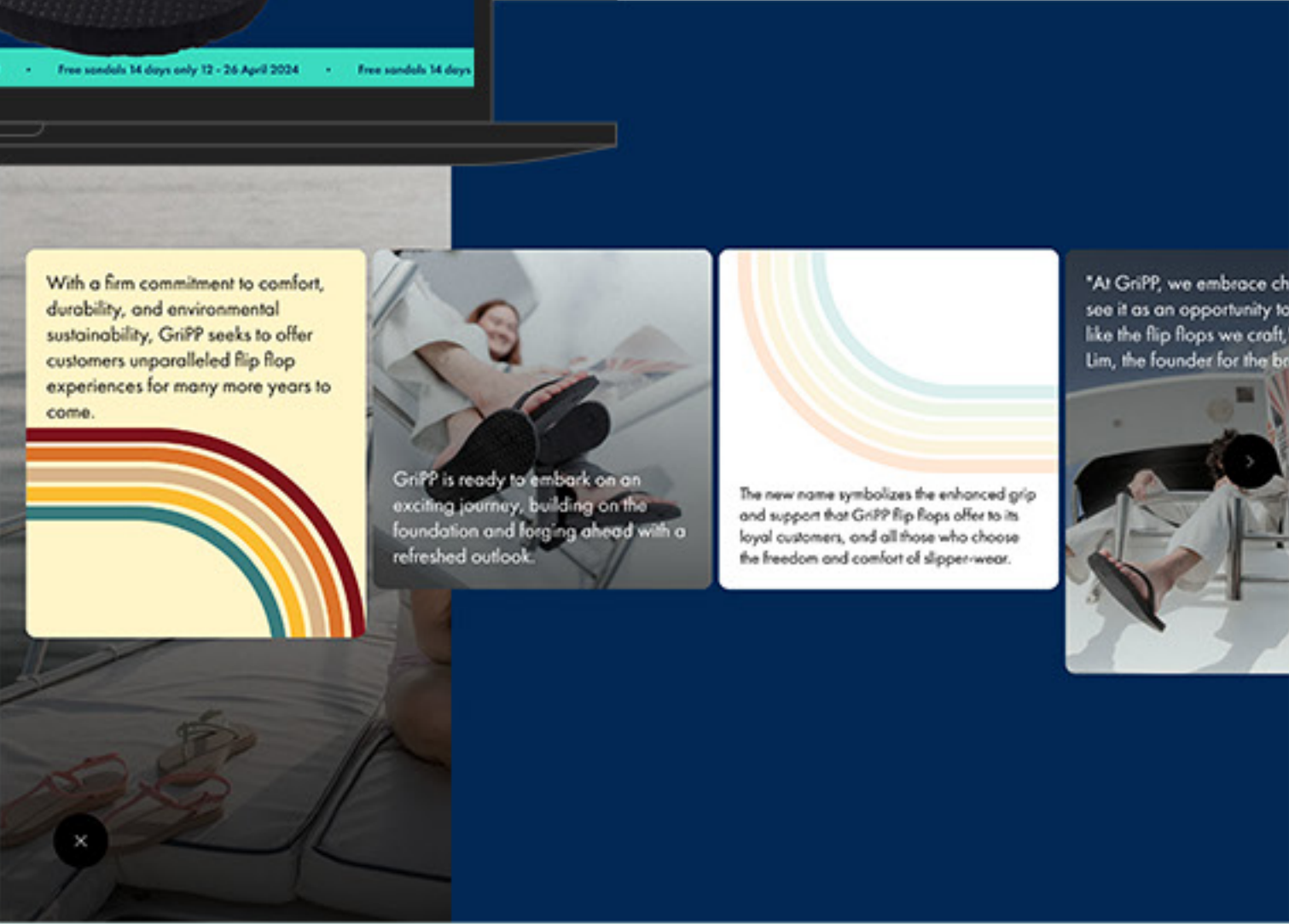
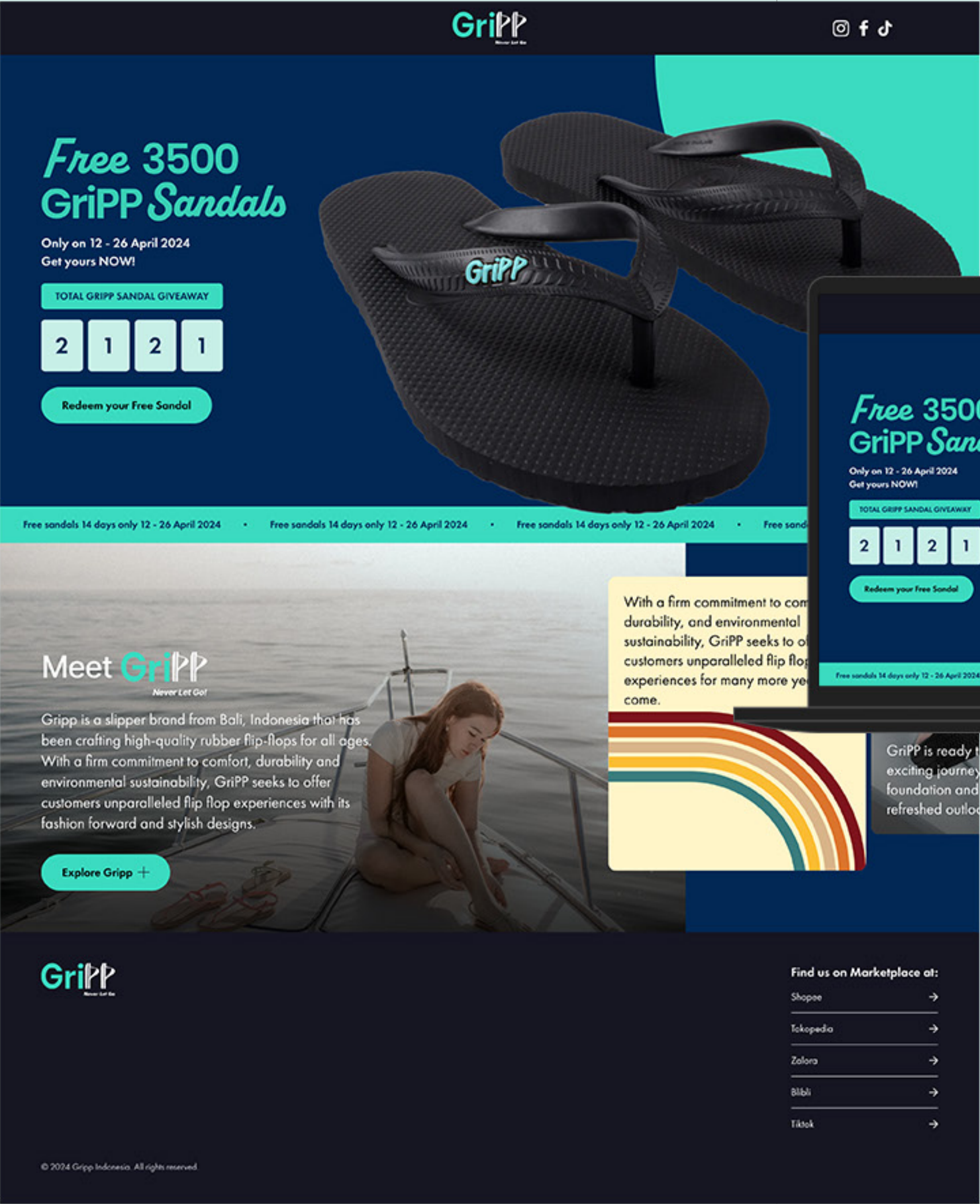




URL :  
GRIPP.CO.ID

CLIENT :  
GRIPP

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
CUSTOM E-COMMERCE





**We have established an e-commerce platform featuring comprehensive information about Gripp products, their story, and seamless payment options.**

**Additionally, we've introduced a giveaway campaign as a friendly promotion for our loyal customers to try the latest products.**

URL :  
GRIPP.CO.ID

CLIENT :  
GRIPP

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
CUSTOM E-COMMERCE



MINERAL

# Pyra

100% handmade shoe, crafted by  
skilled local craftmans in Indonesia.

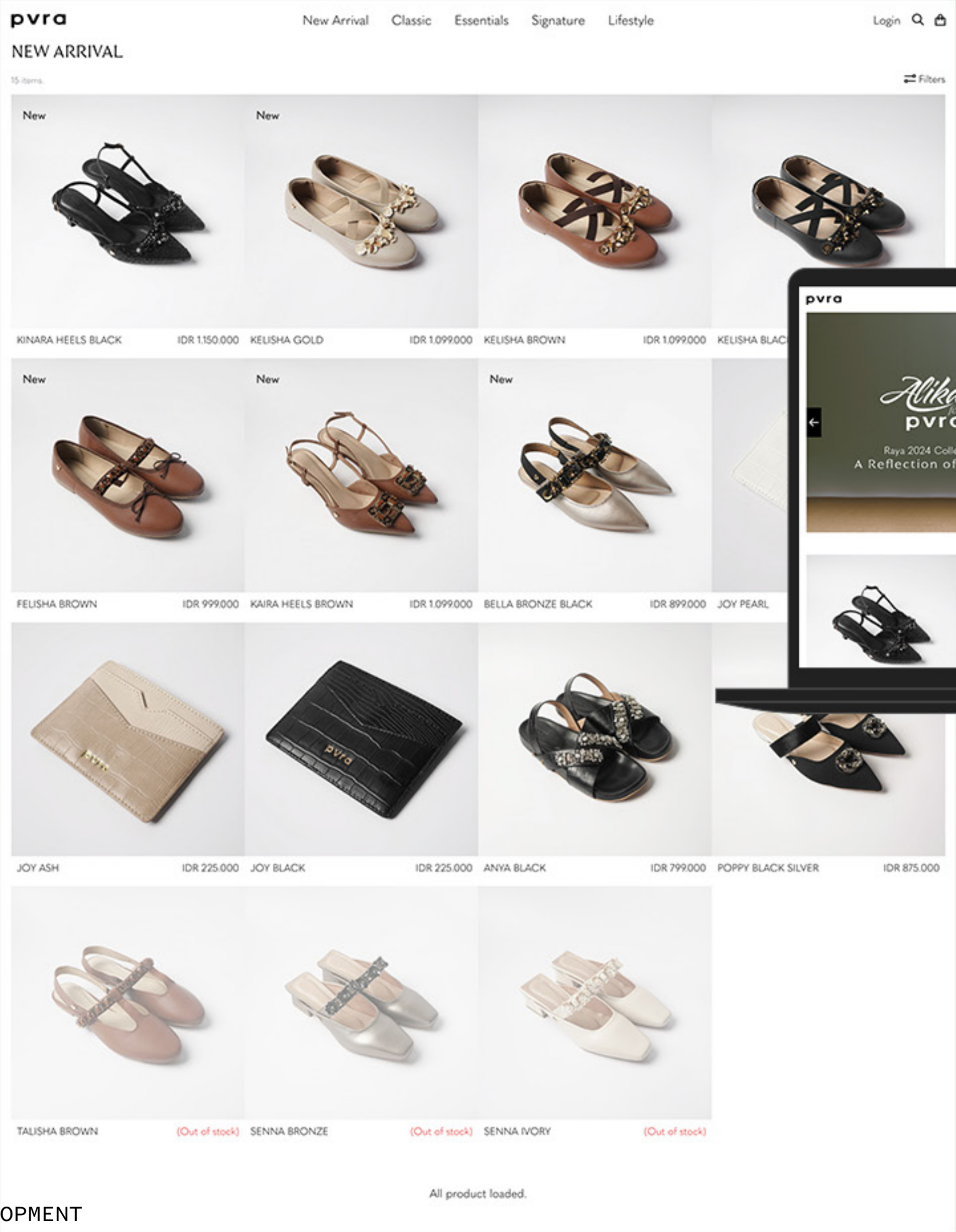
[Visit to explore](#)



URL :  
PVRA.CO.ID

CLIENT :  
PVRA

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
CUSTOM E-COMMERCE





Our main objective was to create a website that would turn every visitor of PVRA into a potential buyer, with the primary focus on conversions.

For that, we created a clear and user-friendly interface, expanding the brand identity with an engaging and thoughtful design that would attract visitor’s attention.

URL :  
PVRA.CO.ID

CLIENT :  
PVRA

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
CUSTOM E-COMMERCE



# Katamama

Katamama is a hotel in Bali that was designed to live up to its localities. The tropical climate plays a pivotal part for the architecture of Katamama.

Visit to explore

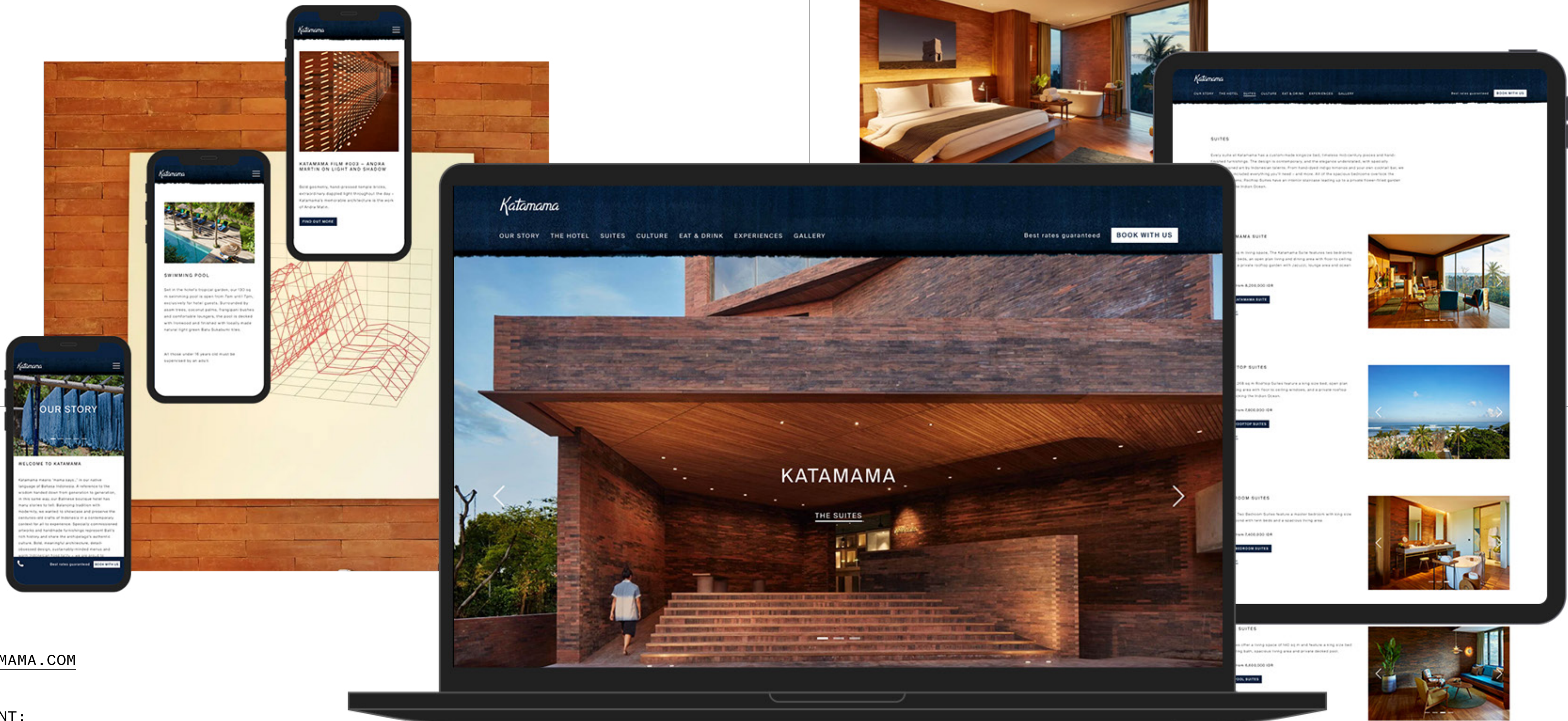


KATAMAMA WEBSITE

URL :  
KATAMAMA.COM

CLIENT :  
POTATO HEAD GROUP BALI

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT





**Katamama was designed in collaboration with architect andra martin and built from materials drawn over 1.8 million terracotta bricks were hand-crafted by artisans.**

**Our goal was to craft an immersive, emotive, and engaging user experience that highlights Katamama and provides a visually memorable browsing experience.**

URL :

KATAMAMA.COM

CLIENT :

POTATO HEAD GROUP BALI

ROLE :

ART DIRECTION • USER EXPERIENCE

DIGITAL DESIGN • FRONT-END DEVELOPMENT



MINERAL

100% Fresh, Pure, & Natural  
True Cold-Pressed Juice

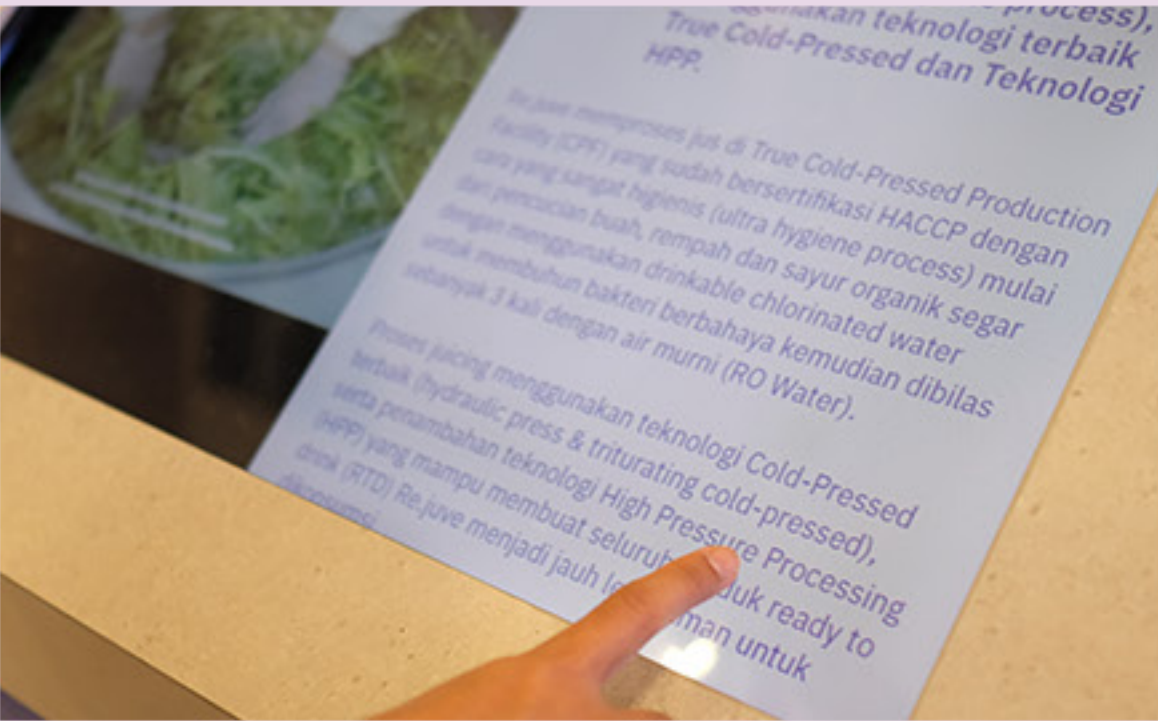
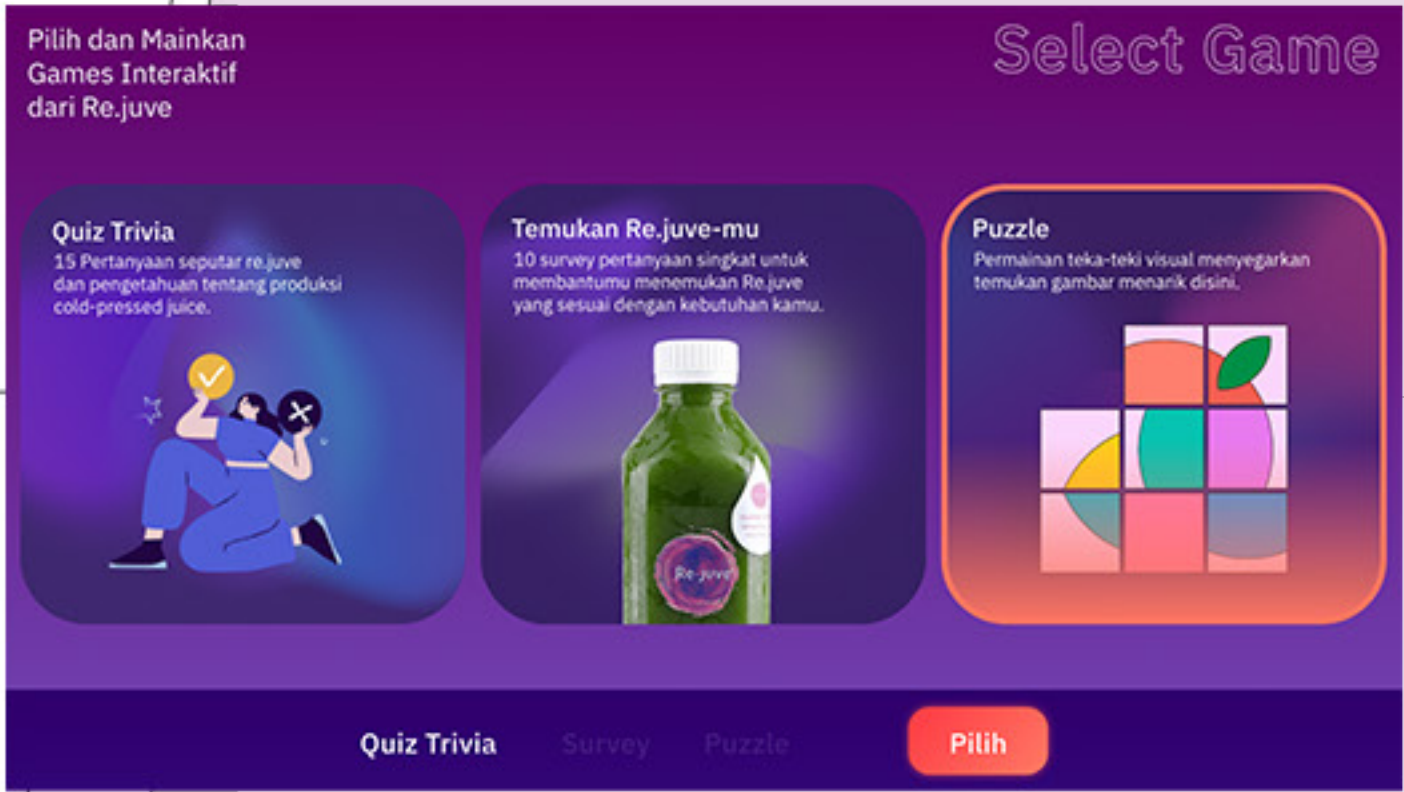
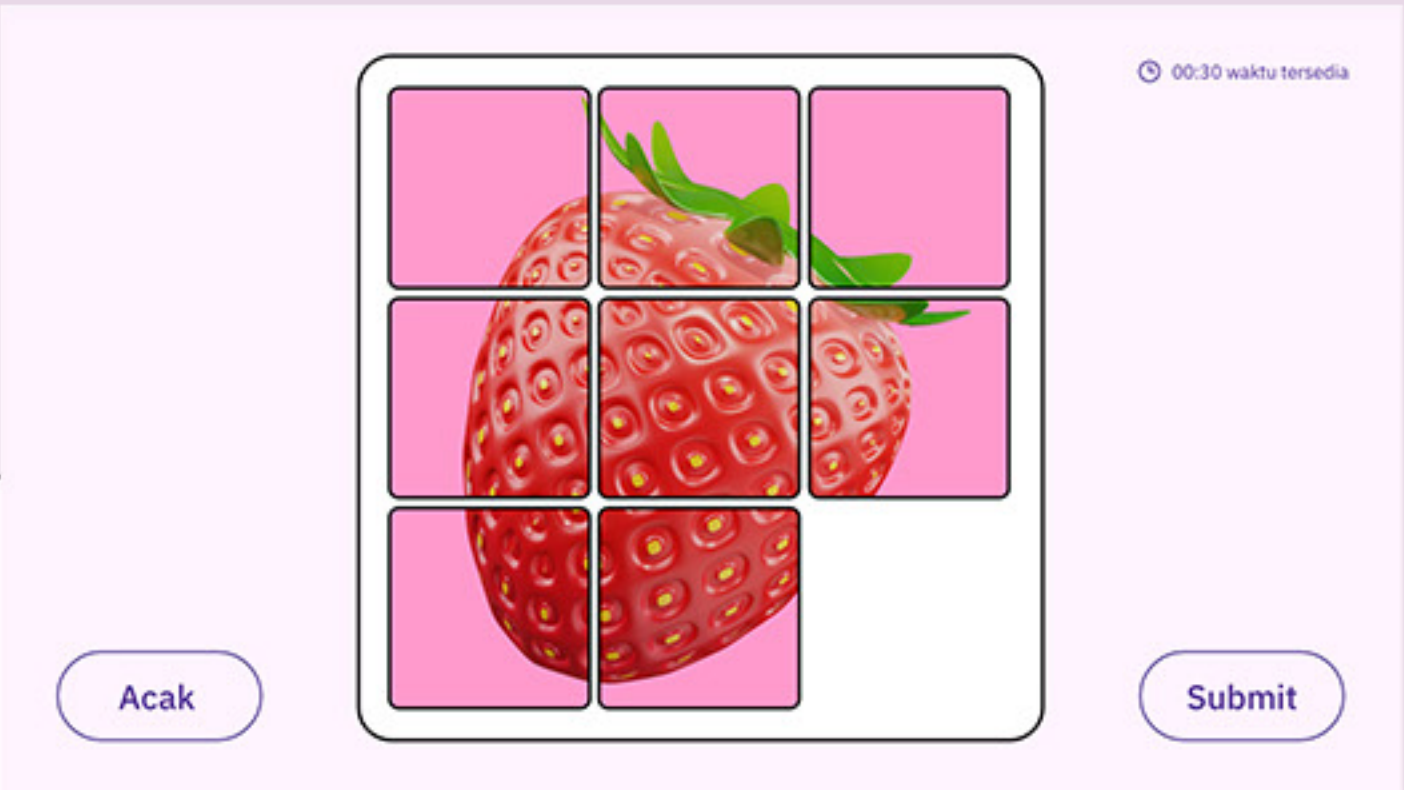
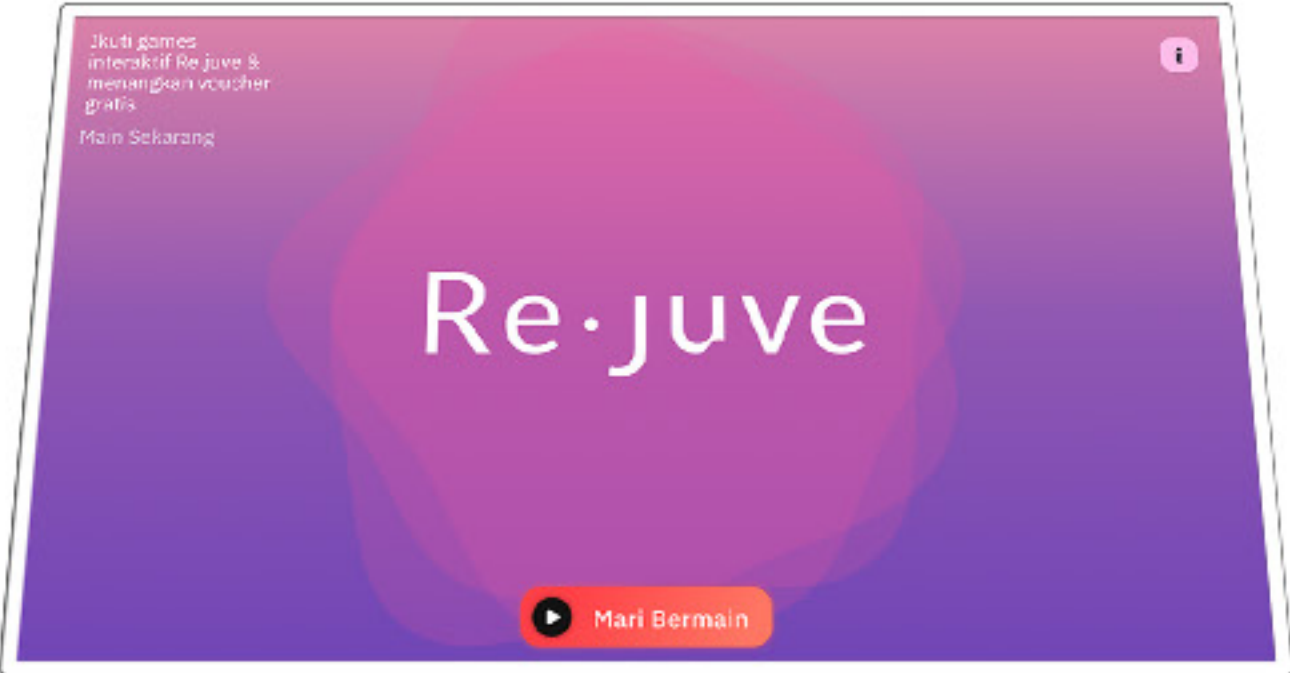
Visit to explore

# Re.juve Interactive





REJUVE INTERACTIVE INSTALLATION



CLIENT :  
RE . JUVE

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
MINI GAME DEVELOPMENT



**These interactive retail installations were developed for Re.juve at Kota Kasablanka.**

**Each quiz was designed to offer small moments of playful, interactive happiness and vouchers for free Re.juve products.**

CLIENT :

RE.JUVE

ROLE :

ART DIRECTION • USER EXPERIENCE

DIGITAL DESIGN • FRONT-END DEVELOPMENT

MINI GAME DEVELOPMENT





# Pacific Place

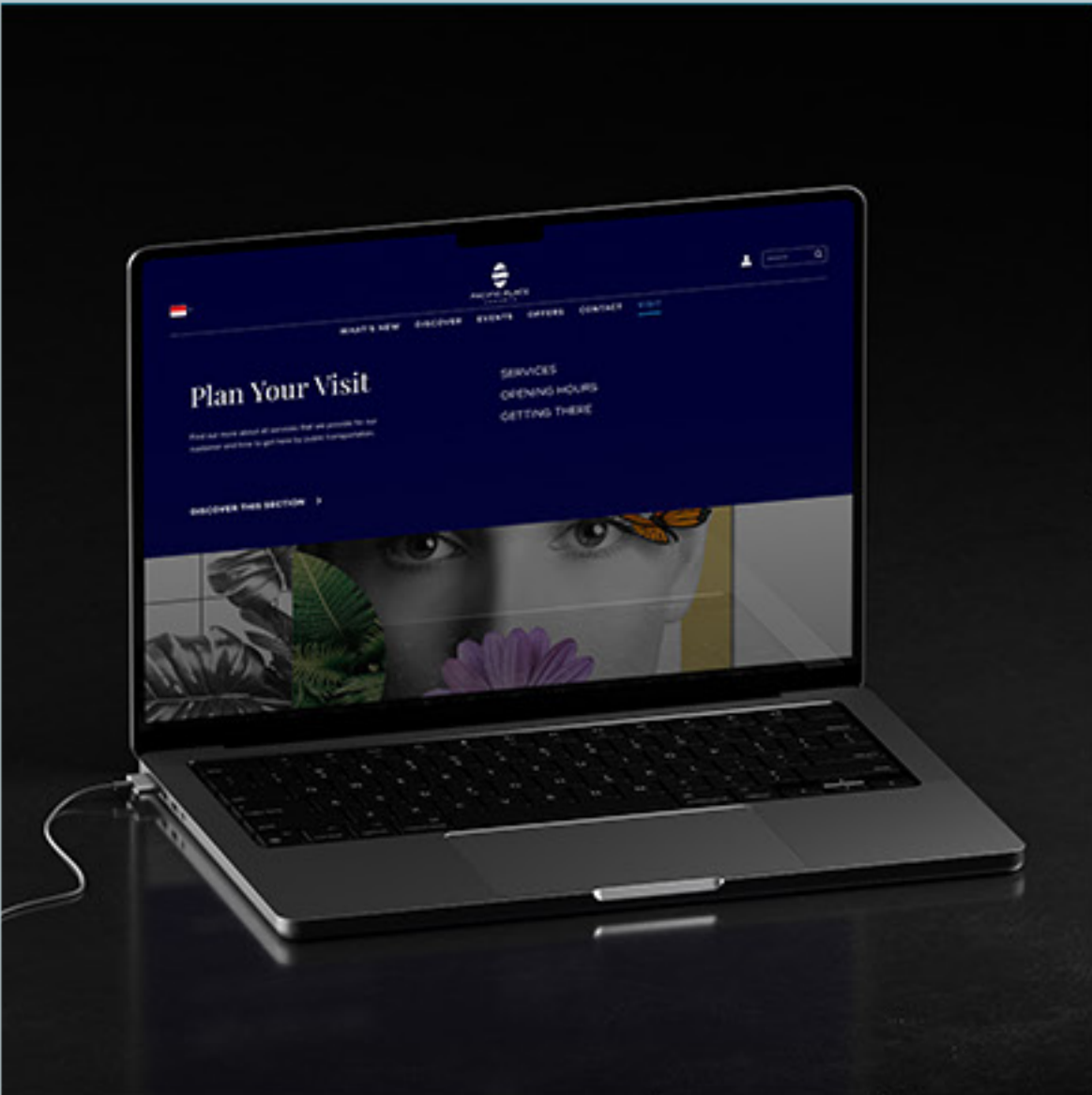
Located in the heart of Jakarta's Sudirman Central Business District (SCBD), with modern architecture and convenient access, it stands as the premier shopping destination for Jakarta residents.

Visit to explore



PACIFIC PLACE WEBSITE

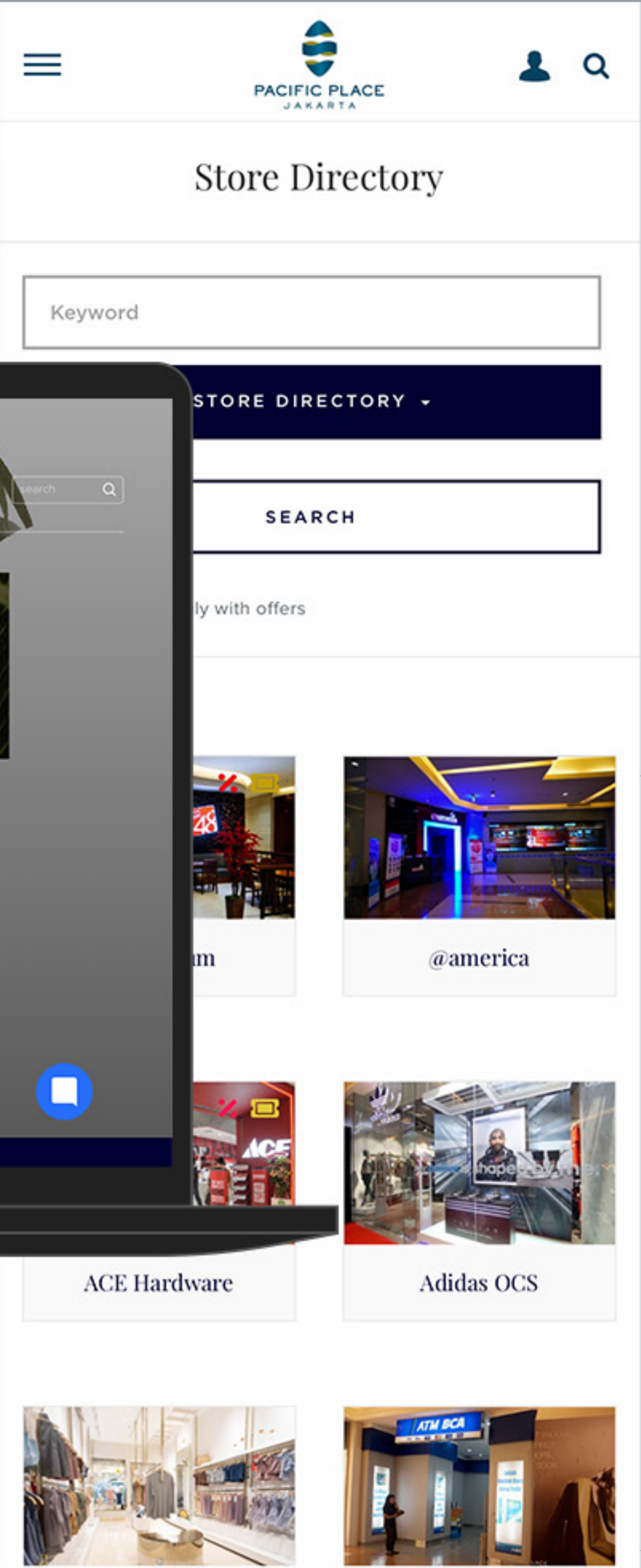
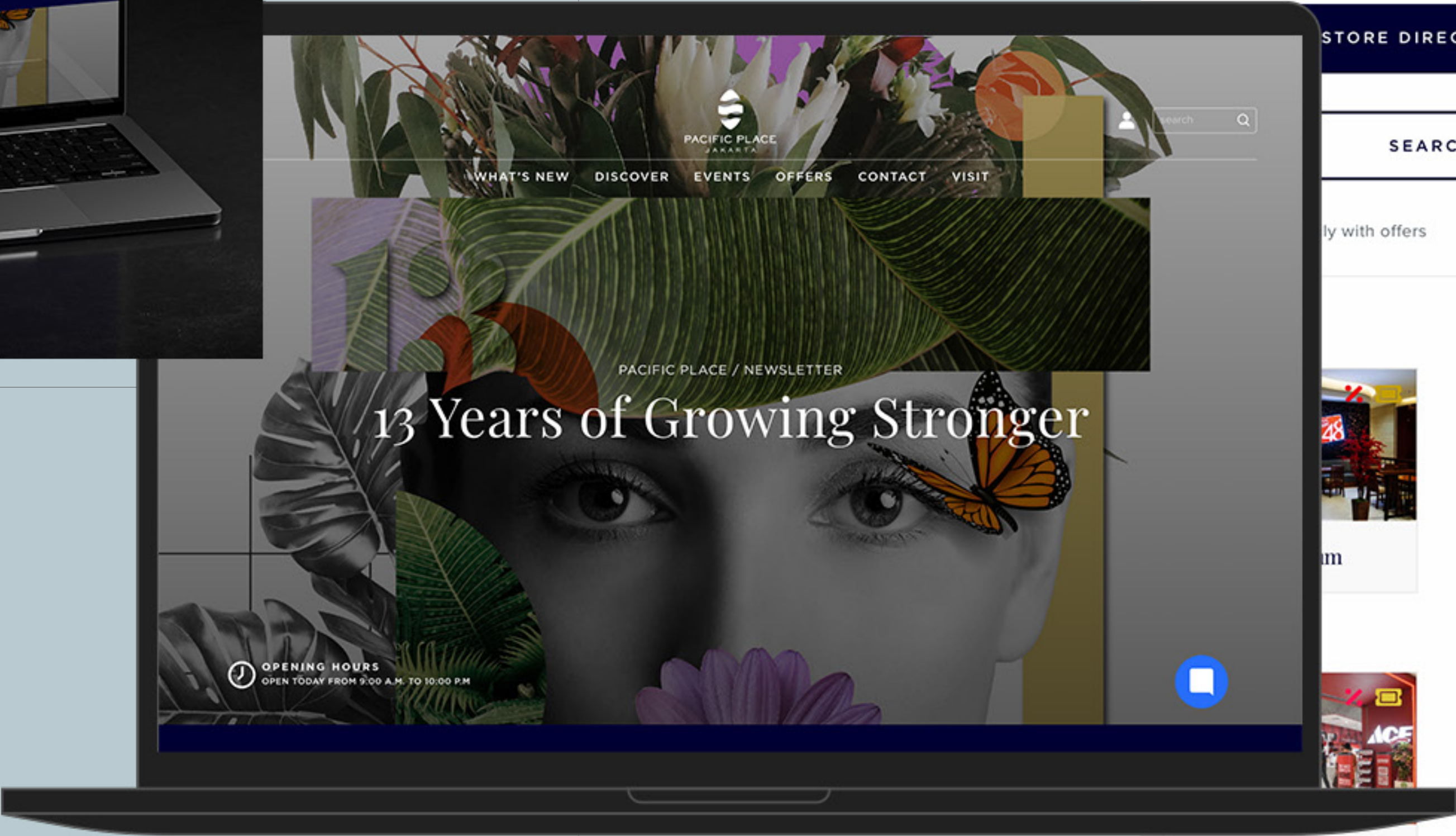
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URL :  
[PACIFICPLACE.CO.ID](http://PACIFICPLACE.CO.ID)

CLIENT :  
PACIFIC PLACE

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT





To highlight Pacific Place’s digital presence, we revamped the digital platform to showcase the mall’s simple, stylish, and family-friendly character.

We introduced advanced menu for easy browsing of stores, food, and entertainment pages, along with functional mall mapping for quick navigation.

URL :  
[PACIFICPLACE.CO.ID](http://PACIFICPLACE.CO.ID)

CLIENT :  
PACIFIC PLACE

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT



MINERAL

100% Fresh, Pure, & Natural  
True Cold-Pressed Juice

Visit to explore

Re.juve





REJUVE WEBSITE

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URL :

REJUVE.CO.ID

CLIENT :

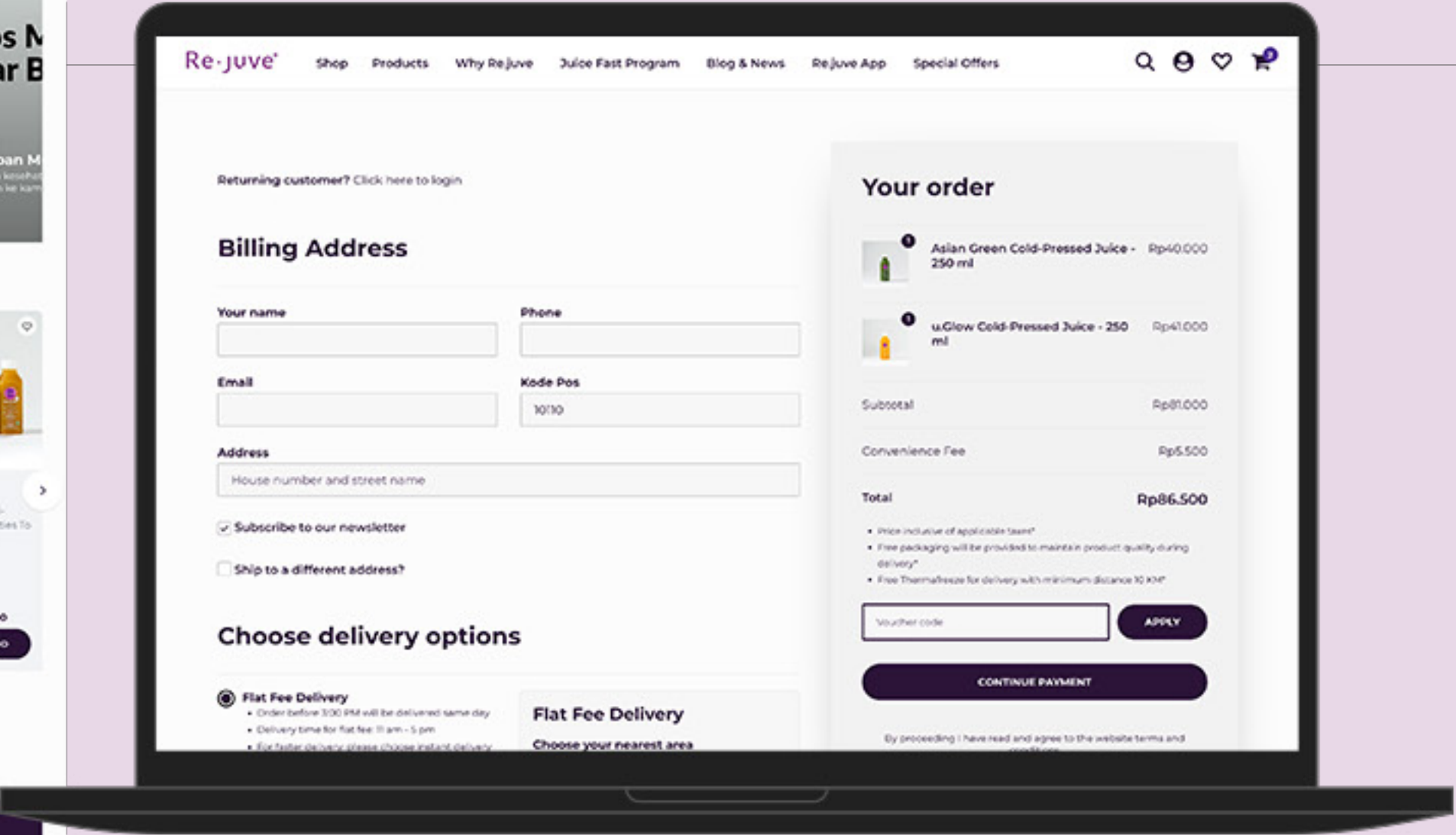
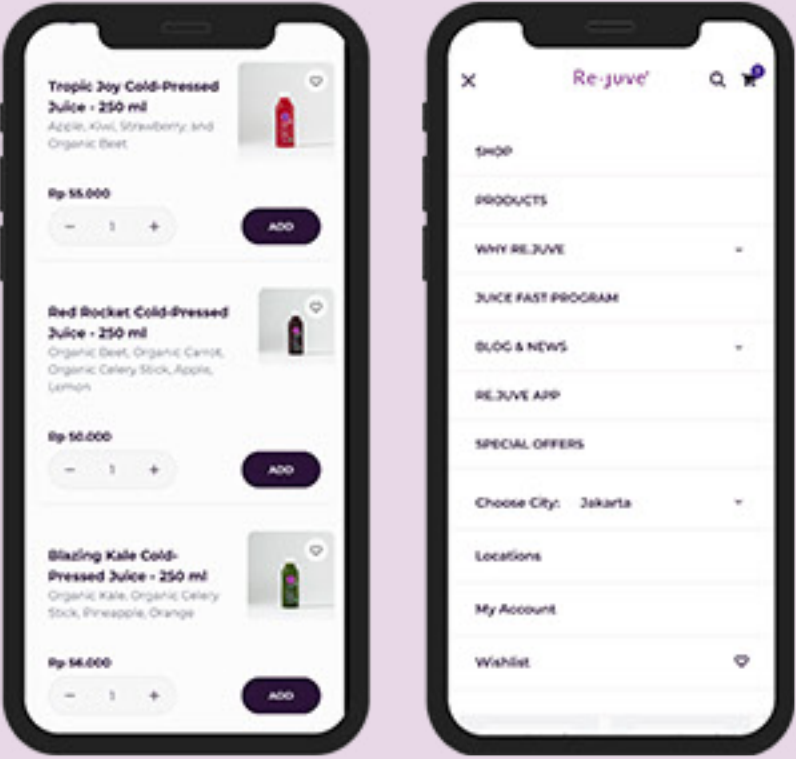
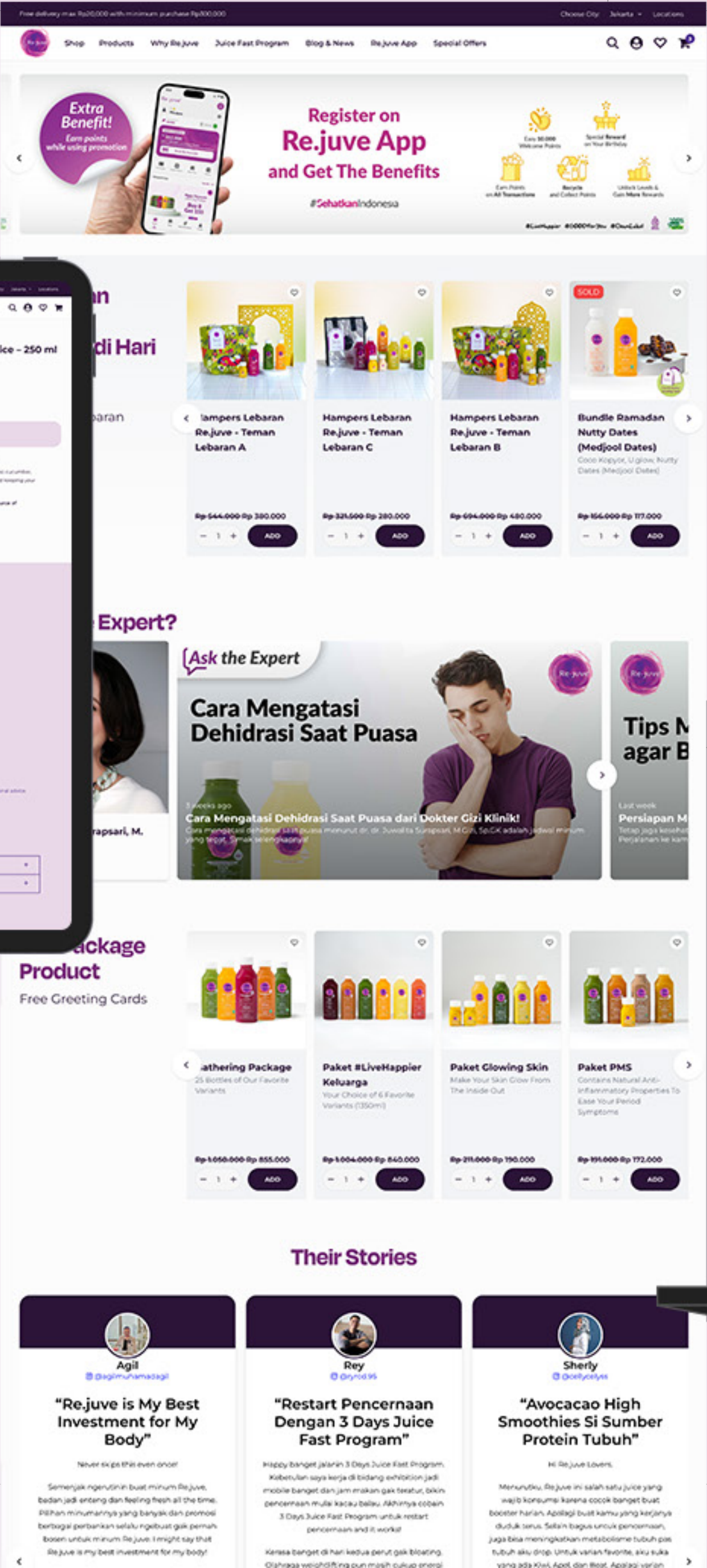
RE.JUVE

ROLE :

ART DIRECTION • USER EXPERIENCE

DIGITAL DESIGN • FRONT-END DEVELOPMENT

E-COMMERCE INTEGRATION WITH GOSEND BY GOJEK





This uniquely responsive site was built to showcase the product and culture of Re.juve. A smart, animating grid system was developed from the ground up ensuring all screen sizes are accounted for.

URL :  
[REJUVE.CO.ID](https://rejuve.co.id)

CLIENT :  
RE.JUVE

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
E-COMMERCE INTEGRATION WITH GOSEND BY GOJEK



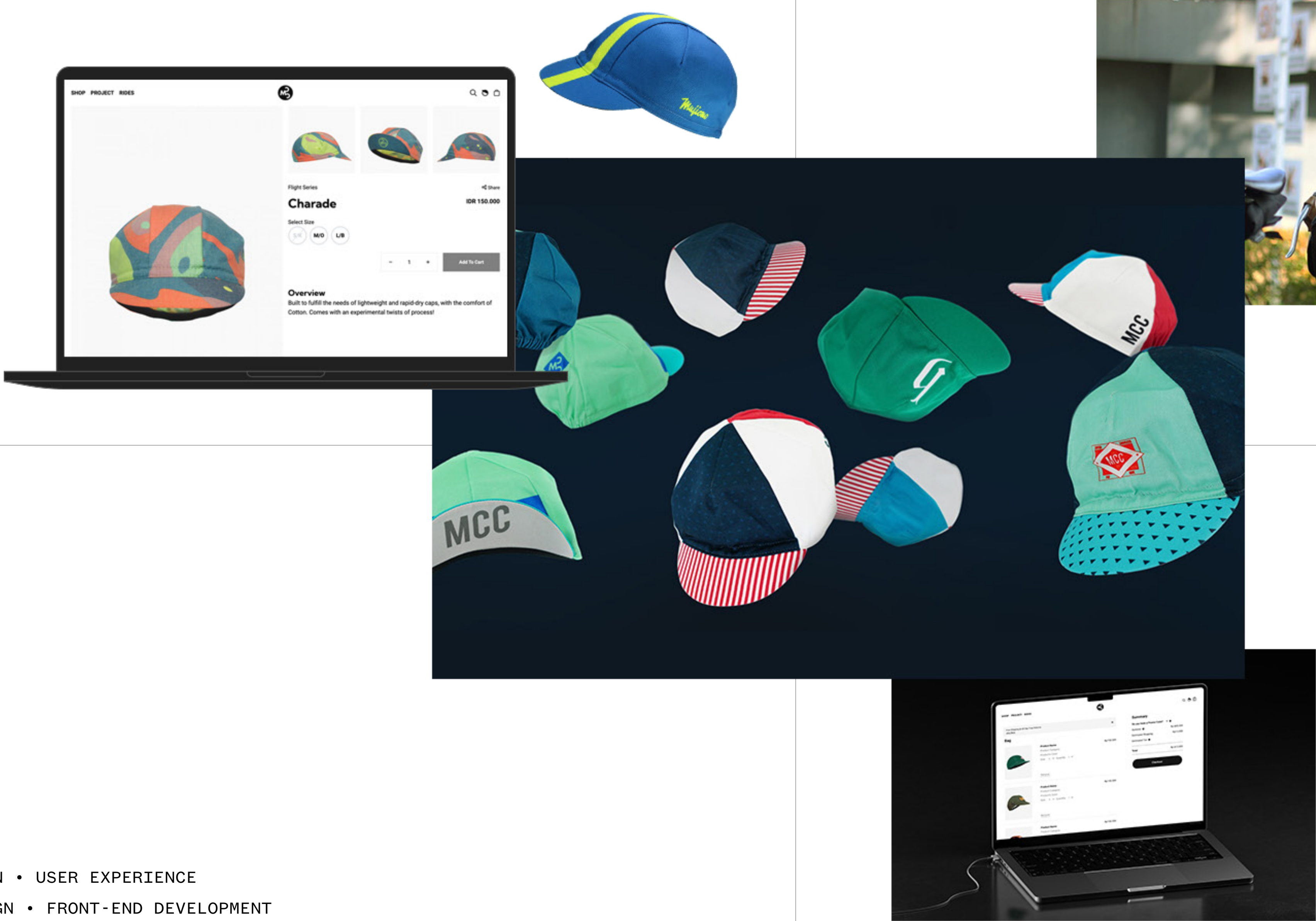
MINERAL

Mujiono crafts cycling caps focusing on how a cap fits, feels, looks and functions. As we believe that cycling caps is also a cyclist's statement.

Visit to explore

Mujiono.cc





URL :  
[MUJIONO.CC](https://mujiono.cc)

CLIENT :  
MUJIONO.CC

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
CUSTOM E-COMMERCE



Inspired by the processes Mujiono uses to  
create their cycling cap, we developed an  
experience that reflects the playful qualities  
of its creation.

URL :  
MUJIONO.CC

CLIENT :  
MUJIONO.CC

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
CUSTOM E-COMMERCE



MINERAL

# Kaum Jakarta

Kaum Jakarta's menu serves as  
an ambassador for Indonesia's  
rich and storied culinary heritage

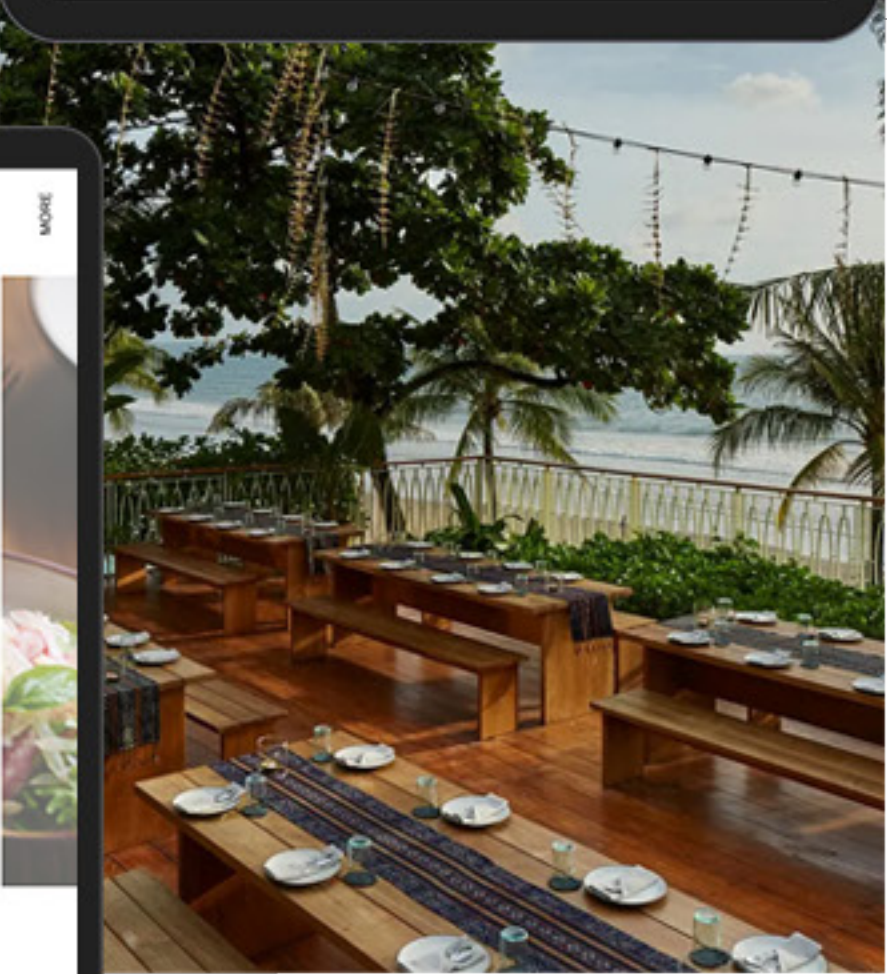
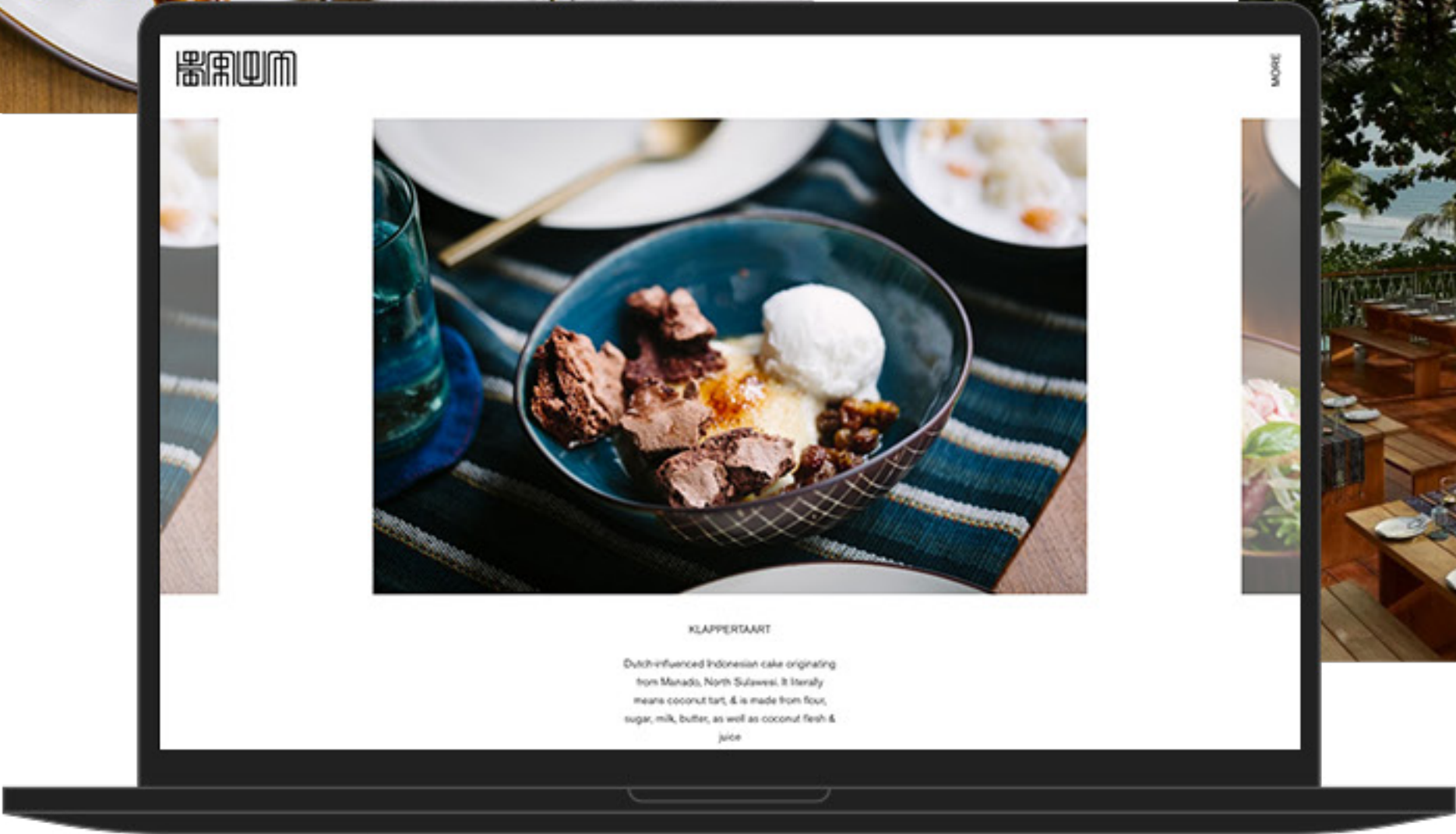
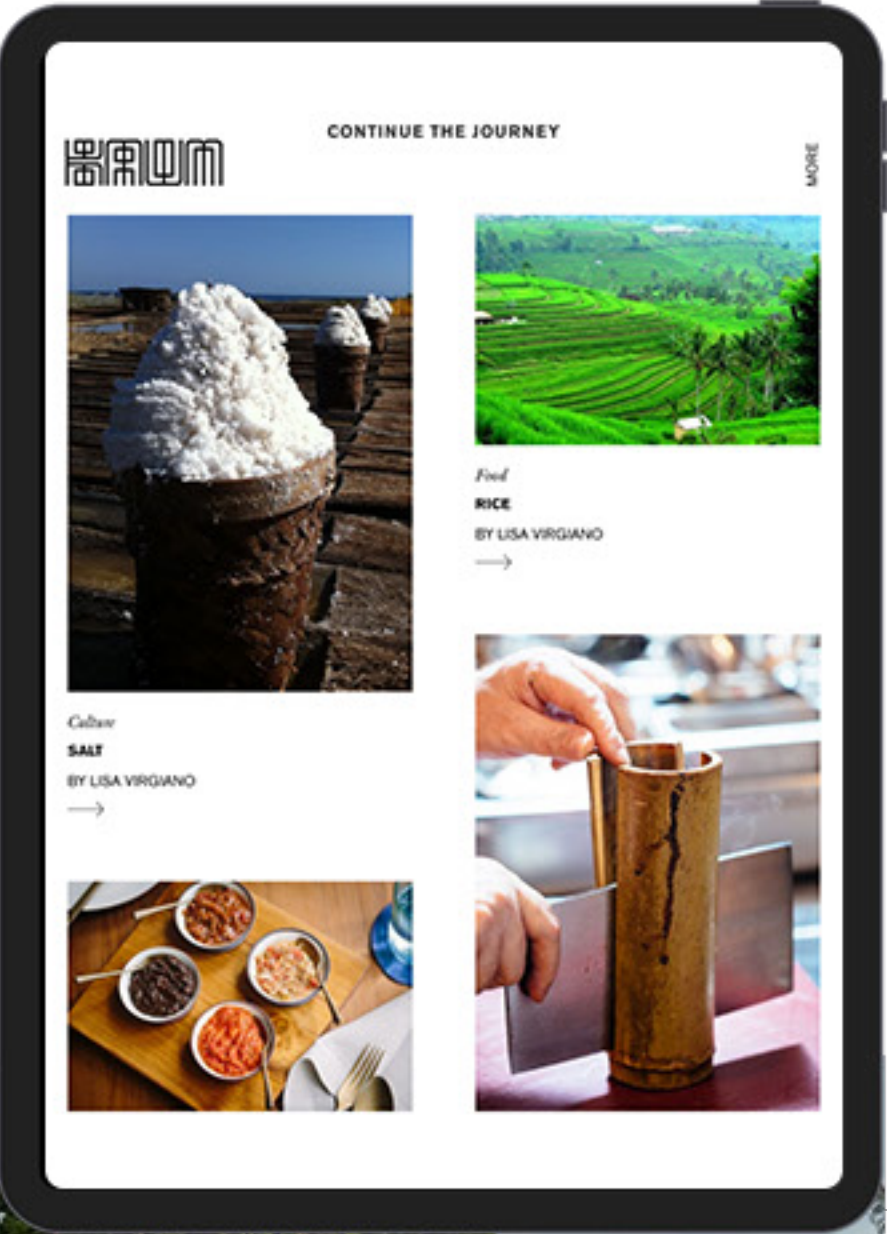
Visit to explore



URL :  
[KAUM.COM](https://kaum.com)

CLIENT :  
KAUM JAKARTA

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT





**Indonesian restaurant showcasing recipes from over 600 of the archipelago's islands. Translating to 'tribe' in Indonesian, Kaum is an authentic reflection of Indonesian ingredients, flavours and indigenous cooking methods.**

**The goal of the project was to create a website for the restaurant. It was important to take into account that the site was convenient for table reservations.**

URL :

KAUM.COM

CLIENT :

KAUM JAKARTA

ROLE :

ART DIRECTION • USER EXPERIENCE

DIGITAL DESIGN • FRONT-END DEVELOPMENT



MINERAL



# Nueta

Products with a minimalist concept, casual and simple design that prioritizes comfort when used everyday.

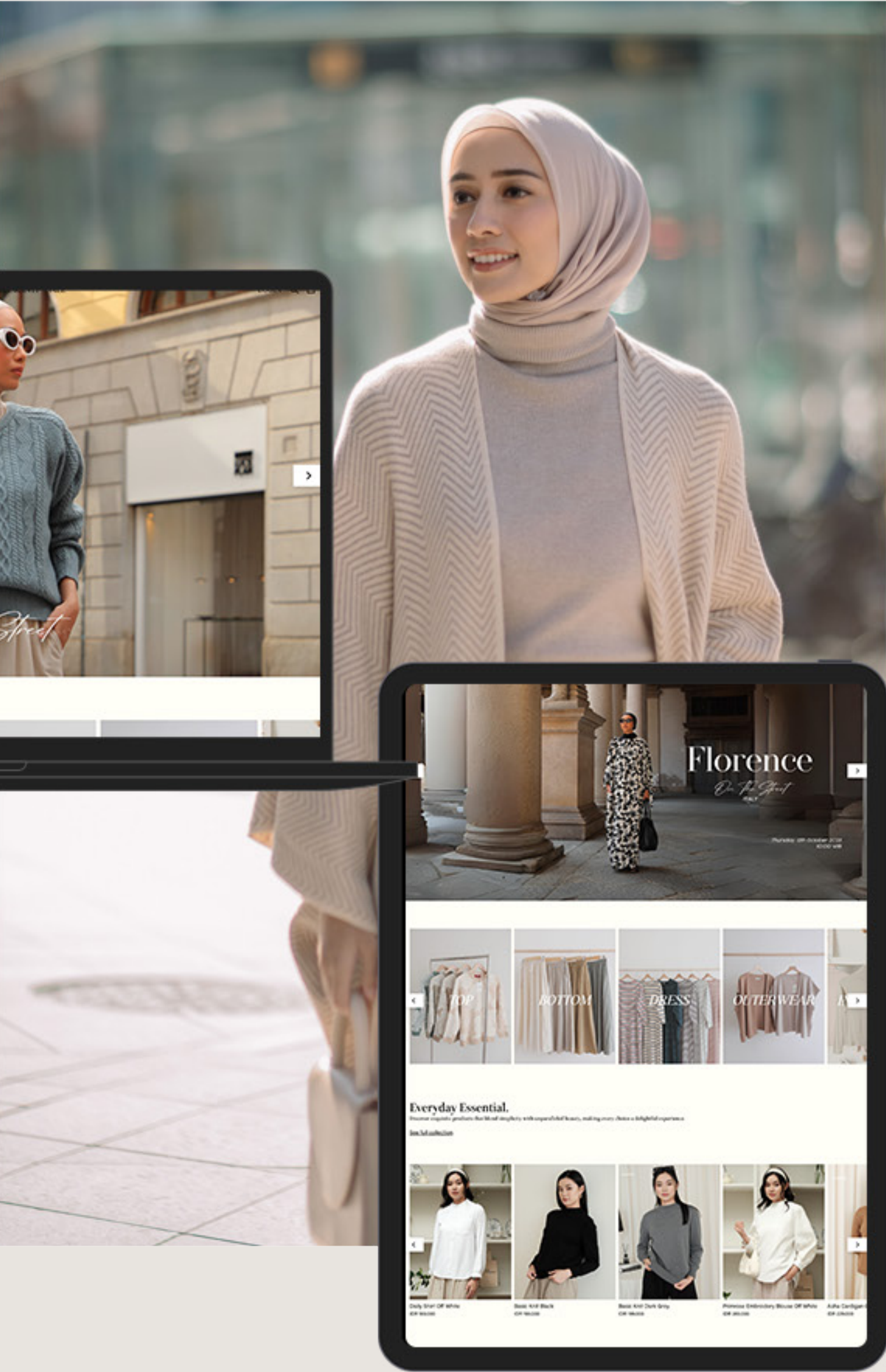
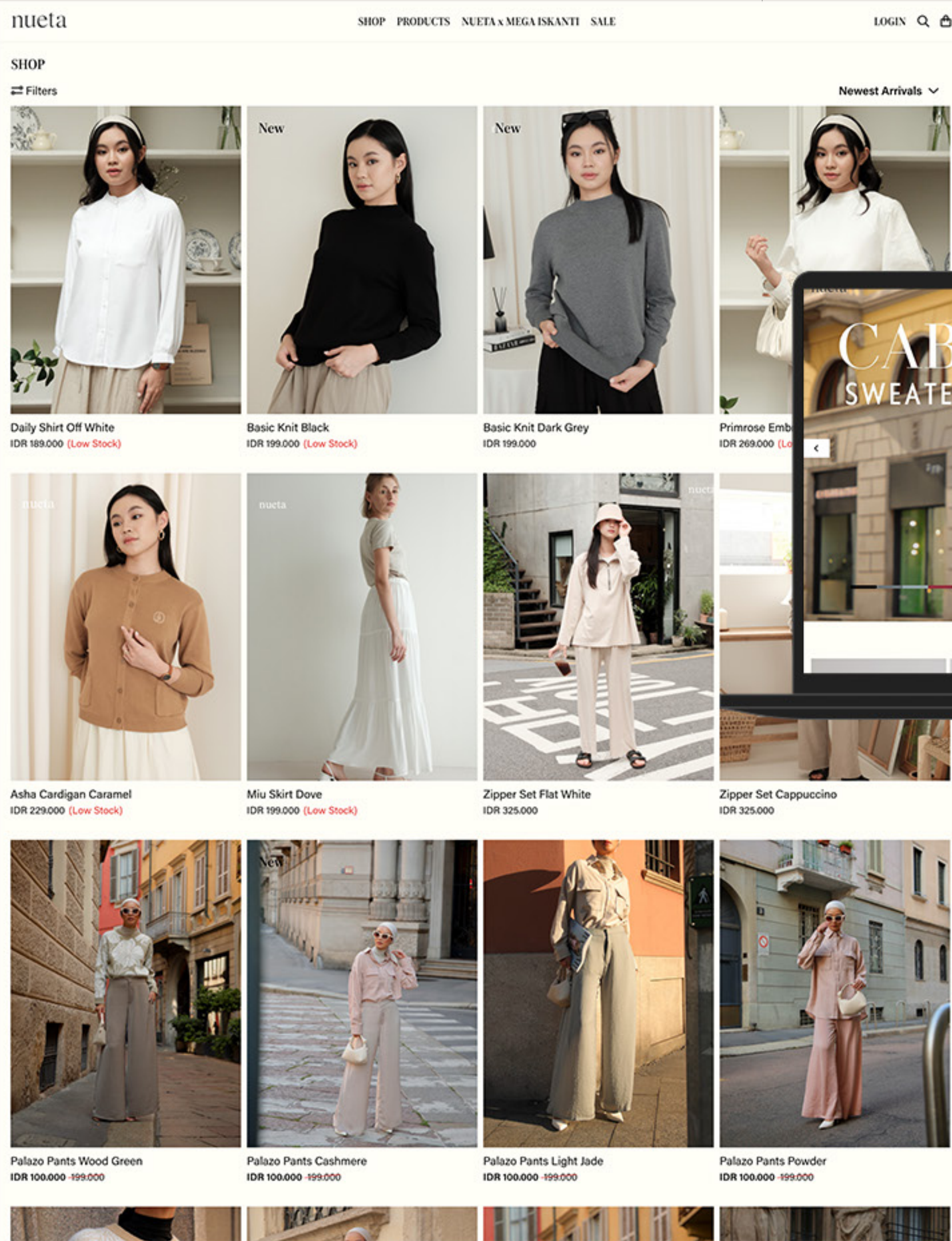
Visit to explore



URL :  
NUETA.ID

CLIENT :  
NUETA

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END  
DEVELOPMENT • CUSTOM E-COMMERCE





**Our primary goal was to craft a website capable of seamlessly transforming Nueta’s visitors into active purchasers, prioritizing conversion rates.**

**To achieve this, we meticulously designed a user-centric interface, enriching the brand’s identity with captivating aesthetics to captivate and engage our audience.**

URL :  
NUETA.ID

CLIENT :  
NUETA

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END  
DEVELOPMENT • CUSTOM E-COMMERCE



MINERAL

# Third Eye Space

Jakarta based commercial  
photography company  
by Anton Ismail

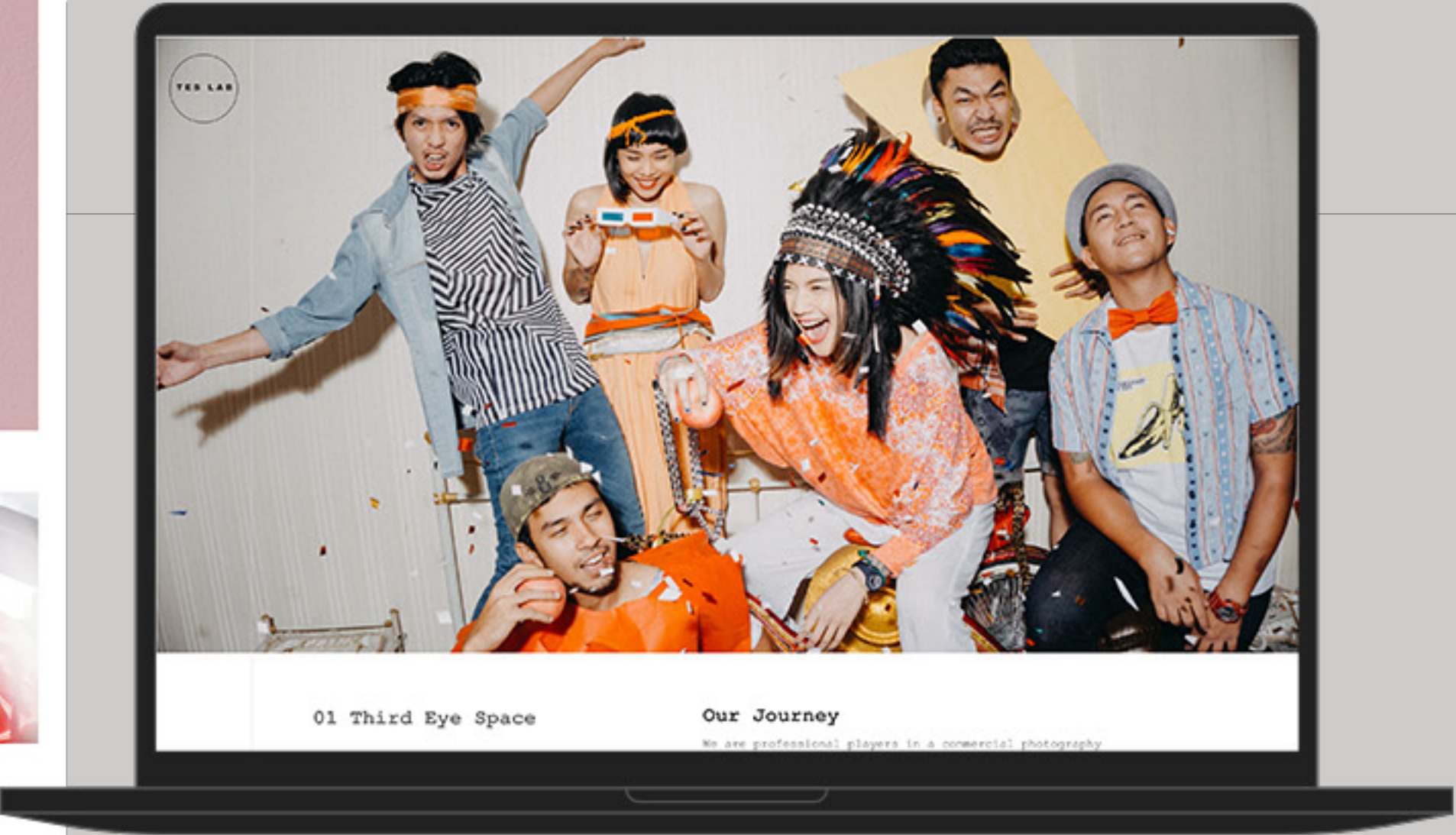
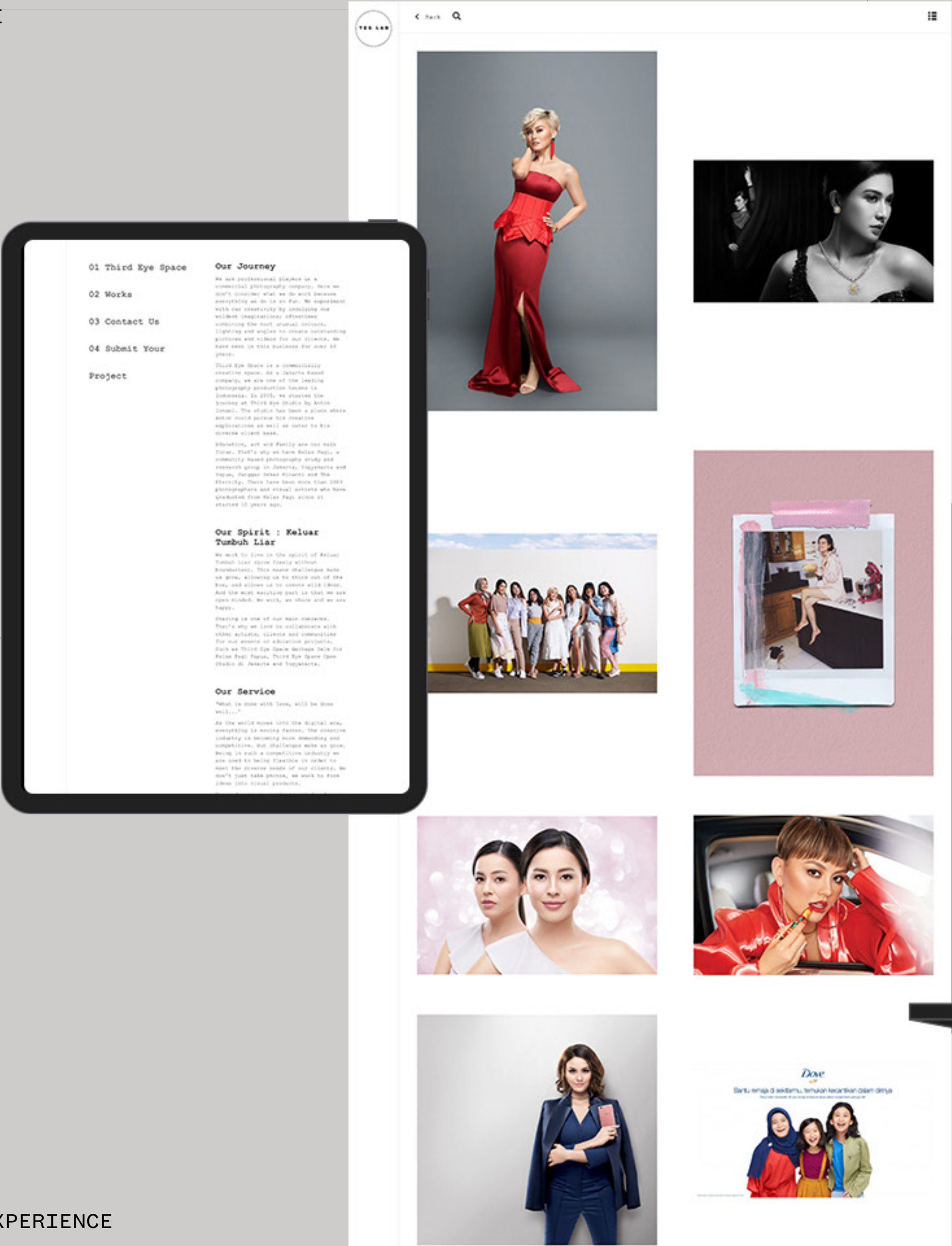
[Visit to explore](#)



URL :  
[THIRDEYESPACE.COM](http://THIRDEYESPACE.COM)

CLIENT :  
THIRD EYE SPACE

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT





**Third Eye Space approached us to create an  
immersive digital experience that would  
not only help communicate commercial  
photography services but also evoke the  
sense of spirit of Keluar Tumbuh Liar  
(Grow freely without boundaries).**

URL :  
[THIRDEYESPACE.COM](http://THIRDEYESPACE.COM)

CLIENT :  
THIRD EYE SPACE

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT



MINERAL

Canaan is a boutique, a gallery, a dwelling  
place for a sustainable life.

[Visit to explore](#)

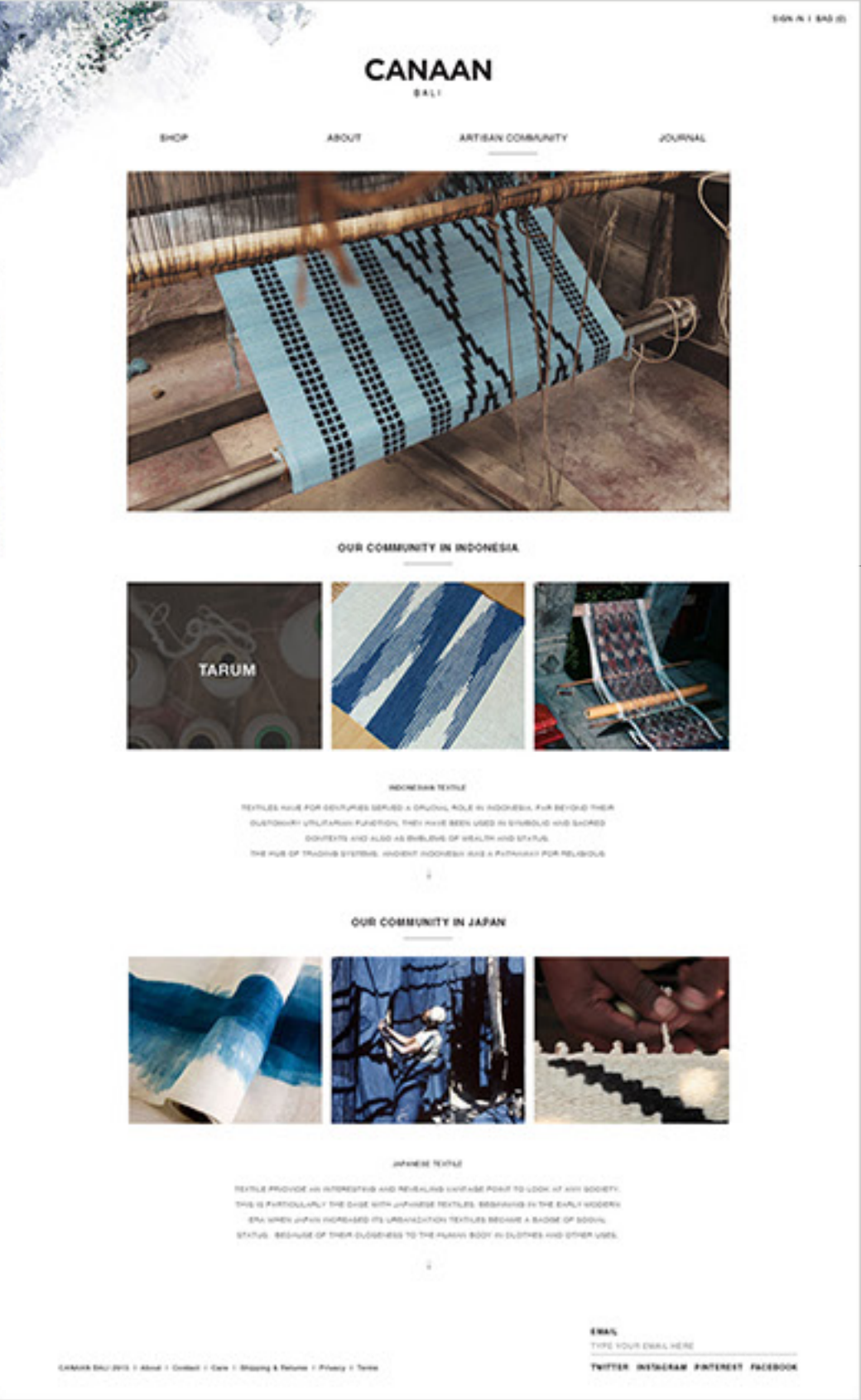
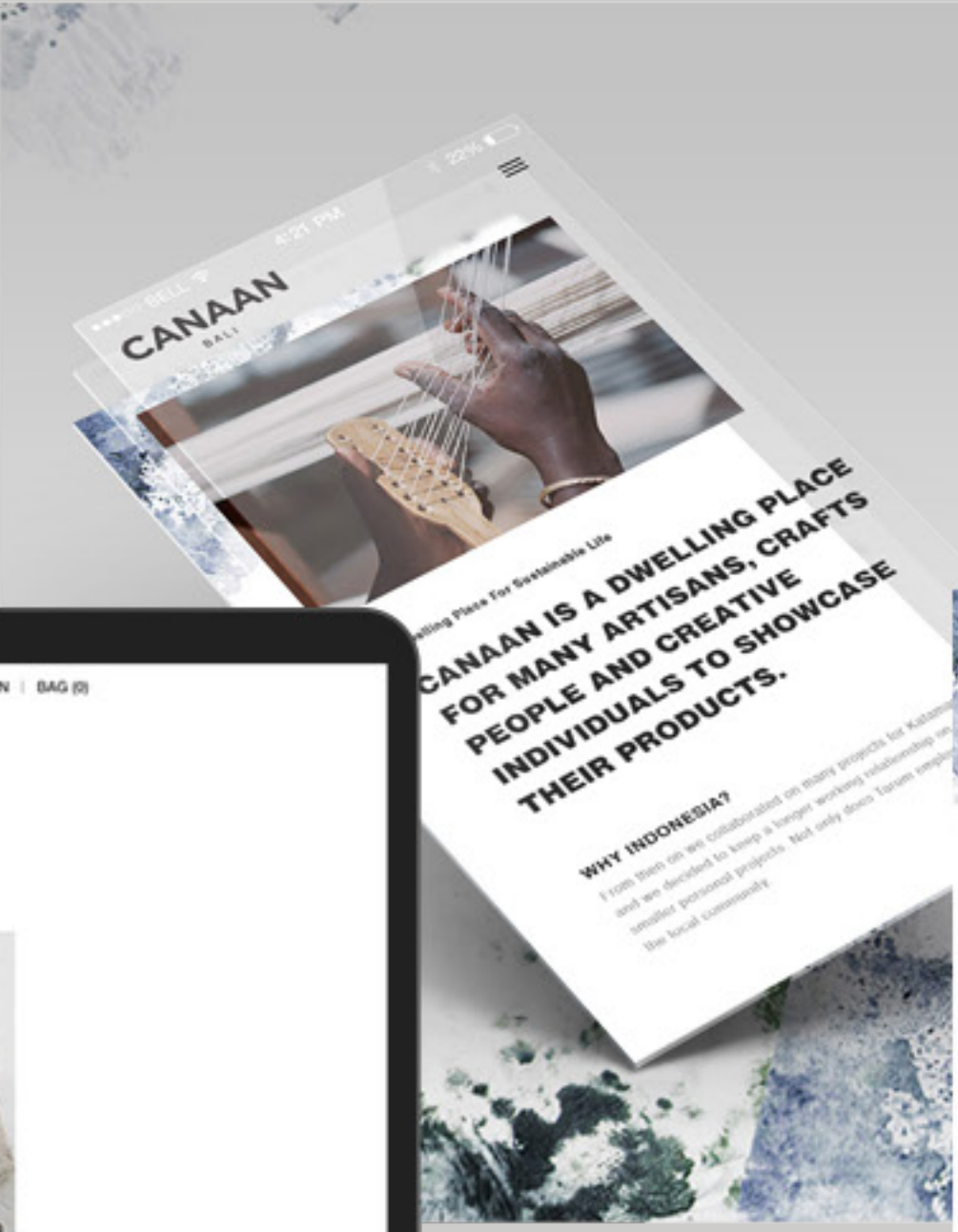
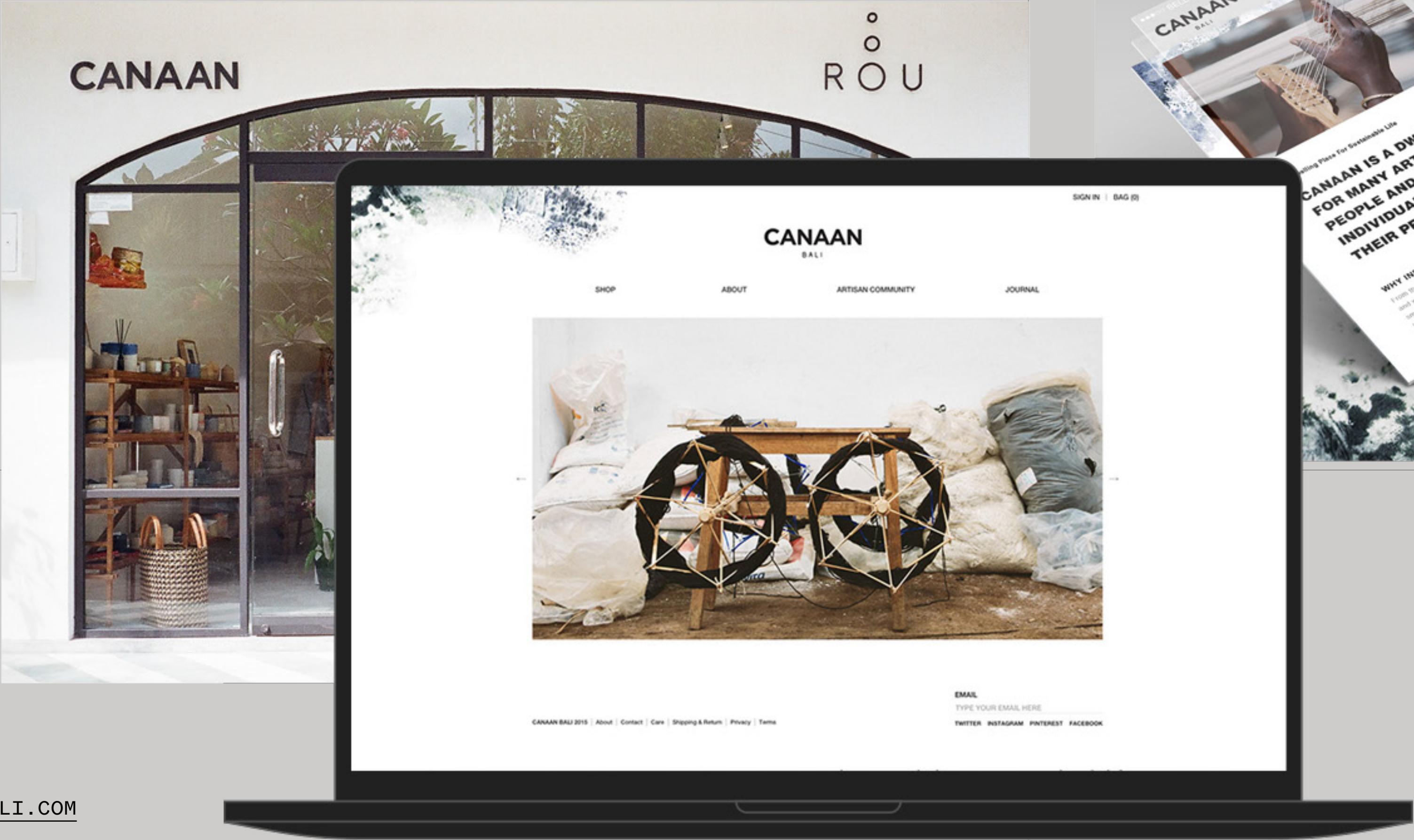
# Canaan Bali



URL :  
CANAANBALI.COM

CLIENT :  
CANAAN BALI

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT





We designed Canaan with a user-friendly checkout system and easy navigation, prioritizing seamless browsing on mobile phones and laptops.

URL :  
[CANAANBALI.COM](http://CANAANBALI.COM)

CLIENT :  
CANAAN BALI

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT



MINERAL

Connector between buyers  
and sellers of fashion articles,  
accessories and a whole host  
of other unique items.

Visit to explore

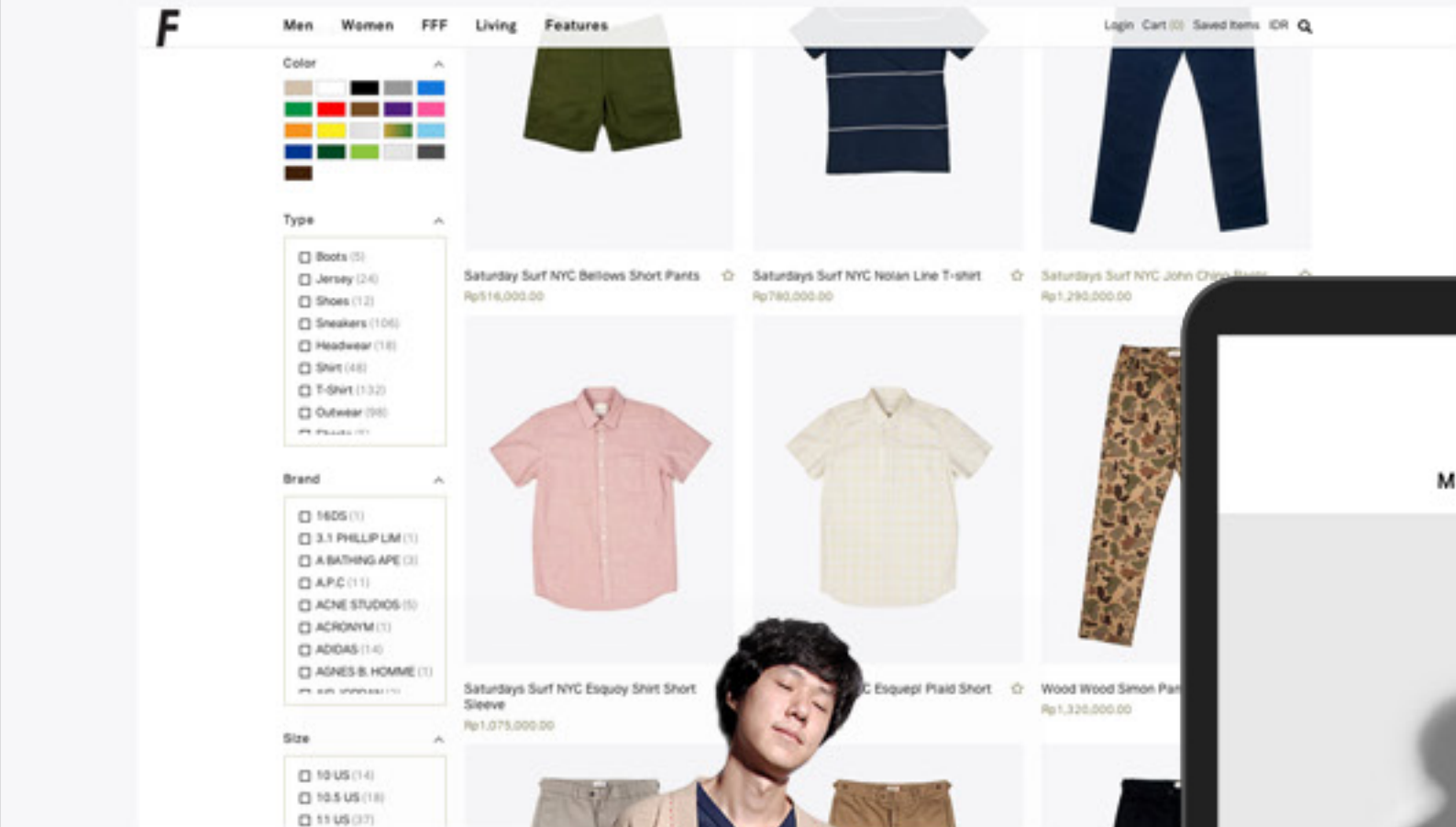


Footurama



FOOTURAMA WEBSITE

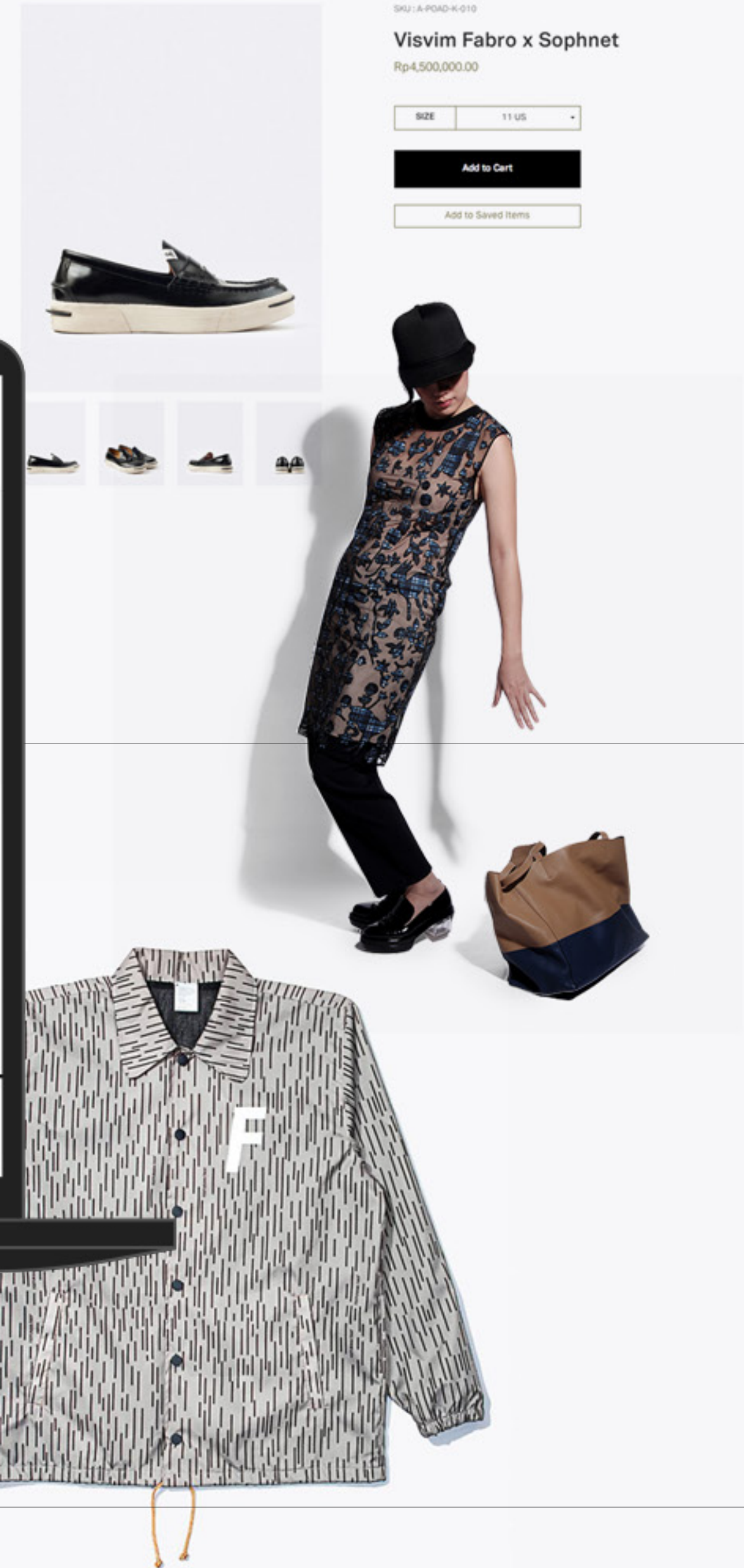
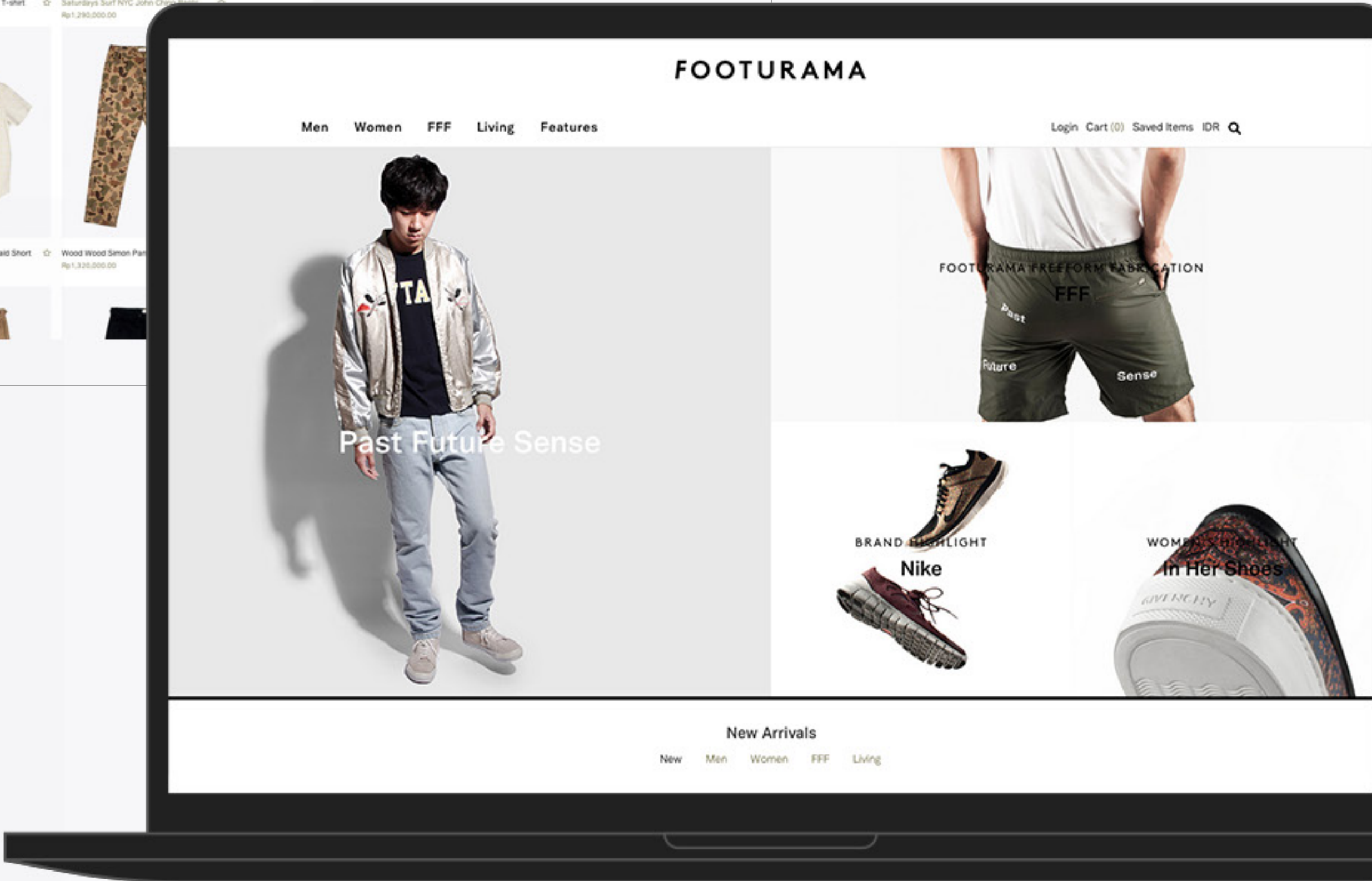
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URL :  
[FOOTURAMA.COM](https://www.footurama.com)

CLIENT :  
FOOTURAMA

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
E-COMMERCE





**Footurama serves as a hub for fashion enthusiasts, bridging personal style journeys. Our aim: develop an eCommerce site with seamless, interactive design, SEO optimization, and a branded experience, all managed effortlessly.**

URL :  
FOOTURAMA.COM

CLIENT :  
FOOTURAMA

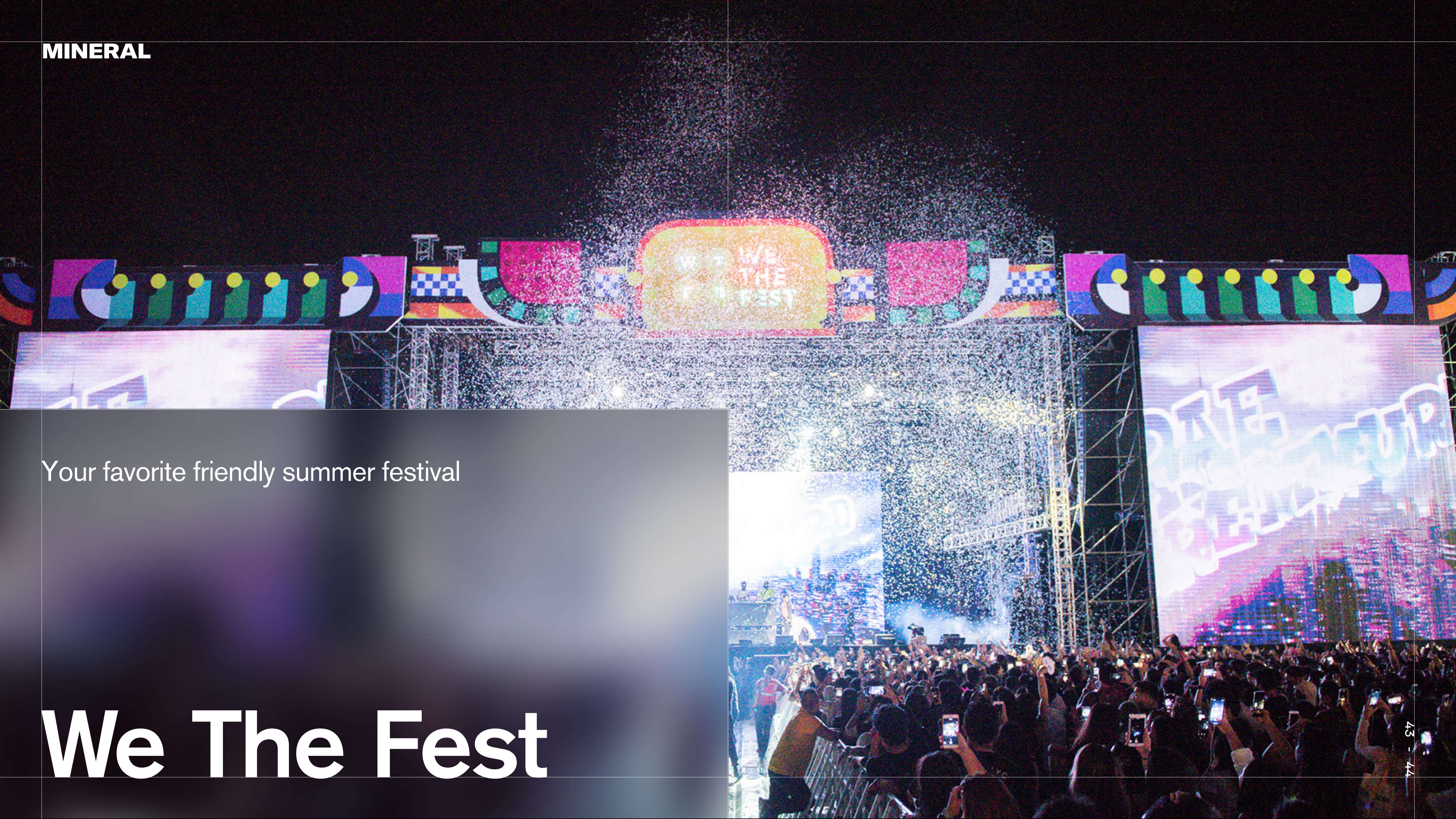
ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
E-COMMERCE



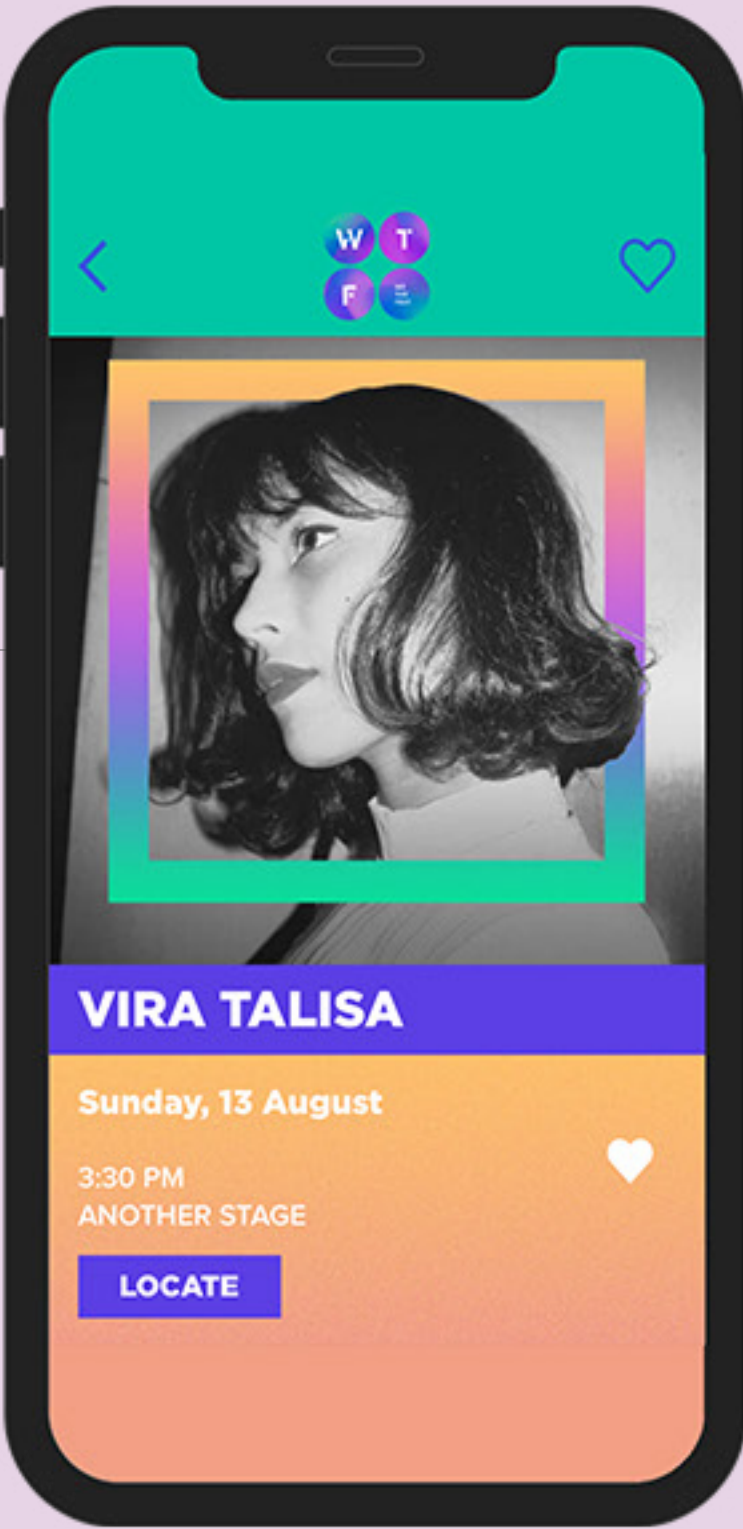
MINERAL

Your favorite friendly summer festival

# We The Fest







CLIENT :  
ISMAYA LIVE

ROLE :  
ART DIRECTION • USER EXPERIENCE  
DIGITAL DESIGN • FRONT-END DEVELOPMENT  
MOBILE APP DEVELOPMENT





**Designed the interface and user experience for We The Fest! 2017, crafting the official apps for the festival.**

**Implemented intuitive navigation, vibrant visuals, and seamless functionality to enhance attendee engagement and enjoyment.**

CLIENT:

ISMAYA LIVE

ROLE :

ART DIRECTION • USER EXPERIENCE

DIGITAL DESIGN • FRONT-END DEVELOPMENT

MOBILE APP DEVELOPMENT



**Art Direction**

**Technical  
Direction**

**Digital  
Strategy**

**Concept**

**Front-end  
Development**

**User  
Experience**

**Animation**

**Installation**

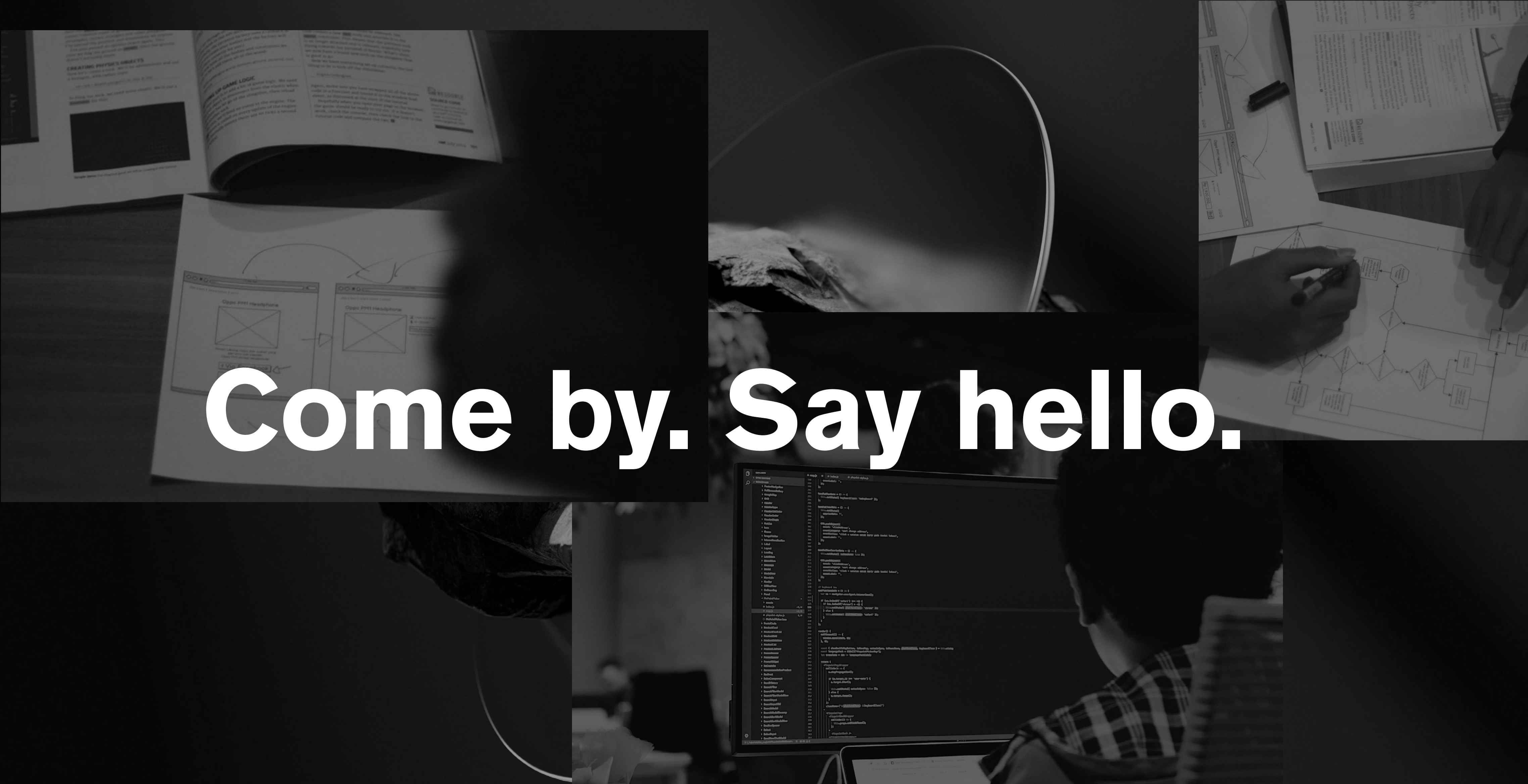
**Headless CMS  
Development**

**Digital Design**

**Graphic Design**

**Prototyping**





Come by. Say hello.



# MINERAL

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DIRECTIONS

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