CarlLab

ONE-PERSON STUDIO · INDONESIA · WORKING WORLDWIDE

Websites & brands — built by one pair of hands.

Carl is a designer and developer who works solo, end to end: the person you talk to is the person who designs, builds, and delivers. No account managers, no handoffs, no telephone game. Projects run in Bahasa Indonesia or English.

01 **Websites**

Company sites, landing pages, and online stores — one concept drawn from your business, fast on any phone, and pointed at one clear action.

02 **Brand & logo**

Logos and identity systems drawn for one specific business — its name, its customers, its shelves — never pulled from a template.

03 **Lead systems**

A pipeline that tidies scattered leads, scores them, and prepares follow-up drafts. Drafts only — you review and press send yourself. The same system CarlLab runs on.

HOW A PROJECT RUNS

Listen

Your business first — customers, shelves, numbers.

Design

One concept, drawn from what makes your business yours. You see a real page, not a moodboard.

Build

Light, fast pages that open anywhere — checked on a real phone before you see them.

Launch & care

Live and verified from outside, then kept tidy. Carl keeps you posted at every stage.

START A PROJECT

carllab.web.id
hello@carllab.web.id

ELSEWHERE

LinkedIn — CarlLab
Threads — @luthfs_

Quoted in writing, before any work begins. There are no prices on this sheet because no two businesses need the same thing — you receive a written price breakdown first, and that figure never changes mid-way without your approval.

© 2026 CarlLab — one-person studio for websites, brands, and lead systems from Indonesia.