

SKILLS

DESIGN

Branding, Illustration, Typography, Iconography, Photo Editing, UI/UX Design, Persona Creation, Prototyping, Wireframing, Layout Design and Data Visualization

TOOLS

Photoshop, Illustrator, InDesign, Sketch, Adobe Experience Design, Invision, Microsoft Office

LANGUAGES

English and Indonesian

EDUCATION

M.A. GRAPHIC DESIGN AND NEW MEDIA

Academy of Art University
2013–2017

B.F.A VISUAL COMMUNICATION DESIGN

Petra Christian University
2008–2012

AWARDS

KOKOLA MARKETING PITCH COMPETITION 2011

First Place Winner

DETEKSI DESIGN COMPETITION 2006 AND 2007

First Place Winner

EXPERIENCES

FREELANCE GRAPHIC DESIGNER

2012–Present

BRAND IDENTITY AND ILLUSTRATIONS Collaborate with each clients to translate goals and visions of the company to end-users.

ALITE DESIGNS

Graphic Design Internship | 2016
San Francisco, California

MARKETING AND SOCIAL MEDIA Created scalable logo and emblems to be used in company's marketing campaign.

Created social media contents for Instagram and e-blast for direct marketing and, in return, increased sales.

Created design assets and visual system guide in support of future marketing on social media profiles.

BRAND AND CONCEPT DEVELOPMENT Designed concept-based marketing collaterals for bi-monthly events to be used in online and onsite store.

BOREASGEAR

Graphic Design Internship | 2016
San Francisco, California

BRAND DEVELOPMENT Assisted Lead Product Designer in creating Boreas's custom patterns for 2018 season's products.

MARKETING DESIGN Designed graphic sales materials for online and onsite store.

Designed print and digital assets for trade-show materials.

Designed an internal brand book based on company's product.

TEAMWORK KREASI INDONESIA

Part Time Visual Designer | 2011
Surabaya, Indonesia

PACKAGING Designed exclusive packaging for Atlas fabric sarong brand

SIGNAGE DESIGNS Created signage and environment graphics for a government hospital.

BRAND DEVELOPMENT Created an internal brand book based on company's guidelines.

VOLUNTEER EXPERIENCES

SF DESIGN WEEK 2017

Volunteer

Collaborated with the coordinator and teammates to ensure the event moves on schedule smoothly.