



POR  
TFO  
LIO



“I’m a passionate girl who loves the unpredictability of creating and it makes me satisfied when the final results is wonderful.”



*Helle*



# Fajarina Indah Nurcahya, S.Sn

or you can just call me *Ririn*

*a Creative Designer & Illustrator*

*Passionate*

*Quick Learner*

*Intuitive*

*Considerate*

*Perceptive*

## Software Skills:



## User of :



## Language Skills



## Personal Informations

Date of Birth : Jakarta, June 18th 1992 (24 y.o)

Domicile : Joglo, Jakarta Barat

Phone : +62 813 8087 9247

Email : fajarina.nurcahya@gmail.com



## Interest

Design & Drawing

Visual Branding & Strategy

Ideas & Concepting

Business Development

Event Organizing



## Education

### //Formal Educations

TK As-Salam, Ciledug (1996 - 1997)

SDI YAKPI Manba'ul Khair, Kreo-Tangerang (1997 - 1999)

SDI Al-Ashar, Cipete-Tangerang (1999 s/d 2003)

SMP Budi Luhur, Karang Tengah-Tangerang (2003 - 2006)

SMA Budi Luhur, Karang Tengah-Tangerang (2006 - 2009)

School Of Design Binus University (2009 - 2014)

Subject : Visual Communication Design - New Media

GPA : 2.82

### //Unformal Educations

Sanggar Tari & Agency Mak Nyak (1999)

Sanggar Tari & Agency Sekar Ayu (2000-2002)

Sempoa SDI Al-Ashar, Extra Curricular (2001-2002)

Citra's Music School - Vocal & Keyboard, Tangerang (2003)

Farabi Music School - Vocal, Tangerang (2005)

ILP English Course Karang Tengah ( 2004 - 2006)

Drum Band SMP Budi Luhur - Extra Curricular (2004-2005)

Maros - Sekolah Ilustrasi (2011)

Design Cooking : Branding Workshop Kreavi (2013)

# Personal Visions

Reveal the hidden things  
to complete the  
Big Picture



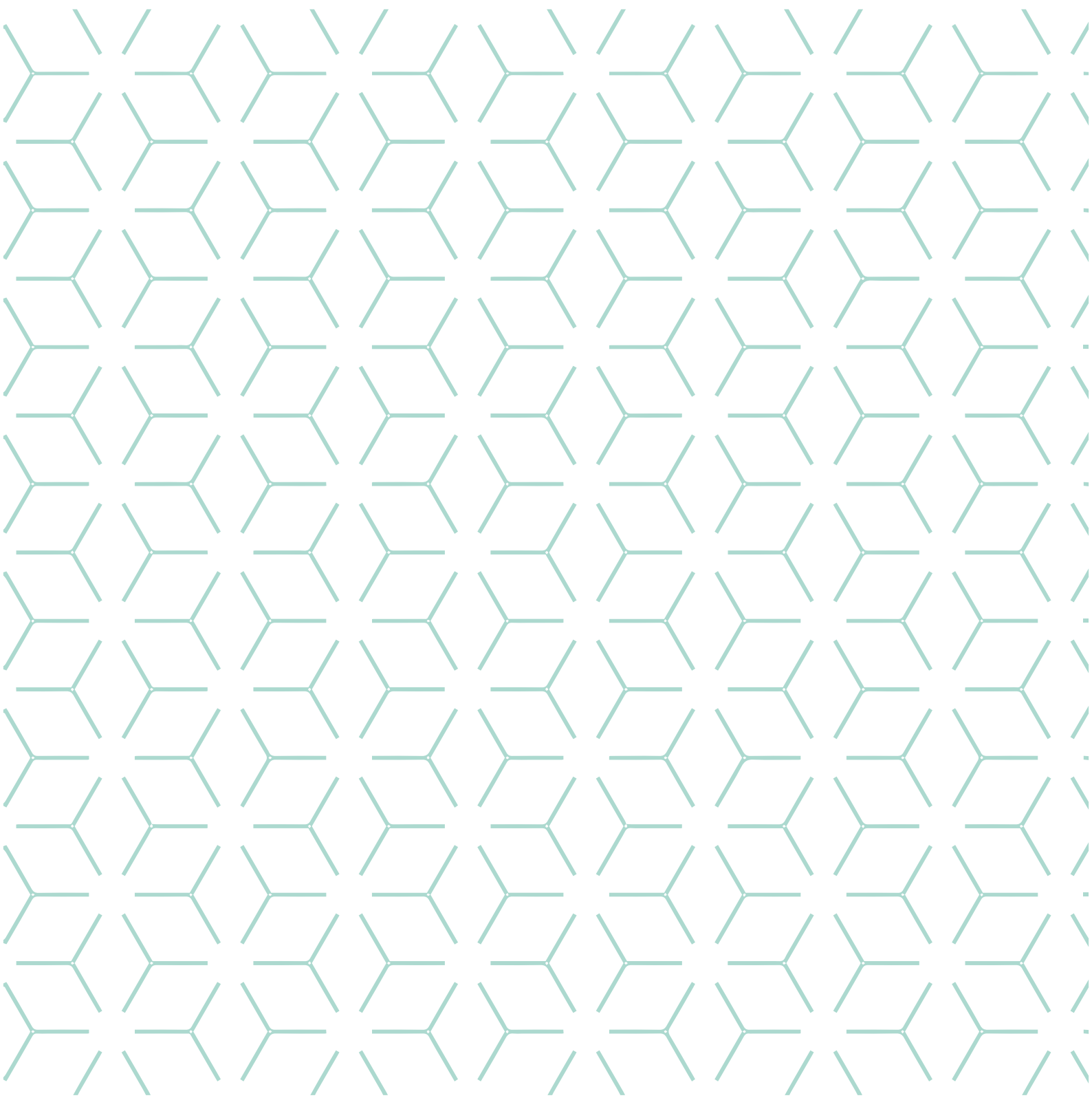
## Organization Experiences

- MPK SMA Budi Luhur (2007-2008)
- Event Organizer at Bunga Rampai DKV Exhibitions Binus (2009)
- University : "Art In Wonderland" (2010)
- Event organizer at DKV Makrab Binus University : "Futuristic Escapism" (2010)
- Event Organizer at TKH DKV Binus University : (2010)
- Photographer at The 2011 Southeast Asian Olympics : "Ambassador of Nation" (2011)
- Secretary at Dewan Perwakilan Inti HIMDKV Binus University (2011 -2012)
- Event organizer at TKH DKV Binus University : "Marcapada" (2011)
- DKV Mentor at Grand Open House Binus University (2011)
- HIMDKV Mentoring at Student Visiting with DKV Telkom University (2011)
- Illustrator at Taman Anggrek for Post It company : "POST IT DONATION" (2011)
- Event Organizer at Plaza Design DKV Exhibitions Binus University "OSMOSIS" (2012)
- Ketua Deputy IV : Branding - Republik Teknopreneur Nusantara (2016 - Present)



## Job Experiences

- Internship as a Graphic Designer** at Pendavas (July 2012 - November 2012)
- Internship as a Graphic Designer** at Regarde Indonesia (September 2013 - December 2013)
- Graphic Designer & Illustrator** at PT. Venus Media Sinema (APRIL 2015 - JULY 2015)
- Head of Creative** at PT CDTUP International Indonesia (October 2015 - Present 2017)
- Chief of Brand Officer** at PT. China Internet International (October 2016 - Present 2017)
- Freelance Web Designer** - Squirto.com



“Working hard for something we don’t care about is called **stress**. Working hard for something we love is called **passion**.”



Branding  
Words



**SQUIRTO.com** is a startup company as a Web Consultant based in Jakarta. The Visual Branding include the Stationeries (Business Card, Letter Head, Envelope, Display Pictures, CD Cover Design)

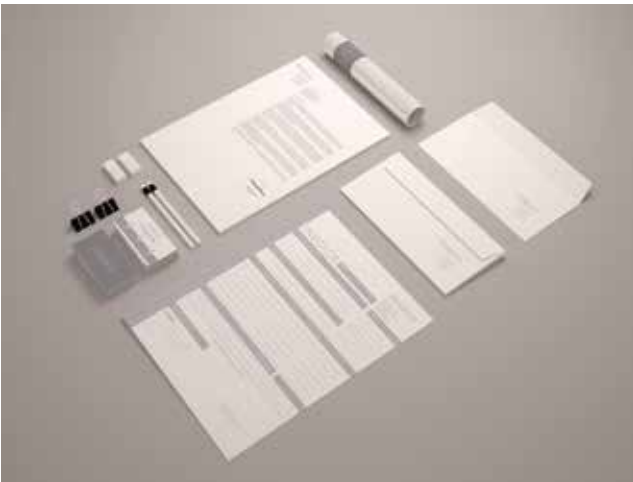


\*Featured on Kreavi.com Front page on January 12th 2015



# PRESSPLAY

**PRESSPLAY** is a film making agency and concept house based in East Jakarta. The Visual Branding include the stationeries (Business Card, Letterhead, Invoice, and a Portfolio USB business card).





**Quinty** is a local business in Indonesia that producing water-proofed organizer bag. The Visual Branding include the Logo Marks and Visual Styles.





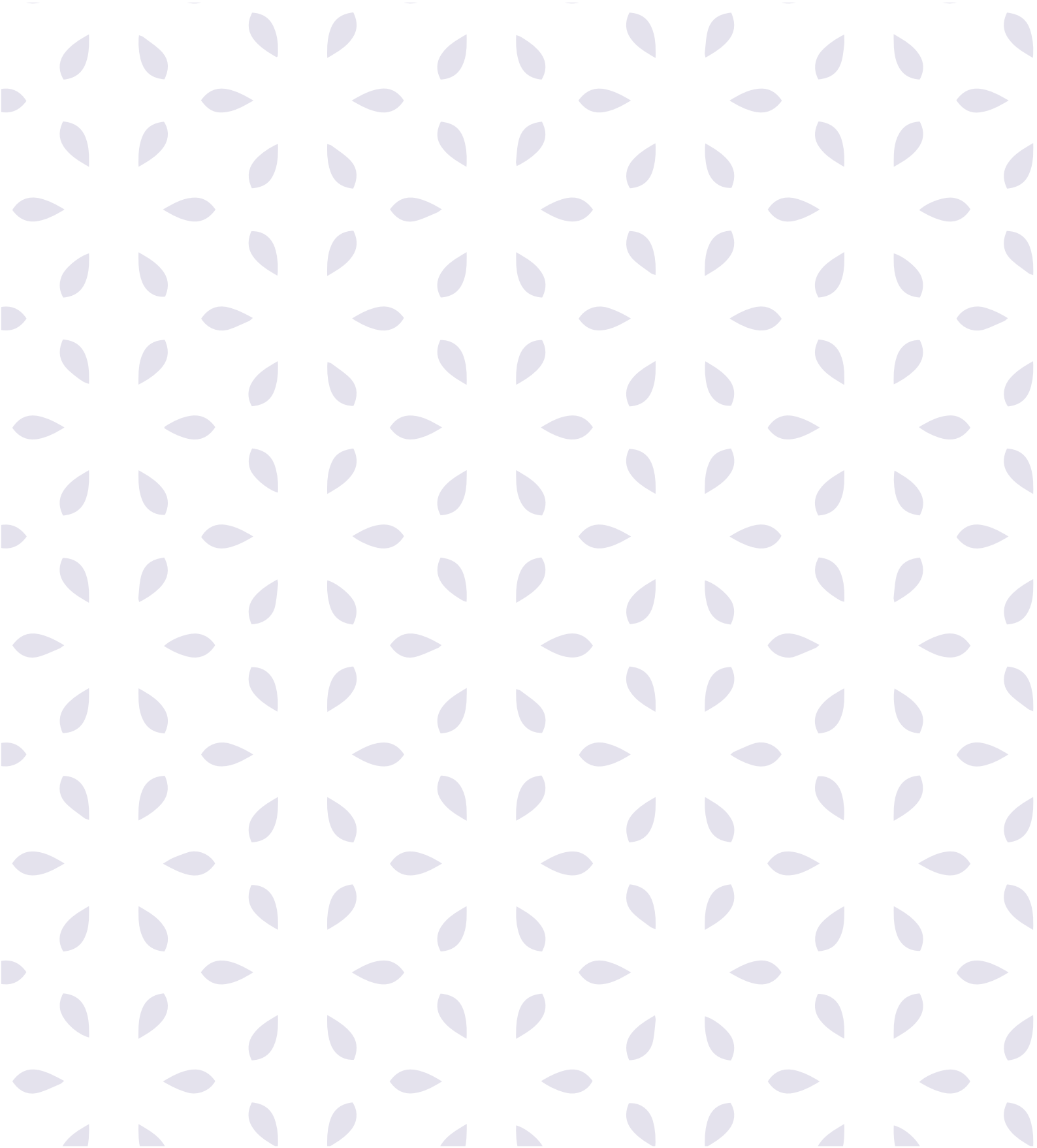
**Genda** is a spiritual organization part of Majelis Taklim Miskatul Anwar. The Visual Branding include the logo marks and the stationeries.





**Homemade with Mess** is a food blog based in London, UK. This one is one of Logo Winner of 99designs.com contest. The Visual Branding include the logo marks and visual style.





“I love being an illustrator because I get to read really great stories, work with amazing people, travel and see places I never would’ve seen. And I get to draw all the time.”

---**Brian Selznick**



# *Enthusiasm Series Posters*

These posters are all about enthusiasm. People usually enjoy doing something just because they love to do that. These posters contains watercolor illustrations and famous quotes that represents the illustrations.



## *Hand Drawings Illustrations*

These Illustrations are my signature style of drawings. The two pictures above are made by watercolor, and the two pictures at the bottom are made by Photoshop Digital Painting.

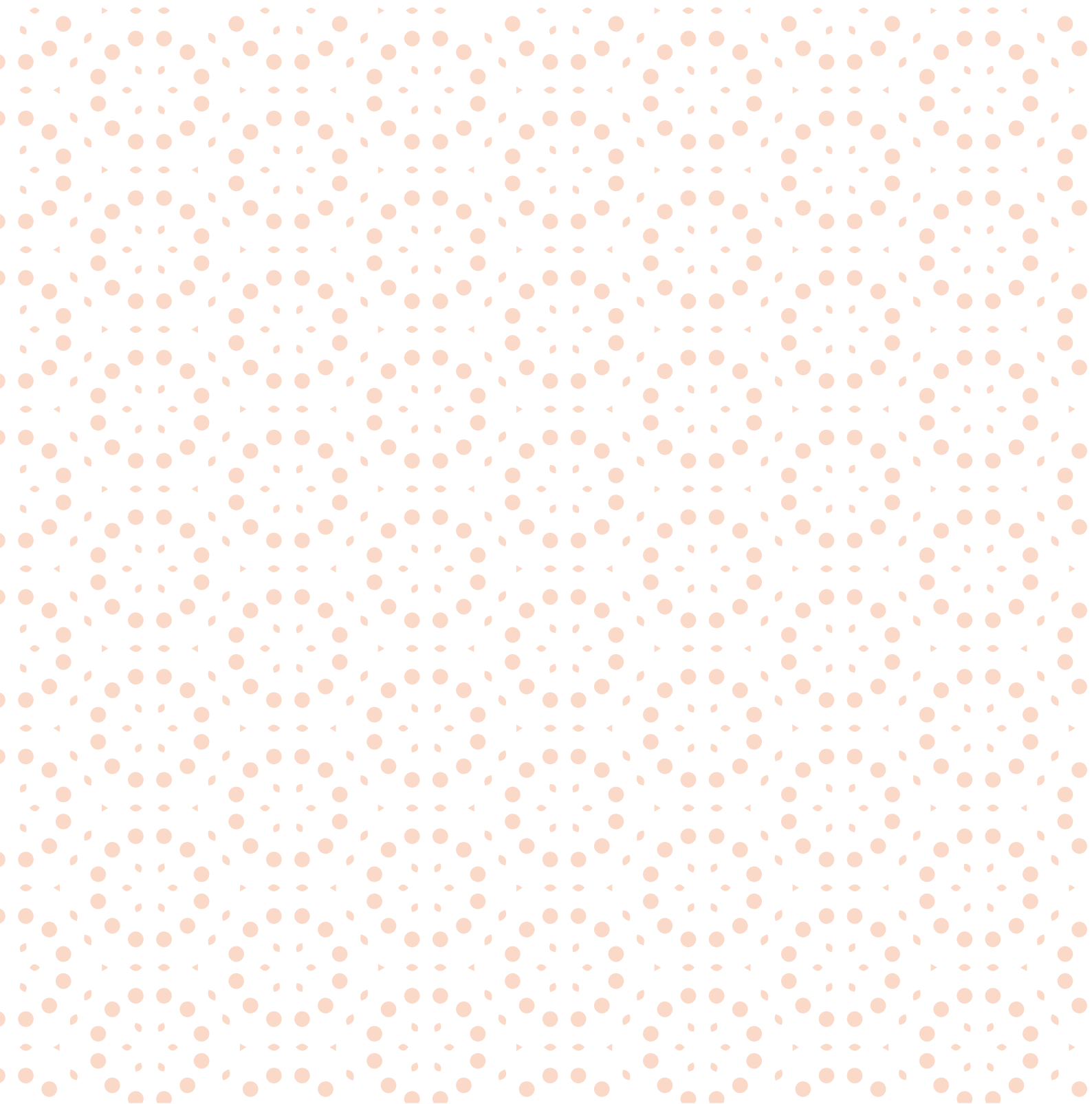




## ***Vector Art Illustrations***

These Illustrations are made and based by vector. I used to make people's portrait for a gift and or ordered by them as a gift.





“**Advertising** is the ability to sense, interpret... to put the very heart throbs of a business into type, paper and ink.”  
---Leo Burnett



Advertising  
Words

## *Mr.P Digital Ads*

This advertising poster is one of my college assignment. The challenge was how the designer use metaphore to use ads. And the message of this ads is about how people feel melting when they eat Mr.P's penauts.



*Mau nikmatin sensasinya?*

## *Regarde Promotional Posters*

These promotional poster is for Regarde Indonesia when they launched the new product. The concept was about how it feels when fashion meets technology.



## Aqua Ramadhan 2-4-2 Ads

These promotional poster is for Aqua X Indomaret. It showed up at Indomaret official page on Line Apps.



The promotional poster features the Aqua logo on the top left and the Indomaret logo on the top right. In the center, a white Honda Scoopy scooter is displayed. Surrounding the scooter are four prize categories, each with a blue ribbon icon indicating the quantity: 10 Samsung S6 Edge smartphones, 100 Indomaret vouchers, 3 Honda Scoopy scooters, and 20 Samsung LCD TVs. Below the scooter, a blue dashed box contains the text: "MAU DAPETIN HONDA SCOOPY ATAU SAMSUNG S6 EDGE GRATIS SERTA HADIAH MENARIK LAINNYA?". At the bottom, another blue dashed box provides details: "Dengarkan lagu 242 selengkapnya di : [www.AQUA242.com](http://www.AQUA242.com) dan buat lirik lagu yang baru sesuai versimu! \*Maksimal Lirik 95 Karakter \*Periode Promosi : 1 Juli - 15 Agustus 2015".

**AQUA**

**Indomaret**

10 Smartphone Samsung S6 Edge

10

IDM VOI  
IDM VOUCHER

100

100 Voucher Indomaret

3

3 Motor Honda Scoopy

20

20 LCD TV Samsung

MAU DAPETIN HONDA SCOOPY  
ATAU SAMSUNG S6 EDGE GRATIS  
SERTA HADIAH MENARIK LAINNYA?

Dengarkan lagu 242 selengkapnya di :  
[www.AQUA242.com](http://www.AQUA242.com)  
dan buat lirik lagu yang baru sesuai versimu!  
\*Maksimal Lirik 95 Karakter  
\*Periode Promosi :  
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# *Isra'Life Promotional Brochure*

Isra'Life is a brand new Multi-Level-Marketing Business from Malaysia. This is the promotional brochure for the sockist (supplier) in Indonesia.



# *Isra'Life Business Proposal*

Isra'Life is a brand new Multi-Level-Marketing Business from Malaysia. This is the Business Proposal for Investor in Indonesia. The Proposal Contains Isra'Life Profile, Marketing & Branding Strategy, and product informations.









“When I studied graphic design, I learned a valuable lesson: There’s no perfect answer to the puzzle, and creativity is a renewable resource.”

---**Biz Stone**



# UI & UX Design : Dogipop.co

DOGIPOP.co is a Website Blog about Dog Behavioral & How to train the dogs. Dogipop was my final project assignment of my collage.



# UI & UX Design : REF Apps

**REF** apps is one of assignment project in Binus University. REF-APPS is about music community, which everyone (young-age) loves to express their feeling to the world. So, every young person (teenager) wants to be connected to others.



## User Interface



Login Page

Profile Page



Explore, Edit Profile Page

Company Page



Web Interface



Application Icons

User Interface "REF" adalah desain dengan menggunakan warna-warna yang mudah dan menarik untuk generasi yang REF. Kita telah menggunakan desain ini dan telah dengan target audience yang remaja. Layar ini akan membantu user untuk menggunakan app dalam menggunakan aplikasi ini dan dapat video dengan sharing foto yang menarik melalui platform website ini untuk berinteraksi.



Background Summary



The App



Summary Aplikasi



Do you want me  
to work with?

*Now, it's your turn.*

*Contact Me :*



*Fajarina Indah Nurcahya (Ririn)*

*Phone : +62 813 8087 9247*

*Email : fajarina.nurcahya@gmail.com*



POR  
TFO  
LIO