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 edcharmain

PERSONAL STATEMENT

A confident, self-motivated, and driven creative designer with a strong background in graphics and jewellery design field. I have sufficient working experience in the graphic design industries producing business to consumer-facing design. I am a fast learner and detail oriented designer with a comprehensive understanding of design software such as Photoshop, InDesign, and Illustrator as well as the technicality of digital design and print production. Possessing a can-do-attitude while not compromising on quality means that I will always maximise the design impact of any marketing material. As a hardworking and ambitious individual, I branch my career on the design by studying design jewellery which in the end give me a deep understanding of the basic design principle and enables me to work across design discipline. I have no problem following instruction from art director and consumers. Right now I am looking to join a creative team of luxury retail & jewellery company where both of my skills could be further develop.

EDUCATION



MA - DESIGN: CERAMICS, FURNITURE, JEWELLERY | UAL: CENTRAL SAINT MARTINS.

SEPTEMBER 2016 - JULY 2018.

London, United Kingdom.

The related subject study includes Design generation, Critical thinking, Research methodology, Brand project, Workshop/Seminar from Industry - professional (e.g. Bvlgari, J.W. Anderson, Sebastian Conran), and Design competition and collaborations with industry (e.g. Huawei, Davidoff).






JEWELLERY MAKING SHORT-COURSE | UAL: CENTRAL SAINT MARTINS.

JULY 2015 - AUGUST 2015.

London, United Kingdom.

Coursework in jewellery making for beginners, jewellery making with plastic and metal, organic form in jewellery. During this two months course I learn to:

-  Do simple and practical techniques in jewellery such as piercing, filing, soldering, simple fittings and finishes.
-  Work with resin and other plastics in combination with metal (Wax Carving and Silicone Mold making).
-  Use techniques of forging, anticlastic raising, fold forming and hydraulic press forming to create a range of beautiful jewellery objects.



BA - VISUAL COMMUNICATION DESIGN | UNIVERSITAS PELITA HARAPAN.

AUGUST 2009 - AUGUST 2013.

Jakarta, Indonesia.

The related subject study includes Visual communication design, Color theory, Design management, Photography, Packaging design, Editorial graphics, Advertising, Printing process, Interactive new media, Typography and Illustration.

PROFESSIONAL EXPERIENCE





CREATIVE DESIGNER | CHARMAIN DESIGN (SELF EMPLOYED)

MAY 2015 - TO DATE.

Jakarta, Indonesia - London, United Kingdom

Honed solid freelancing experience, creating effective and efficient branding solutions to meet the budgetary needs of clients, often with tight schedules. Project Involves:

-  Meeting clients to discuss their needs, objectives and budgets.
-  Designing and creating a wide variety of graphic art and promotional material.

PROFESSIONAL EXPERIENCE CONTINUED

- 👁️ Producing designs for both internal and external communications, Involving customers in the design process.
 - 👁️ Working on presentations, leaflets, brochures, marketing materials, wall graphics and banner designs.
 - 👁️ Collaborate with printer, stylist, developer, suppliers, manufacturers, and others when necessary to deliver high-quality design product.
 - 👁️ Making corrections of the artwork using a variety of applications.
 - 👁️ Image manipulation, colour reproduction, corrections and digital retouching.
 - 👁️ Finalizing artwork and create brand guidelines or detail specification for clients to maintain the consistency and quality of their brand.
- Clients: Coffee and Beyond, INK Studio, Suave, Cammunity (Photography club), Mondial Jewellery, Anthony Kho Architecture, and many more.



CLIENT PROJECT: DESIGNER | ZINO DAVIDOFF SA

APRIL 2017 - JUN 2017.

London, United Kingdom.

Jewellery & Accessory Designer for the Davidoff x UAL Cufflink Design Competition. Designed and developed cufflinks design based on the brand story and the new aesthetic of Davidoff. The design and prototype were showcased during the Jury presentation, and although didn't win receive an interest and positive feedback.



CLIENT PROJECT: DESIGN CONSULTANT | HUAWEI TECHNOLOGIES

OCTOBER 2016 - JANUARY 2017.

London, United Kingdom.

Member of the 2nd winning team for the Huawei x UAL Accessory Competition. Designed and developed a phone accessory that allows individuals to interact further with the images that they take and store on their phone every day. The prototype was showcased during the Huawei P10 Press Conference and exhibited at the 2017 Mobile World Congress in Barcelona, Spain.



MIDDLEWEIGHT GRAPHIC DESIGNER | NOOTE & NETOO

NOVEBER 2013 - APRIL 2015.

Jakarta, Indonesia.

Responsible for creating exciting materials and design solutions that have a high visual impact. Project Involves:

- 👁️ Lead and manage multiple design projects from concept to completion by deadlines while prioritising a workload, resulting in the efficiency of project deliverance increase by 15%.
- 👁️ Thinking creatively to produce new concept and ideas, using innovation to redefine a design brief within the constraints of cost and time.
- 👁️ Delegating tasks and providing support for both senior and junior members of the team so that the project stays fluid, dynamic, and finish on the designated deadline.
- 👁️ Working on layouts and art-working pages across digital and print media, using a combination of traditional media (e.g. ink, paper) with digital media and design software (e.g. Adobe creative cloud & CAD) to create ready to print design work.
- 👁️ Researched and sourcing both materials (e.g. paper, acrylic-plastic, fabric) and finishing (e.g. blind emboss, lenticular, hot foil) to produce a unique design work.
- 👁️ Presenting the concept & final ideas to the design team with confidence.
- 👁️ Proofreading and prototyping approved artwork to minimise error.
- 👁️ Creating & using brand guidelines to maintain and develop both new and existing brand further when needed.
- 👁️ Finalizing the approved design artwork and creates the detailed specification file for printers, so it is ready to print.

Clients: Mondial Jewellery, Frank & Co., Yogurt munch Oregon, RYST Group, Royal Standard Ltd., Jaya Smart Technology Ltd., Pondok Suryo, Kayan Putra Utama Coal Ltd., Hian Tjen, Rio Surya Saputra, and many more.



GRAPHIC DESIGN INTERN | CREATIFACTORY GRAPHIC HOUSE

AUGUST 2012 - SEPTEMBER 2012.

Jakarta, Indonesia.

In charged of designed, developed and produced advertising materials as well as branding solutions that support and correspondence with the clients' needs.

Clients: A&W restaurants Inc., ODEO (Lincoln Bong), My Pad, PT. Intiland Development Tbk, Batik Danar Hadi, ArtScent Perfumery, PT. Jaya Swarasa Agung, PT. Transavia Utama, Haverjoy, Puffin Paint, PoP Hotel.

ACHIEVEMENTS



Creative Union: 2018 London Design Festival Group Exhibition.

Lethaby Gallery / September - October 2018.



Huawei Accessory Competition Runner-up.

Huawei / January 2017.



MAISON/O Sustainable intelligence Design Nominee.

LVMH / June 2018.



100 Young and Talented Indonesia Creator.

Kreavi / June 2017.



Article features: 2017 Vanity Fair for Jewellery

Vanity Fair for Jewellery / June 2017.

KEY SKILLS

01. Art Direction.
02. Branding & Identity.
03. Brand Activation.
04. Concept Development.
05. Illustration & Digital Retouching.
06. Prototyping & Print production.
07. Mood boarding.
08. Presentation.
09. Project Management.
10. Photography and Styling.
11. Social Media.
12. Typography & Layout design.
13. Jewellery Making.

SOFTWARE SKILLS

PROFICIENT

01. Adobe Illustrator.
02. Adobe InDesign.
03. Adobe Photoshop.
04. Keynote.
05. Microsoft Excel.
06. Microsoft PowerPoint.
07. Microsoft Word.

KNOWLEDGEABLE

01. Adobe Premiere Pro.
02. Adobe Flash.
03. Rhino 3D.

INTERESTS

01. Luxury Retail & Jewellery.
02. Design & New Technology.
03. Fashion & Lifestyle.
04. Sustainability.
05. Photography & Culture.

QUALITIES

01. Team Player.
02. Fast learner with can do attitude.
03. Creative & Ambitious.
04. Strategic Thinker.

LANGUAGES

01. English (Full professional proficiency).
02. Bahasa Indonesia (Native proficiency).
03. Javanese (Native proficiency).