

A yellow L-shaped graphic element consisting of a horizontal line at the top left and a vertical line extending downwards from its right end, forming a partial frame on the left side of the page.

Creative Designer

# GOOLASSES

# Hello !



I'm Muhammad Ihsan Syafari,  
but my friends call me Candeaje.

I'm a Bachelor of Design  
specialize in Graphic and Visual  
Communication Design.

I like to try something new and  
turn mistakes into experience. In  
the line of work, my deadline is  
always yesterday and I always do  
every single of my work in a fun  
way.

"The Past is something you  
learn, The Present is something  
you know, and The Future is  
something you want"



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Jakarta Selatan, 12930  
DKI Jakarta - Indonesia

## A bit about me

Birthdate : January 21<sup>st</sup>, 1995  
Religion : Islam  
Nationality : Indonesia  
Language : Indonesian - English

## I'm interested in

- Design
- Martial Arts
- Music
- Photography
- Travelling
- Fashion
- Graffiti & Mural
- Game

## Stalk me on

@Goolasses  
@Candeaje

LinkedIn

Muhammad Ihsan Syafari



## Education background



### Visual Communication Design

Sekolah Tinggi Desain InterStudi

2012 - 2016



## Some of my skills



Creativity



Communication



Problem Solving



Leadership



Entertain



Analyze



## Work Experiences



### Social Media Officer & Content Creator

SquareTeam | www.squareteam.co

Sept 2015 - Jan 2016



### Interior Wall Designer

@ Kolary Coffee

Aug 2016 - Sept 2016



### Graphic Designer

OSSN Indonesia

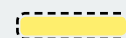
Nov 2016 - Feb 2017



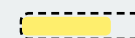
## Tools i used



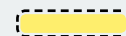
CorelDRAW



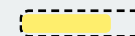
Illustrator



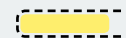
InDesign



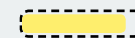
Photoshop



Pencil & Paper



Ms. Office





**Let me show you  
some of my works...**

Logo is a graphic mark, emblem, or symbol commonly used by commercial enterprises, organizations, and even individuals to aid and promote instant public recognition. There are purely graphic emblems, symbols, icons and logos, which are composed of the name of the organization.

A yellow L-shaped graphic element consisting of a horizontal line at the top and a vertical line on the right, forming a corner that frames the text below.

# LOGO DESIGN



## **SATIVA MEDICAL**

(Initiative work)

2017

Concept:  
Herbal medicinal  
product.

Sativa Medical is a company that produces high quality herb from Indonesia.

The herb is made for medical purposes and other use that is monitored by the government and the law.

Sativa Medical wants Indonesia to be recognize by the world for it's richness in natural resources, especially for it's high quality herb and spices that have been known through history.



Donasi Kita  
Lestarkan **Harimau** Sumatera

## **SAHABAT HARIMAU WWF Indonesia**

(Assignment)

2015

Concept:  
Love connection  
between human  
and tigers.

Sahabat Harimau is an initiative program from WWF Indonesia in order to save Indonesian Tigers from extinction.

The program was made to collect donation for research and conservation purposes for the tigers, and also it's a place for volunteers to take part in the program.

Graffiti are writing or drawings that have been scribbled, scratched, or painted illicitly on a wall or other surface, often within public view. While Mural is any piece of artwork painted or applied directly on a wall, ceiling or other permanent surface.

# GRAFFITI & MURAL

## Famous Music Festival Around The World @ Kolary Coffee

Jl. Kebon Jeruk Raya No. 8A  
(Commission work)

2016

Concept:  
Illustration & Typography based on each of the festival itself.

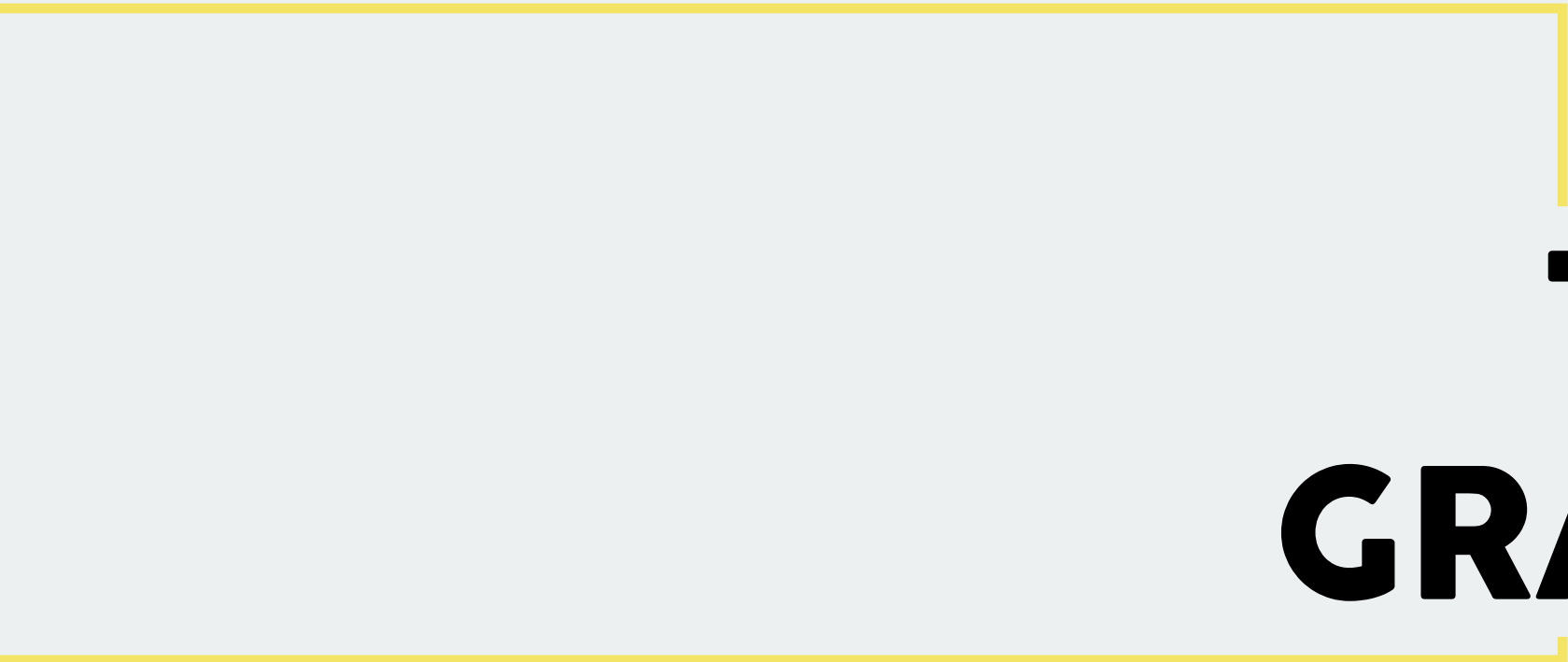
Coachella, Woodstock, and Big Day Out are the name of some of the famous music festival around the world.

Me and my team are asked to work on the interior wall design of Kolary Coffee. So we did some Graffiti & Mural on the wall and are able to finish it in about a week.

You can search for Kolary Coffee on the internet and see several customer taking picture using my mural as the background.



Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process.



# **TYP GRAPHY**





**LET US UNITE  
AS A HUMAN  
RACE**

(Wall poster  
decoration)

2013

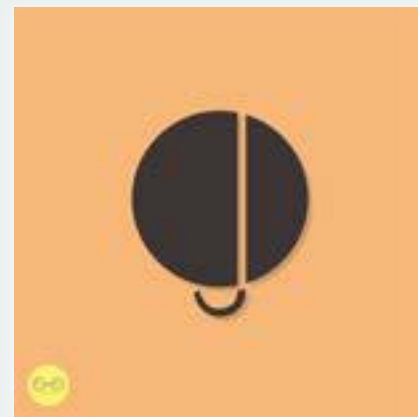
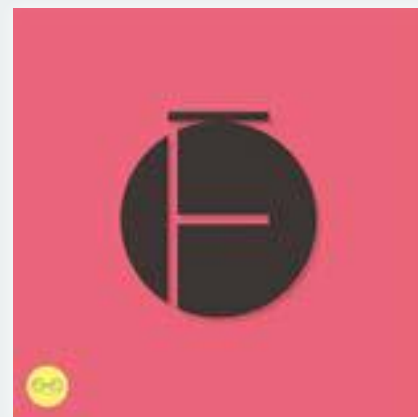
Concept:  
Figure ground  
quotes.

Let Us Unite As A Human Race was a word that i quoted from the King of Reggae, Tuff Gong, Robert Nesta Marley or Bob Marley.

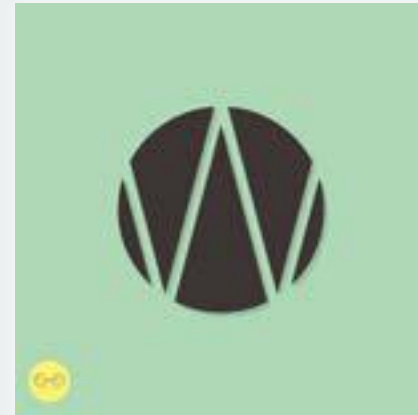
He always mentions about Love, Peace, and Unity in his songs. About equality of all races, about peace, and about nature that we live in.

When asked about his ambition in live, he simply answered "I don't really have no ambition you know. I only have one thing i'd really like to see happen. I'd like to see mankind live together, Black, White, Chinese, everyone... That's all".









## Figure Ground Letters

(Initiative works)

2017

Concept:  
Figure ground  
Alphabet letter from  
A to Z.

I always been in Love with Letters and the art of Typography.

So I started to make my own figure ground letters from A to Z.

I use the element of circle and rectangle to create the letters shape with a touch of shadow to make it more visible to common people.

I like to challenge myself, so more Typography works are coming soon.

Digital imaging or digital image acquisition is the creation of photographic images, such as of a physical scene or of the interior structure of an object. Digital imaging lends itself well to image analysis by software, as well as to image editing (including image manipulation).

# DIGITAL IMAGING



# LESTARIKAN TERUMBU KARANG KITA (Social Campaign)

2016

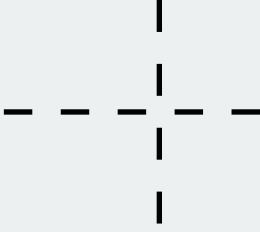
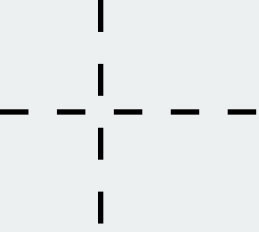
Concept:  
Digital imaging of coral reefs images and manipulation on some 3D illustration based on the campaign issue.

Lestarian Terumbu Karang Kita (Relieve Our Coral Reef) is basically a social campaign that wants to remind everyone about the important role of coral reefs in life.

Coral reefs are the cycle of life itself. In short, it is a home for many sea creatures to take shelters or reproduce, while on the other hand it is also a place to find food for some predators.

There are 3 main posters on this campaign and each image carry their own messages from the campaign.

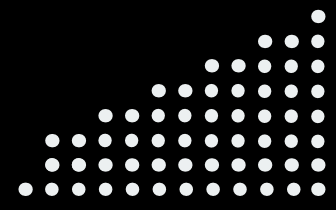




**Keep in touch,  
to see my latest work...**

**THANK**

**YOU !**





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Hope you like what you see and feel free to ask me anything, you know how to contact me.  
More works will be coming soon.

*"Make fun of everything"*

**[www.instagram.com/goolasses](https://www.instagram.com/goolasses)**

