



CURRICULUM VITAE

//A. Pondok Timur Mas blok C1 no. 9, Bekasi Selatan //P. (0856)-950 353 44

PERSONAL DATA

**OKVIANDRA
HADISUMARTO**
**GRAPHIC
DESIGNER**

(Jakarta 27.10.92)

Address Pondok Timur Mas blok C1/9, Bekasi Selatan 17147 // **Cellular** 0856 950 353 44 // **Email** okv2710@gmail.com // **Sex** Female // **Religion** Islam



Loves to Travel. Play Music. Eat. Sleep. Hang Out.

ACHIEVEMENTS

- 2012 RUNNER UP of Intrepeurnership Competition on "ENTRE-EXPO"
- 2012 SECOND RUNNER UP of SOPU Basketball Competition
- 2010 WINNER of FE UI Dance Competition
- 2010 WINNER of Tarakanita 2 Dance Competition
- 2007 SECOND FINALIST of VOLLEY BALL in South Jakarta Junior High School CHAMPIONSHIP
- 2007 Recital Annual Concert in Gouthe House-Institute, Jakarta
- 2006/2007 on the 5th Grade on SM YPM
 - Award of Most Outstanding Performance**
 - Award for Inspiring Performance**
 - Prize for Good Scale: E Mayor
 - The Etude Prize** Edward MacDowell "Hunting Song"
 - Prize for Good Polyphonic Style** J. S. Bach: Kleine Praludien Fughetten BMW 941
 - Prize for Good Form in Sonata** J. Haydn: Sonata Hob. XVI No. 8, 1st movement
 - Prize for Good Interpretation in Character Pieces** Dennis Alexander: "Dream Fantasy"
- 2004 Recital Annual Concert in SM YPM Manggarai
- 2003/2004 on the 2nd Grade in SM YPM
 - The Sonatine Prize** for piece of Dennis Alexander "Sonatina in G Major", 1st movement

SKILLS

- Adobe Illustrator**
 - Logo & Branding
 - Illustration
 - Photo Vector
 - Re-Touching
 - Layouting
 - Typography
- Adobe Photoshop**
 - Photo Re-Touching
- Adobe Premiere**
 - Movie Editing
 - Music Mixing
- Adobe InDesign**
 - Book Layout
 - Vector
- Photography**
 - People
 - Conceptual
 - Landscape
- Illustration**
 - Pencil & Paper

EDUCATION

Formal:	Non-Formal:
2010-Present. President University, Cikarang Barat, Jawa Barat, Visual Communication and Design.	2009-2010. Y2k music, Bekasi Selatan, Jawa Barat, Piano Jazz.
2007-2010. SMAN 81, Kodam, Jakarta.	2001-2008. Sekolah Musik YPM, Manggarai, Jakarta, Classical Piano.
2004-2007. SMPN 115, Tebet, Jakarta	1996-2000 Sekolah Musik Yamaha, Bekasi, Jawa Barat, Classical Piano.

EXPERIENCES

April 2013 - August 2013

Graphic Designer Intern, Iris-worldwide Indonesia
Helps my team to do a research, brainstorm, and make print ads to related clients. Also, developing creative skills related to advertising, graphic design, and idea.

2013

Graphic Designer Freelancer, Logo&Branding for "GEE"
Create such beautiful and classic logo for real client who try to make a clothing line business. Having a good review and sastifying client. Brand and concept always been conculted and followed up before it settle

2012

The Head of Design and Production Departement in BOOK-KU
Create good and deapline environment for the departement also maintain production's flow to decreasing communication's error between all department. The main goal for production departement is deliver a good quality and design for the book to accomplish it we really selective to pick our fabric and the design before go to the market.

2011

Committee of Decoration Dept. in SOPU, school Sport and Art event in President University
Designing and decorating all the event decorations for creating an fun and ammusing condition for the final event.

2009-2010

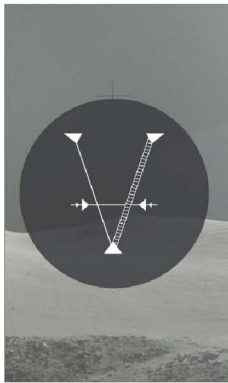
Committee of Design Dept. in CAKRAWALA, school Sport, Art and Culture event in SMA 81 High School
Designing every event needs such as logo, poster, t-shirt, proposal, banner, until the stage decoration and succeeded to manage the devristry of all the idea becoming one good concept. There we succeeded to grab public attention and having a good review from it.

2008-2010

Captain of FRIVLOUZ, dance club in SMAN 81 High School
As a hereditary organization our visions are to unite every team mate's character to create new identity and to provoke trust, sense of belonging, solidarity, and confident on each every member. The new identity existis in order to create solid concept and presence for the team which is rising public awarness with our uniqueness as one family

2007-2008

Captain of volley ball club in SMPN 115 High School
Maintan the team spirit and confident every facing some competition and also engaging every member to do the same for build trust and solidarity on each member



Logo & Branding
Title: "V"

This is my personal logo. From this logo I want presenting myself as the serious side of me. I choose 'V' instead of 'O' because I found that 'V' sound and looks stronger. I want people to see me as a simple person but also powerful.



Packaging: Rebranding
Title: La Fonte

La Fonte is under from PT. Bogasari group that has been a major force in the Indonesian food industry for more than three decades. In this project we must rebranding a logo of la fonte and make a new design for the packaging as well. The motives are for rising the sales of product and also trying to increasing the target market of the product.



Packaging: Milk Base
Title: Milkyway

Creating a new packaging design for popular product which is Snapple. When designing we've been asked to create a design that might be better or at least as good as the original. After doing some research we knew that Snapple was known by the purity of the product. So I decide to make a design that looks earthy so it can emphasize that natural taste.



Packaging: Rebranding
Title: Snapple

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Packaging: POP
Title: Milkyway

The idea is make POP that related with the brand, Milkyway. Because Milkyway is a soda-milk that can make you floating in the space and we need a rocketship to make it. Then I decided rocketship to be the POP of the brand because is very related to space, unique, and also memorable.



VCD III: Logo & Branding
Title: Museum Serangga Re-branding

I found this project is one of the most challenging assignment. The main problem for the museum is how Indonesian underestimate their own national museum, so we must create a new look, new concept, and new market strategy for the museum.



Packaging: Klappertart
Title: Gravillo

Gavrillo's klappetaart is a klappetaart that represent a gift from mother's love to her only child. Gift is something that really special and usually been given in a special day too. This project is about Creating a design for food products which is klappertart from the real client that could increasing sales and marketing for DGaav Klappertart.



Motion Graphic II : MV
Title: Vakansi by WSATCC

This is my first time doing a movie clip and the video is about a couple that haven't see each other for a while and decided to go on vacation together for release their yearning. We do a vintage looks first because it's really suitable for the song and also we thought we would get more witty and casual atmosphere with vintage stuff.



Illustration: Game's Map
Title: World of Futamichi

The World of Futamichi was inspired by Tamagochi Land. This project is about to create new game's map with certain technique. I picked various character from Tamagochi that can supporting my Idea for the game's map. Tamagochi have many various cute character, I choosed this because it's very enjoyable to work with.



Photography
Title: :Summer

Also one of my favorite shoot. In this photo I want to share the hapiness, the leisure-ness that you could find in your good friend while enjoying summer. Summer is about sun, activity, being amused, and everything that's fun.



Illustration: Sayur Mayur
Title: Vegantoon

Actually "Sayur Mayur" was create for another purpose which was for one of my group presentation's name. That time we should make a PSA about vegetables and we choose some topic; Kids & Vegetables Consumption. Because of that project in my spare time I've got an idea to make those vegetable more alive and finally I created cartoon character from vegetable.



Photography
Title: :Le Solitaire

This is my self project about a boy who is caught up in the big town by himself. He feel lonely and sad, he wanted to tell the other about his feeling how devastating he was, but he don't know how.



Photography
Title: Oasis

Although covered by the rain, the beauty of Danau Batur still cannot be resisted by our eyes. The fog had come to adorn the panorama. The feeling when you see this picture of Danau Batur is like the tranquillity when you found an oasis on the desert.



Photography
Title: Eye Can Tell

This is my self project for photography. The themes is focusing on eyes. The idea everything that we actually feel, right or wrong, happy or sad, angry or timid, all can be shown through our eyes.



Photography
Title: The Fall

Wind blows, time goes. The trees grew as season changing. But sometimes the more they want to grow, to survive, the more the sacrifice is. With all reasons that universe have they trembling and obey to let go all the goods with sense of maturity and sincerity. They call this as The Fall.



Photography: People
Title: Little Hero

Little Hero talks about how great the spirit of Rangers that consist of 4 fearless kids whose has been dreaming to catch greatest villains in order to makes world peaceful. Let's know them better, go Rangers!

Jakarta, March, 3rd 2014

To: **Whom It May Concern**

Dear Sir or Madam,

With this letter, I would like to give you my letter of recommendation for my student, **Okviandra**, whom applying to your company. **Oki** was an excellent student in academic standing at President University. She challenged herself by working hard and preparing herself well with design process and progress so that she executed her work according to the outcomes required and achieve her vision from her concept.

Oki has good potentials in art & design. She didn't give up easily whenever she faced challenge. She always try hard and always come up with some great ideas. In my classes, she tried and managed to execute her projects well by showing a lot of design alternatives and approaches in every projects given. Many times, Oki delivered a unique design concept and her works always strong and stood out among other students.

I believe Oki is born with talent and potential for success. She's a talented design student who's always willing to learn to keep up and improving her good work. She has good energy and initiative. As her thesis advisor, I'm proudly say that Oki passed her defense and earned an A for her project presentation.

I wish you would consider her as a good candidate to work in your company. If you have any questions, please do not hesitate to contact me at 0857.1893.0561 or 0813.1850.9297. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rizky Fitria Hakim', with a horizontal line underneath.

{ Kiki } Rizky Fitria Hakim, BA, MFA

<http://www.linkedin.com/pub/kiki-rizky-fitria-hakim/8/315/97a>