



sylvia luciana



Jakarta, Indonesia



081291340104



Liesylvia@live.com

Humble and friendly, a fast-learner, able to work well in both individual and team, can work under-pressure, a multitasker, organized, smartworker and detail oriented.

curriculum vitae

EDUCATION

Karunia Christian Junior Highschool
2005 - 2008
Jakarta, Indonesia

Karunia Christian Highschool
2008 - 2011
Jakarta, Indonesia

**Bachelor degree in Graphic Design
at Universitas Tarumanagara**
2011 - 2015
Jakarta, Indonesia

EXPERIENCE

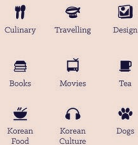
Junior Graphic Designer at ICM Company
January 2013 - Indonesia
www.icmcarpet.com

Intern Graphic Designer at Vodoux Creative
Aug - Oct 2014, Indonesia
www.vodouxcreative.com

Junior Graphic Designer at Vodoux Creative
Sept - Dec 2014, Indonesia
www.vodouxcreative.com

Freelance Graphic Designer
July 2015 - Now

INTEREST



COMPUTER SKILLS



KNOWLEDGE

Brand & Identity Printing and Finishing
Editorial Design Typography
Packaging Basic Photography
Grid & Layout Illustration
Display

TOOLS SKILLS



RECOGNITION



Artmax Magazine Cover Contest
One of big 15 finalist. University of Tarumanagara.



Art Instalation at Kedutaan RI in Germany
Final Project "Pop of Culture" Poster. Germany.

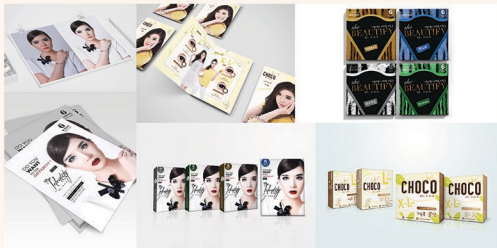
PORTFOLIO SITES

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Thankyou for your time, I'm looking forward for your respond.



sylvia
luciana
portfolio



Client : S.H.E // Project : Packaging & Brochures
Task : Concept , Photo Editing , Flyer , Packaging

As S.H.E expand and develop their range of soft cosmetic lens, they need new and exciting packagings to reflect their various high-quality soft lens with many beautiful patterns and those packagings should be able to communicate the youth spirit, modern, cute and emphasis the product origin style, Korea.



Client : ATEK // Project : Branding
Task : MenuBook ; Coaster ; Packaging ; Delivery Box ; Uniform

As one of the oldest Nasi Campur Restaurant in Jakarta, ATEK realized that they had a big challenge to survive in the high competition of nowadays food industry. Decided to re-brand their identity. It has been repositioned to be more approachable and more modern, targeted more modern family , while still emphasizing Chinese traditional feel as its core identity.



Client : PT. Trans Electric // Project : Calendar
Task : Calendar design ; vector illustrator

The challenge for PT. Trans Electric's 2016 calendar is to make a fresh- look infographic calendar about energy saving, with a corporate looks design whilst also relevant with PT. Trans Electric's positioning image as an electricity transmission part distributor which has a concern to build a better future.



Client : SST Pte. Ltd. // Project : Calendar
Task : Calendar design ; vector illustrator

With a good intention to spread some risk for over-using pesticides especially for farmers, the calendar concept is to visually communicate the information about pesticides from the sketch to the final vector artwork.

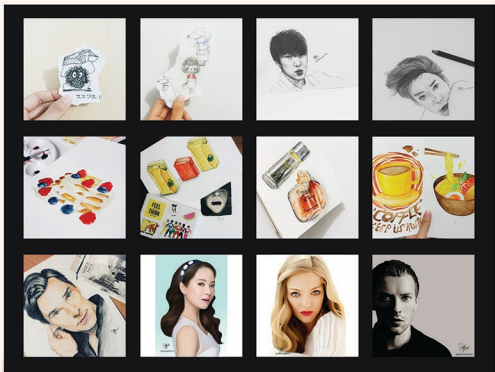


Client : Zombie Pootatie // Project : Branding
 Design : Logo ; Character ; MenuBoard ; Namecard ; Packaging ; Roof Stand

Zombie Potatie is a new brand of handmade potato snack. The name itself has a meaning of delicious potato that can resist to eat themselves and turned into zombie. Each of the mascot differ the flavour of the sauces. The brand target is young consumers that seek unique, fun and tasty snacks.



College Assignment : Typography ; Design Magazine ; Editorial Layout



Self Project : Illustration // Watercolor // Sketch // Digital Painting

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thankyou

