



**Yasmine**  
**Portfolio**  
**2016**

# YASMINE NURANISA



**Designer**  
06|17|93



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g m a i l . c o m



Gg. Kemboja Utan  
Kayu Utara, Jakarta  
Timur. Indonesia.

## Hobbies and Interests

*Listening to music*

*Reading*

*Filmmaking*

*Watch Movies*

*Basketball Coach*

*Photography*

*Digital Painting*

*Entrepreneurship*

## PROFILE

Hello I'm Yasmine I am a Creative and Graphic Designer, I was studying Product and Multimedia Design and also working for more than 1 year experience as a Designer in Brand Activation. My design approach: Analyze, research, and create the suitable action to solve the problem, the last will be put the make up on visual look and feel. Each project is an opportunity to learn new things.



## EDUCATION

2008 - 2011	54 Senior High School
2012 - 2016	Mercu Buana University Product and Multimedia Design



## EXPERIENCE

July 2011 - Sept 2012	PT. Tri Putra Adi Jaya - Promotions - Graphic Designer
Augst 2015 - Oct 2015	Tigamata Brand Communication - Graphic Designer
Nov 2015 - Present	DNA Brand Activation - Creative Planning - Graphic Designer - Production - Coordinating Event

## LANGUAGE

Indonesian	: Native
English	: Fluent

## SKILLS

Photoshop



Illustrator



Illustrations

Layouting

UI/UX

Web Design

InDesign



After Effect



Event Management

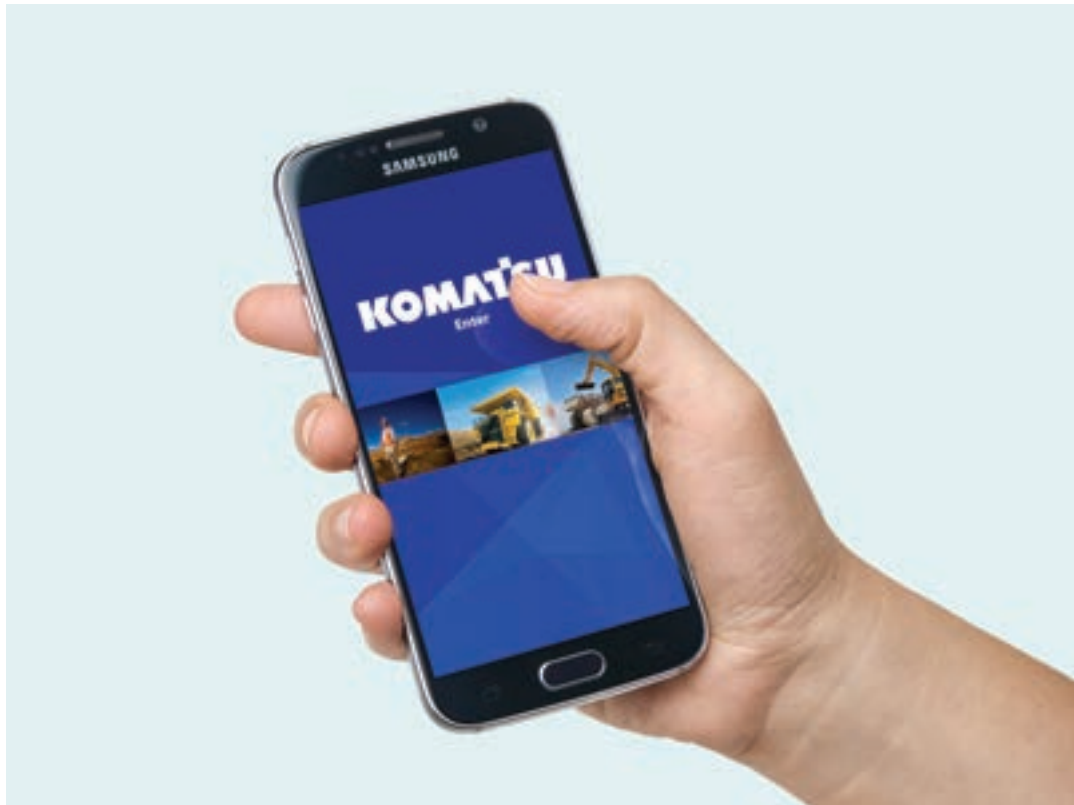
Vector

Audio Visual

My

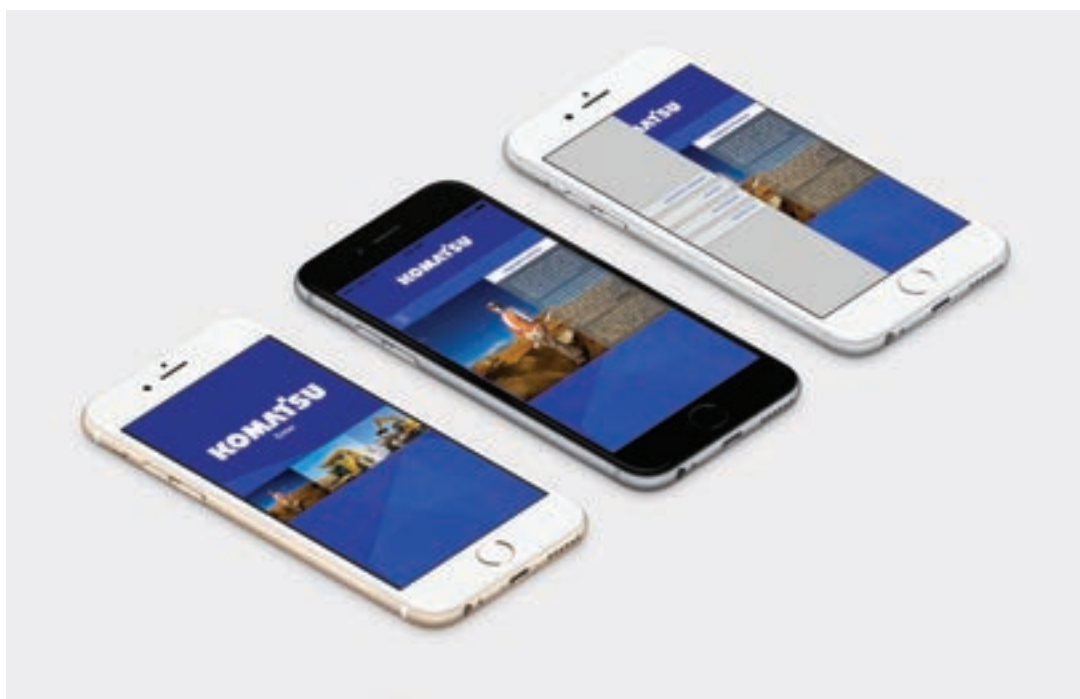
Portfolio

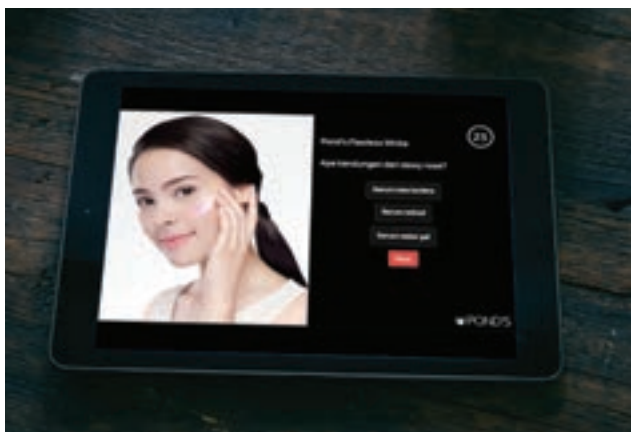
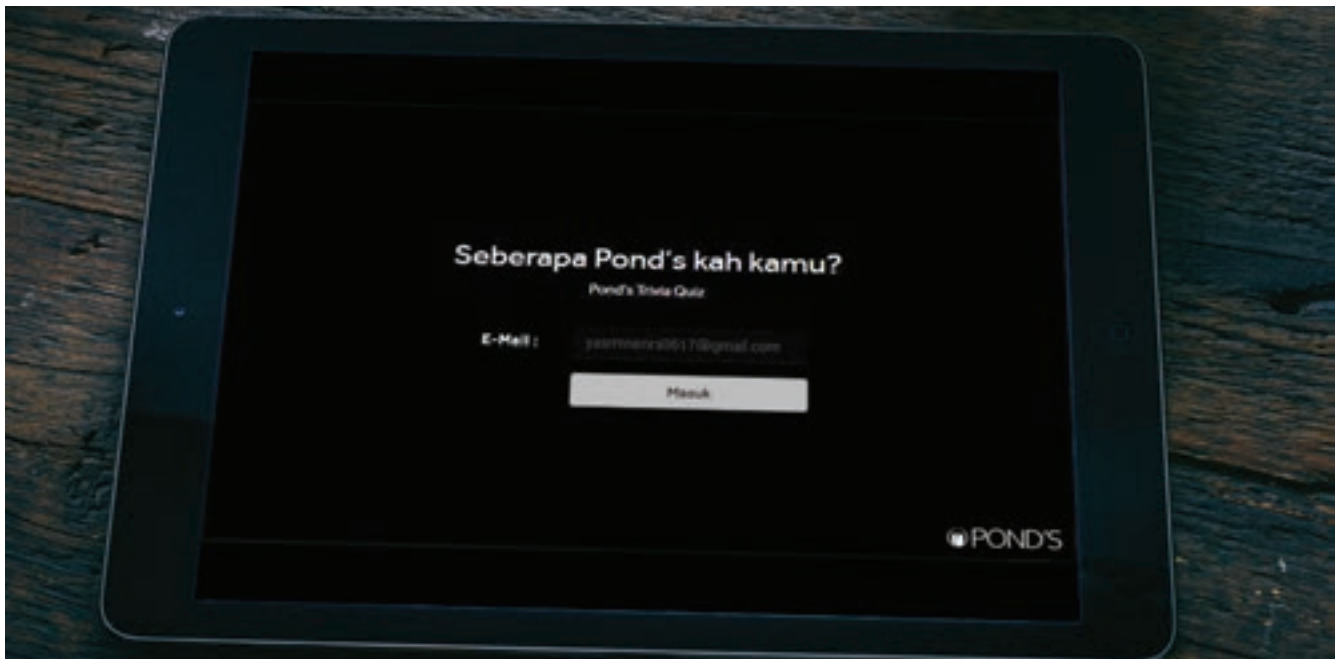
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**Komatsu  
E-Catalogue,**

in 2015 Komatsu created an exhibition in JIEXPO kemayoran, this E-Catalogue used to support their exhibition.





## Pond's

### Trivia Quiz Website

In March 2016 POND'S held their event in Bali, Trivia Quiz was created to support the event as part of the entertainment, the users that joined this Trivia quiz was 210 users. The objective was to give information to the participants about POND'S product line, the user experience was simple and fun.



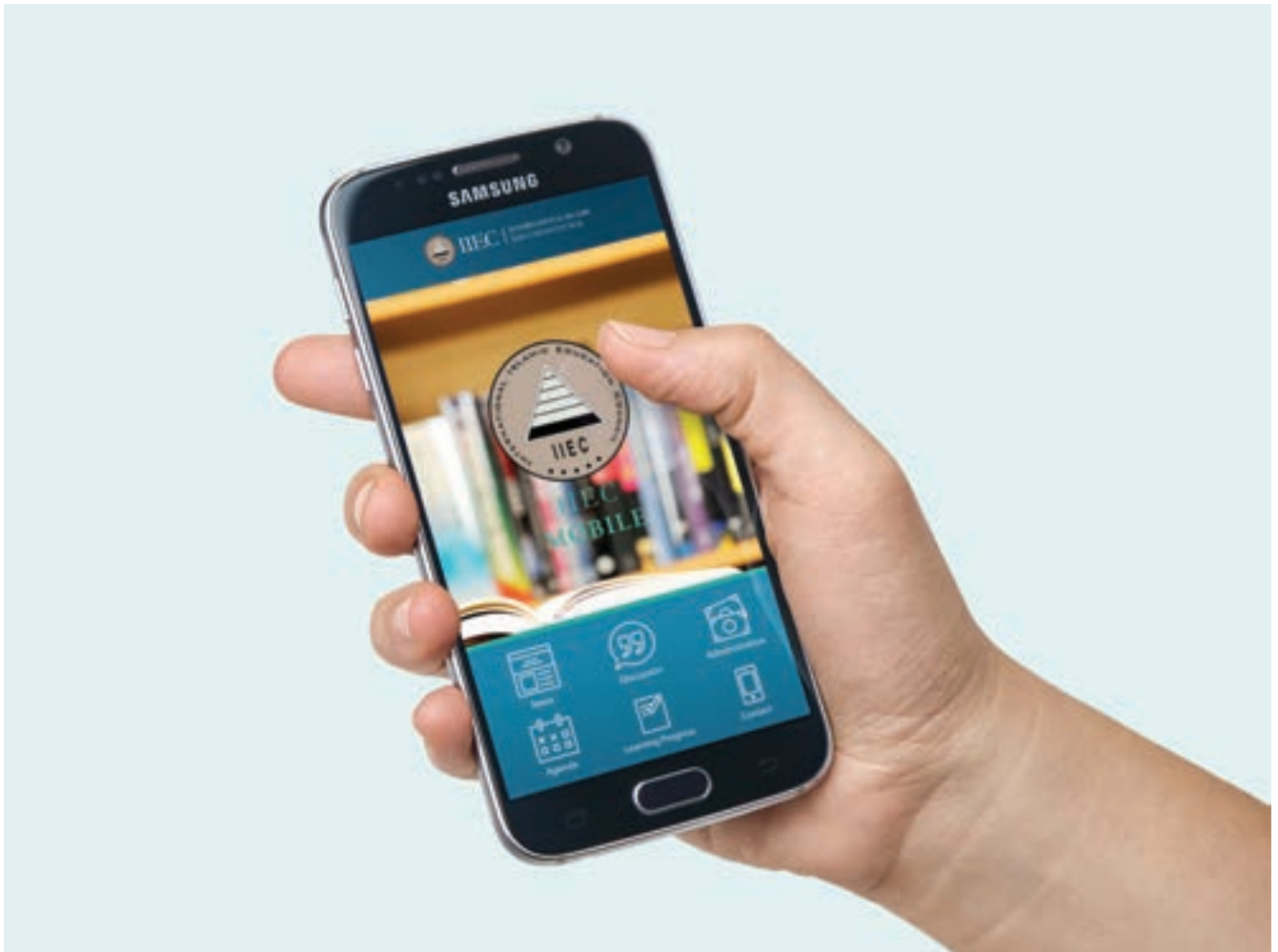
## 4 Pillars Restaurant

### Website

4 Pillars Restaurant provide a healthy menu for their customer.

They want to create a website, where the customer can choose the menu and what they want for a weekly catering. the navigation is user friendly and simple, i chose brick as background to represent their interior design.





## IIEC MOBILE

### Apps

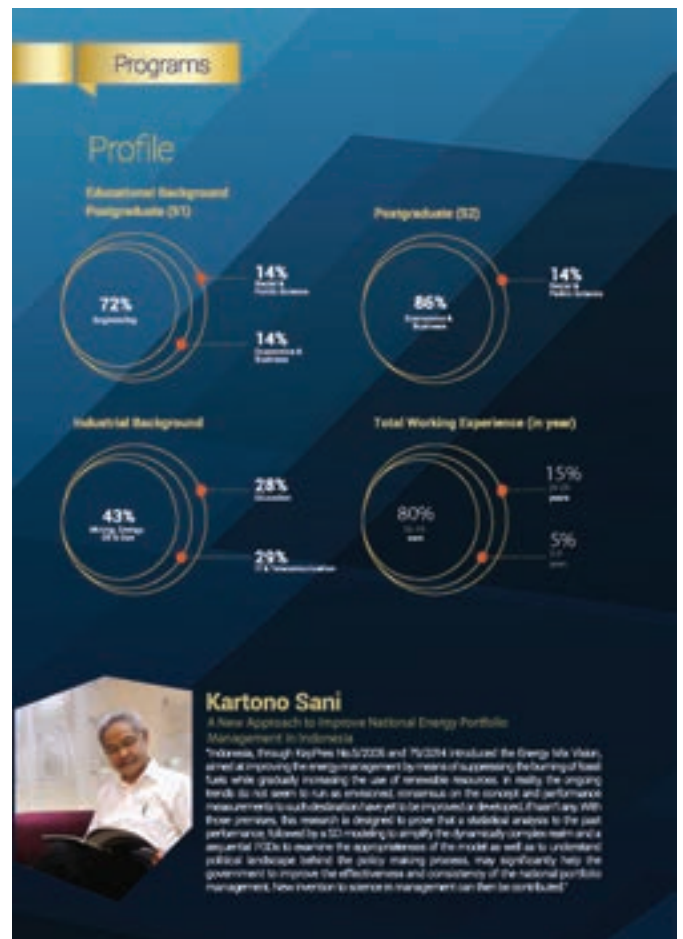
IIEC created an App to provide students, teachers and parents with limitless communication. With this app they can access student's agenda, report card, and assignments. The objective is to bridge student-parents-teachers communication.



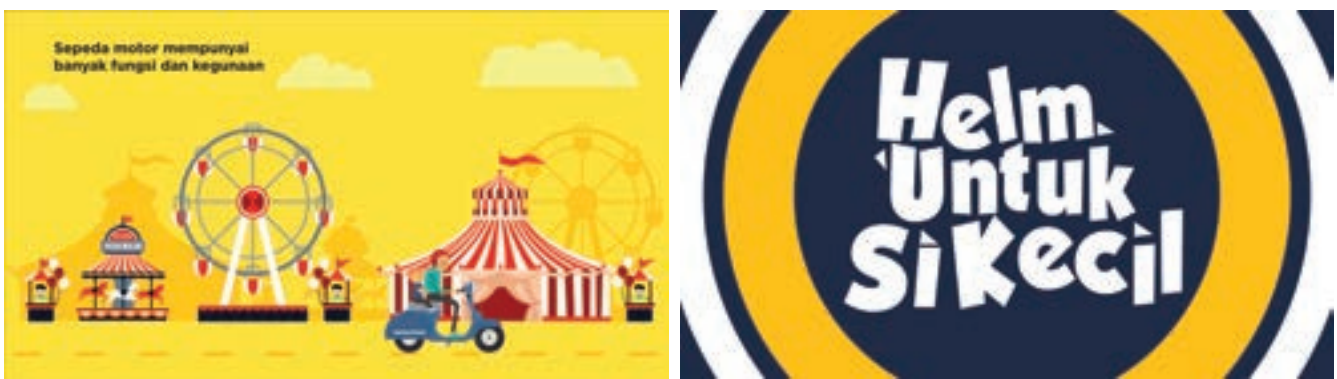
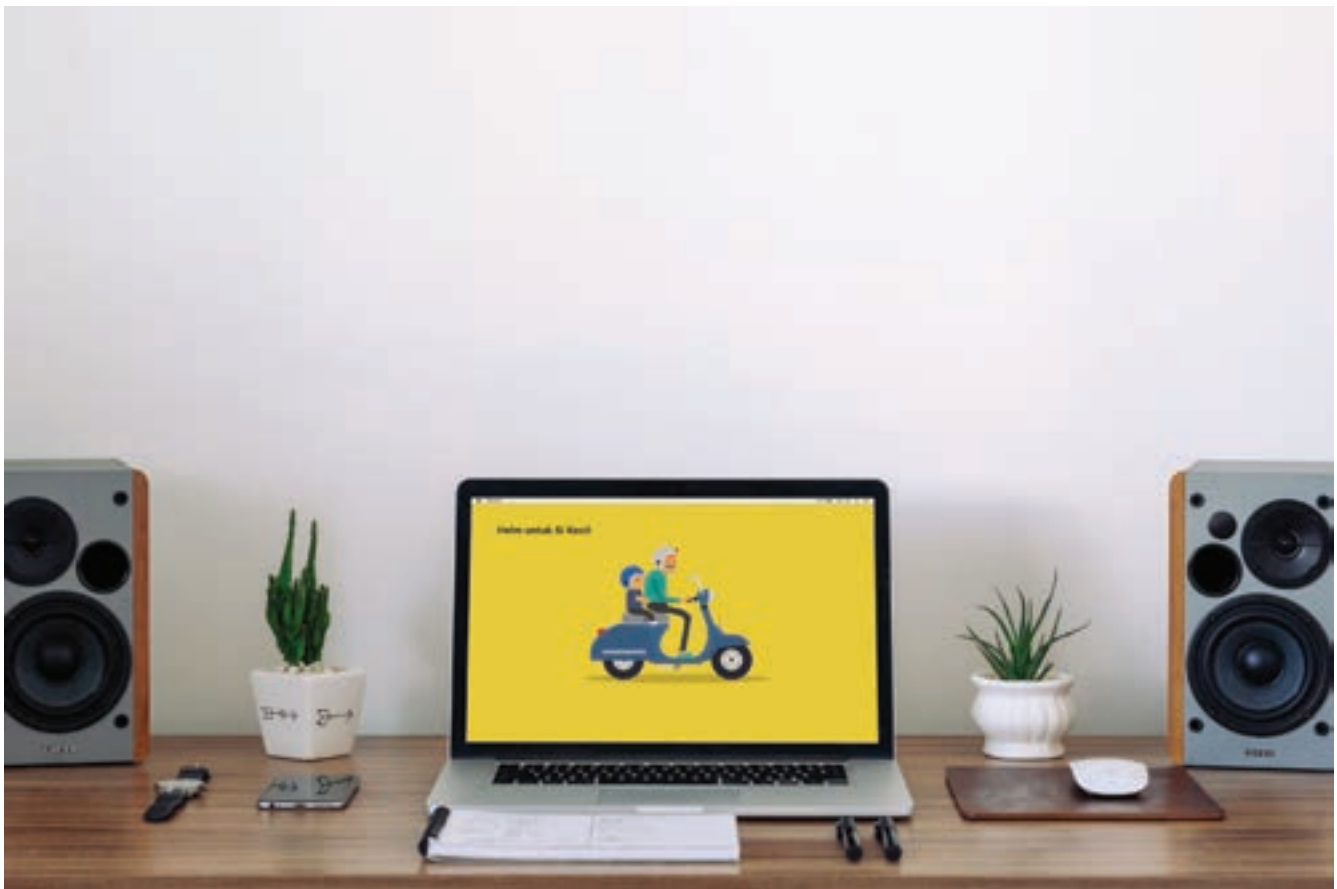
### SBM ITB

#### Online Brochure

We all know now people always use their phones to access new information, that's why SBM ITB created online brochure so people could easily get the information from their phones.







## Helm Untuk Si Kecil

### Motion Graphic

Most of the Motorbike riders now have wear helmets everytime they go on a trip, but this is different for children as motorbike passenger. most of the children hasnt wear helmets. This motion graphic try to give message to every riders and parents about helmets for children as their safety is important.



### Monier Brochure

Monier is one of the leading global companies with decades of experience offering: roof tiles.

The objective is to introduce Monier Products and service, the visual elements represent Monier roof tiles.



### Monier Company Profile

Monier is one of the leading global companies with decades of experience offering: roof tiles.

The objective is to introduce Monier Products and service, the visual elements represent Monier roof tiles.



## Darya-Varia Laboratoria Company Profile

Darya-Varia Laboratoria is a pharmaceutical company.

This company profile contains Darya-Varia's timeline and achievements.



### mySamsung Print-Ad

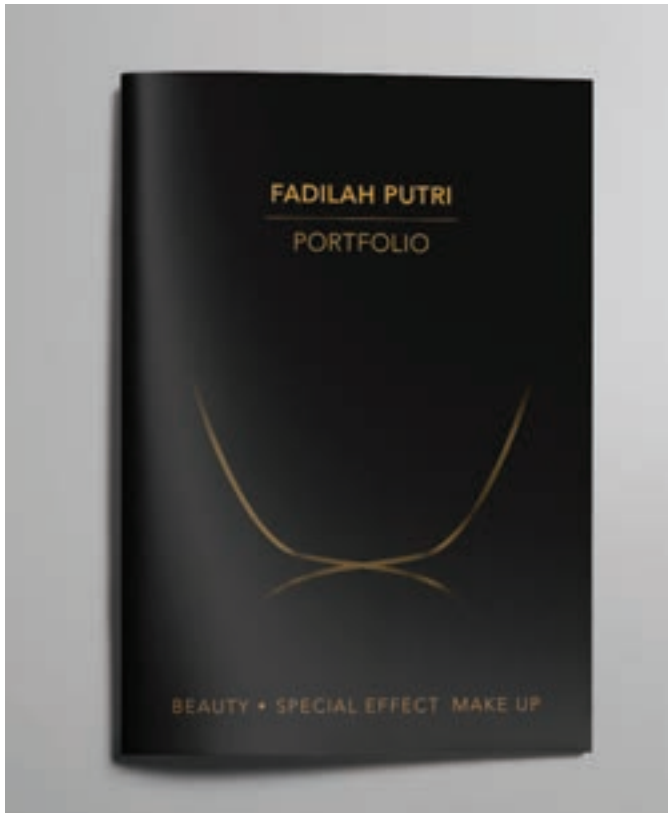
mySamsung is a customer care program that helps you easily set up, manage and optimise your Samsung products.

In this project i help direct the photoshoot and visual design of the print.



### Paramadina University Event poster

In this event paramadina invited Berrybenka CEO as the speaker. I help create the poster aligned with Paramadina logo colours and elements.



### Make Up Artist Portfolio

This project i help concepting and designing portfolio book for make up artist.



## Design Produk Breakdown

What is Design produk?

Design Produk Breakdown is the first personal project to introduce what is design produk and how product designer work to create a product that not only visually appealing but also sustainable and ergonomic for people.



## Yearbook

Yearbook is an important media for High School students.

We created a yearbook to help student cherish the time they spent in high school, a memento for them after they graduate.



Yearbook

# SAMSUNG Galaxy S7



## Samsung Galaxy S7

### Activation

I helped this event by conceptualizing the creative direction, directing HoD photoshoot, creating timeline infographic for invitation, dummy prize and event management.



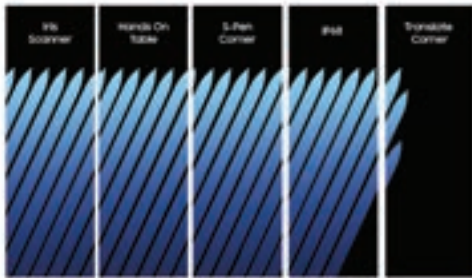


# Galaxy Note7

## Samsung Galaxy Note7 - Press Launch

### Activation

I supported the multimedia section of this event, Created infographic look and feel of the product display, experience creative support and event management.



SAMSUNG

Galaxy Note7



For those who live in [#BreakTheOptics](#)  
Have yourself experience the technology that can defy the barriers  
Collect the card from each Experience Center  
Share your remarkable moment with Galaxy Note7  
In your social media (Instagram, Twitter, Facebook)  
using hashtag [#BreakTheOptics](#) [#GalaxyNote7Media](#)



**SAMSUNG**

**Galaxy Note7**

## Iris Scanner Facts

-  Iris scanner has over **200 points** differentiation on security profile check
-  183 millions Iris data have been recorded in Indonesia through E-KTP
-  Pentagon applying Iris scanning security for access
-  United Arab Emirates use Iris Guard in Homeland Security Border Control



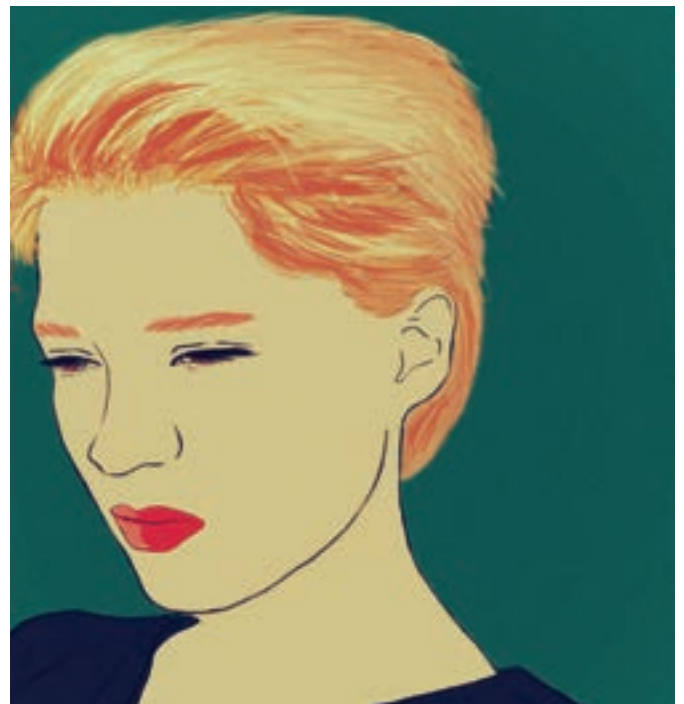
*Branding*

**Fs**  
**FIT AND STRONG**



Other Creation based on what i like to do besides Prints and Digital

*Illustration*



*Photography*



Thats'it for today

**Thank you**

