

# Ari Arsyadi



Address:

Portfolio: <http://www.krop.com/ariarsyadi/>

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## Summary >

A 8-year experience Art Director and Graphic Designer in the field of Graphic Design with experience on Logo Design, Desktop Publishing, Character or Mascot Design and more. I have been working closely with agencies and companies and helping them make sure they get the right image for their corporate identities through effective visual communication.

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## Skills >

- Branding & Identity
  - Graphic Design
  - Logo Design
  - Corporate Identity
  - Visual Communication
  - Art Direction
  - Typography
  - InDesign
  - Graphics
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## Experience >

### Visicomm

01 / 2013 - 01 / 2014

Art Director

Responsible for visual design concept and execution for numerous brand activation

### Universitas Bunda Mulia

02 / 2012 - 12 / 2012

Visual Communication Design Lecturer

Currently building an education career Graphic Design

### various universities

04 / 2008 - 04 / 2011

Guest Lecturer

Guest Lecturer on the subject of "Packaging Design" and "Typography"

### Viva Asia Travel & Food Magazine

07 / 2009 - 04 / 2010

Art Director

Responsible in design concept and development in the magazine design.

### Persada Indonesia University

03 / 2007 - 12 / 2009

Lecturer - Visual Communication Design

Lecturer on the subject Visual Communication Design.

### Mutual Design

02 / 2009 - 05 / 2009

Art Director

Art directing on Indonesian Armed Red Cross book module campaign.

### Bina Nusantara University

01 / 2008 - 01 / 2009

Instructional Designer

Developing visual for numerous e-learning module.

### Absis Plus Ordinat Design

01 / 2005 - 01 / 2006

Art Director

Responsible in design concept and development in the design division of the company.

### Optima Adhika

01 / 2003 - 05 / 2004

Designer

Responsible in design concept and development in the design agency.

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## Education



Universitas Trisakti

Bachelor , Graphic Design

1997 - 2002

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Branding and Identity, Desktop Publishing, Character and

## Interests



Branding and Identity, Desktop Publishing, Character and Mascot Design.

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## Associations



ToysBud, BrainWire