

## Ishma Sardia Tirtokusumo

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### Summary

- Experienced creative graphic designer, with practical design skills in **Photoshop, Illustrator and InDesign, Adobe Premiere Pro** as well as **3Ds Max** in the university.
  - Experienced in creating poster and radio advertising during degree studies.
  - Developed design project for the real client during degree studies, particularly in 'Certified Professional in Brand Communication' program.
  - Able to share and grasp information effectively, which have been very crucial to communicate the ideas to the client and the team clearly, for example in the integrated marketing communication project in the university.
  - Researched multi-disciplinary approaches in creating design by using various creative and technical methods in all projects of degree studies.
  - Able to convey the materials of presentations in a professional way during my degree.
  - Able to work either independently or in a group.
  - Able to analyze problems and raw data in depth to conclude the appropriate solutions
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### Education

**Sept 13 – Sept 14**      **MA Design Strategy and Innovation** Brunel University (*Merit*)

#### Key modules

- Branding Strategy Studies
- Innovation Strategy and Management
- Design Futures
- Strategic Design Management
- Design Research

**Aug 08 – Aug 12**      **BA in Visual Communication Design** Petra Christian University, Indonesia  
(*Grade 2:1*)

#### Key modules

- Advertising Communication
- Visual Communication Design
- Illustration and Animation
- Audio Visual
- Research Method
- Design Methodology
- Print Production
- Photography
- Computer Aided Graphic
- Desktop Publishing

Final year dissertation – In-depth piece of research work resulted in city branding design. It had been developed and implemented a data through some research methods, which improved my skills in analysing problems and provide proper solutions by using design.

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### Employment history

**Sept 2012 – present**      **Freelance Graphic Designer**

Successfully completed a number of projects, such as logo, poster, etc. for personal clients. One of clients is a band in London called "Amplify", which will be launched on 15th February 2014 in Proud Camden, London.

**June 2014 – July 2014**      **Member of Organising Committee for the Election Overseas in London**

Accomplishing several duties in accordance with the legislation in force, such as preparing ballots either will be used in the polling place or to be sent, working on the polling day, and participated in the examination and counting of votes in the polls.

## Technical project work

### **Graphic Standards Manual Project**

- The second year individual project at university, which focus on finding a current issue of people's life and design a problem solution
- This project allowed me to develop my critical thinking and skills to bring revolution of people's life
- Developed a campaign as public service advertisement
- Created a logo of campaign, which was implemented in all promotion tools
- Presented design stages to tutors through presentation

### **Integrated Marketing Communication Project 1**

- The third year group project at university, which asked students to create a new strategy of marketing communication and re-design one of snack product and working in pair.
- Compared critically to competitors, identifying the brand essence and human insight
- Created advertising strategy, media strategy, and concept creative for short term and long term
- Turned the idea into the design sketch that were implemented on every shops and some events
- Developing the realistic budget estimate for media based on concept creative and strategy

### **Integrated Marketing Communication Project 2**

- Group project in the marketing program "Certified Professional in Brand Communication" at university
- As a group, we did a research to get a depth understanding and we decided to use a new strategy in order to change brand positioning in customer's mind
- Presented the strategy and design stages to the CEO of Black Canyon Coffee and tutors
- Recognising possible alternatives of objective to achieve the aim and demonstrated analytical skills
- Developing communication and problem solving skills by creating a new strategy according to the feedback from the customer and critical analysis
- Taught myself how to deal with a real client, using tutorials and networking with other students

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## Part time employment

### **Nov 12 – May 13      Karangсарu Church      Art Director of Editorial Team for Magazines**

- Responsible for lay outting every magazines, which was published every three months
- Creating, collecting and arranging articles
- Worked to achieve the target

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## Interest

### **Organisations**

- Intra-school student organization in Junior School (OSIS)
- Treasurer of Youth Commission and committee for Easter in the church
- Committee for 'History of DKV', Desporev (Sport Event) as a secretary in the university,
- Visual Communication Design Department's Camp as secretary
- Director of Merchandising at Indonesian Student Union in United Kingdom

### **Informal Educations**

- Marketing program "Certified Professional in Brand Communication" at Petra Christian University
- Royal School of Music London's exam for grade 1 – 5 Piano
- Graphic Design and Multimedia Course at Bina Nusantara, Semarang

### **Sports**

- I believe a healthy mind is in a healthy body and it makes me to be able to surpass every obstacle. I am keen on playing badminton and swimming. Also, I have joined some swimming competitions.

### **Travelling**

- I do love travelling, since it could give new knowledge, such as culture, and experiences.

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## References

Available on request