

graphic design

# portfolio

lusi



2015



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# about me

"She also has a great fighting spirit when she is doing something"

- friend -

 hello  
i'm lusi



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jl. kh. syahdan no.104 A  
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palmerah 11480



### Strong points :

- ++ Responsible
- ++ Hardworker
- ++ Teamwork
- ++ Ambitious

Hello, my name is Lusi.  
I am 21 years old. I grew up my childhood in a small island called Bintan (Kepri). I am a third year student of School of Design in Bina Nusantara University, majoring in Visual Communication Design New Media. My hobbies are jogging, travelling, and doing some crafting.

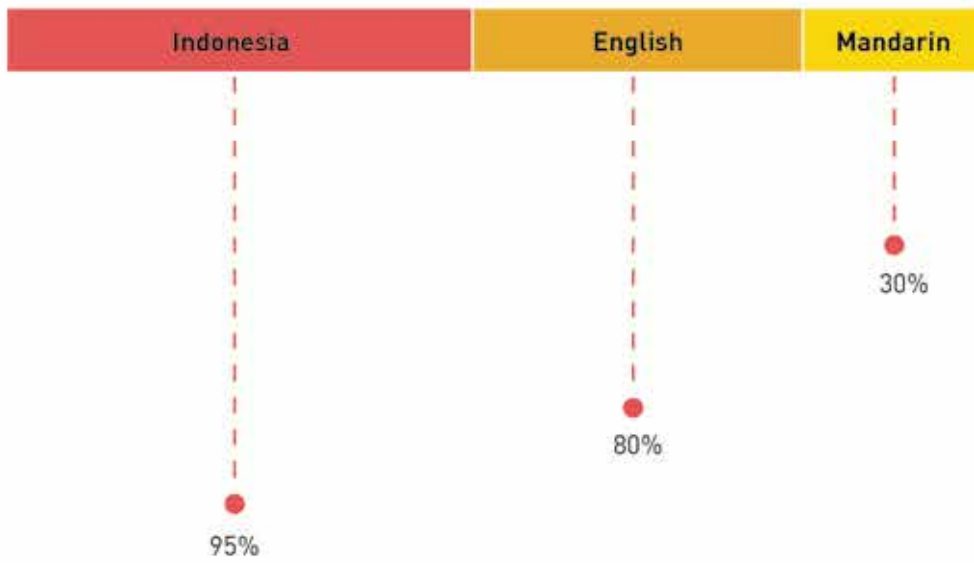
**In design**, I am interested in **branding**. Because nowadays branding is an important thing in our life. In everyday we grew up around brands, starting from waked up until we sleep. Beside that, a brand always has the positive and negative sides, and I love to analyze the problem and the solution to change the negative to posotive side.

**I believe with the strong spirit and determination, all obstacles are solveable.**

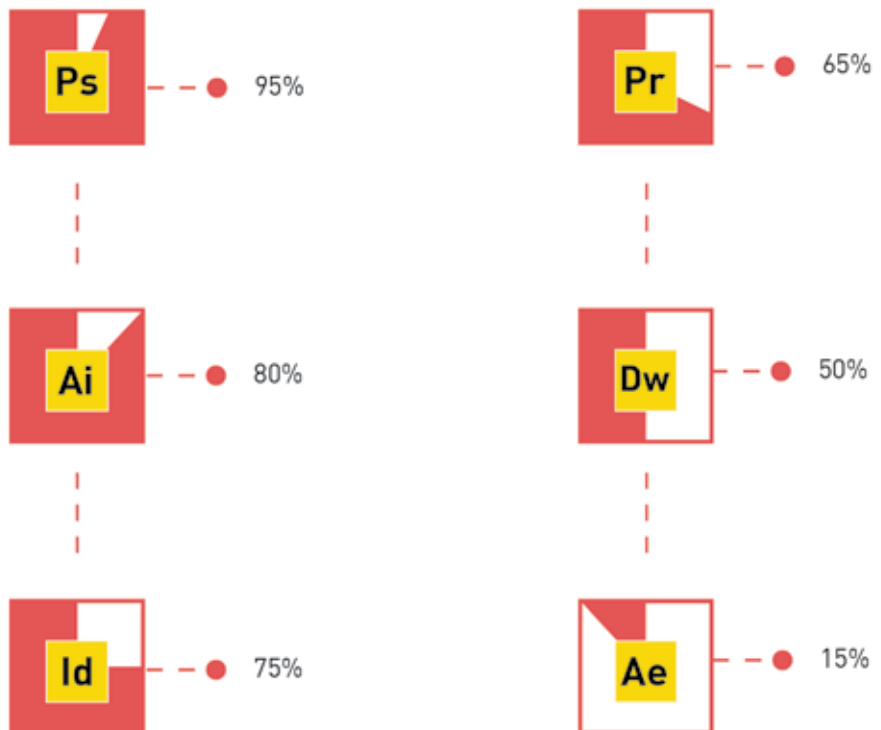
A year ago, I was celebrating my birthday at the summit of Rinjani Mountain. Seeing the process of the hiking, I realized that our life is similar to the process :  
no matter what the obstacles are, we should never choose to give up and quit.

**Whatever you choose, it is a branding of yourself.**

language skills



computer skills



# • curriculum vitae

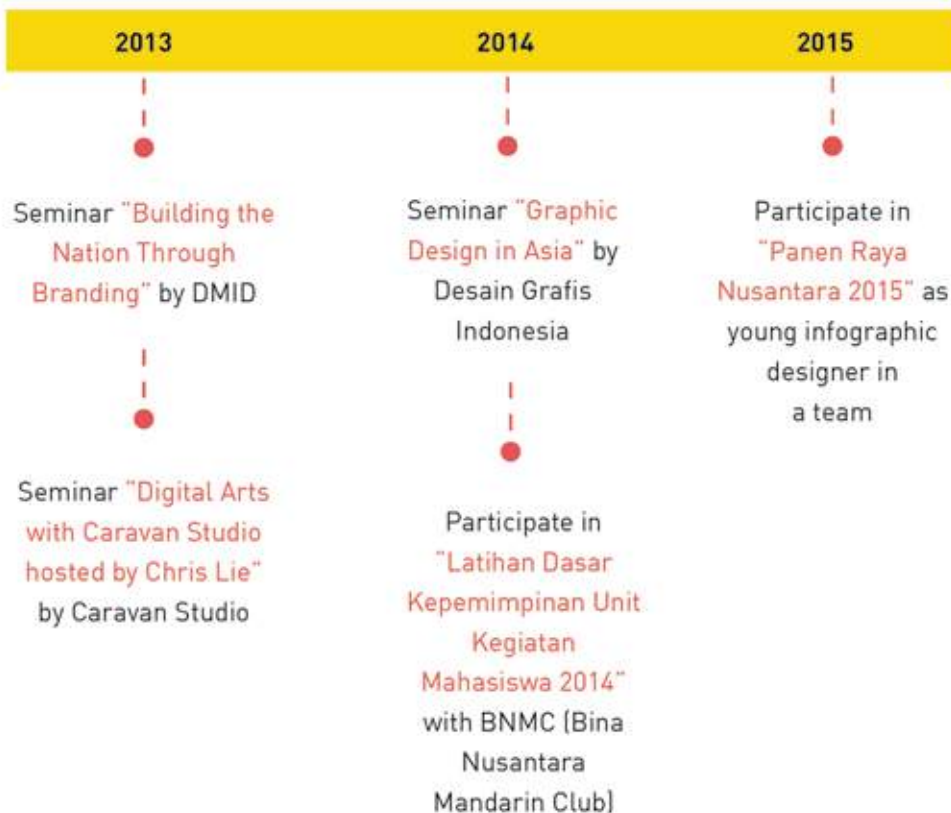
## Formal education :

BINUS UNIVERSITY	SMAN 1	SMPN 1	SD Swasta Hangtuh
Jakarta 2012 - Now Major Visual Communication Design Last GPA 3.59	Tanjungpinang, Kepri 2009 - 2012	Tanjungpinang, Kepri 2006 - 2009	Tanjungpinang, Kepri 2000 - 2006



## Training and certification :

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## Organization Experience :

2013

- Buddy Coordinator of DKV NEW MEDIA in Freshmen Enrichment Program Binusian 2017 "Accelerate to succeed innovatively", BINUS UNIVERSITY

helped the new student to adapt in DKV major student's life

- Scholarship Design Mentor in Mentoring Student Advisory Center (SAC) Program, BINUS UNIVERSITY

helped the mentees as an advisor of their design task and also giving them trick for doing art paint

- Coordinator of 3D Division in Lomba Bahasa dan Kebudayaan Mandarin (LBKM) 2013, BNMC (Bina Nusantara Mandarin Club)

led the staff to do the design things that were needed in the event like logo, poster layout, banner, nametag, decoration, and etc

- Activist of Media, Information and Technology Division in BNMC (Bina Nusantara Mandarin Club)

helped the team to do the design things like greeting cards, magazine layout and etc



## 2014

- Staff  
of 3D Division in  
HUT BNMC 14,  
BNMC (Bina Nusantara  
Mandarin Club)

helped my leader for  
doing any task like  
brochure, poster layout,  
nametag, and etc

- Volunter  
in Fresh and Brite  
(FnB) ASEAN YOUTH  
FESTIVAL 2014,  
SOD BINUS University

making sure the  
administration of the  
event goes well

## 2015

- Project Manager  
of BNMC Charity & 15  
Anniversary event,  
BNMC (Bina Nusantara  
Mandarin Club)

led the choosen team to  
make the event goes  
well



# work

The next pages will tell you about my works since 2013-2015.

01 Branding

02 Layout

03 Web design

04 Advertising





# branding

NUARTA Branding

WINBRE Branding

Rumah Makan DUNSANAK Re-branding

# 01 NUARTA





Work : 2014

Nuarta Sculpture Park is a park, which is located at Bandung, showing the sculpture works by Nyoman Nuarta. Although the sculpture park has its own branding, Nyoman Nuarta himself does not. Hence, I decided to make a personal brand of Nyoman Nuarta, which is represented virtually as Nuarta Sculpture Corporate.

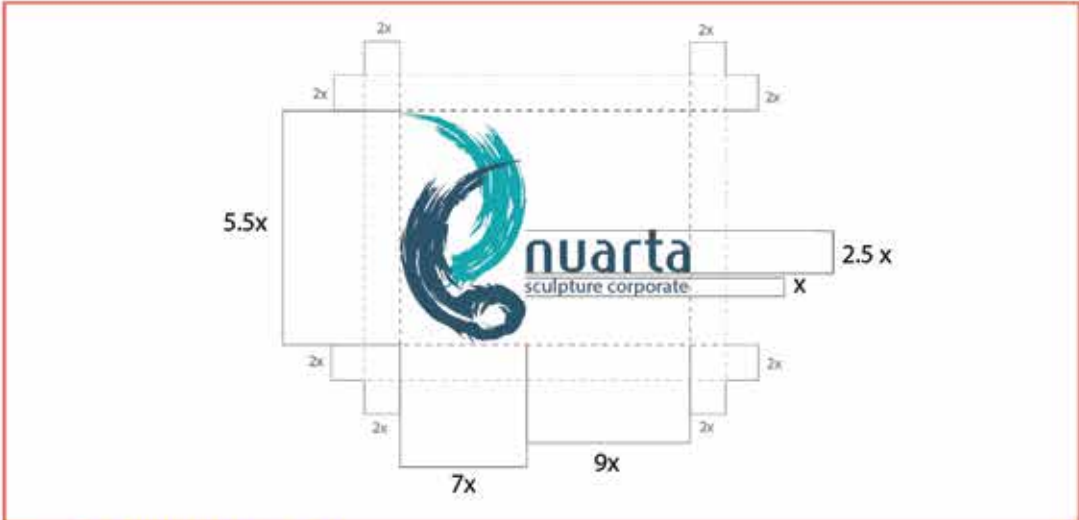
All of the sculpture works were made by steel and cooper, and the final color will be a hard green, approaching blue color.



Branding keywords :

- Art
- Detail
- Movement
- Modern





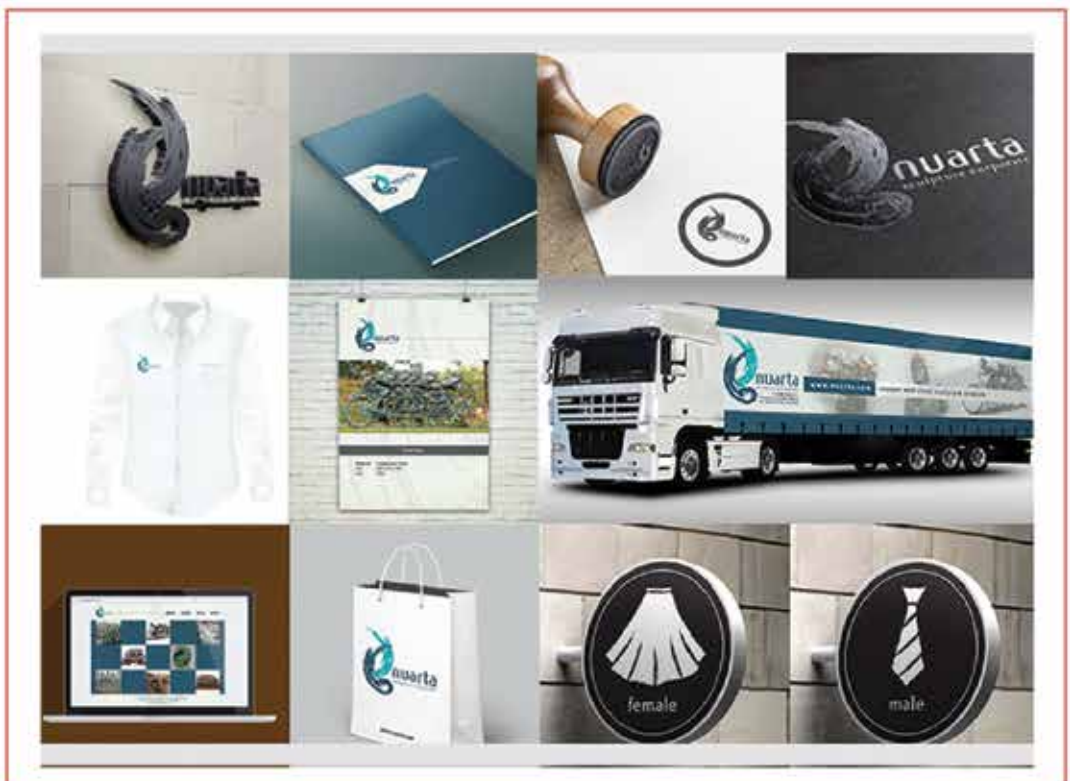
— ● NUARTA Logo's Detail



— ● NUARTA Stationery Items



— — ● NUARTA GSM Logo's Book



— — ● NUARTA Branding Items

# O2 WINBRE



Work : 2014

"WINBRE" is a branding of an active clothes. These active clothes are suitable for active type activities like hiking.

Before I made this brand, I have done a survey to know my suitable target audiences, the unique selling points I can deliver, its suitable selling price, and who my competitors are.

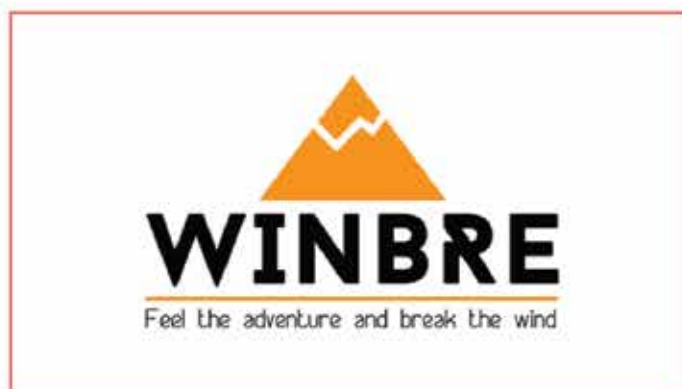
After that, I decided to name it as WINBRE which stands for "Wind Breaker". Wind breaker is also the unique selling point of this brand.

The tagline of this brand is "Feel the adventure and break the wind"

Branding keywords :

- Strong
- Energetic
- Spirit





Win Breaker



● Sock packaging



— ● Carabiner packaging



— ● Shirt tag and Towel tag



— ● Shirt box packaging

## 03 DUNSANAK





Work : 2014

DUNSANAK is a nasi padang restaurant brand near Binus University. This restaurant is not well known by society, however. Because of this problem, DUNSANAK need a rebranding and in this rebranding, I want to make DUNSANAK Restaurant to be a famous nasi padang restaurant in Binus University area with high quality of food and service.

Nasi padang has some unique characteristics in its tastiness, spiciness, amount of portion and traditional Padang roof house.

Branding keywords :

- Indonesian
- Spicy
- Traditional to modern





— — ● Final Logo



— — ● Name card and sign



— — ● Placemat and Eating set





# layout

Urban Living Magazine

Lady Gaga News Letter

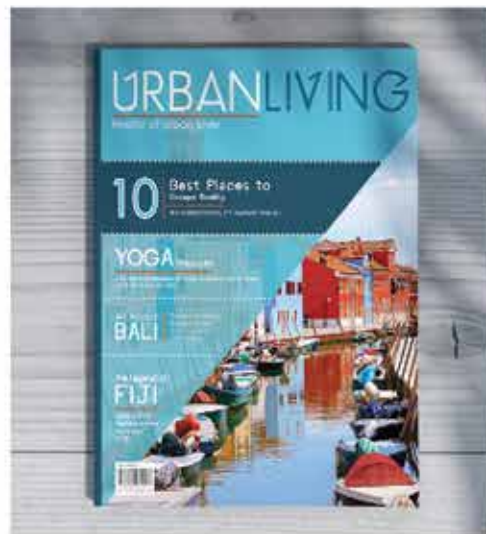
Anna Vidovic Concert Poster

DIMENSI News Letter

# 01 URBAN LIVING



Work : 2014



● Magazine cover

Urban Living is a magazine for the traveling lovers. The magazine contains 52 pages and all the content written is about the travelling experiences.



Content layout





Content layout



Content layout

# O2 LADY GAGA

LADY GAGA | THE FAME

A black and white close-up portrait of Lady Gaga. She is wearing a voluminous white wig and dark, dramatic eye makeup. Her right hand is raised to her mouth, holding a lit cigarette between her fingers. She is looking directly at the camera with a serious expression. The background is a plain, light color.

Work : 2014



Lady Gaga is an American Singer. She is talented in pop music and rock music. She is also famous with her unique style when she appears in her concerts.

**Cover Story**

# WHAT Happened to Lady Gaga?

The kind of hype not seen since Michael Jacks floored a statue of himself down the Thames River, Lady Gaga released her third studio album, "ARTPOP."

It's the only album since Michael Jackson's "Thriller" to have been named after the genre it was intended to conquer. Lady Gaga's new album, due on Nov. 24, is called "ARTPOP." It's a pop album, but it's also a work of art. It's a pop album, but it's also a work of art. It's a pop album, but it's also a work of art. It's a pop album, but it's also a work of art.

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**Saturday Night Live**

“I don't feel that I look like the other pop stars,” she told Rolling Stone in 2009. “I think I look new.” —Lady Gaga.

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# 03 ANNA VIDOVIC

## Work : 2013

Anna Vidovic is a famous classical guitarist from New York. She already has many performances around globe. This is the layout of her classical guitar concert poster.

In this layout, I use elegance concept.



# O4 DIMENSI

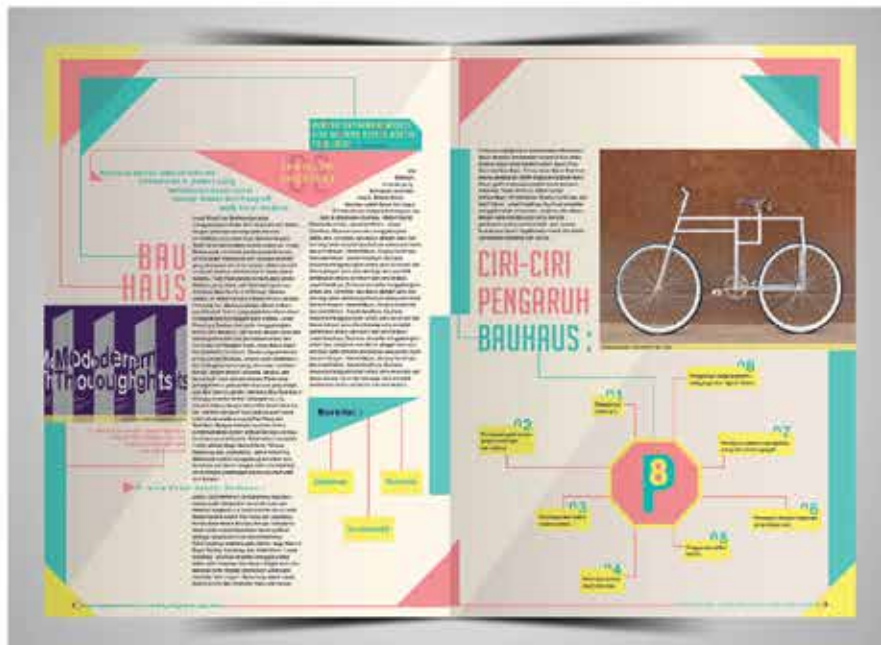
DIMENSI + 

DIMENSI

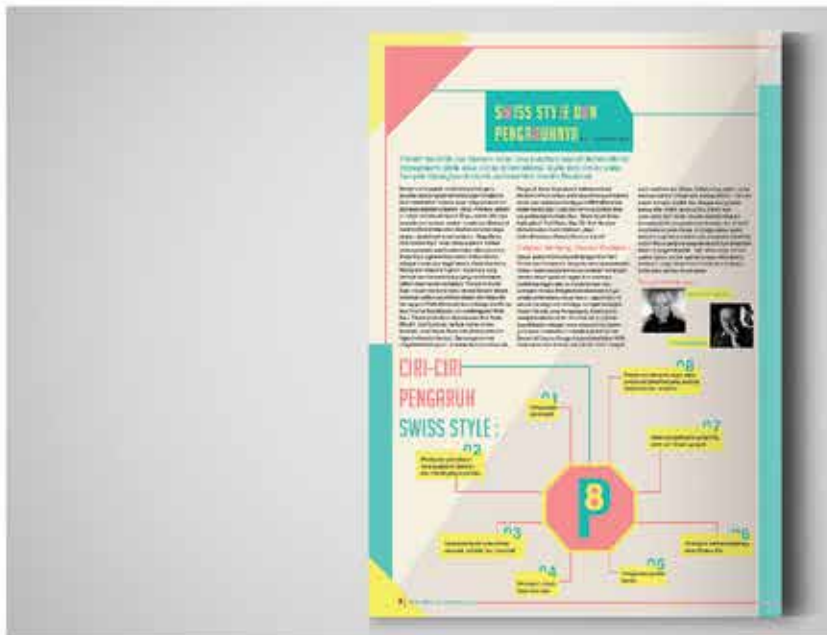


● DIMENSI Newsletter cover layout

DIMENSI is a newsletter about graphic design. All contents of this newsletter are talking about design, so the layout have a little artsy style.











# web design

Jakarta Fashion Week



KIDZONE

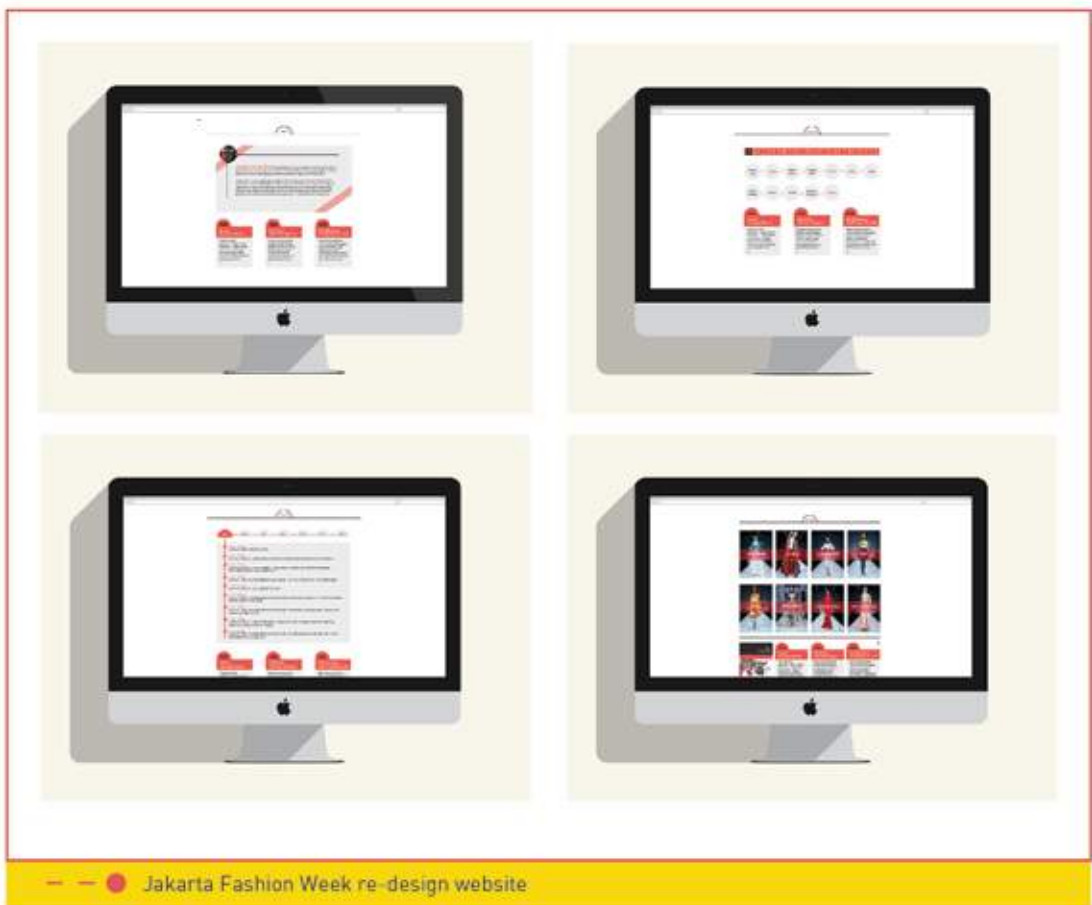
01

# JAKARTA FASHION WEEK



Work : 2015

Jakarta Fashion Week is a festival of fashion held in Jakarta. This Festival will be announced on the website and billboard on the road, but Jakarta Fashion Week real website design is so messy, so I redesign the website.



● Jakarta Fashion Week re-design website

# O2 KIDZONE



Work : 2015

KIDZONE is an e-commerce website that sells many kind of children costumes. With this e-commerce website, users can buy the costume with online way.



KIDZONE E-Commerce website design





# advertising

Good Day

Polygon Bicycle

# 01 GOOD DAY



Work : 2013

Good Day is a coffee beverage and it also needs a good and talkative poster to make the audience to love coffee. My concept in this poster is fun, so I want to introduce this product to the audience that if you drink this Good Day coffee, their style will be fun and cool like the model.

## O2 POLYGON



Work : 2015

Polygon is a bicycle brand. In this poster, the concept is giving the users information about the positive sides of a bicycle. One of the positive sides is to help the user free from traffic jam.



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· Thank You

