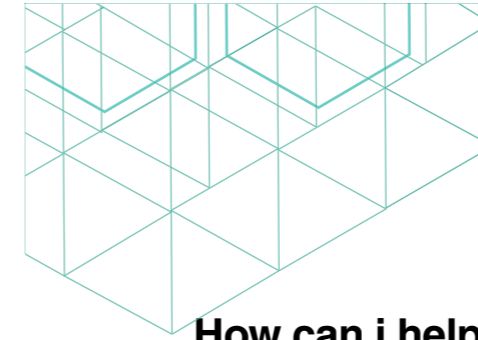


OK

Olivia Krisdy's  
Portfolio





## How can i help you?

My name is Olivia Krisdy. Currently i'm a fourth year student in Bina Nusantara University , School of Design.

Walking on this path as a graphic designer means a lot for me. It has never been easy, but to enjoy this lifetime of experience is making me stronger. Growing me in my mind , that there is no limitation for me to imagine. Personally, i'm an optimistic and hardworking person to achieve my goal. I can work individually as well as in team.

In this book you can see all of my past work, individually and with my colleagues. I hope i can leave you with nice impression on me and we can have a chance to work together.

Enjoy!



## Olivia Krisdy

Birth :Tangerang, 27 may 1994  
 Nationality : Indonesian  
 Email : Vx\_livia@yahoo.com  
 Phone : 081806355234

Cendrawasih 2 street B1 /22, Sector 1  
 Bintaro Jaya

Motivated, enthusiastic designer  
 with a passionate commitment to  
 learn academically and socially.



## Education

2012 – Present Bina Nusantara University, Faculty of Design, West Jakarta  
*Visual Communication Design, Binusian 2016*  
 2009-2012 Senior High School, BINUS International School Serpong  
*Science a Stream, CIE A/AS Level*  
 2006-2009 Junior High School, SMP BPK Penabur Bintaro Jaya  
 2000-2006 Elementary School, SD Ricci 2, Tangerang  
 1998-2000 Kindergarten, TK Ricci 2, Tangerang

## Skill



Aside from the adobe family , I am able  
 to use microsoft office well and able to  
 do photography with the DSLR camera.

## Language

I am able to communicate English and  
 Indonesia fluently. Understand with a  
 little bit of Mandarin and traditional  
 chinese language (Khek)

## Organization

- 2014 English tutor for Freshmen Enrichment Program for 1 Semester in BINUS
- 2014 Fresh and Bright Comitee , School of Design
- 2014 Coordinator of Gallery event division for HIM DKV 2014
- 2014 Setia 2014 , Refresh Our Dream , Publication division
- 2013 Activist in HIM DKV , Documentation division 2013
- 2013 Mentoring program by SAC, scholarship for school tuition fee
- 2013 Committee of PMB – Publication Division, KMK Binus University.
- 2013 Committee of Easter celebration 2013- publication division, KMK Binus
- 2012 Committee of Christmas celebration 2012, Documentation division, KMK Binus

## Participations and Achievements

- 2015 DGI volunteer participant for FGD Expo 2015
- 2015 Panen Raya Nusantara 2015 – Pendesain Infografik muda
- 2014 AEO 2014 Liason Officer- Documentation
- 2013 1 st place and favorite's choice in Photography contest by PMKAJ
- 2013 AEO 2013 liason officer- Documentation
- 2012 Photographer for ASTRA autoparts (aspira) gala dinner
- 2012 Member of klifonara, Intermediate class , Binus University.
- 2012 Participant of Animation seminar bay SAC Binus University.
- 2012 Participant of Batik workshop day, FDGI, School Of Design
- 2012 Participant of Beni and Mice seminar by BVOICE radio, Binus
- 2012 Second place In English Speech choir contest, Binus Serpong

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# Branding

Sundial  
 Valk (Gliding Apparel)  
 Pesona anyaman kelumbi  
 Lasegar re-design (packaging)

## Sundial

Located in Padalarang, Bandung , Sundial is a science learning centre that has the biggest sundial in South-east Asia. The main attraction is the Sundial itself in which the building act as the clock wise on the outside and learning centre in the inside.

The idea is to create a fun, friendly and experimental environment for the children to play as well as learning. That's why the identity comes in a bright orange and simple shaped molecules which look like hand.

a

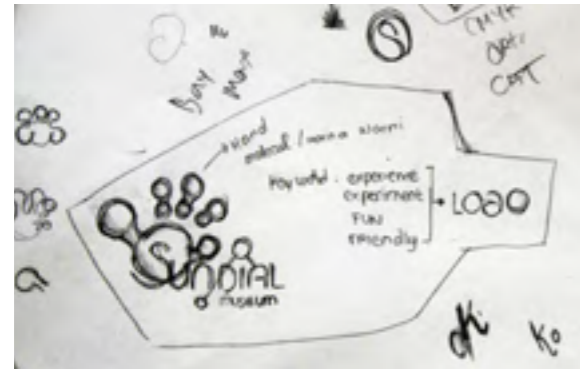


a / sundial logo sketch  
b / sundial logo

c / sundial T-shirt  
d / sundial ticket

e / sundial name tag  
f / sundial mug merchandise

a



c



e



b



d



f



a / name card sundial

b

a



## Application

From the sketch to the digital logo, there are some changes i made for adjustment. The logo is applied to all merchandise, including mug , t-shirt , and name tag for the identity market.

a / sundial standing logo & facts



a

a / sundial CD  
b / sundial brand guidelines

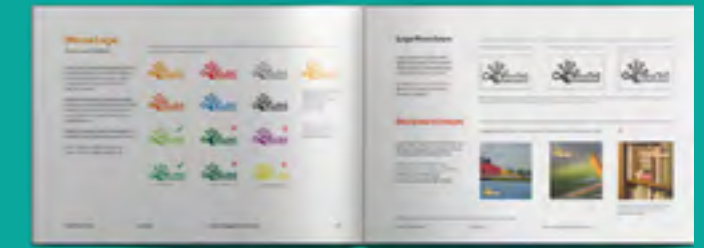
## Guidelines

These are some of the Brand Guidelines for Sundial. The content focus on how to use the logo, what can we do and we can not do.

a



b





## Valk

Valk is a brand of paragliding apparel created by me in order to fulfill the task for college. It is a brand that I made with the idea of flying sport for women initially. The identity uses the red and black color in order to show the bravery. I made the logo to be more dynamic in order to show the speed for paragliding.



a / Valk logo

a / Valk apparel set  
b / Valk cloth tagc / Valk goodie bag  
d / Valk sock's packaging

a / Kelumbi stationary set

a



## Pesona Anyaman Kelumbi

Pesona Anyaman Kelumbi is one of the social campaign that is done with my colleagues. The idea is to promote the products handmade by the people from the Kelumbi. The problem we encounter is that not so many people knows about the story of the village, hence the product is not much known by the people. Here, our goal is to make the products acceptable and known by the society. Products made includes bags and display from woven bamboo. We made the key message as "Tak kenal maka tak sayang"

a / b / c Pesona AnyamanKelumbi posters

I was in charges to make the posters and some merchandise

a



b



c



a / Anyaman Kelumbi creative book  
b / Content of the creative book



### Creative book

As me and my firends do the social campaign for Kelumbi Village, Individually we need to make our creative book. The content focus on the process of how we do the social campaign and what parts do we take in the society.

b



a

a / Anyaman Kelumbi Key Chain  
b / Infographic kelumbi

b



a



b



## Lasegar

Lasegar is a healthy drink and use a natural ingredients from Indonesia's special traditional recipes. The drink is colorless, tasteless and free of reservatives

The task is to redesign the packaging can of Lasegar for college assignment without changing the logo. Here in my design i use the leaf to represent the herbal and colorless water

# Layout

My Jakarta Magazine  
Aksen newsletter  
Jung joon young's Article



### My Jakarta Magazine

Filled with all stuff about Jakarta, this magazine layouts were another assignment from college. The main topic is about Sepeda Onthel in kota tua. The target audiens for this magazine is from 18-25 years old . The key words are informative, friendly and welcoming.

a



b



c



d



# Aksen Newsletter



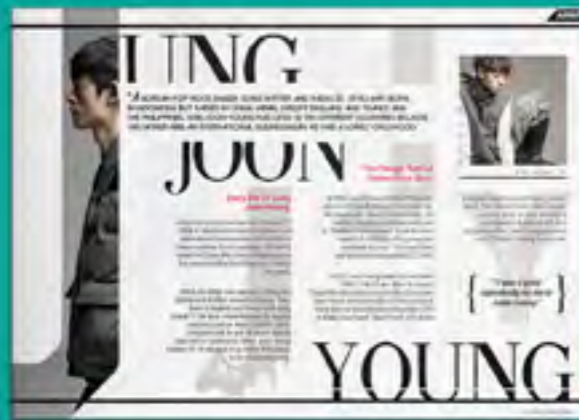
The newsletter contain 8 pages which talks about Graphic Design concept and swiss style Overall, the newsletter use two tone color and the layouts are using 2 column grid.



a



b



## Spotless Mind

in 2013 , Korean artist and singer Jung Joon Young, releasing his album's Spotless Mind.

This Article was made for typography roject assignment. The color used are around red and black, since the genre of the singer himself is pop rock

# Website & Mobile Apps

Bursa Game  
Decide

## Bursa Game

a



Bursa Game is a website which sell consoles and games for Playstation. The target market is actually for adults who loves to play games. This is group project i done with my friends and it is implemented in dreamweaver.

The website dominate in black and white color to give the vibe of playstation. The design is simple and minimalis , making it look modern.





a / Parts of decide application

# Decide

a



Decide is a mobile app created by me and my friends with the idea of giving out free vouchers by playing games. The application itself are using Magnum endorsement in order to promote new magnum white almonds. In this application my parts is to make the start up screen , interface and the games.

/ Decide application in samsung nte 3 mobile phone



a



Twitter that was made to promote the mobile app

# Posters

Posters i made for events and college assignments



William Pen Poster quotes 2013



Sarah Brightman concert poster 2014



KMK Event posters 2014



Java Jazz Music Festival posters 2014

Clean and Clear facial foaming wash

# Advertising

a / Clean &amp; Clear Ambient Ad

Advertising

## Clean & Clear

Clean & Clear is one of the Facial foaming wash that are well known in Indonesia.

The project is to make an ambient ad for the product.

Since the target market of the facial foaming wash is women, I made the ambient ad in women toilet room. The idea of the advertising is to "see the real you", so it is written in the ad as "see the real me."

a



See the real me

Ambient ad Clean & Clear facial foaming wash ini ditujukan kepada perempuan sebagai target utama, oleh karena itu diletakkan di kaca besar tempat mencuci tangan (khususnya toilet wanita). Sehingga para pengunjung toilet dapat langsung melihat iklan ketika mereka mencuci tangan ataupun sekedar beres di cermin.

Konsepnya adalah kaca yang digunakan sebagai layar handphone. Iklan yang menggambarkan figur perempuan sedang mengambil foto dirinya sendiri menggunakan HP dengan tagline "See The Real Me", tetapi layarnya dihadapkan kepada pengunjung toilet dan digunakan sebagai cermin. Sehingga oleh pengunjung sedang ditarik oleh tagline untuk melihat dirinya sendiri kemudian melihat bahwa figur perempuan yang sedang berfoto tersebut adalah dirinya sendiri. Hal ini menggambarkan produk Clean & Clear yang menyatakan bahwa tidak masalah siapapun dan seperti apapun diri anda, bahkan kulit tetap terawat dengan Clean & Clear.

# Photography

Photography was one of my hobby and my interest . I like taking potraits of people, especially models.

All of my works are taken with Nikon D3200. Editing at some part where necessary.

a







## Thank you for reading !

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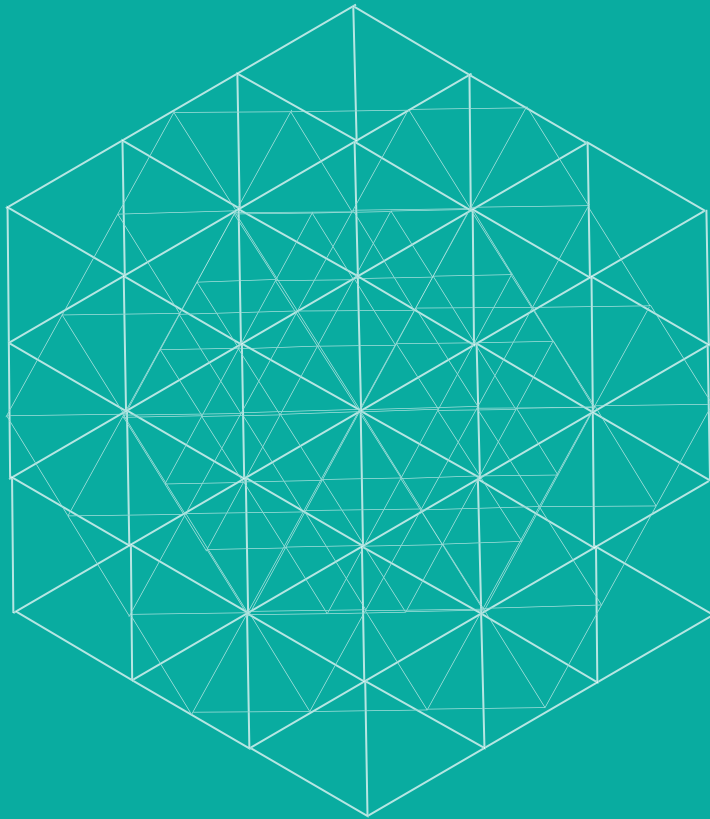
I hope we can meet and work together in the future. If you are interested in my works , let me know :D

### Contacts

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OK

Not as simple as you look