

*p o r t -
f o l i o*
2014-2015

resume

PERSONAL INFO

Full name : Michael Moreel Handoko
Place and Date of birth : Bandar Lampung, 01 January 1992
Sex : Male
Nationality : Indonesia
Religion : Catholic
Marital Status : Single
Phone : 081366066291 (Handphone)
Address : Jalan KH.Syahdan Komplek Sandang D9,
Kemanggisan, Jakarta Barat
Email : mikemoreel92@gmail.com



Hello there,

I graduated from Bina Nusantara University And have an interest with layouting , editorial design , digital imaging , promotional media design. I am young, fun, and willing to learn something new.

FORMAL EDUCATION BACKGROUND

1997 - 2003 SD Immanuel Bandar Lampung
2003 - 2006 SMP Immanuel Bandar Lampung
2006 - 2009 SMA Immanuel Bandar Lampung
2009 - 2013 Bina Nusantara University, School of Design

ABILITIES (Software and Hardware)



OTHER :
Microsoft (Word, Excel, Powerpoint), Bahasa, English.

EXPERIENCE

2008 Design division Immanuel school
2011 Kamar Kecil graphic house
2012 PT.Grinova Indonesia
2012 Scopa Jubilee, Conceptual Category - Participant
2013 Fresh n Brite 2013 Playhard – Participant
2014 February - 2015 September PT. Imagi Asia



MASTER BROCHURE

CIPUTRA WATERFRONT

This is one of my projects while working at PT. Imagi asia. I made a designs for master brochures and several promotional media such as billboards , mini brochures and others.

The concept is the atmosphere of the place that is adjacent to the beautiful sea. Designed with blue color and pattern of shells to have the feel of the city's waterfront position.

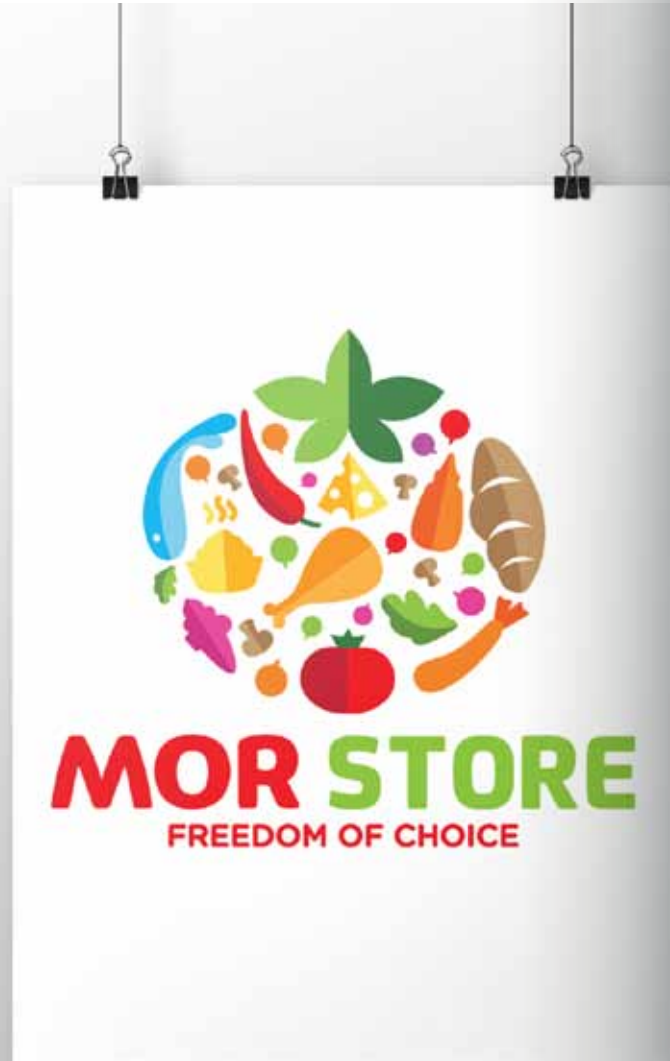


MOR STORE

BRANDING

This is one of my projects while working at PT. Imagi asia. Mor store is a convenience store chain that provides a lot of different kinds of fast food .

therefore, the concept of branding is "freedom of choice" that can also be used as a tagline that represents the variety of foods, not just a place to eat , but also as a place to chat and shop.



PODOMORO UNIVERSITY MEDIA PROMOTIONAL

This is my design test to get into a company.

The design concept for this design is, Fun and Young, without eliminating the elements of education. Design tailored for young teens to pursue their aspirations and Future.



1.0 Home



WEBSITE INTERFACE

ALESSANDRO FUOCO
(WEB DESIGNER)

This is my design test to get into a company.

I redesigned this website to show the important info such as portfolio, profile, and contact. Beside that, the design purpose is to make a proper hierarchy.

2.0 About



3.0 Contact



4.0 Work





Illustrated book -
Kehidupan Kupu-kupu

ILLUSTRATED POP UP BOOK

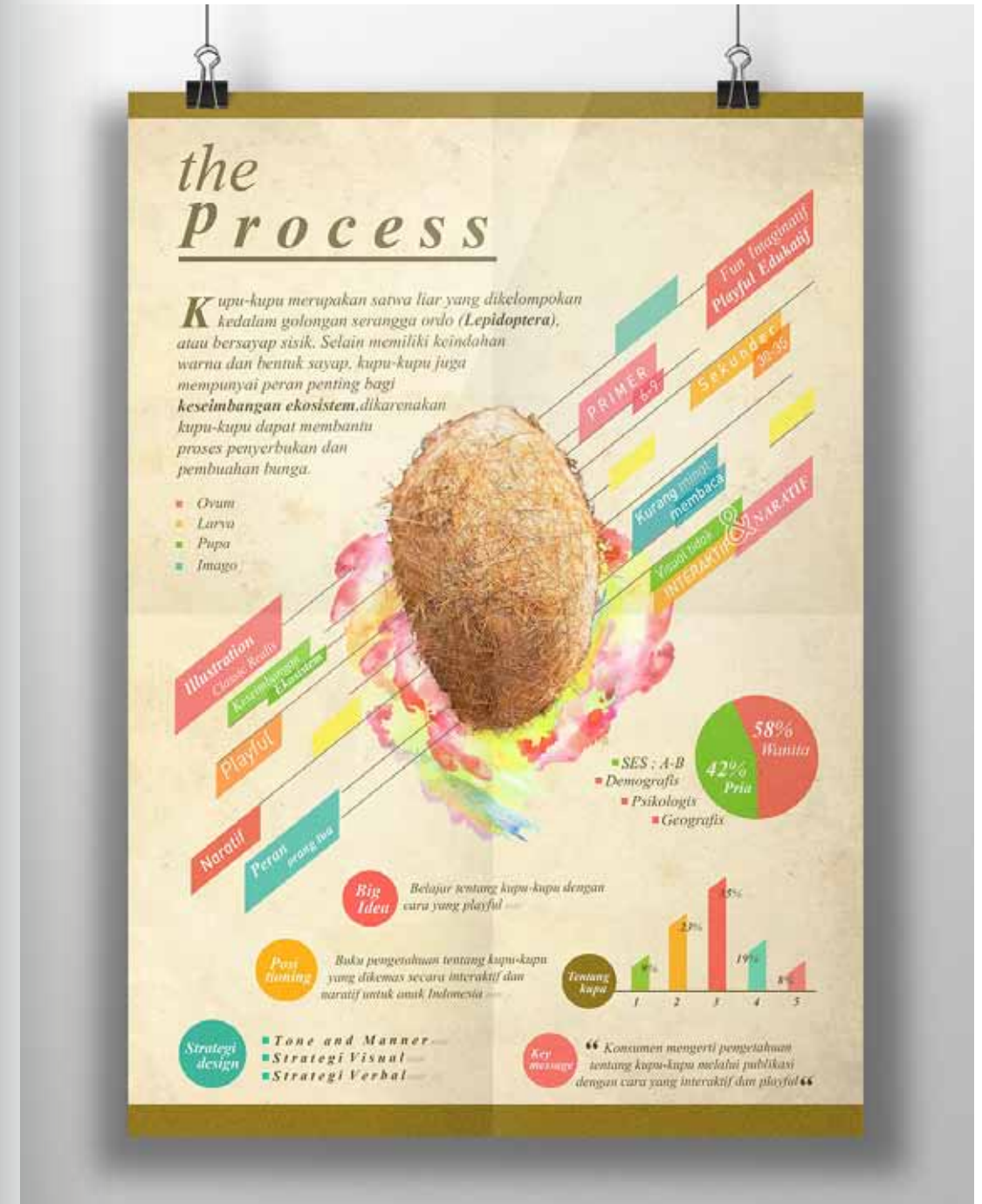
KEHIDUPAN KUPU - KUPU

This is my final assignment at Binus university. It takes about four months with several processes to make this book.

This book is designed with illustrations that are not too realistic with a bit elements of fantasy, so they can be accepted by the public, especially the children.



Coupled with techniques such as pop ups that can make children learn about butterflies in a different way that is fun and not boring.





MASTER BROCHURE

MONACO BAY

This is one of my projects while working at PT. Imagi asia. This is one of Lippo Group's projects, located in Manado city.

Inspired by Monaco and has a similar topology, this project is named Monaco Bay.



This design's concept is a waterfront city that displays an ocean atmosphere and beautiful waves. Can be seen from the color and supergraphic used.





MEDIA PROMOTIONAL

WORLD EDUCATION EXPO

This is one of my projects while working at PT. Imagi asia. WEEI organized to help new graduates to get a bright future.

The design concept for this project is, Fun, young and fantasy. Design tailored for young teens to pursue their aspirations and Future.

0.1 Logo



1.0 Menu Poster



2.0 Packaging bowl and Price Tag



MOR WAKASEI

BRANDING

This is one of my projects while working at PT. Imagi asia. Mor Wakasei is a new brand of Japanese food from Mor store.

therefore , the concept is displaying the culture and the Japanese pattern , because in Japan itself seafood is one of the most often enjoyed food , so I use as a wave pattern representative of seafood in Japan for more lift culture.



3.0 Promotional Poster



5.1 Shelftalker



4.1 Promotional Shelftalker



4.2 Promotional Shelftalker (Display Photo)



5.2 Shelftalker (Display Photo)



6.0 Menuboard (Display Photo)



7.1 Standing Banner



7.2 Standing Banner (Display Photo)



All media promotion made it past several processes , such as the Food photoshoot , talent photos, and layouting.

8.1 Mobile Branding



8.2 Mobile Branding (Display Photo)





ANNUAL REPORT

PT. PAKUWON JATI tbk

This is one of my projects while working at PT. Imagi asia. Created with the tagline "Continuously developing for greater growth", is expected to further grow to be the best.

In addition, the design concept for the book was made into a corporate order to keep displaying the trusted company.



COLLAGE DESIGN

This is some of my personal collage designs. This collage is made with photoshop containing different pasted objects to create a great visual appearance.

t h a n k s

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