

**DESIGN  
PORT-  
FOLIO**

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*Chintya Leonita*  
2016 - 2017





# Hi!

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My name is Chintya Leonita. People know me as "CL". I am a graphic designer based in Jakarta. I was born in 1995.

I took Bachelor of Arts in Binus University with specialization in New Media Design.

As a designer, I enjoy doing web design, editorial design, branding, and I have interest in learning UI/UX design.

I am honest, have a strong eye for details, have a good teamwork, and willing to learn everything new in creative industry.










## PROFILE ● ●

**Full Name** Chintya Leonita  
**Nick Name** CL  
**Birthday** Jakarta, 4 August 1995  
**Nationality** Indonesian  
**Address** Jalan Kacang Polong I/21, Bojong Indah, Cengkareng, Jakarta Barat







## EDUCATION ● ●

**2007 - 2009** SMP Pusaka Abadi, Jakarta  
**2010 - 2012** SMA Pusaka Abadi, Jakarta  
**Science Major**  
**2013 - 2017** Binus University, Jakarta  
**Visual Communication Design,  
New Media Program**

## STRENGTHS ● ●

**English**   
**Web Design**   
**UI/UX Design**   
**Editorial**   
**Branding**   
**Advertising**   
**Creativity**   
**Teamwork**   
**Discipline** 

## SKILLS ● ●

**Illustrator**   
**Photoshop**   
**InDesign**   
**Flash**   
**Dreamweaver**   
**Muse**   
**Ms. Office** 

## EXPERIENCE ● ●

**2014 - 2015** 2 years Buddy Coordinator for FEP Committee for Jakarta Marathon Publication, Fresh n Brite 2014 EO Leader, Binus Festival 2015  
**2016** FxMedia Pte, Ltd, Jakarta Office  
**Interactive Media Intern**  
**2016** VeIT Solution - Kreacio Media  
**Graphic & Web Design Intern**  
**2017-present** Freelance Graphic Designer

## CONTACTS ● ●

**Phone** +62 857-8292-0202  
**Email** chintyaleonita4895@gmail.com  
**Facebook** facebook.com/chintya.leonita.9  
**LINE** c\_leonita  
**Instagram** c\_leonita  
**Kreavi** kreavi.com/cleonita



# *CONTENTS*



- WEB DESIGN
- UI/UX DESIGN
- EDITORIAL
- PROMOTION



• • ***WEB DESIGN***





# INSTITUTE OF ENGINEERING SINGAPORE

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# MINGALAPA BUSINESS DIRECTORY

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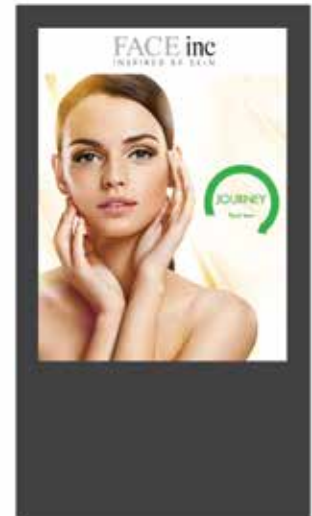
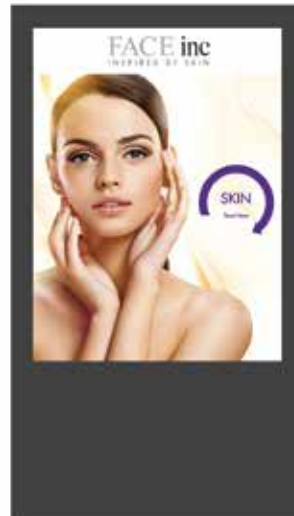
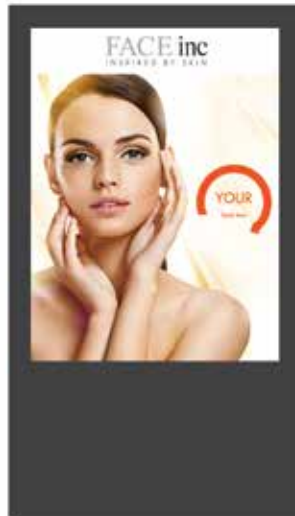
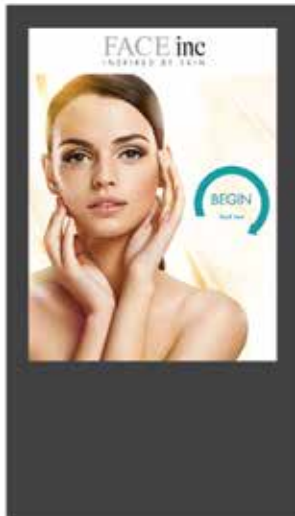


• • *UI/UX DESIGN*



# FACEINC SINGAPORE

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• • ***EDITORIAL***



# INFOGRAPHICS



# AWARE

APAKAH ITU ITP? . . . . .

ITP (Idiopathic Thrombocytopenic Purpura) adalah suatu gangguan darah yang disebabkan oleh penurunan jumlah trombosit (sel darah merah kecil) yang berfungsi untuk membantu proses pembekuan darah. Akibatnya, penderita ITP akan mengalami perdarahan yang dapat terjadi di mana saja, mulai dari gigitan gigitan kecil hingga perdarahan hebat.

**Wanita & Anak-Anak**

**TARGET?**

**CIRINYA?**

**WHAT TO SAY?**

**HOW TO SAY?**

**VISIONAL REFERENCE**

**PROBLEM**

**SOLUSI**

**BIG IDEA**

**SADARI DAN PAHAMI SEBELUM FATAL**

**LAKUKAN!**

**TONES & MANNERS**

**MEDIA**



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**BIG IDEA**

**I'M ODAPI**

**MEDIA**

**TONES & MANNERS**

**KARENA?**

**PARADIGMAS**

# WEDDING INVITATION

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# KREACIO MEDIA MARKETING COLLATERAL

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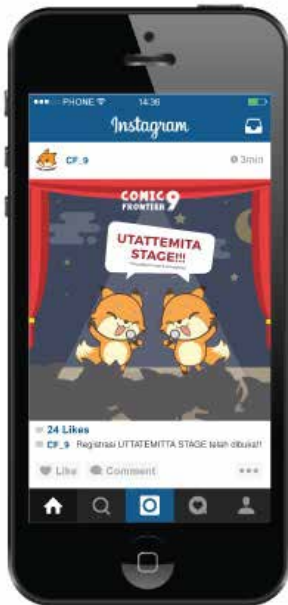




• • *PROMOTION*

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## TIKET MASUK (GELANG)

BAHAN :  
ART PAPER 150GR



UKURAN :  
21 X 1.5 cm



## X - BANNER (GUEST)

BAHAN :  
4/0 FLEXI CHINA  
UKURAN :  
160 X 60 cm

SERI LAINNYA



BELAKANG



DEPAN





## TAMPAK DEPAN

**COMIC FRONTIER 9**  
2-3 SEPTEMBER 2017  
BALAI KARTINI, KARTIKA EXPO CENTER

**SPECIAL GUEST & ARTISTS**

**UTATTEMITA STAGE**

## TAMPAK BELAKANG

**EVENT FLOOR MAP & DIRECTORY**

**COMMERCIAL BOOTHS**

**FAN BOOTHS**

**PREMIUM BOOTHS**

Instagram

PHONE 14:36

CF\_9 3min

COMIC FRONTIER 9  
BALAI KARTINI, KARTIKA EXPO CENTER  
2-3 SEPTEMBER 2017

24 Likes

CF\_9 Ayo ikut COMI di rubah ke #COMICFRONTIER9!!!

Like Comment

Comic Frontier

**COMIC FRONTIER 9**  
BALAI KARTINI, KARTIKA EXPO CENTER  
2-3 SEPTEMBER 2017

Pst! Comic Frontier 9 tinggal 3 HARI LAGI LOH!!

1,272 Likes

11,088 Comments





**THANK  
YOU.**