

C R E A T I V E

PORTOFOLIO DESIGN

TAUPIEK PERMANA

0813 1893 0148



TAUPIEK PERMANA

Designer

PROFILE

Full Name : Taupiek Permana

Nickname : Taufik

Date of Birth : Jakarta. Juli 12, 1995

ABOUT ME

- Open-minded and flexible new environment
- Interest all about design, illustrator, motion graphic, editing photo & video addict
- Able to work as a team or individually
- Willing to learn something new
- Work underpressure
- Independent

CONTACT INFORMATION

Jl. Tomat, No 41, Pamulang, Tangerang Selatan, 15418

+62 813 1893 0148

taupiekpermana@gmail.com

www.kreavi.com/tkprmna

HOBBIES



Games



VolleyBall



Movies



Drawing

FORMAL EDUCATION

| | |
|------|---|
| 2001 | SDN Pisangan II Tangerang |
| 2007 | MTS Miftahul Umam Jakarta |
| 2010 | SMK 37 PGRI Jakarta |
| 2013 | Univ. Indraprasta PGRI Jakarta Communication Visual Design |

EVENT ORGANAIZER EXPERIENCE

| | |
|-----------------------|---|
| EXHIBITION PB PGRI | Global Education Supplies and Solution 2015 |
| EXHIBITION | GANDRUNG 2017 Univ. IndraPrasta PGRI |
| EVENT PROJECT | Launching PermataME PermataBank 2018 |
| | GIIAS 2018 |
| | Mipster Project X Indonesia Hijabfest 2018 |
| | Wealth Wisdom: Mind, Body, Soul +Tech 2018 |
| | Wealth Wisdom: Mindfully Wealth in the 21 st Century 2019 |

AWARDS & EXPERIENCE

| |
|--|
| 2016 Freelance Creativ At Ayodya Pala Art Center |
| 2017 Work at Permata Bank (Graphic Design) |
| 2018 Participant of Deminsional Morphology Workshop by Melisa Sunjaya at Komunitas Salihara |
| 2019 Work at Oriente (Graphic Design) - Present |

SKILL & INTEREST

SOFTWARE & TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere Pro
Wacom Tablet

LANGUAGES

Indonesia Native
Intermediate English

OPRATING SYSTEM

MAC
Windows

PermataBank



Flow Creative Work

Created Promo Merchant

Campaign B2B

Design Event

Logo

Wealth Wisdom 2018

Wealth Wisdom aims to impart inspiration and enlightenment to Indonesian families on financial literacy & wealth in all key seasons of life and giving a new paradigm of the true meaning of wholistic wealth in the ever changing world.



Wealth Wisdom 2018, in its fifth year, WW 2018 has a theme **Mind, Body, Soul + Tech.**



#JanganDitunda

Property Expo: Best deal KPR products from PermataBank for many big developers.



#Shopalogue

Art & Museum: enrich yourself with shopping material and experiential. From gadgets, clothing, make-up, furniture, hobbies, concerts, to travelling.



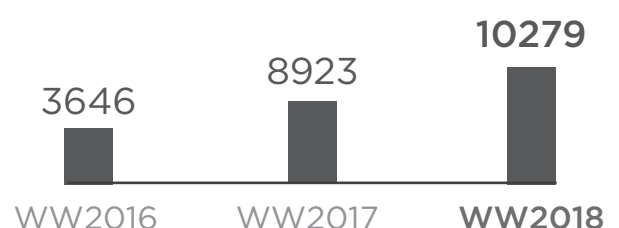
#InvestAsyik

Wealth Bazaar: Free financial consultation, tutorial on investment, and many more activities.

Our Proud Achievements

Throughout the years, we are already able to attract more and more attendance as we try different topics regarding the essence of wealth.

Number of Attendance



Wealth Wisdom 2019

Wealth Wisdom 2018, in its fifth year, WW 2018 has a theme **Mindfully Wealth in the 21st Century**.



Our Proud Achievements

Continuous innovation has been our source of success. Throughout the last 3 years, we have rejuvenated WW with new segments and topics.

Digital Hastag Performance

#WealthWisdom2019 #Mindfulwealth

Total Reach
4.202.691

Total Impression
13.854.545

the attendance who came were higher than before (**12154 attendances**)

PermataBank

Merchant



Air Asia



Oriente

Finmas



Flow Creative Work

Brand Campaign

Manage Social Media

Campaign Programmatic

Campaign Activation

Key Visual for CRM

User Interface Apps Finmas/B2B

Banner Apps Finmas

Motion Graphic

Logo

Brand Campaign

People are have the time to use their hidden potential post corona & PSBB. Finmas help customer unlock their potential thru capital loan



Maintaining CTR from the campaign to keep getting high reach and engagement



CTR : 3.52%



CTR : 1.92%

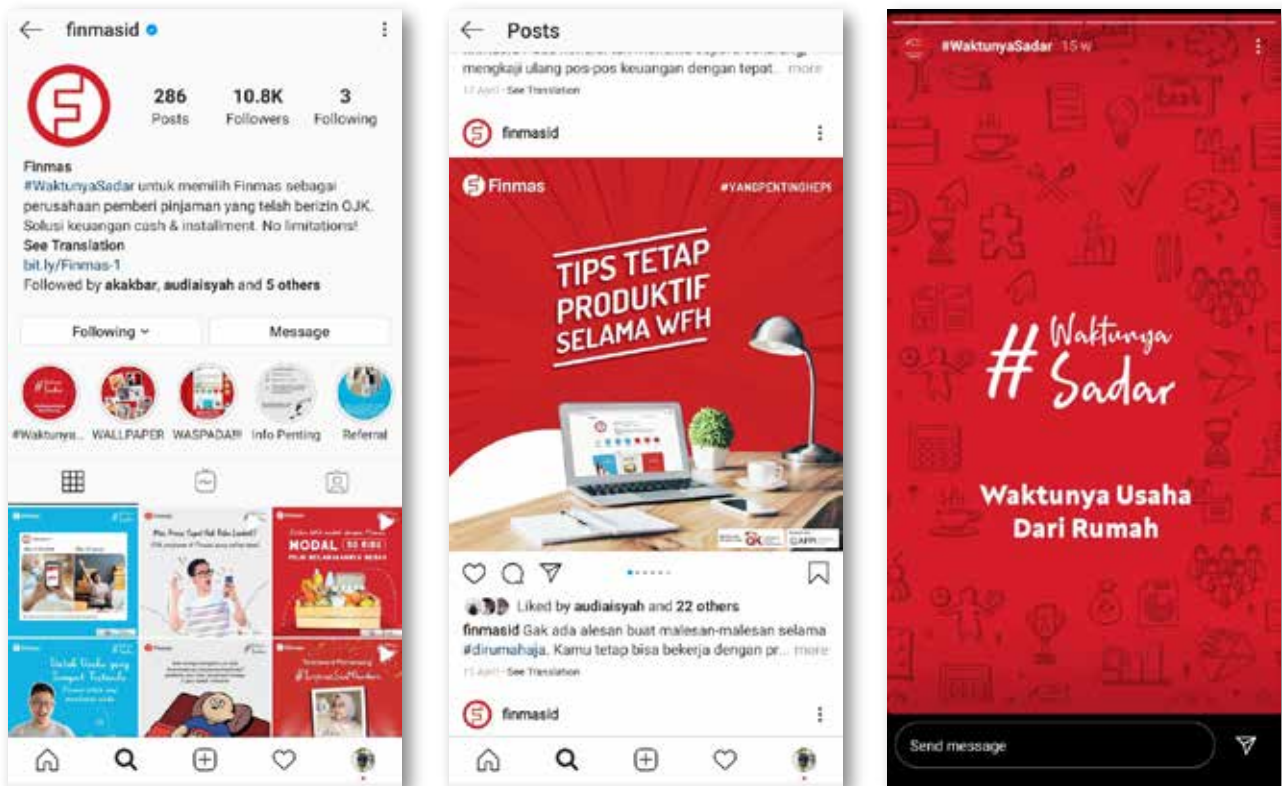
Standard CTR for Google > 2,5%

Standard CTR for Facebook 1.5%

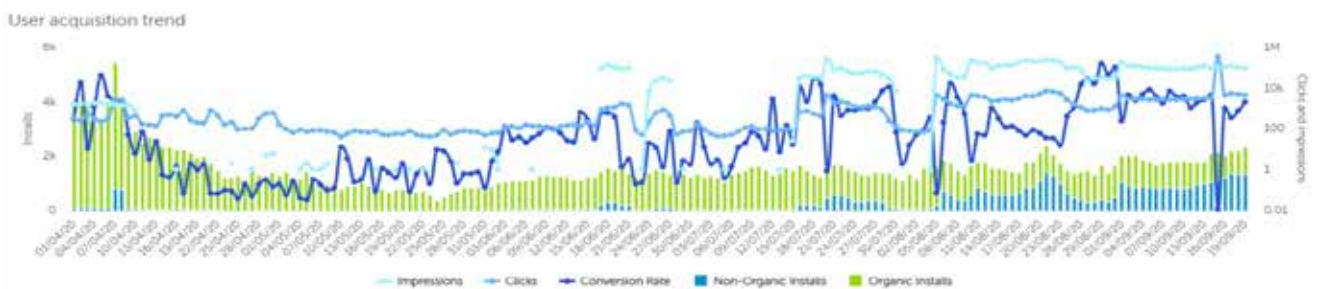
we exceed above standards

Social Media

We improve the time based this September (Instagram)



By looking from the precision time people using social media,



*Appsflyer Data from Apr 1st – Sep 18th

| Subject | 24 August – 4 Sept 2020 | 7 – 18 September 2020 | Diff |
|-----------------|-------------------------|-----------------------|--------|
| Reach | 3,519 | 3,647 | +128 |
| Engagement Rate | 4% | 5% | +1% |
| Organic install | 26,999 | 28,397 | +1,398 |
| Registration | 5,000 | 4,957 | -43 |
| Applicant | 387 | 474 | +87 |
| Disbursement | 259 | 304 | +45 |
| New Organic AR | 41% | 64% | +23% |

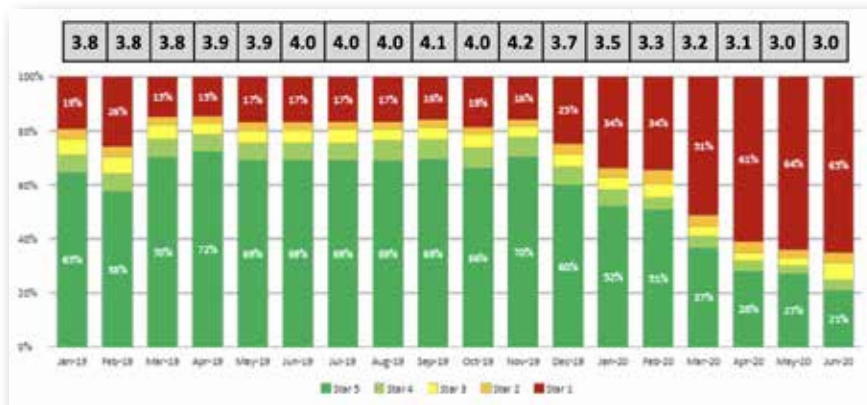
Activation

Internal Activation

Background

We need to improve App Rating with generate positive comment

Current Rating 29 July 2020



REVIEWS

2.9



87,500 total

Our Proud Achievements

Remas activation help generate 54% out of the total google play ratings since launch.

Remas activation help increased the Finmas apps rating from 2.9 to 3.8 in the last 6 weeks



REVIEWS

3.8



94,099 total

Campaign

Share Your Productivity With Creativity Activation

This competition aims to create a charity program during the month of Ramadhan

Background

Competitors always carry out activities in their social media. per quarter they do 3 times their social media activities. We need to compete with them.

To attract the user's attention, we need to make something relevant. What relevant during Ramadhan are social impact and bonus (THR).



Highlight

Adaptability : During the month of Ramadan, Finmas invites content creators to make digital wallpapers about "Eid at home"

Productive & Creative : It's the first-time people celebrate Eid at home, so we invite content creators to make creative wallpapers about this condition.



A Competition For Charity : The winner will get a cash prize. we also donate cash assistance to people in need with the same prize value as the winner.

Big Impact : Hopefully, this donation can help people in need during the corona pandemic and make and make customer trust in Finmas back..



Thank
You