

P O R T



F O L I O



# HELLO!

About Me

nice to meet you

I am a graphic designer, my name is **MELLISA.**

I graduated from Bunda Mulia University in North Jakarta, major in Visual Communication Design (Graphic Design)

I am a hardworking, fast learner, and organized designer that able to work independently or as a team.

I can speak 4 languages; Indonesia (100%), English (75%), Chinese (75%), and Hokkian (90%).

And i have interest on



Movies



Badminton



Table Tennis



Music



Travelling



Photography

# My Learning Journey

## EDUCATION



2011 - 2013 Graduated from **Permai Senior High School**

2013 - 2017 Graduated from **Bunda Mulia University**  
Major in Visual Communication Design - Graphic Design

## WORK EXPERIENCE



2012 - 2013 PT PROVA and PROJAYA  
as **Accounting Freelance**

2012 - 2014 Tutoring at Home Learning Centre  
as **Elementary and Junior High School Tutor**

Dec 2015 - Present Freelance at Fuma Food Ltd  
as **Freelance Graphic Designer**

July - Dec 2016 Internship at PT Supra Boga Lestari, Tbk  
as **Kesupermarket.com Graphic Designer**

June - Oct 2017 Freelance at PT Duta Jalan Teknologi  
as **Freelance Graphic Designer**

2014 - Present **Freelance Graphic Designer**

## ACHIEVEMENT

- ▶ 2011 2nd Place of Standart Pen Writing Competition
- ▶ 2015 Finalist & Best Team of 'Lomba Karya Tulis Ilmiah Nasional' - Digital Exclusive Competition (D'Expo)

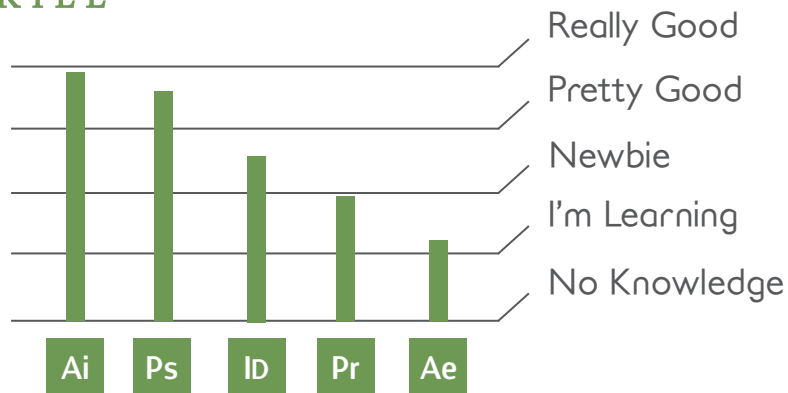
## TRAINING & DEVELOPMENT

- ▶ 2015 **Workshop Self Improvement**
- ▶ 2015 **Workshop Karikatur** (at Bunda Mulia University)
- ▶ 2016 **Mural Activity** at RPETRA Dharma Suci



## My Expertise

### SKILL



### I'M CAPABLE IN

- ▶ Branding (Corporate Identity)
- ▶ Advertising
- ▶ Editorial Design (Layout)
- ▶ Vector Illustration
- ▶ Photography
- ▶ Packaging Design



"I might not be your favourite **COLOUR**,  
but one day, you gonna need me to  
complete a beautiful **ARTWORK**"

PORTFOLIO PREVIEW

Works  
I've Done



### “Rumah Sakit Hewan Kukila”

Corporate identity of animal hospital, especially for Aves animals like birds. The usage of toska blue represent the hospital's image; warmth and healing. The logo was using an illustration of white pigeon that represents love and peace meaning.



Works  
I've Done



“Rumah Batu, Sanggar Batik Tulis”

The logo of a Batik studio, named Rumah Batu (Rumah Batik Tulis). Batik is one of Indonesia inheritable culture so this logo was trying to build a simple and traditional concept by using an original tendril font of letter R and B.



Works  
I've Done



“Museum Perumusan Naskah Proklamasi”

The logo of Munasprok, a history museum in Jakarta, Indonesia, where the Proclamation of Indonesian Independence was formulated. There's three important elements in this logo; the cap of Dr. Ir. Soekarno, the eye glasses of Mr. Muhammad Hatta and the tie of Mr. Achmad Soebardjo.





Works  
I've Done



Rebranding Logo and Packaging of “Wingko Babat Cap Kereta Api”  
Wingko Babat is a traditional Javanese pancake-like snack made from coconut. It is sold mostly by peddlers on trains, at bus or train stations. According to that, the logo of Wingko Babat Cap Kereta Api being modified to look more simple by using the illustration of the front view of locomotive.



Works  
I've Done



### Vivacasa Flyer and Business Card

Vivacasa is a company of home furniture. The wood pattern was used to represent their company speciality. They provide high quality 'made-to-order' furniture for office, apartment, etc. The concept that used in the flyer is minimalist and elegance by geometri style.



Works  
I've Done



### “Kwetiaw Seafood Agogo”

The logo of food place in Muara Karang, Jakarta and Serpong, Tangerang. This is a one of homemade fried kwetiaw brand since 1988. The logo is using an illustration of Mr. Agogo as the founder of the brand.



Works  
I've Done

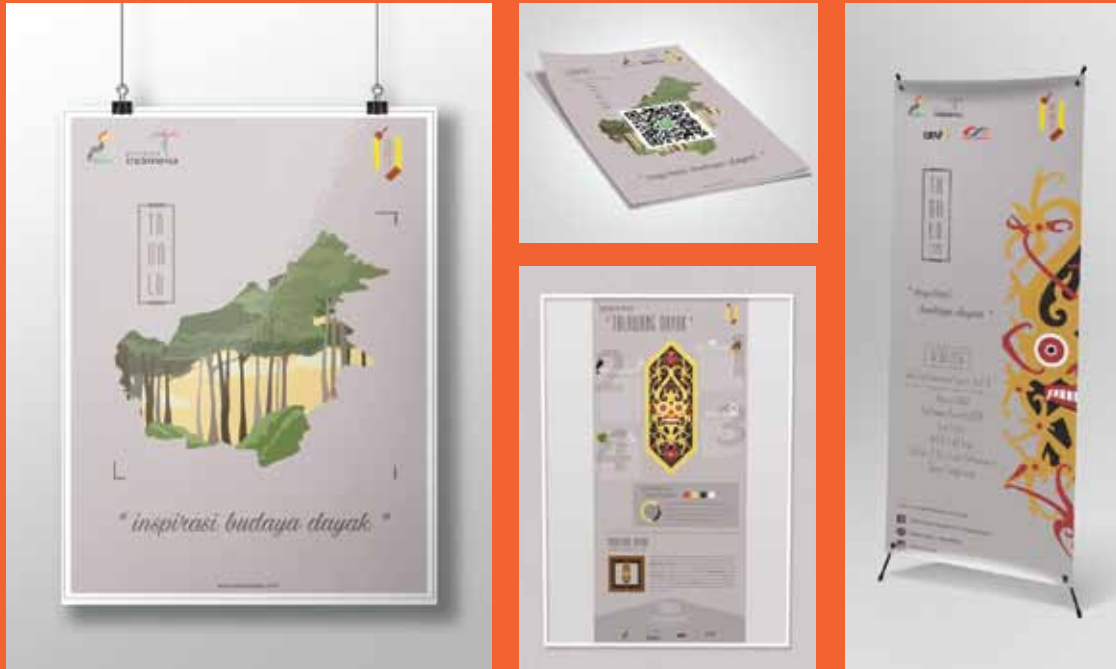


### Editorial Page of Luscious Magazine

Luscious has the same meaning with delicious so Luscious is used to be a name of a magazine that talk about food. In this editorial page, the point of interest focused on the usage of food photography in HD.



Works  
I've Done



Commercial Advertisement of Traditional Craft Festival 'Tadalu'  
Tadalu event is held to introduce a heritage of Dayak People.  
Tadalu is an acronym of 'Talawang Dayak Lukis dan Ukir'.  
Talawang is traditional shield of  
Dayak people, Kalimantan.



Works  
I've Done



## Kesupermarket.com Online Promotion

Kesupermarket.com is an official online groceries website of Ranch Market and Farmers Market. Kesupermarket.com was officially launched on September 2016. As 6 months graphic designer intern, I designed all the online promotion of Kesupermarket.com like web banner, social media content, newsletter, etc



Works  
I've Done

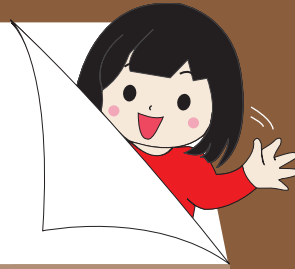


## Kesupermarket.com Offline Promotion

As 6 months graphic designer intern, I also designed all the offline promotion of Kesupermarket.com like delivery box, tent card, totebag, roll up banner, hanging banner, name card, lift sticker, booth, merchandise, wobblers, vouchers, etc.



Please dont hesitate to contact me!



Get In Touch !



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