



HERIYANTO CHANDRAWIRA

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EMPLOYMENT OBJECTIVE

A career in Graphic Design, specifically in the areas of digital advertising/promotional materials, branding and advertising that will optimally utilize high design software skills, high creativity, high communication skills and knowledge of fine arts and media production.

EDUCATION

INSTITUT TEKNOLOGI HARAPAN BANGSA, Bandung, Indonesia August 2019
Sarjana Desain Komunikasi Visual, Concentration: Digital Graphic Design
Nominated in Dean's List for outstanding academic performance for 4 semesters.
GPA 3.64

Certiplus Program December 2018
at ITHB Career Resource Center
Completed a series of professional training in computer, communication, leadership, entrepreneurship and career planning skills.

Adobe Certified Associate January 2018
at ITHB Career Resource Center
ACA in Visual Communication Using Adobe Photoshop CS6
Credential Identification Code: GvCG-4TA6

EXPERIENCE

YDigital Asia, Jakarta May- August 2019
An International hybrid company that runs on business consultant and digital agency. This company has headquarters office in Indonesia and 3 branch offices in Malaysia, Singapore and Sri Lanka that manages international brands such as Mattel, Emway and more leading brands.

Intern, Digital Designer

Created and planned monthly content for Treasure X and Monster Jam social media platform such as Instagram post and stories, Website Banners, and YouTube Videos.

- Developed design concept for Treasure x and Monster jam brand activation.
- Produced animation videos for Treasure X brand activation.
- Assisted other digital designer to create design for Shopkins social media campaign.
- Produced engaging audiovisual and visual effect for Mattel promotional video that matched with brand images.

MistarGerry Production, Bandung August 2017 - Present
A freelance studio based in Bandung that works on photography and graphic design.

Graphic Designer

Created design layout & packaging and Capture images in public or social event for various company and institutions.

- Produced images for Pelita Nusantara School yearbook.
- Produced food images & Packaging for StarTree Baking marketing campaign in January 2019.
- Produced yearly documentation images for Harapan Bangsa Outbound in 2016 - 2018.
- Produced documentation images 50th Hari Bakti Kementrian Pekerjaan Umum dan Perumahan Rakyat (PUPR) in 2017
- Developed limited edition lunar new year for star tree bakery.

Barless Online Advertising, Bandung

September 2017 - September 2018

An Advertising agency company that work on digital marketing and social media performance. Based in Bandung and manages clothing brands such as Indokids Premium, Jipclo and various company.

Graphic Designer

Created monthly content for Indokids Premium, Jipclo microsel, Jipclo macrosel, Jipclo Printing and Citra Perdana Kualita Textile social media platform such as Instagram post and stories.

- Developed design concept for Indokids Premium, Jipclo and Citra Perdana Kualita brand activation and product knowledge.
- Produced monthly images for Indokids Premium, Jipclo and Citra Perdana Kualita brand.
- Directed photographer's assistant to provide high images for Indokids Premium, Jipclo and Citra Perdana Kualita brand.

ADDITIONAL INFORMATION

- Highly proficient in the following technologies :
 - Imaging Technology: Adobe Photoshop, Adobe Illustrator
 - Video Editing software: Adobe Premiere Pro, Adobe After Effect
 - Digital Art: Photo Manipulation, vectorization
 - Operating System: Windows
 - Office Suite: Microsoft Word, Microsoft Excel, and Microsoft PowerPoint
- Coordinator Documentation and Publication for SKEMA in 2017 - 2018; SKEMA is a student association Visual Communication Design ITHB; Supervised and responsible a member of 4 publication and 4 documentation.
- Vice President of FRAME 2017 - 2018; FRAME is an ITHB student activity unity that has interest in photography; Explain basic photography skill that required to new member and manages photoshoots event.
- Chief of Fashion Apparel Design Photo Competition of Festival Harapan Bangsa in 2017; Fashion Apparel Design Photo Competition is an photography competition to welcome a new department Fashion Apparel Design in 2017 that was attended by 6 Senior High School in Bandung; Being responsible for the event and managed everything went smoothly.
- Was awarded rector scholarship due to outstanding academic performance for 4 semester.
- Achieved TOEFL Practice Test Score (2017): 480