

*Survi*  
F A R D I N A

## about me



Surai  
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I am an Indonesian photographer based in Jakarta.

Specializing in lifestyle photography with powerful and energetic style. Experienced working for e-commerces more than 4 years and media lifestyle photography more than 4 years.

I have excellent knowledge about trend photography, good sense of lighting photography, and attention to details.

I have experience in managing studio and photographer team. I am creative, innovative, and used to work under pressure and tight deadlines. I can work independently and as part of a team.

## my bio

full name : Fardina Rahma Suri  
nickname : Surai Fardina  
place and birth date : Jakarta, 28 June 1981  
address : Salemba Tengah, Jakarta Pusat  
nationality : Indonesian  
status : Single



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## my contact

mobile : +62.81285577781  
email : suraifardina@gmail.com  
website : www.suraifardina.com  
instagram : @suraifardina  
linkedin : Surai Fardina Rahma Suri

## informal education

Udemy Course  
**Leadership Skills Mastery**  
by Ken Wells - [udemy.com](https://www.udemy.com/)

Profoto Academy  
**Light Shaping for Fashion Photography**  
by Andre Belusso, Italy

Profoto Academy  
**Hijab Fashion Photography**  
by Teddy Hassan, Jakarta

Canon Class  
**Comprehensive Low Light & High Speed for Fashion Photography**  
by Roy Genggam, Jakarta

Digital Studio Class  
**Get Motion Picture & Multimedia**  
by Kodak, Jakarta

Yunsu Multimedia Class  
**Adobe Photoshop and Adobe Illustrator**  
by Yunsu, Jakarta

## my education

\* Graduated 2005  
Trisakti University, Jakarta  
Visual Communication Design

\* Studied 1999  
Trisakti University, Jakarta  
Interior Design

\* Graduated 1999  
SMU Negeri 22, Jakarta

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## my skills

Professional Technical Camera and Lighting Photography,  
Adobe Photoshop, Adobe Lightroom, Adobe Illustrator,  
Adobe InDesign, Adobe Premiere, CaptureOne,  
Ms.Word and Ms.Excel

## work experiences

\* **March 2018 - June 2018** (3 months)

### **Photo Studio Manager for Dekoruma.com**

Home and Living E-Commerce



*Jobdesc:*

- **Photo shoots:**
    - Interior (Editorial, Inspiration, On-Location, etc)
  - **SOP & Guideline:**
    - Created Standard of Operational Procedure for Photoshoot (Studio & On-Location)
    - Improves Photo guideline of SKU, Inspiration, Editorial, and On-Location
  - **Lead and Empower Photographer Team:**
    - Follows up regular and sudden photoshoot needs and coordinate resources accordingly
    - Finds great freelance photographer, if needed
    - Coordinates photoshoot schedule of inhouse and freelance photographers
    - Monitors and evaluates photographers' work consistently
    - Provides input for improvement and clear job expectations
    - Provides opportunities for team to learn and apply new photography knowledge
    - Treats team like a family, but still firm in exercising leadership
  - **Present and communicate individual and team work results to other teams**
  - **Person-in-charge of Studio:**
    - Manages inventory of photography studio equipments and properties regularly
    - Manages studio's schedule
    - Maintain cleanliness, tidiness, and safety around studio
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## work experiences

\* **December 2016 - January 2018** (1 year & 1 month)

### **Studio Photographer Manager for JD.id**

Indonesian Online Shopping



*Jobdesc:*

- Photo shoots:
    - Campaign
    - Lookbook
    - Social media
    - Homepage
    - Event
  
  - Created Guideline photo shoot:
    - Studio lighting guideline
    - Model & product styles guideline
  
  - Building Photography Studio
    - Studio's lighting equipments needs
    - Camera and lens needs
    - Supporting properties
  
  - Managed inventory of photography studio equipments and properties regularly
  
  - Coordinates photoshoot schedule
-

## work experiences

\* **August 2014 - September 2016** (2 years & 2 months)

**Senior Photographer for Berrybenka.com & Hijabenka.com**

Indonesian Fashion E-Commerce



*Jobdesc:*

- **Photo shoots:**
    - Lookbook
    - Banner
    - Slider
    - Social media
    - Campaign
    - Catalog SKU Model
    - Catalog SKU product
  - **Created Guideline Catalog photo shoot** (with Manager):
    - Lighting, Object angles model & product, Photo retouching guideline, etc
  - **Created photo shoot concept** (with Stylist):
    - Photo concept, Lighting's mood & tone, Model selection, Photo shoot location, Support property, etc
  - **Lead and Empowered team:**
    - Monitored and evaluated photographers work consistently
    - Provided input for improvement and clear job expectations
    - Provided opportunities for team to learn and apply new photography knowledge
    - Treated team like a family, but still firm in exercising leadership
    - Followed up changes or sudden requests of photo shoot quickly and informed the team about task distribution
  - **Managed inventory of photography studio equipments and properties regularly**
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# work experiences

\* **March 2010 - July 2014** (4 years & 4 months)

**Photographer for MRA Printed Media & Lifestyle Group**  
Magazines:



*Jobdesc:*

- Photo shoots:
  - Fashion Spread
  - Advetorial
  - Product
  - Editorial
  - Events
  - Profile
  - Fashion Show
  - Food & Beverage
  - Interior & Architecture





## work experiences

\* **May 2008 - May 2009** (1 year)

**Photographer for iDEA - Kompas Gramedia Group**

Architecture & Interior Magazine

*Jobdesc*

- Photo shoots:
  - Interior & Architecture
  - Events
  - Advetorial
  - Profile



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\* **2006**

**Motion Graphic Designer for SCTV - Surya Citra Televisi**

Indonesian Television Station

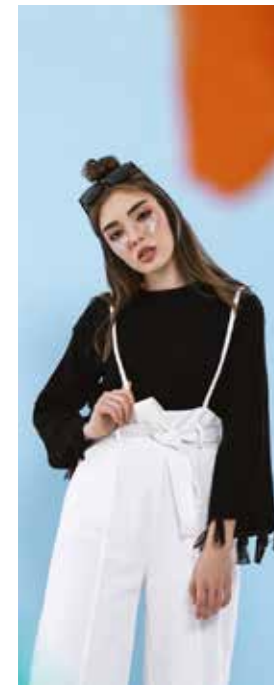
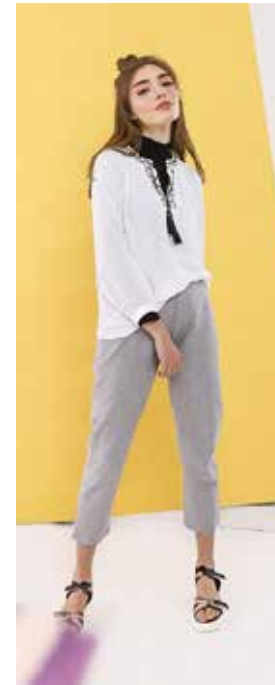
for FIFA World Cup Germany 2006 Event



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latest work

COLORBOX



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latest work

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fashion



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beauty



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*beauty*



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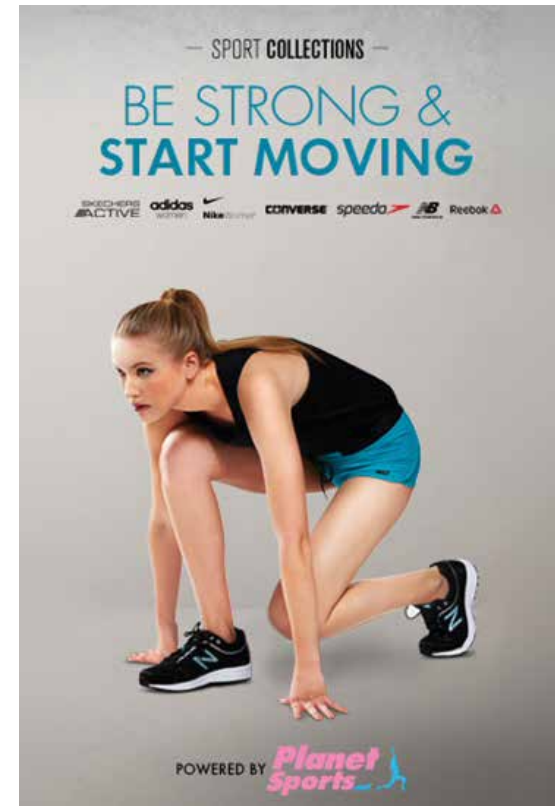
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editorial



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*Suraif*  
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profile



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profile



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