

Curriculum Vitae

Personnel Data

Name	:	SUPRIADI
Place/Date of Birth	:	Majalengka, 8 March 1969
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Home Phone	:	031-8671810
Languages skill	:	English
Status	:	Marriage



Personnel Characteristic

I am a hard worker, open mind, humble, easy adapted person, as team player, fast learning, hearing, collaborating as a team work, long-term relation oriented, analytical, positive thinking, problem solving and customer needs oriented, strong leadership, managerial-skill and always want to get the best result and achievement.

Experties

Adobe Photoshop

Adobe Illustrator

Product Design Ceramic Tiles

Management Schedule of Design Project

Marketing

Qualification

Having Formal Education Background at S-1 **Economic-Management** and S-1 **Art & Design** Education with strong working experience on various manufacturing company, especially the strongest one on Ceramic tiles Industry. My strong working experience on Ceramics Tiles field Industry (around 16 years) , and was have deeply knowledge on Ceramics Tiles **Design and Product Development**. R & D Group.

For ceramics tiles field working experienced starting with 10 years at **PT Keramika Indonesia Assosiation Tbk - Bogor** with production capacity around 80,000 sqm per day, 4 years **PT Chang Jui Fang Indonesia –Indramayu** (production capacity around 70.000 sqm per day). And 2 years at **PT. Marissi Idola Sumber Sejahtera – Jakarta** as grup of **PT Cahaya Asa Keramik**.

On Design and Product Development scope was have some area working responsibility, starting to provide and proposed Design concept, prototype sample until production trial Launch.

As Product Design Development, the company was endorsed me to get continuously training and knowledge of ceramic design & technology as well, on abroad and local. and also continuously attend to International Ceramic tiles exhibition related to get of know how design market trend of ceramic tiles product.

My scope daily activity on Design and Product Development that starting to make Tiles design for Wall tiles, Floor Tiles and Accessories and provide various tiles prototype of new samples with various technology such as Single Firing, Double Firing and Third Firing,

New product samples prototypes from Laboratory to proposed to marketing team and get approval and to be test on glazing line as industrial test process due to get suitable and smooth on production process.

And our type and various Design have to be suitable for fulfill and satisfying our market demand such as local and or export (ie. Wall-tile, Home Depot Customer USA, France, Australia, Asia, (Korea), Pacific Region, Middle East, etc)..

My scope area of responsibility are to lead, to manage & to maintain every Design project as scheduled including working flow process our Design and Product development team. From designers, Prototype applicator, Screen preparation laboratory until Industrial test personnel, which is totally from 14 to 26 personnel in charge.

Our team annually provide New Product Design series of Ceramics Tiles for Launching on National Ceramics Exhibition at JHCC and Kemayoran-Jakarta.

On the other side also I had some working experience as Product Marketing such when was at **PT Marissi Idola** as **Marketing Product Design** which is my concern to support our Marketing and Sales team activity.

At this moment my position carried is **Assistant Marketing Manager** at **PT Sung Hyun Indonesia - Beji, Pasuruan City**, is a manufacturer of footwear Product. Which is produce several of brand like Geox Italian shoes brand, FOS Everlast shoes brand, PRAIAZ shoes brand. where the scope of my responsibilities for to maintain and to communicate with our buyer. And also to arrange order, planning for trial sample until launch in production.

And before above I have experienced as **R & D manager** at **PT Siantar Maju – Surabaya** which is manufacturer of footwear and non-footwear polymer base product, where the scope of my responsibilities includes creating new product designs both footwear and non footwear product, with daily activity includes continuous improvement in terms of product development, development of the raw material formulation, and production process and technology improvement. And our daily activity include research process, development of new design, making prototype, making of product technical specification, improvement production process until market product launch.

Education

Year 2000 up to 2004	Univ. Ibn. Khaldun Bogor, S1-Economic Management	Certified
Year 1989 up to 1995	IKIP Negeri Jakarta, S1-Art & Design Faculty	Transcribed
Year 1985 up to 1988	SMA Negeri 5 Bogor, Biology Faculty	Certified
Year 1982 up to 1985	SMP PGRI 3 Bogor	Certified
Year 1976 up to 1982	SD Negeri Polisi I Bogor	Certified

Working Experiences

Year 2015 up to Present

As Marketing Assistant Manager at PT. Sung Hyun Indonesia, Beji Pasuruan. As Sung Hyun & SGX Vietnam Group.
Korean PMA Footwear Industry.

To lead one team of marketing with responsible to accept order, and to make Sure and monitoring that order received smooth running on production until Export Finished Good as buyer and factory confirmed.

Monitoring planning from order received, material arrival, production process, until finished good ex-Factory.

To responsible interm of Product Price proposed to buyer, that was define from Management team,

To Indicating and monitoring Factory Critical Issue, such as Material, Production process, and Quality Issue.

To maintance and communicate between Factory and Buyer Export and Local.

Year 2013 up to 2015

As R&D Manager at PT. Siantarmaju, Surabaya.

Footwear and Non Footwear / Plastic and Polimer Product Industry.

To Lead A Team with daily responsible which is To Create New Product Design and Product Improvement in term of product design, raw material/formulation and production process/technology. Types of product include such as : footwear products eq. Sandals, fashion with brand such as Skyway, Glisten, Yeye, Nipon, (Eva/spon, PVC base and fabric base) etc. And Non footwear Product such as Fujima Carpet, Plastic Roofing SkyRoof (PP base), Spon base product toys and etc. With to covering daily activities and project include market analyzing data management, Product Spesificatios, and starting Developing New Product Sample or Prototype, Until Production and Market launch.

Year 2011 up to 2013

As Factory Manager at PT. Inti Prima Karsa, Sentul.

Finishing, Painting and Coating Autoparts Service Industry.

To Lead, to operate and to manage of all factory operation area.

Year 2009 up to 2010

At PT. Marissi Idola Sejahtera, PT. Cahaya Putera Asa, Jakarta (Marketing Distributor of Kaisar Ceramics-Batik Keris Group),

As Marketing Product Design Development,

To Create, to Endorsed and to Provide New Product

Year 2005 up to 2009

At PT. Chang Jui Fang Indonesia, Losarang-Indramayu. (Ceramic Tiles Manufacturing)

As Departement Head New Product Development, R&D.

To Lead A Team with daily responsible which is To Create design concept and To Analyse base of Market Requirement, To Develop Sample New Product / Prototype, To Industrial Testing and To Launch in Production and Market promotion.

Year 2008

New Product Development, Marketing & Promotion Division Group To Indorsed in order to increase market sales..

Year 1995 up to 2005	At PT. Keramika Indonesia Assosiasi Tbk, Jakarta (Ceramic Tiles Manufacturing)
Year 2000 up to 2005	As Product Design Center Superintendent, R&D Group PT. KIA Tbk. <i>To Lead A Team of New Product Development as part of R&D Group in order to support marketing team to meet the customer demand of domestic market and overseas and to endorsed market sales. And on the other side to Fullfill and endorsed of production launch and to harmonized between the production capacity and product variety.</i>
Year 1997 up to 2000	As Design & Photographic Supervisor, PT.KIA Tbk <i>To Analyze all kind of ceramic tiles product through market surveys on a regular basis also trough product exhibition local and a broad. To increase the effectiveness, attractiveness/sophisticated af design style. Trough the kind of new design technology which is regularly moving.</i>
Year 1995 up to 1997	As Designer of Product Development Staff, PT. KIA Tbk <i>To Create Ceramic Tiles Design as Market Requirement.in term of style, Variation and Attractiveness.</i>
Year 1994 up to 1995	As Visualizer Staff Advertising PT. Gatra Rupa Citra, Jakarta. <i>To Visualize the advertise design concept accordance with the client. An for realize in prints ad material (flier, banner, brochure, annual reports,etc.) The client such as Citibank, Garuda Airways, Dell Computer distributor, etc.)</i>

Training and Achievements

Year 2012	Get The First contract with Astra Autoparts Nusametal Division company as “ A New Astra Autoparts Finishing Paint and Coating Vendor / Subcontract company”.
Year 2010	Market soft-Launching For Kaisar, Luxor, Gladiator New Floor and Wall Ceramics Tiles Product Brand.
Year 2008	Second New Product Launch and Exhibition of Kita, Picasso, & Atena PT. Chang Jui Fang Indonesia at JHCC, Jakarta.
Year 2007	First New Product Launch and Exhibition of Kita, Picasso, & Atena PT Chang Jui Fang Indonesia at JHCC, Jakarta.
Year 2007	Attend in China Glaze Seminar and new product exhibition in Hsinchu, Taiwan
Year 2006	Released First New Product catalogue and new design ceramic tiles mock-up for materials exhibition with support from ACMI from Guangzhou – China.

Year 2005	Yearly New Product Launch and Exhibition of PT. Keramika Indonesia Assosiasi Tbk. (KIA Ceramics), Such as La-Casa (High-end), KIA (Regular), Impresso (Low-End) New Product Series. At JHCC, Jakarta.
Year 2004	Training of “ Tiles Defects, Troubleshooting, Medium, Additives, Stain Standard & Application ” by PT. Ferro Mas Dinamika, Jakarta.
Year 2003	Visit in China International Ceramics Industry Exhibition, Guangzhou – China.
Year 2002	Visit in Cersaie World Ceramics Design Exhibition, Bologna – Italy
Year 2002 Year 2001	Visit in Technargilla World Ceramics Technology Exhibition, Rimini – Italy. Basic Animation 3D Studio Max Training. Digital Studio, Jakarta.
Year 2001 Year 2000	Design and Illustration With Freehand Training, Digital Studio Jakarta. Turning Point Seminar for Superintendent. by PT. Camarindo Lestari Jakarta, Puncak.
Year 1997	“ From Design to Rotocolor Engraving ” Training With Mr.Eric Ng.Hock Choon, System Laser Lab Singapore.
Year 1997	Ceramics Tiles Design by Computer Graphics Training, by Colorobbia, Valencia- Spain.
Year 1997	Design Development by Computer Graphics Training, by Cerser, Valencia-Spain.
Year 1997	Visit in Cevisama World Ceramics Design Exhibition, Valencia – Spain.
Year 1997	Ceramics Seminar; Single Firing, Double Firing, Third Firing Product & Material by Cerdec, Surabaya.
Year 1995	Photoshop & Freehand Software Training, PT. Sumber Makmur, Jakarta.