

CURRICULUM VITAE



PERSONAL PROFILE

NAME	Michael Kadarman
BORN	Jakarta , 23 October 1990
ADDRESS	Jl. Cendani V blok D no.100 Pondok Bambu - Jakarta Timur
PHONE NUMBER	(021) 8607206 / 083890267124
EMAIL	mike.kadarman@gmail.com
MAJOR	VCD (VISUAL COMMUNICATION DESIGN)
GPA AVERAGE	3.5
LANGUAGES	INDONESIA, ENGLISH

WORK EXPERIENCE

2010	BRAINS ENTERTAINMENT , internship as Graphic Designer.
2011 - 2013	ZO'e EVENT ORGANIZER , as a freelance photographer
2011 - Present	KEDAI KEKE , as Graphic Designer
2012	TUDUNG SAJI Entrepreneur business project as Graphic Designer
2012	ILLUSTRATION QUOTES CLOTHING , as CEO company in Entrepreneur subject.
2012	AMCHAM INDONESIA and MICROSOFT INDONESIA , internship program to remake an AmCham website as UX designer .
2013	PULP MAGAZINE as Graphic Designer
2013	PUMA MANAGEMENT REGENERATION 2013 as Graphic Designer
2013	BRAINS ENTERTAINMENT , as Graphic Designer
2014 - Present	TEN THIRTY ID as Graphic Designer

EDUCATION HISTORY

2004 - 2007	SMP Strada Santa Anna
2007 - 2010	SMA Santo Antonius
2010 - now	President University (Visual Communication Design)

ACHIEVEMENT

1. **2nd grade scholarship recipient** of President University, 2010 - Present
2. **3 RD Winner of Reptile photography competition** in museum reptile dan komodo , TMII - 2012
3. **Top 34 of hai magezine Cover contest** 2013

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SKILLS

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE LIGHTROOM
ADOBE PREMIER
MICROSIFT OFFICE
WINDOWS
MAC

INTEREST



GAMES



MOVIE



SPORT



FASHION



WEB DESIGN



UX DESIGN



PHOTOGRAPHY



GRAPHIC DESIGN

MEMBERSHIP AND AFFILIATION

Member of ADGI (Asosiasi Desain Grafis Indonesia), 2011

ORGANIZATION EXPERIENCE

1. **Head of Design Division of Charity club** (President University) Period 2011 - 2012
2. **PIC design & documentation division of PUCatSo Youth Day** (President University) - 2012
3. **PIC design & documentation devision of PUCatSo Regeneration** (President University) - 2012
4. **Documentation Division of President University Orientation** 2012
5. **SPV of Proud To be Chatolic in President University** - 2012
6. **Design Division of Charity Club** (President University) - Period 2011/2012
7. **PIC of design division of PUCatSo Student Camp** in President University - 2011
8. **PIC of documentation of Proud to be Chatolic** in President University, 2011
9. **KaBid (Kepala Bidang) 1 of OSIS** in SMA Santo Antonius (2008 - 2009)
10. **Committe of Antonius CUP as event organizer** in SMA Santo Antonius (2007)
11. **Social division of OSIS SMA Santo Antonius** (2007 - 2008)
12. **Head of dicipline division of paskibra SMA Santo Antonius** (2007 - 2009)
13. **Vice president of OMK pondok bambu 2** (2008 - 2010)

WORKSHOPS AND SEMINARS PARTICIPATED

1. **Comping Workshop** at President University. 2010
2. **Seminar "Breaking the Creativity Code: Becoming a Design Professional"** Speaker: Reza A. Rustam (Senior Graphic Designer PT. Alegria Arti Kreatif), Irvan Permana (Business and Brand Strategy Director and Co-founder of i-Brand), Mendiolan B. Wiryawan (Writer of Kamus Brand and Owner of Mendiolan Design Associates), and Turina Farouk (VP. Marketing Brand Bulding and Development PT. XL-Axiata) by UIC-Design College and Forum Design Grafis Indonesia at FX,Jakarta - 2011

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3. **Skeching with Sigma**, photography workshop at Rumah 7a - 2011
4. **Visual Identity System Workshop** by Alexandra Bastedo from Landor - 2012
5. **Photography Seminar** as Part of I Love Presuniv Competition at President University - 2012
6. **Kompas Muda Seminar and Workshop Photography** in President University. - 2012
7. **Seminar " I will survive : Diary of a Brandgenius"** by Colin Anderson (Managing Director of Brandcourage) at dia.lo.gue - 2012
8. **Berbagi Ide Segar "Bermain-main dan di bayar mahal"** by M Arief Budiman (Co-Founder and CEO of Petakumpet) at Binus Internasional, Jakarta - 2012
9. **Berbagi Ide Segar "Membawa bangku kuliah ke dunia kerja"** by M Arief Budiman (Co-Founder and CEO of Petakumpet) at Binus Internasional, Jakarta - 2012
10. **Creation "When Creativity Meets Motion"** by Benazio Rizki Putra (Bena Kribo) at President University - 2012
11. **MNC goes to campus seminar** by Seputar Indonesia with Speaker: Michael Chandra & Gustaf Aulia (News Anchor & Journalist) - 2012
12. **Design Cooking Seminar & Workshop** by Surianto Rustan & Naldo Yanuar Herionto at Bong Chandra Breakthrough center - 2013
13. **Adobe User Group seminar** - Adobe Camp Indonesia 2013
14. **Typography 17+ at Kumpul kreavi 5** by Kreavi.com with speaker Eric Widjaja (Designer/Founder Thinking*Room, Inc.), Yasser Rizky (Founder + Creative Principal of Russel + Rizky), dan Nikko Purnama Lukman (Creative Manager of Designcub3, Lecturer and Speaker).- 2013
15. **Journey with Bryan Foong in the Art of Wedding Photography** by Bryan Foong at Oktagon Gunung Sahari - 2014

SELECTED ARTWORKS

Kota Tua

Branding / Thesis Project



Brief

To make a brand of Kota Tua and attract Indonesian people especially people who live in Jakarta to come to Kota Tua.

Response

I made a new brand of Kota Tua and Rebrand 6 Museums and # Historical Places as The main Attract of Kota Tua And built a Promotion concept for Kota Tua.

Challenge

The challenge was to make people want to come because of lack of historical sense and change people mind set about old places like Kota Tua.

Kedai Keke

Branding / Personal Project



Brief

To make a brand of an Indonesian restaurant

Response

Kedai keke is a small home restaurant that serve indonesian food. The logo concept is using a "tudungan" which know in indonesian people to keep and protect food from dust and small animal that usually used at home

Challenge

The challenge was to attract the costumer to come and attract people with a promotion and attractive branding

Ten Thirty ID

Branding / Personal Project



Brief

To make a clothing brand that promote President University

Response

the concept of the brand was a simple modern classic logo and most of the product was about the advantages of president univeristy by typography.

Challenge

The challenge was to promote the advantages of president university it self and attract the student to buy and proud of their University

Less of Oil

Branding / Personal Project



Brief

To make a Cafe brand that served a healty chinese food by using steam to cooked their food without using oil.

Response

I made a character of a panda that describe the chinese culture that being cooked. The character of the brand was fun to attract young people to eat a healty food.

Challenge

The challenge was to make people want to come and try to eat a healty food as their daily meal.

SELECTED ARTWORKS

PUCatSo Youth Day 2012

Branding / Personal Project



Brief

To make a event logo and promotion for Catholic Community

Response

The concept that I made was shown on the logo with a church icon that represent the spirt of christ and using a moderen looks to attract young people to join this event.

Challenge

The challenge was to attract young people to come and joint the event by using a design that can attract them.

Bodyshop Advertising

Advertising / Campus Project



Brief

To make a advertising poster about beauty products.

Response

The advertising poster was about a body butter that have coconut as their natural source. The poster describe a product that put on the beach beside a coconut.

Challenge

The challenge was to attract the costumer to buy a new product that used coconut as their natural source.

SAVORY Flavour Coffee

Packaging / Personal Project



Brief

To make a brand and a packaging of a flavour coffee

Response

I made a simple type face logo called "Savory" that I change the "o" alphabeth with coffee bean. The packaging concept witch being show was to attract premium sector of the product and I using fruits to describe the coffee flavour.

Challenge

The challenge was to show the main attract of the product which is the flavour of the coffee using a premium looks of packaging.

The Farmers Milk

Packaging / Campus Project



Brief

To make a packaging of a milk base product.

Response

I made a fresh new brand called "The Farmer Milk" that show a fresh milk that brought from the farm with a package of a glass bottle milk that used by the farmers

Challenge

The challenge was to make people aware of the brand of the product that have many competitor that have already exist

SELECTED ARTWORKS

Zeta

Windows 8 Apps / Personal Project



Brief

To make a windows 8 application for astrology encyclopedia

Response

Zeta was made to make people to understand more about astrology encyclopedia using a flat design concept interface of windows 8 theme.

Challenge

The challenge was to attract the people to used the apps to gain knowledge and information about astrology.

Nekad traveler T-shirt design Competition

T-shirt design / Personal Project



Brief

To make a T-shirt design about Nekad Traveler event.

Response

the concept was a mobile phone that have 180 gb that connect the power to a start at jakarta that takes the user to Komodo island in 30 days without using money.

Challenge

The challenge was to describe the theme of the event by using a typography and icon to describe it.

PHOTOGRAPHY

