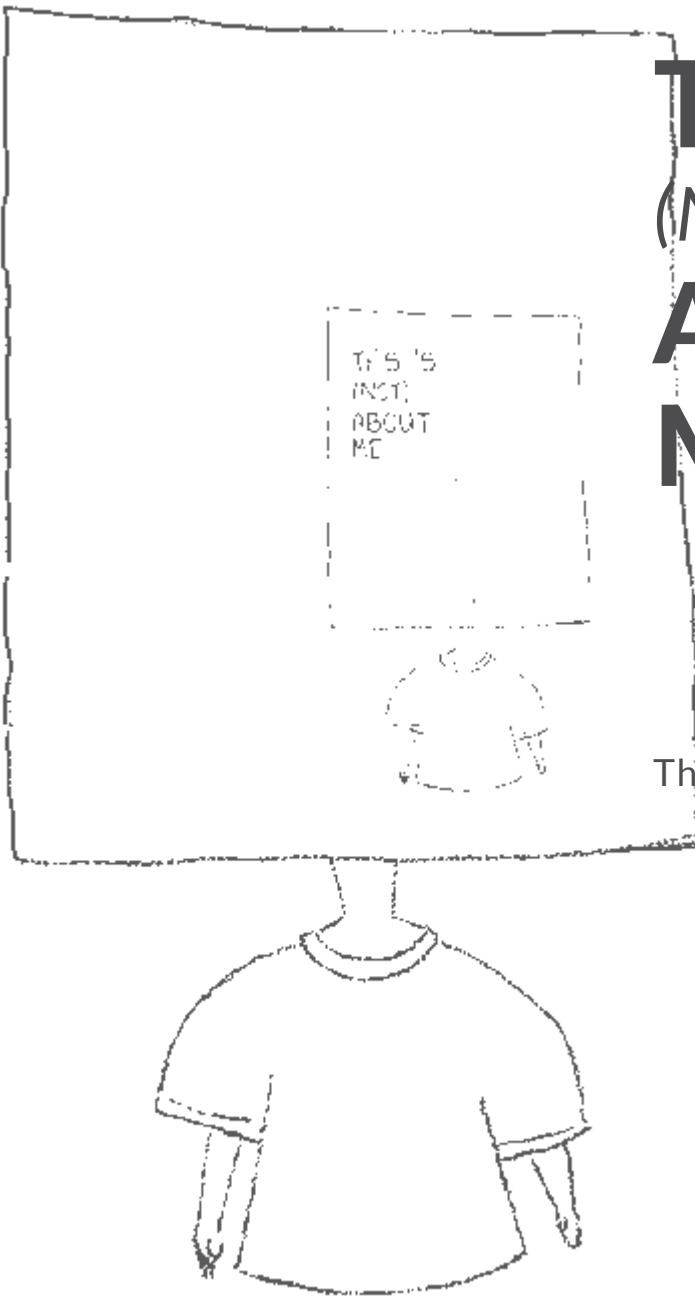


# THIS IS (NOT) ABOUT ME



THIS IS  
(NOT)  
ABOUT  
ME

Their visual story.

# Hello, This is Nay.



A coffee lover who is actively work on things like creative thinking and design. Known as a focus and detail person that keep works to be organized and high standard. While performing a good work, I also keep a balance and healthy lifestyle by cooking, working out, praying and also traveling.

## PERSONAL DATA

FULL NAME  
Nydia Adriana

DOB/ AGES  
Bogor, July 19<sup>th</sup> 1992/ 25 y.o.

ADDRESS  
Siliwangi belakang 40 F no. 9,  
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@naygramable  
@nydriana

## EDUCATION

2010  
Graduate from High School  
SMA Regina Pacis Bogor

2014  
S.Sn. (Bachelor of Art)  
Fakultas Seni Rupa dan Desain  
Universitas Kristen Maranatha

2017  
Sewing Course  
Esmod Jakarta

## WORK EXPERIENCES

📍 CURRENTLY WORKS (FROM 2018)  
Creative Manager  
Sociolla

📍 2017-2018  
Project Manager  
Detego Studio

2016-2017  
Senior Graphic Designer  
Detego Studio

2014-2016  
Junior Graphic Designer  
Detego Studio

📍 2014-2015  
Freelance Graphic Designer  
Segi Advertising & Design

## SKILLS

Project Management	● ● ● ● ○
Team Management	● ● ● ● ○
Art Direction	● ● ● ○ ○
Brand & Promotional	● ● ● ● ○
Illustration	● ● ● ● ○
Editorial	● ● ● ● ○
Print Production	● ● ● ● ○
Digital Marketing	● ● ○ ○ ○
English	● ● ● ○ ○

## ACHIEVEMENTS SUMMARY

- I had been working at Detego Studio for three years, came up from a junior graphic designer into a senior graphic designer, and end up as a project manager. As a graphic designer, I'd been **doing several design works like branding, brand activation, illustration, and editorial**. Managed by an Art Director, I had to work individually and also in team.
- As an project manager, my work not only had to do develop a design thinking but also **manage my team, manage the progress of projects, and reported all the operational workflow** to the art director.
- At Sociolla, I have been working as a senior graphic designer and a creative manager. **Works on visual communication for brand activation** across print, digital, merchandise for both offline and online. When working in team, I **used to be as a project manager and a leader of the brand design team that supervising** and reporting my works to the creative director.



# 01

(IDEA)LIST

# 02

AN AGE FOR A MASS



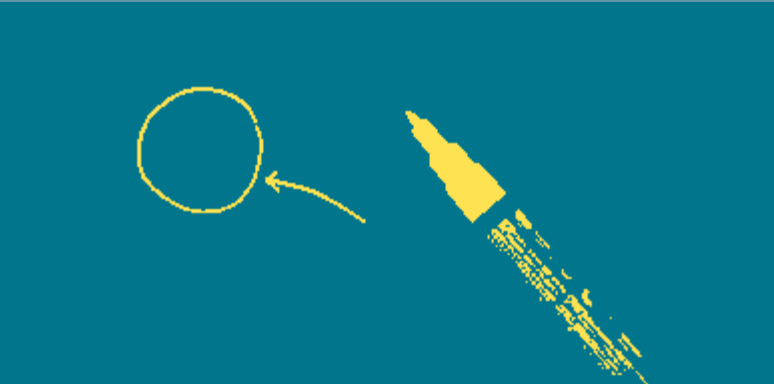


# (IDEA)LIST



*Image and perception help drive value;  
without an image there is no perception.*

Scott M. Davis  
Brand Asset Management



# BNI PROMOTION KIT 2017

Artwork : calendar and agenda

Role : junior graphic designer





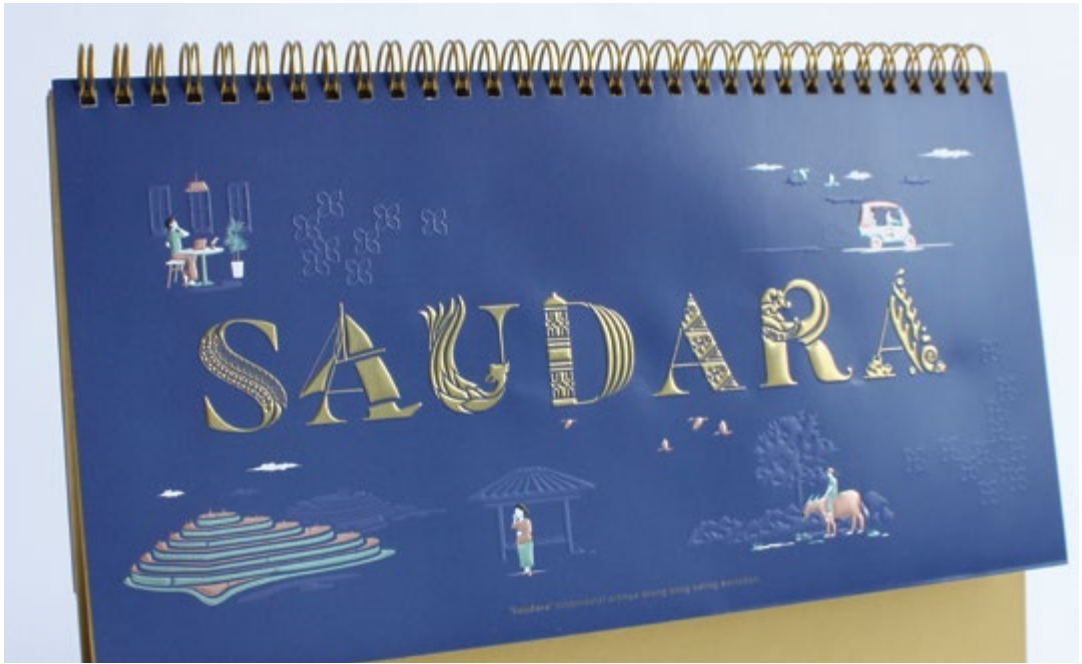
## THE STORY BEHIND

Bank Negara Indonesia, BNI, by the soul of Indonesian national bank, wish to take the people to achieve their goals, dreams and hope for the future.

To deliver the spirit by a deep meaningful visualization, designer arrange the pictures of people that BNI serves and put them on to frame of Indonesian traditional gate, the gate of hope.







# DETEGO 2018 CALENDAR

Artwork : calendar and blank card  
Role : senior graphic designer





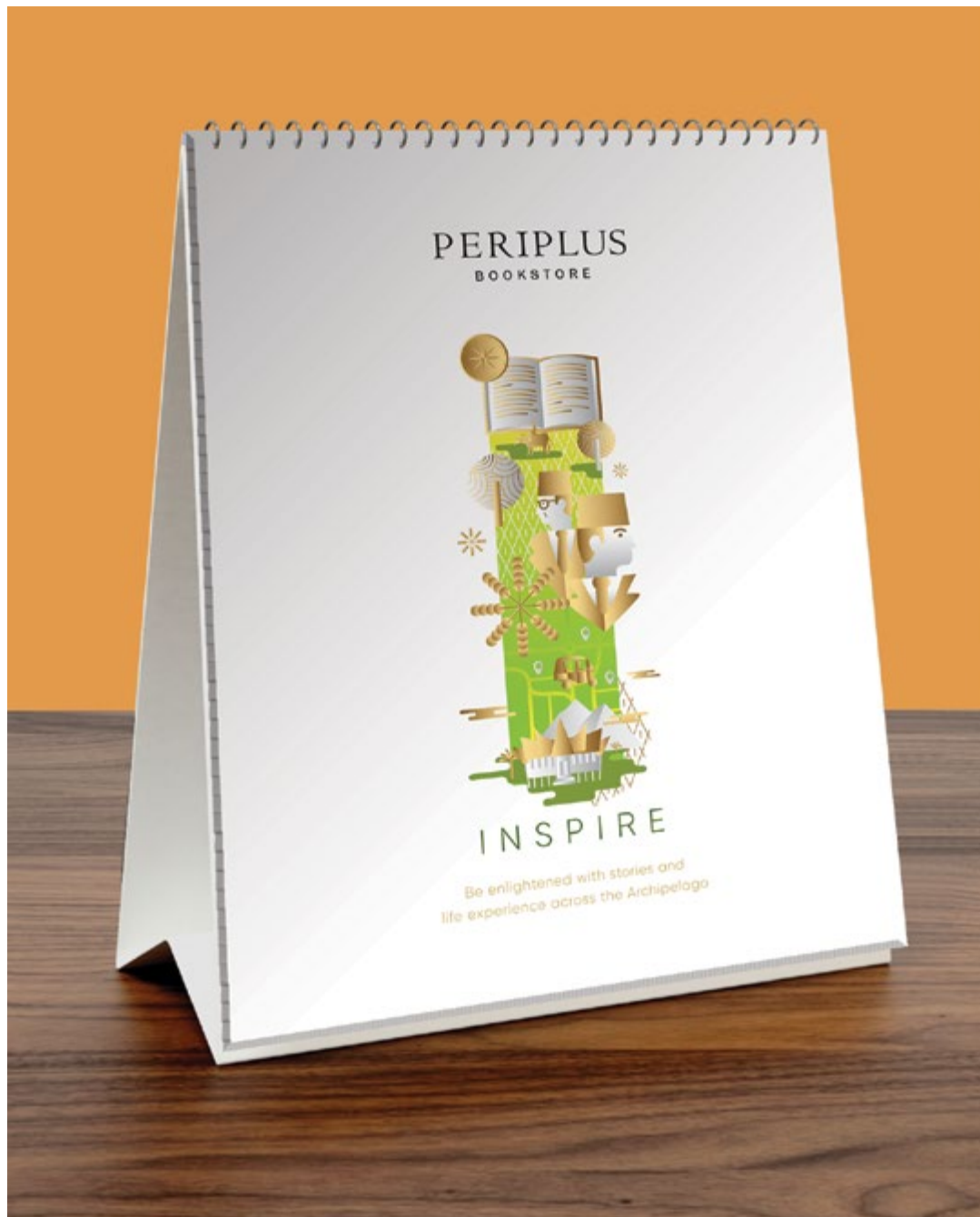
## THE STORY BEHIND

Lots of issues in Indonesia recently has driven the people to be the agent of peace. Detego, a creative communication company, take the courage to spread the message in a unique way. Supported by all the vendors and partners, a calendar has made to deliver “Unity in diversity”.

Exploring the language diversity from Indonesian tribes to call their relatives and marry them with Indonesian arts and cultures, to create a typography illustration.

As a senior graphic designer, she has to lead her team and set up the illustration style to meet the grand concept.





PERIPLUS  
BOOKSTORE



INSPIRE

Be enlightened with stories and  
life experience across the Archipelago.

# PERIPLUS 2018 CALENDAR

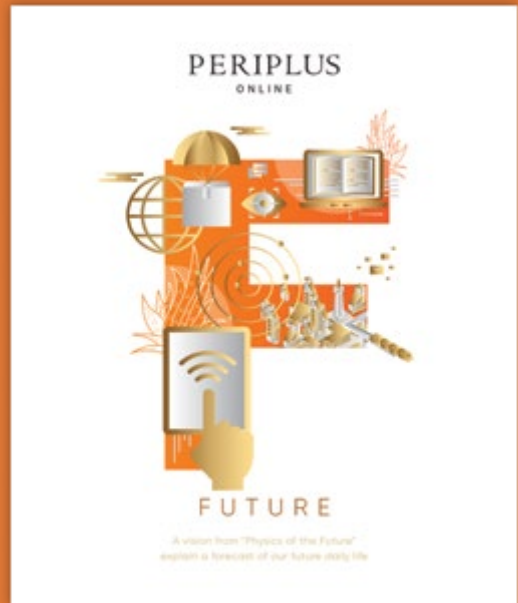
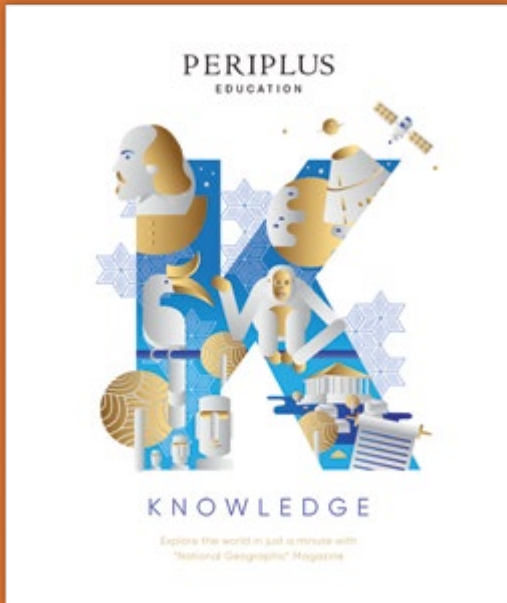
Artwork : calendar illustration  
Role : asisstant art director



## THE STORY BEHIND

“Search over 20 million titles”, Periplus wants to support Indonesian education, arts, and cultures by providing all the books physically and digitally through Periplus’ online and offline stores.

From the idea of searching over 20 million titles of book, the director come and play with a concept of letters as the very basic thing that start a word. The word that represent Periplus’ soul: “Education, Bookstore and Online”. Working together with the team to create the illustration and artwork that visualize the soul.



AN

ACE





# FOR A MASS

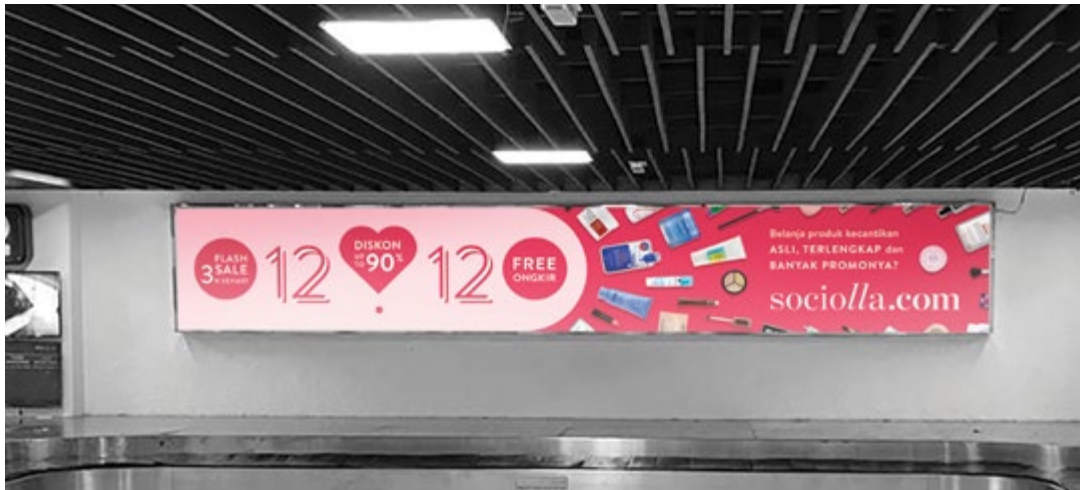


*There are really three parts to the creative process. First there is inspiration, then there is the execution, and finally there is the release.*

Eddie Van Halen

# SOCIOLLA CAMPAIGN

Artwork : branding in airport and commuter line  
Role : designer and creative manager



## THE STORY BEHIND

It's like a Black Friday, in Indonesia we have a 'HarBOINas' which means Hari Belanja Online Nasional, where people come to buy their needs on online shop.

Sociolla as a beauty commerce join with an annual campaign, 12.12 Beauty Obsession. Visual designer help to spread messages about how this campaign gives people chances to get done their obsession with a beauty products.



**12.12**

OBSESI AKHIR TAHUN

**WISHLIST  
JADI NYATA**

Beli kosmetik yang kamu mau  
dengan **DISKON UP TO 90%**  
hanya di  
**sociolla.com**

# MEDIHEAL BRAND ACTIVATION

Artwork : packaging, digital promotion  
 Role : designer and creative manager



GRATIS ONGKIR TANPA SYARAT

**MEDIHEAL** BIOMEDICAL SCIENCE  
**THE LITTLE MASK BOOK**

Rp 125.000  
Rp 175.000

**SHOP NOW**

\*Valid while stock lasts

9:45

Instagram

**mediheal\_idn**

**sociolla** **#1 GLOBAL FACE MASK**

**MEDIHEAL**

**THE LITTLE MASK BOOK**

Rp 125.000  
Rp 175.000

\*Valid while stock lasts

425 likes

**edit** by sociolla

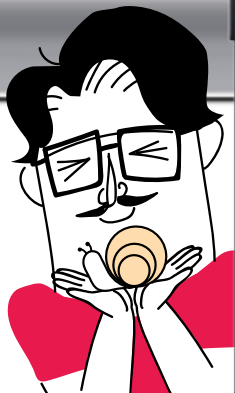
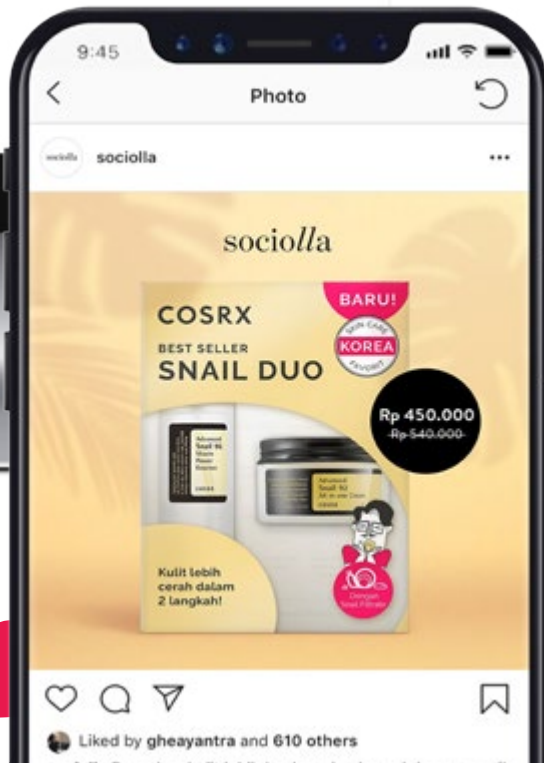
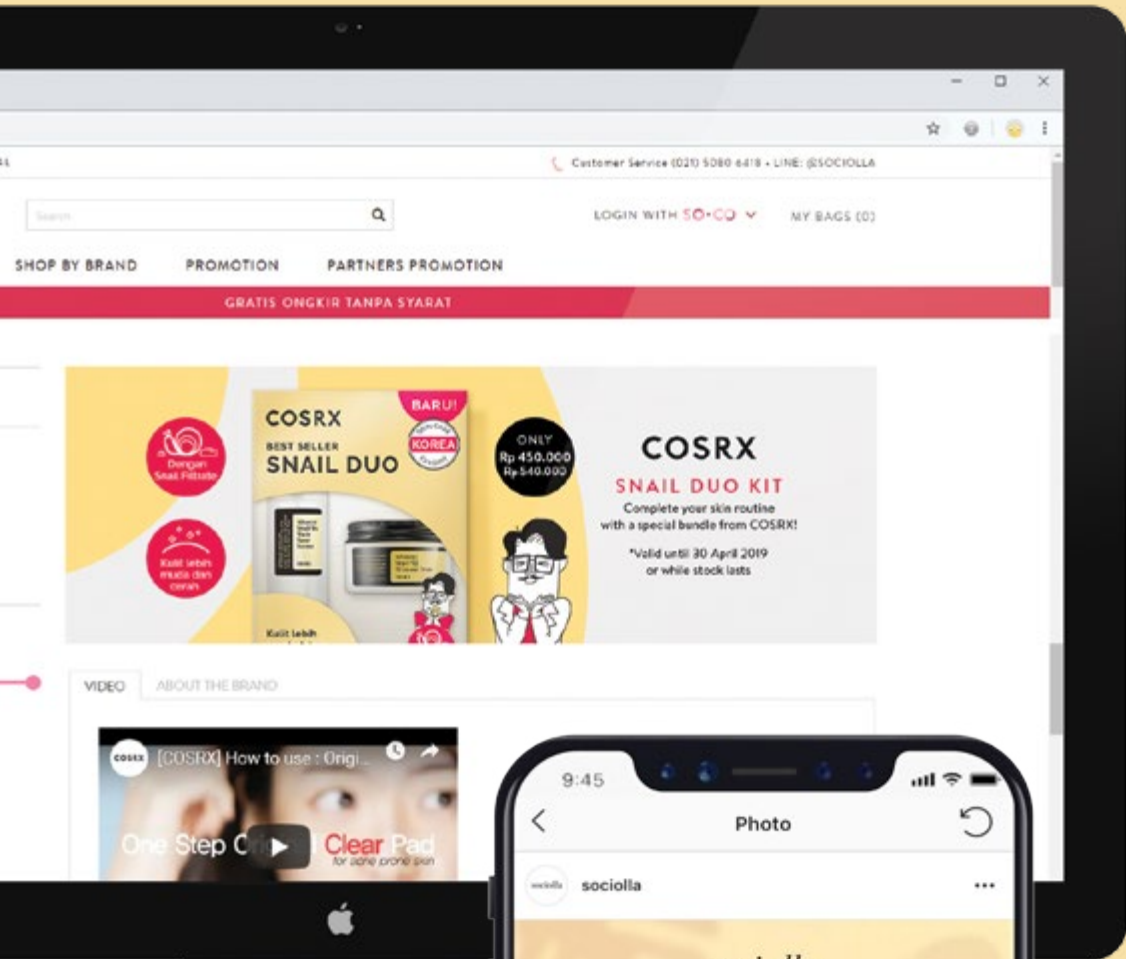
**LEADERS**  
UP TO

## THE STORY BEHIND

Sheet mask is a popular skin care item in Korea, Mediheal as a one of Korean brands that sells varieties of sheet mask offer this skin care routine to be enjoy in Indonesia.

Develop packaging for a brand activation of Mediheal Indonesia, Mediheal wants user to get into sheet masking like reading a book. Enjoying every step, every time while using a sheet mask is like reading every page of a book to feel the journey of a story. It's like pages of a sheet mask story.





# COSRX INDONESIA BRANDING

Artwork : branding and activation  
Role : designer and creative manager

**COSRX**  
BEST SELLER  
**SNAIL DUO**

**BARU!**  
SKIN CARE  
**KOREA**  
FAVORIT

Advanced Snail 96 Mucin Power Essence  
COSRX

Advanced Snail 92 All in one Cream  
COSRX

Kulit lebih cerah dalam 2 langkah!

Dengan Snail Filtrate

The advertisement features a yellow background with a white circular cutout showing two COSRX products: a bottle of Advanced Snail 96 Mucin Power Essence and a jar of Advanced Snail 92 All in one Cream. A cartoon character with glasses and a red bow is positioned in the bottom right corner, holding a pink circular logo with a snail icon and the text 'Dengan Snail Filtrate'. A pink banner at the top right says 'BARU!' (New!) and a circular badge below it says 'SKIN CARE KOREA FAVORIT' (Korean Skin Care Favorite).



**COSRX**

**LOVE MYSELF KIT**

**SAVE Rp 70.000**

**Rp 340.000**  
~~Rp 410.000~~

**Low pH Good Morning Gel Cleanser**  
COSRX

**One Step Moisture Up Pad**  
COSRX

**Dry & Combination Skin Bundle**

**Salicylic Acid Pimple Cleanser**  
COSRX

**One Step Original Clear Pad**  
COSRX

**Oily Skin Bundle**

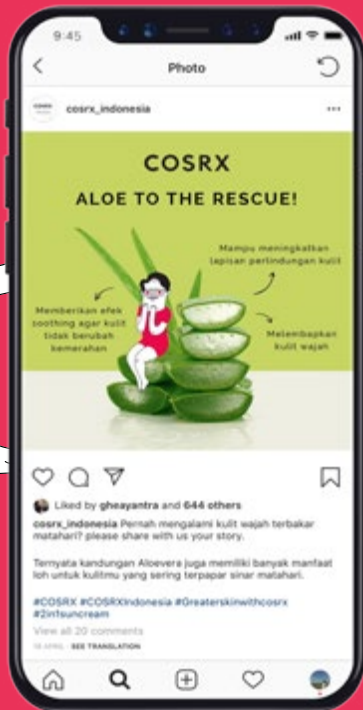
\*Promo berlaku sampai 28 Februari

## THE STORY BEHIND

COSRX is a well known Korean skin care brand, has a good reputation in Korea, they want to give a solution for skin care problems in Indonesia.

They have a premium yet fun brand images, with varieties of color code, unusual Mr. RX as a mascot also hand drawn illustration style.

Creative manager has to regulate visual images of COSRX Indonesia with their team to support brand performance.





\*3D images were made by team