



WENING INSANI

A Jakarta based graphic designer and illustrator with 8+ years of experience in branding, merchandising, marketing & communication for various industries, from corporation to start-ups and non profit organisation.

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EDUCATION

AUG 2013 - Oct 2015

MASTER OF DESIGN

Bandung Institute of Technology
(ITB)

AUG 2016 - Oct 2010

VISUAL COMMUNICATION DESIGN

Sepuluh Nopember Institute of
Technology (ITS)

SKILL

Creative Thinking	■ ■ ■ ■ □
Blog Writing	■ ■ ■ ■ □
Article & Press Release	■ ■ ■ ■ □
Graphic Design	■ ■ ■ ■ ■
Logo Design	■ ■ ■ ■ □
Copywriting	■ ■ ■ □ □
Illustration	■ ■ ■ ■ ■
Content Marketing	■ ■ ■ □ □
Project Management	■ ■ ■ □ □

SOFTWARE ABILITY

Adobe Illustrator	■ ■ ■ ■ □
Adobe Photoshop	■ ■ ■ □ □
Adobe Indesign	■ ■ ■ ■ □
Microsoft Office	■ ■ ■ ■ □

WORK EXPERIENCE

JAN 2017 - JAN 2020

GREENHOPE

Marketing Communication & Creative Lead

- Successfully developed a brand identity, visual & communication strategy for the company under a tight deadline.
- Established trusting relationships with both national and international media and NGO such as DW, WEF, Unreasonable Goals, etc.
- Established trusting relationships with designers, vendors and key partners.
- Successfully deliver a logo for a seedling bag product and work together with the production team to deliver the goods under extremely tight deadline.
- Successfully manage the bad publicity crisis under a tight deadline and stressful circumstances.

FEB 2016 - DEC 2016

YAYASAN MUDRA SWARI SARASWATI

Graphic Designer

- Successfully developed festival branding for Ubud Food Festival 2016 and produce the collateral design for Ubud Writers and Readers Festival 2016.
- Successfully delivered the festival merchandising design such as t-shirts, totebag, notebook, etc., and increase the merchandising sales to 30 %.

OCT 2010 - JUL 2013

FABER-CASTELL INTERNATIONAL INDONESIA

Graphic Designer

- Developed a visual design and layout guideline standard for Indonesian market that are approved by Germany Head of Design as the Head Quarter to increase the productivity of the designer and the brand awareness.
- Support marketing program and able to doubled the event participants for Art Competition.
- Support Creative Development in art module for teacher workshop and become a trainer for the workshop.
- Support the Product Development for International Market to design the packaging and the instruction book.