

Hey, I'm Leonardo Tanuwijaya

I design typefaces, brands, and websites that love people and teach people to love design.

Teachings & Workshops

Graphic Design 101 and Social Media Design @ Nanyang Technological University

Des 2022 | Remote

Basic Typography and Photography @ Overcomer Church

Aug 2022 | Jakarta, Indonesia

Colour 101 @ Overcomer Church

Aug 2021 | Remote

Graphic Design 101: Digital Visualisation Workshop @ GMI Gratia

Nov 2018 | Medan, Indonesia

Skills

Industry and Soft Skills

Typeface Design, Identity Design, UI/Interaction Design, User Experience Design, Front-end Web Development, SEO, High-end Photo Retouching, Photography, Event Organising, Teaching

Tool Stack

Interaction & Web Development: Figma, Webflow, Zapier (API Integration)

Type Design & Development: Fontlab 7, Glyphs, Fontself, AFDKO

Visual Design: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Affinity Designer, Affinity Publisher, Canva

3D & Motion: Maxon Cinema 4D, Adobe Premiere Pro, Adobe After Effects

Languages

Indonesian (Native), Fujian (Native), English (IELTS Band 7.5), Mandarin Chinese (HSK4), Swedish (A2), Cantonese (Basic)

Medan, Indonesia

www.dodouber.space

hi@dodouber.space

Available remote or relocate across Indonesia

Education

University of Reading

MA Communication Design: Typeface Design Pathway

Sep 2020 - Nov 2021 | Reading, United Kingdom

University of the West of England

Bachelor of Arts in Graphic Design (Second Upper)

Sep 2019 - May 2020 | Bristol, United Kingdom

Hong Kong Design Institute (HKDI)

Higher Diploma in Design and Visual Communication, Information Design (3.3 GPA)

June 2016 - May 2018 | Hong Kong, China

Experiences

Graphic & Web Designer @ Earthling Indonesia e.V. (NGO)

March 2021 — January 2022 | Remote

- * Developed new visual direction and proactively maintained consistent typography standard and graphic assets for Earthling Indonesia e.V. Supervised and supported production of weekly creative content on Earthling's social media.
- * Managed and trained new and existing designers and illustrators on visual design principles, colour theory, design techniques, and basic typography. Reviewed and give critical instructions on every design output which prove to amplify overall quality of the team's design.
- * Create engaging visual content and user-friendly web user interface for Earthling's exclusive events. The campaigns attract multiple sponsors and hundreds of participants worldwide.

Graphic Designer @ The A Brand

Oct 2018 - Dec 2018 | Medan, Indonesia

- * Developed visual direction, brand communication strategy and design products to promote local and national scale events organised by Ardent team (Street Food Fighter, Ardentic 2018, HillFest). Design outputs include signages, menus, social contents, web banners, billboards, publications, and logos.
- * Collaborated with the team's designers, photographers, videographers, and video editors to ideate creative design concepts. Supervised production teams ongoing projects to ensure following proposed briefs and mood boards.
- * Constantly served the ongoing events by volunteering and engaged with the existing tenants and visitors. The events gained thousands of visitors per day and high overall service satisfaction from the tenants.

Graphic Design Intern @ Instant Services (Hong Kong)

Jun 2018 - Aug 2018 | Hong Kong, China

- * Designed brand identity and produced print and digital brand communication assets for EuroHome Direct which encompass email marketing layout, product catalogues, product marketing materials, name cards, and company profile.
- * Responsible for proofreading and organise data and copy, layout, and images for internal back-end database and publishing on website.

Graphic Design Intern @ MAD Studios (Brian Lau)

Mar 2018 - May 2018 | Hong Kong, China

- * Developed visual direction and highly technical logotype design for a hotel client in Indonesia. Compiled visual guidelines including use of typography to aid in house designers.
- * Supplied marketing content and multiple design outputs for client's event campaign.
- * Initiatively supported the design team's tasks to reduce workload.