



## Experience

**07.2019 – Present**

### **Independent Freelance Designer**

Working freelance as a graphic designer with a focus on Branding and Packaging for non-profit organizations, design studios, and small businesses such as beauty salons, skincare, and fashion brands.

**01.2023 – 06.2023**

**Clean Origin** Stamford, CT

### **Freelance Graphic Designer**

Responsible for designing e-commerce assets such as e-mail marketing, social media, and paid advertising. Designing physical print materials for retail such as barricade graphics, lookbook, and diamond guides. Help with finishing digital assets for the website. Took the role of production assistant on photoshoots. Brainstorm on future projects such as packaging and retail.

**06.2022 – 04.2023**

**Cedars Sinai Medical Center** Los Angeles, CA  
**Designmatters Fellowship**

Crafted a cohesive cancer campaign strategy to promote colorectal cancer screening in the Filipino-American community in Los Angeles. Worked on a focus group session and applied design strategy based on observations and cultural research. Partnered with a photographer to create a visual campaign material.

**11.2022 – 12.2022**

**Meaningful Works** Los Angeles, CA

### **Freelance Graphic Designer**

Brainstorm brand concepts and packaging design for the rebranding of Kazoo tortilla chips. Working closely with Senior Designer and generated 100+ packaging concepts of 5 design directions in a span of four weeks.

**07.2022 – 10.2022**

**Newlight Technologies Inc.** Huntington Beach, CA

### **Freelance Graphic Designer**

Worked on B2B marketing materials such as sales sheets, pamphlets, and investor decks. Worked on B2C marketing materials such as packaging design, apparel merchandising, and product photoshoots for media content and sales catalog.

**09.2021 – 12.2021**

**Meaningful Works** Los Angeles, CA

### **Graphic Design Intern**

Worked on deep competitor research and analysis for a direct-to-consumer experience. Assisted with packaging requests and color proofing from the printer. Worked on NICK'S brand font design revisions. Assisted in advertising photoshoots and created a photoshoot for social media content.

**01.2021 – 04.2021**

**Thinking\*Room** Jakarta, Indonesia

### **Graphic Design Intern**

Completed two phases of design curriculum within the scope of typography, branding and packaging. Assigned tasks to assist designers with guidance from art directors on projects which included UI/UX, apparel and spatial graphic applications.

**07.2020 – 01.2021**

**People of Happiness** Bandung, Indonesia

### **Co-founder, Lead Designer**

Co-founded the company and designed brand strategy, visual identity, and social media campaign. Built an online store system, and designed apparel merchandise and packaging. Developing a meaningful unboxing experience for customers. Took the role of art director in campaign photoshoots. Managed quality control, and scheduling with manufacturing vendors for product launching.

**06.2020 – 07.2020**

**MyEduSolve** Jakarta, Indonesia

### **Graphic Design Instructor**

Instructed an online graphic design workshop for non-designers with a focus on brand strategy and built a foundation on design theory, typography, and practical software tutorials.

**01.2019 – 04.2022**

**ArtCenter College of Design** Pasadena, CA

### **Spring 2022**

Teaching Assistant – Wildfire Prevention Studio  
As Guillaume Wolf's teaching assistant, I offered class references related to Wildfire Prevention Campaign and provided the class with technical and material assistance.

### **Summer 2021**

Teaching Assistant – Packaging Design 2  
As Monica Schlaug's teaching assistant, I assisted with weekly lecture materials. Guided students in building concepts, through provided design references, helped them with 3D modeling and rendering.

### **Spring 2019**

Teaching Assistant – Communication Design 2  
As Guillaume Wolf's teaching assistant, I accommodated the class with book references, instructed students on bookbinding workshops, and helped with art direction feedback for a zine project.

## Education

**09.2023 – 04.2025**

**California Polytechnic State University**, Pomona, CA

MBA in Business Administration

**09.2017 – 04.2022**

**ArtCenter College of Design**, Pasadena, CA

BFA in Graphic Design, with distinction

### **Focused Coursework**

**Summer – Fall 2019** Safe Niños Sponsored Project

Collaborated with Helene Huang, environmental design, to plan and design the outdoor space of Coaniquem clinic in Antofagasta, Chile.

### **Designstorm**

A 3-day intensive brainstorming session exploring future creative opportunities for sponsoring companies.

**Spring 2021** OREO — Packaging, Direct to consumer

**Fall 2019** Aquarium of the Pacific — Sustainability

**09.2016 – 05.2017**

**ArtCenter Extension**, Pasadena, CA

Intro to Advertising, Intro to Graphic Design

**09.2015 – 04.2017**

**Santa Monica College**, Santa Monica, CA

General Fine Arts

## Awards

### **Merit Based Scholarship**

2018 – Julia and Ken Gouw Scholarship Award

2017 – Santa Monica College Scholarship Award,

### **Recognition**

2022 – Core77 Student Notable Category

2020 – Denhart Sustainability Gold Award

2019 – SPARK Design Gold Medalist

## Expertise

### **Proficient in**

Adobe Suite (Illustrator, InDesign, XD) Figma, Glyphs, Fusion360, Keyshot, Laser Cutting, Keynote, G Suite, Procreate.

### **Familiar with**

Adobe Suite (Photoshop and After Effects), Processing, p5js, Solid Works, MadMapper.

### **Craft skills**

Bookbinding, Letterpress, Printmaking, Collage, Photography, Illustration, Sculpting, Sewing, Woodwork, 3-D print.

## Language

### **Fluent in English and Indonesian.**

Beginner in Japanese