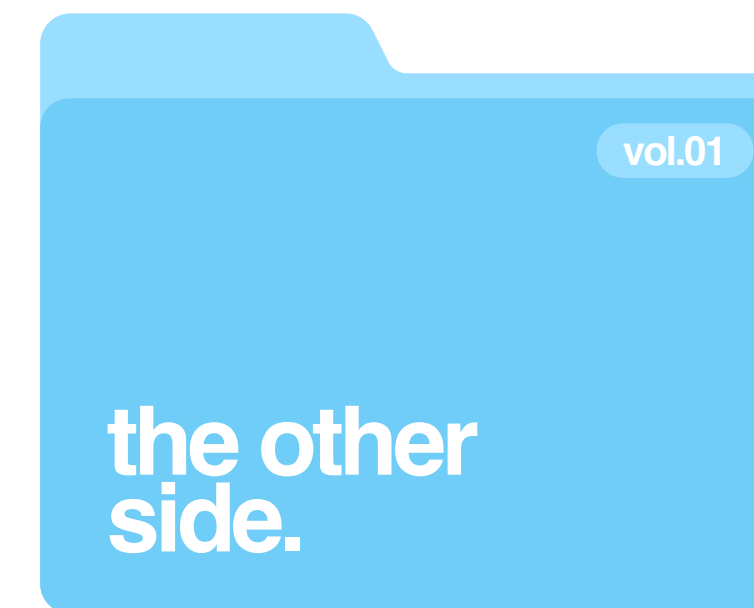


PORTFOLIO



03	INTRODUCTION
06	MY WORKS
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INTRODUCTION

INTRODUCTION

I am an enthusiastic and creative Graphic Designer, and my strengths are in design, advertising and 3D modelling. I am passionate about excellent communication to facilitate creative problem-solving. I enjoy meeting new challenges and utilizing my time-management and organization skill to ensure that my work is completed to strict timelines, with a high level of accuracy and attention to detail.

I am committed to working to an exceptionally high standard in everything I do.

EXPERIENCE

METROX GLOBAL

Head of Graphic Design | June 2018 - Present

Metrox Group is a lifestyle retail group founded in 2004 by two aspiring visionaries. Together they envisioned a well-groomed retail industry that brings the finest of lifestyle essentials to modern consumers. Devialet, Rimowa, Crash Baggage, OSIM, Yescchi, Wakai, THOR and TLTSN are some of the products handled by Metrox.

TIME INTERNATIONAL

Graphic Design | March 2016 - June 2018

As a Graphic Designer, I am responsible for concept and developing print, outdoor, and merchandising for over 30 of the world's most renowned timepiece and lifestyle brands. For instance, Rolex, Cartier, Panerai, Piaget, TAG Heuer, Fossil, Chanel, Tory Burch, Fendi, F&B with Sweet Monster and many others.

QEON INTERACTIVE

3D & Graphic Design | January 2013 - March 2016

Qeon Interactive is an online game publisher that focuses on online PC and mobile gaming. Qeon has published several games, such as Shadow Company, Heva, Clash of Gods, Final Odyssey, etc. In this company, I was responsible for making the design of stationery, posters, merchandise, 3D modeling, and video editing.

MY WORKS

MY WORKS

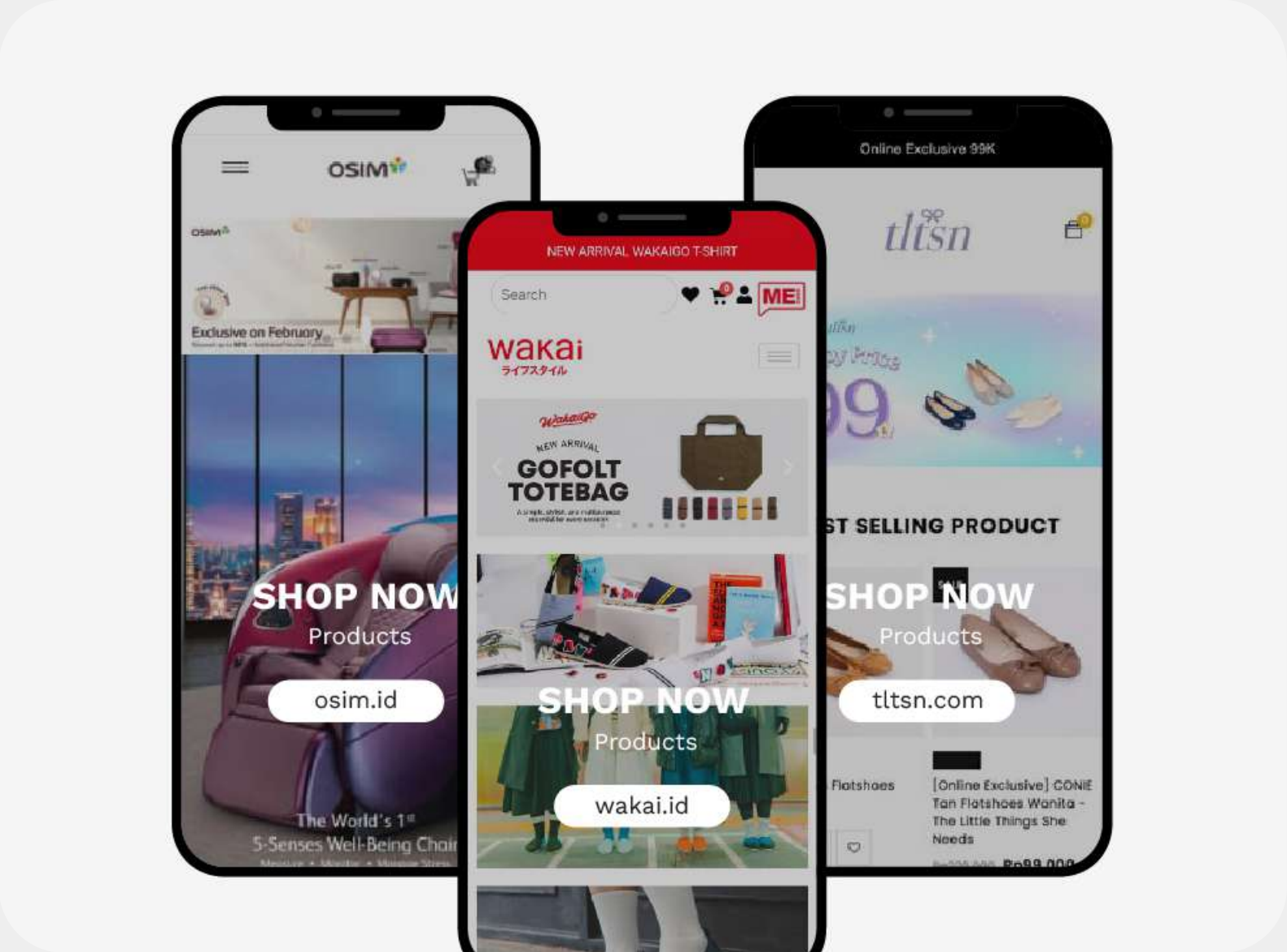
METROX GLOBAL Head of Graphic Design | June 2018 - Present

Metrox Group is a lifestyle retail group founded in 2004 by two aspiring visionaries. Together they envisioned a well-groomed retail industry that brings the finest of lifestyle essentials to modern consumers. Devialet, Wakai, Rimowa, Yesci, Paul Frank, Keds, Osim, Dyson are some of the products handled by Metrox.

Headquartered in Jakarta, Indonesia, Metrox Group is supported by full- service operation in Indonesia. This allows us to keep abreast with the progress of our target consumers, accurately depicting upcoming trends and changes in Demogrtaphy, Economy, and Other Pertinent Aspects.

Metrox's fresh logo design is a captivating blend of passion and sophistication, featuring a vibrant red color palette that commands attention. The bold red hue symbolizes Metrox's energy and bold presence in the fashion retail scene, setting the stage for a memorable and impactful brand identity.

The simplicity of the design allows the red color and bold typography to take center stage, creating a visually striking and memorable logo. The seamless integration of these elements reflects Metrox's dedication to a clean, modern aesthetic that resonates with contemporary consumers.



We are ITALIANS and we like having fun. In 2013 we grabbed a Hammer and invented the first Crash Baggage. That was in Venice (Italy of course). We kept going ever since. We design and produce bags and accessories with dented design, we believe in travel as a moment of search of pleasure and break of everyday life, to live in total freedom.

Crash Baggage totally changes the way you think about baggage. The natural deterioration of a suitcase turns into the “Aesthetics of Damage”. The dent sends an unmistakable message: “Don’t W orry , Enjoy the Trip!” The dented suitcase is the SYMBOL of those who travel without being afraid of the unexpected, indeed, want to be overwhelmed by what happens.



YESCCI is all about offering you the best in American retro style with our trendy and comfortable clothing and accessories. We want you to feel liberated, secure, and confident in every aspect of your life.

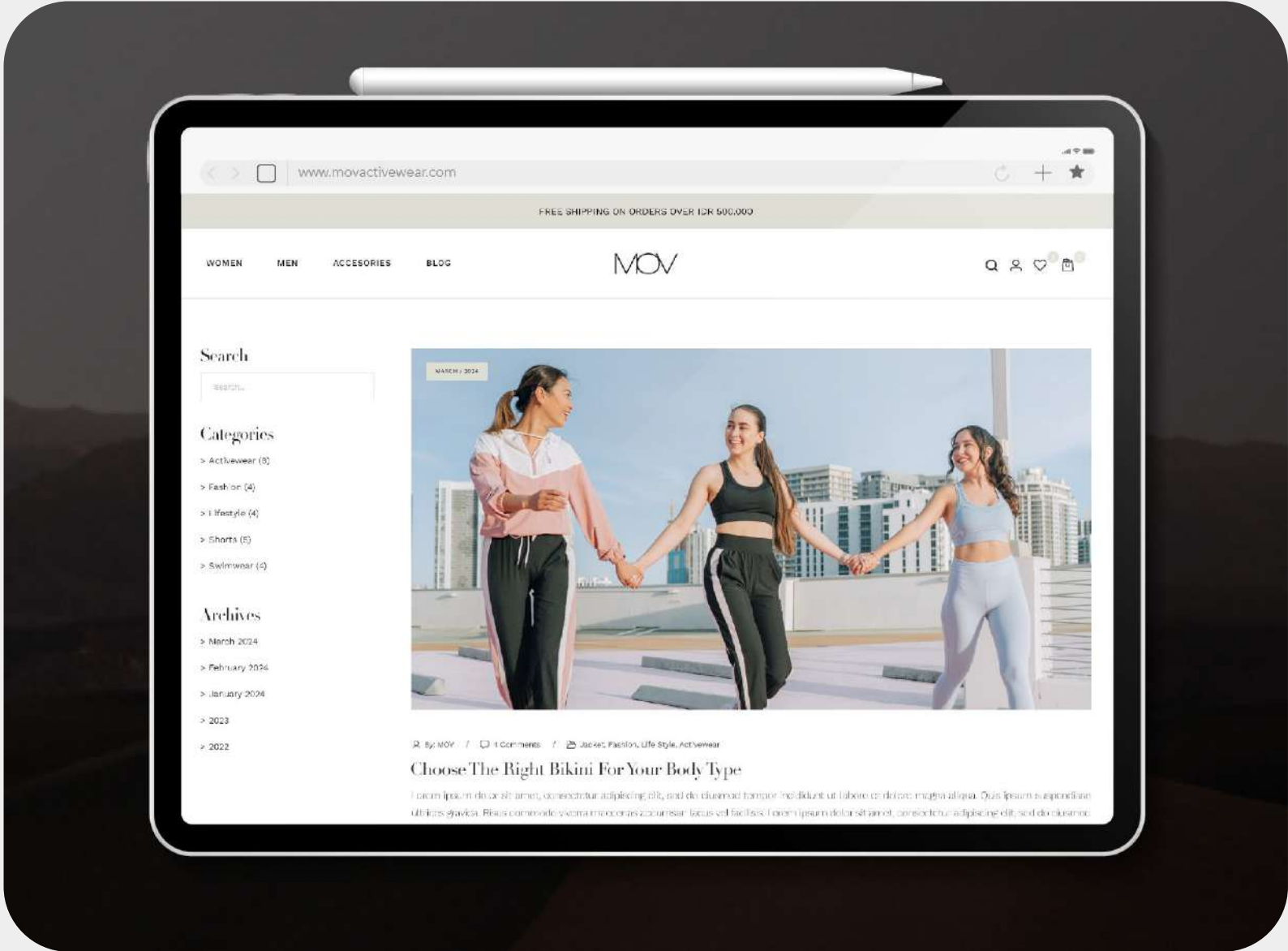
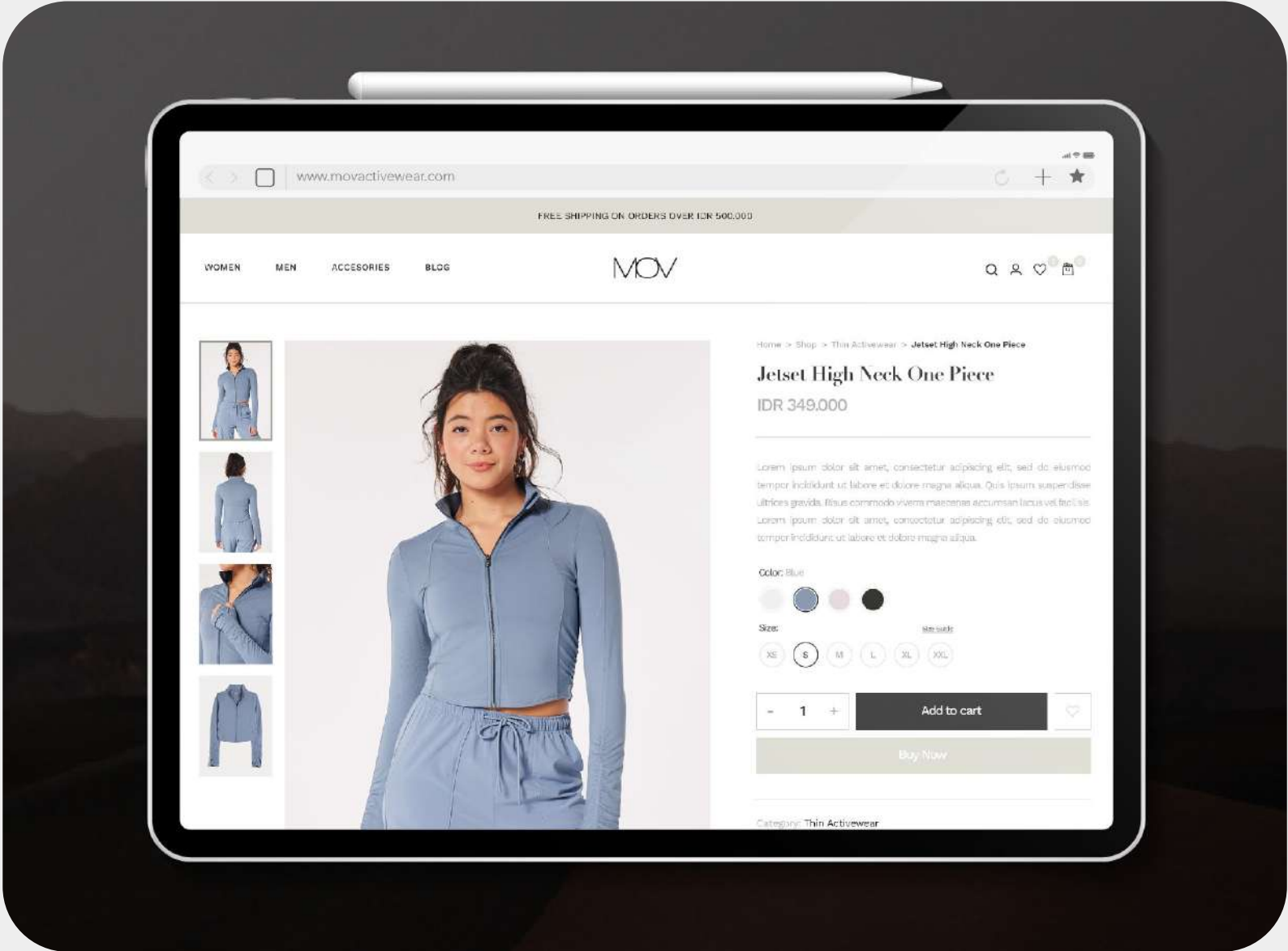
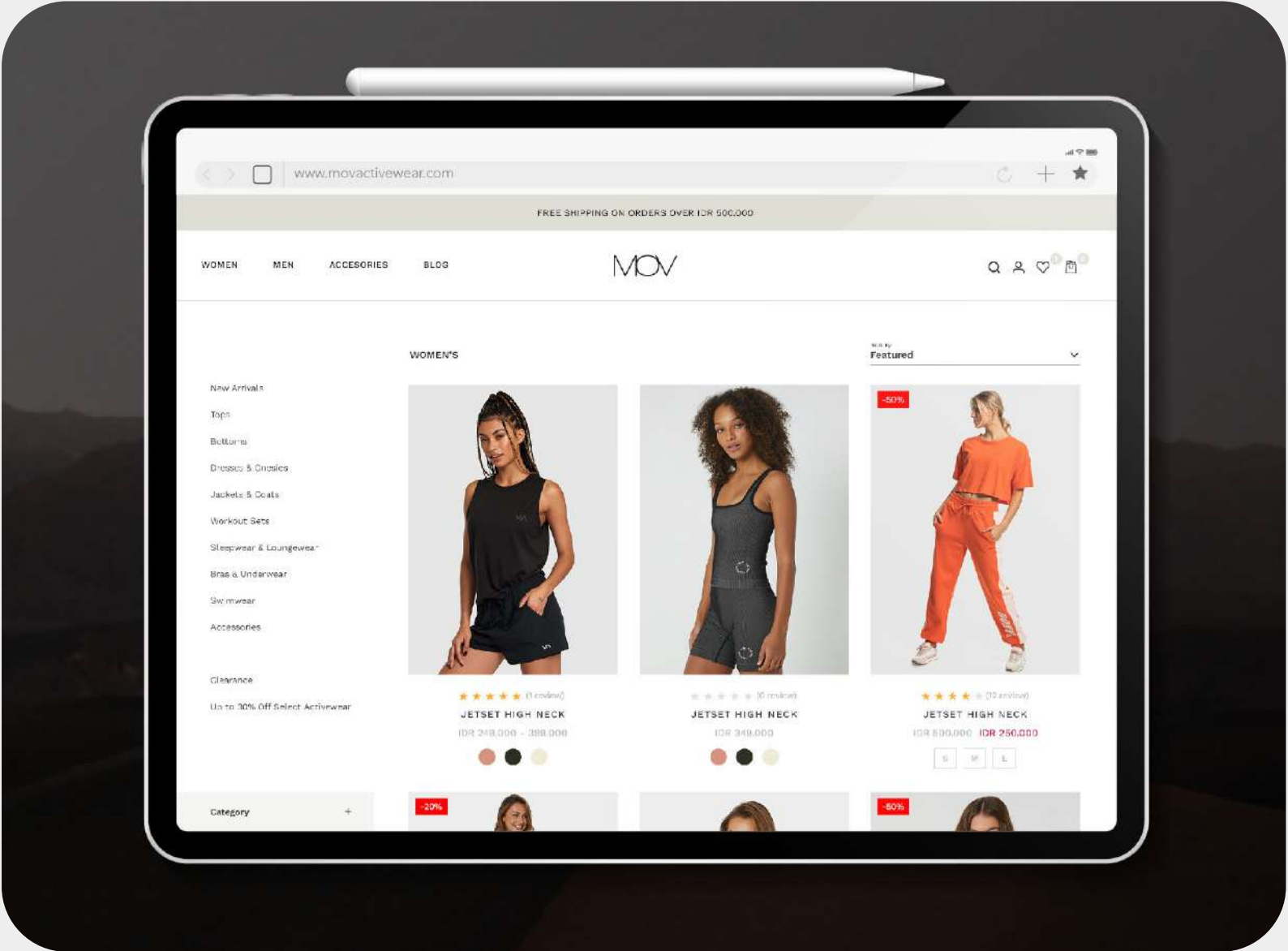
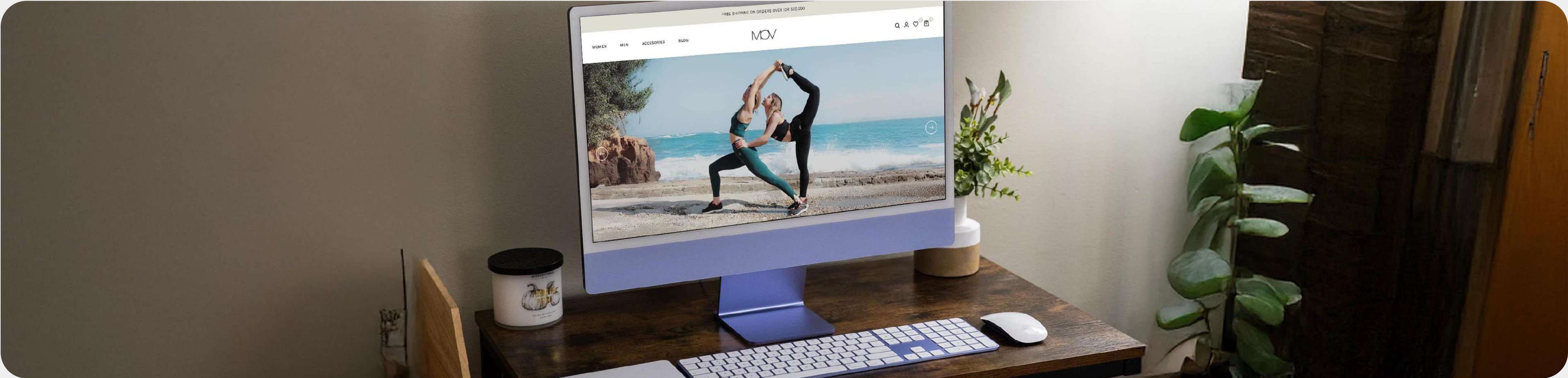
Our ambition is to become the world's leading brand for American retro women's apparel and to foster a spirit of independence, self-reliance, and freedom for women everywhere.



MOV activewear is a brand designed for energetic people who enjoy the latest in lifestyle, health, and technology while keeping a healthy balance between them. MOV is ideal for workouts or simply hanging out with your friends since it is made of high-quality, comfy fabrics that do not sacrifice style.

The business, which was founded in 2023, offers a selection of comfortable but stylishly inspired activity clothes and accessories. The lively and healthy way of life inspires us.

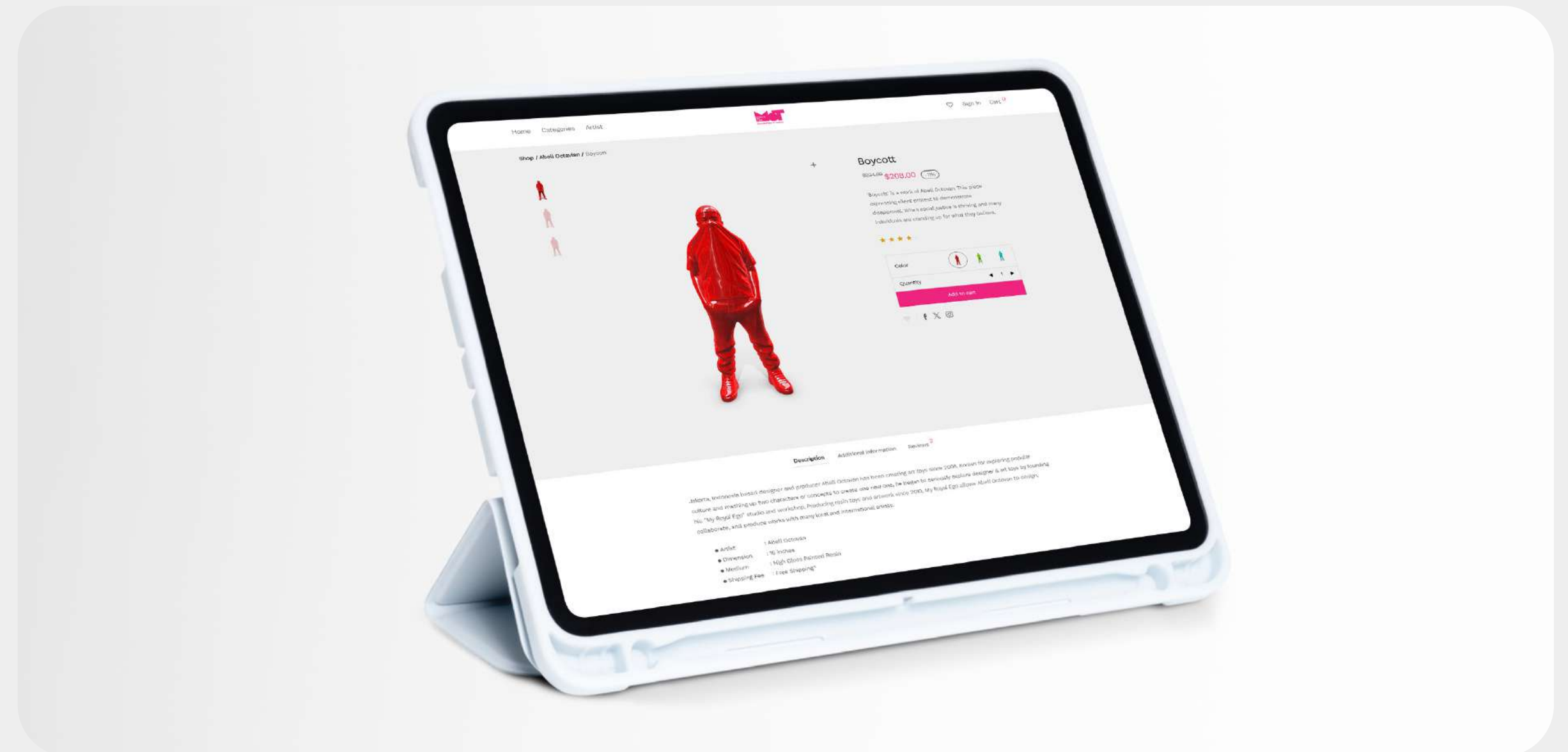
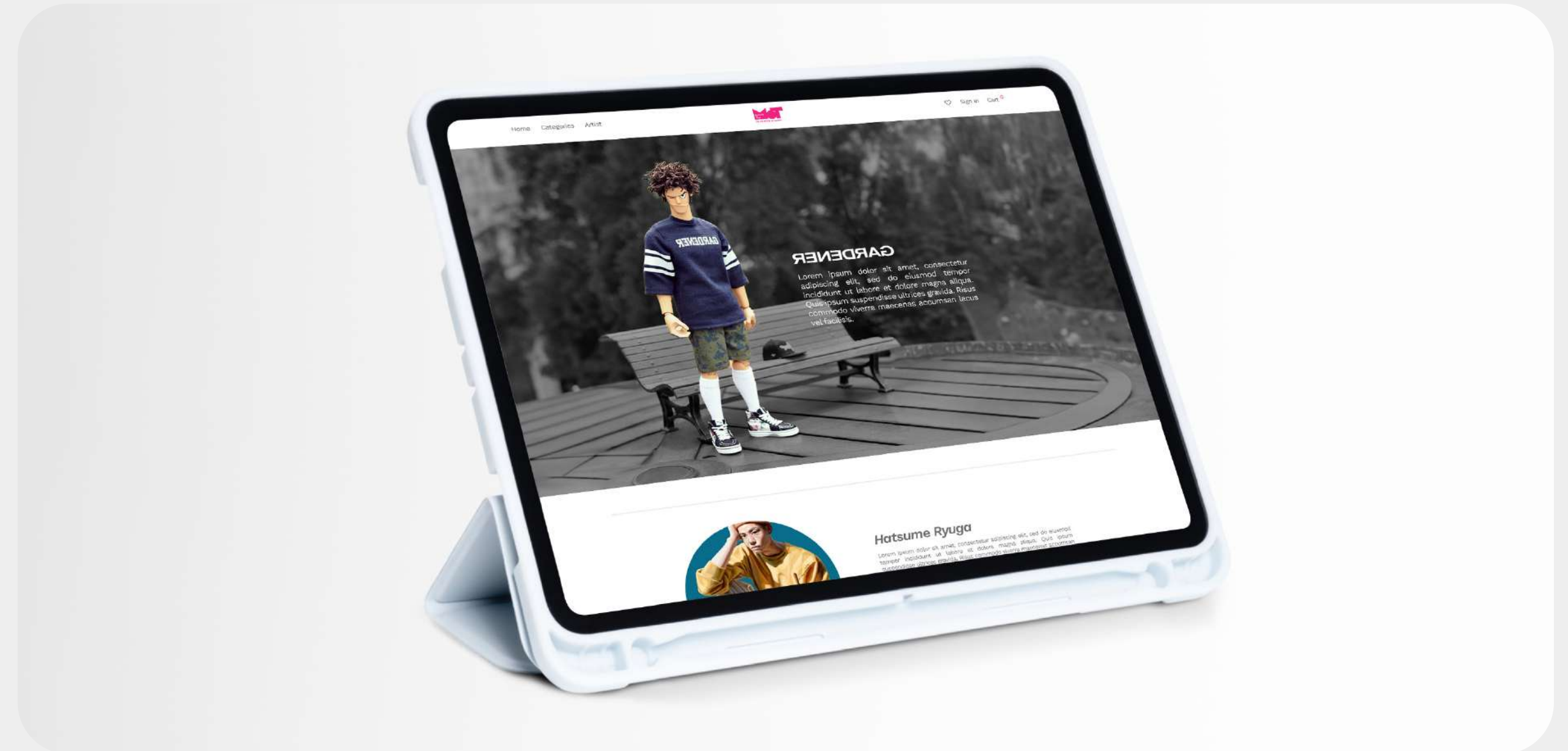
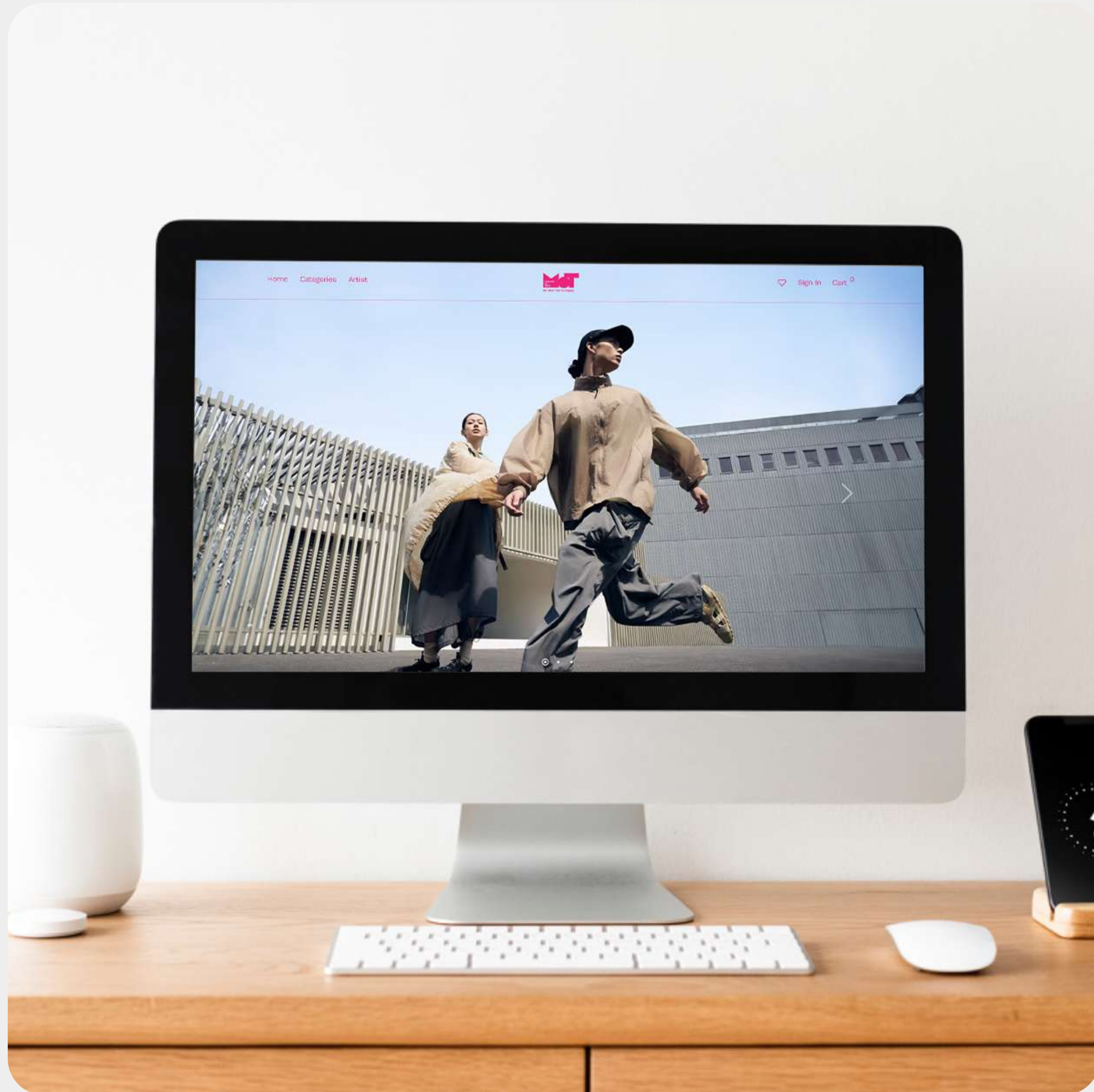
Title : MOV - Design Web



To be one of top class providers of Art & Toys based entertainment and recreation, and become a valuable attraction and experience center in Asia that bring impact for the community.

Creating valuable entertainment and recreation through Art and Toys, built a communal space for various art communities and families, to attracts visitors from all circles around the city of Jakarta and other city.

Title : Museum of Toys - Web Design



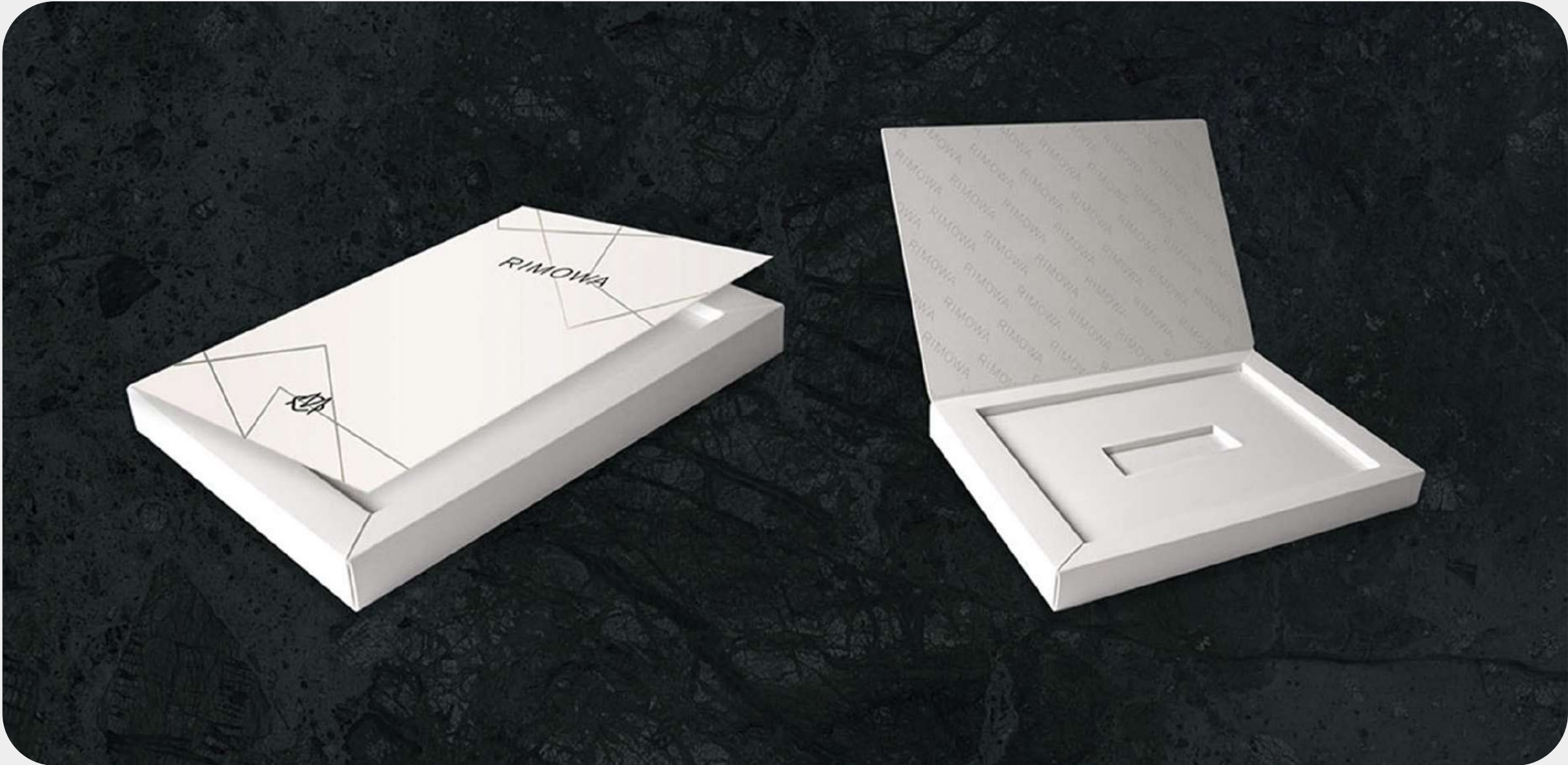
Redefining travel since 1898. From vintage wood to classic aluminium to high-tech polycarbonate: at RIMOWA, we've always looked for ways to make travel better. We've seen a lot of change across three centuries but our philosophy has always stayed the same: expert travellers need expert travel solutions.

Title : Rimowa Invitation



Redefining travel since 1898. From vintage wood to classic aluminium to high-tech polycarbonate: at RIMOWA, we've always looked for ways to make travel better. We've seen a lot of change across three centuries but our philosophy has always stayed the same: expert travellers need expert travel solutions.

Title : Rimowa Gift on event



OSIM is the leading brand in premium massage chairs in Asia and a pioneer in the Wellness Tech industry. Since our founding in 1979, we have been at the forefront of research, development and innovation with the aim of enhancing consumers’ overall health and well-being. Our focus on developing Intellectual Property in the well-being sector defines our brands, designs, technologies and retail concepts, as well as shapes our comprehensive range of innovative

products. OSIM’s integrated omnichannel brand experience offers a one-stop hub, empowering customers to manage their well-being and live heathier and happier lives.

Title : OSIM Ads - Thematic



n today's digital age, social media has become a powerful platform for reaching a vast and diverse audience. For brands like OSIM and Dyson, advertising on social media is crucial for several reasons. Firstly, it allows them to engage with their target consumers directly, creating a more personalized and interactive experience. Secondly, social media platforms provide valuable data and insights that can help optimize marketing strategies and improve customer satisfaction.

Lastly, a strong presence on social media enhances brand visibility and credibility, making it easier to attract and retain customers in a competitive market.

Title : OSIM & Dyson Social Media Ads



Metrox brands consistently create thematic advertisements every year to celebrate various significant occasions.

These advertisements are tailored to resonate with the spirit of each festivity, including Chinese New Year, Valentine's Day, Eid Mubarak, Independence Day, and the festive season of Christmas

and New Year, which centers on joy, giving, and new beginnings. By aligning their marketing efforts with these key moments, Metrox successfully engages their audience and strengthens their brand presence throughout the year.



MY WORKS

TIME INTERNATIONAL Graphic Design | March 2016 - June 2018

As a Graphic Designer, I am responsible for concept and developing print, outdoor, and merchandising for over 30 of the world’s most renowned timepiece and lifestyle brands. For instance, Rolex, Cartier, Panerai, Piaget, TAG Heuer, Fossil, Chanel, Tory Burch, Fendi, F&B with Sweet Monster and many others.

Time International has the largest service centers in Jakarta, Time Care and Watch Care, complete with state-of-art technology providing professional after-sales care for all brands sold from the retail outlets.

TAG Heuer S.A. (/ˈtæg ˈhɔɪ.ər/ TAG HOY-ər) is a Swiss luxury watchmaker. The company began as Uhrenmanufaktur Heuer AG, founded in 1860 by Edouard Heuer in St-Imier, Switzerland. In 1985, TAG Group purchased a majority stake in the company, forming TAG Heuer.

In 1999, French luxury goods conglomerate LVMH bought nearly 100 percent of the Swiss company. The name TAG Heuer combines the initials of "Techniques d'Avant Garde" and the founder's surname.

Title: Design Invitation - TAG Heuer





BEHIND THE SCENE RIO HARYANTO

The Time Place Magazine

PONEY is constantly up-to-date with the latest trend forecasts on clothing styles, qualities, colors, and patterns. PONEY is a sought-after brand with superior standards and worth; each piece is created in the finest details with contemporary design and vibrant colors.

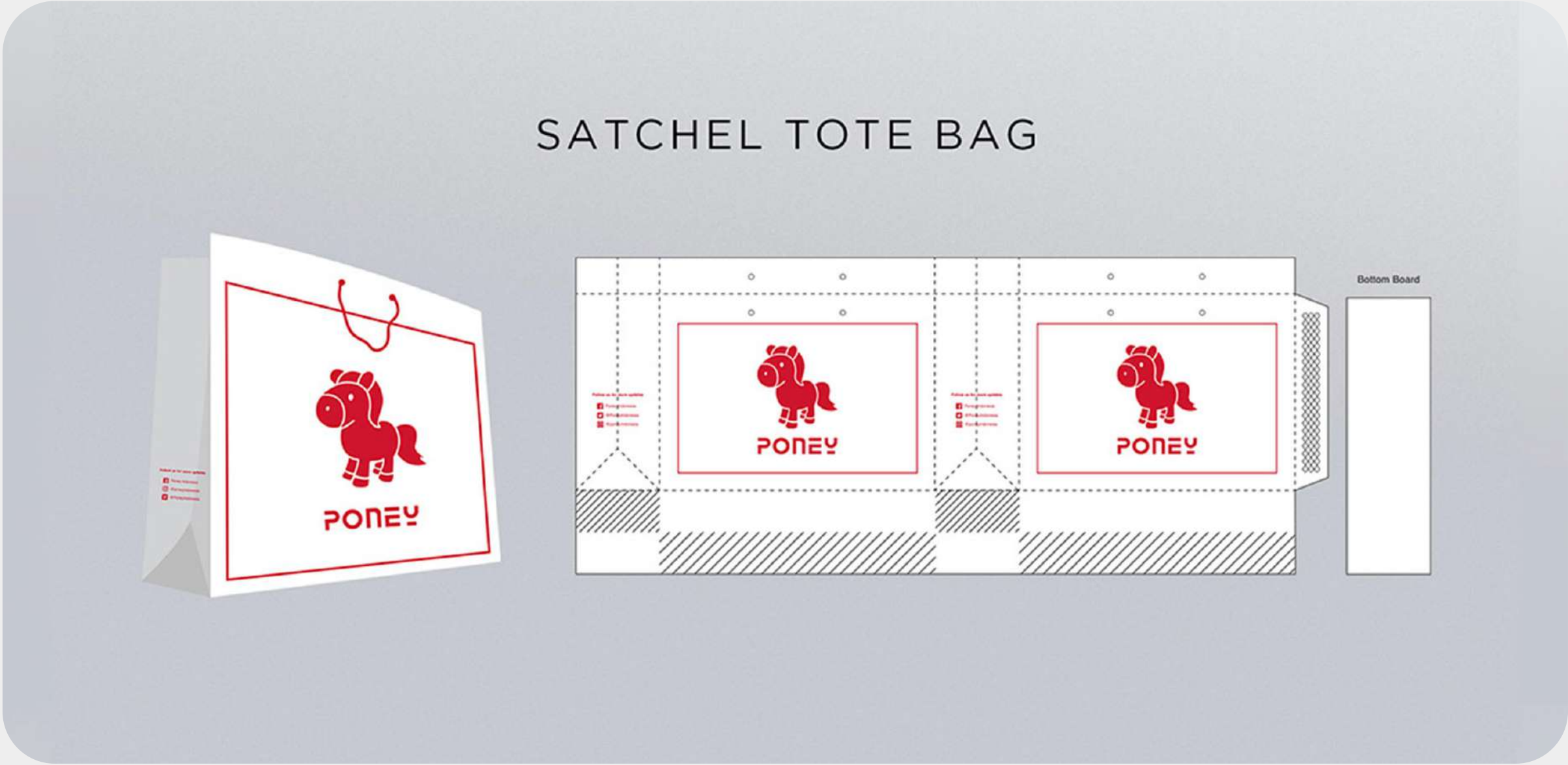
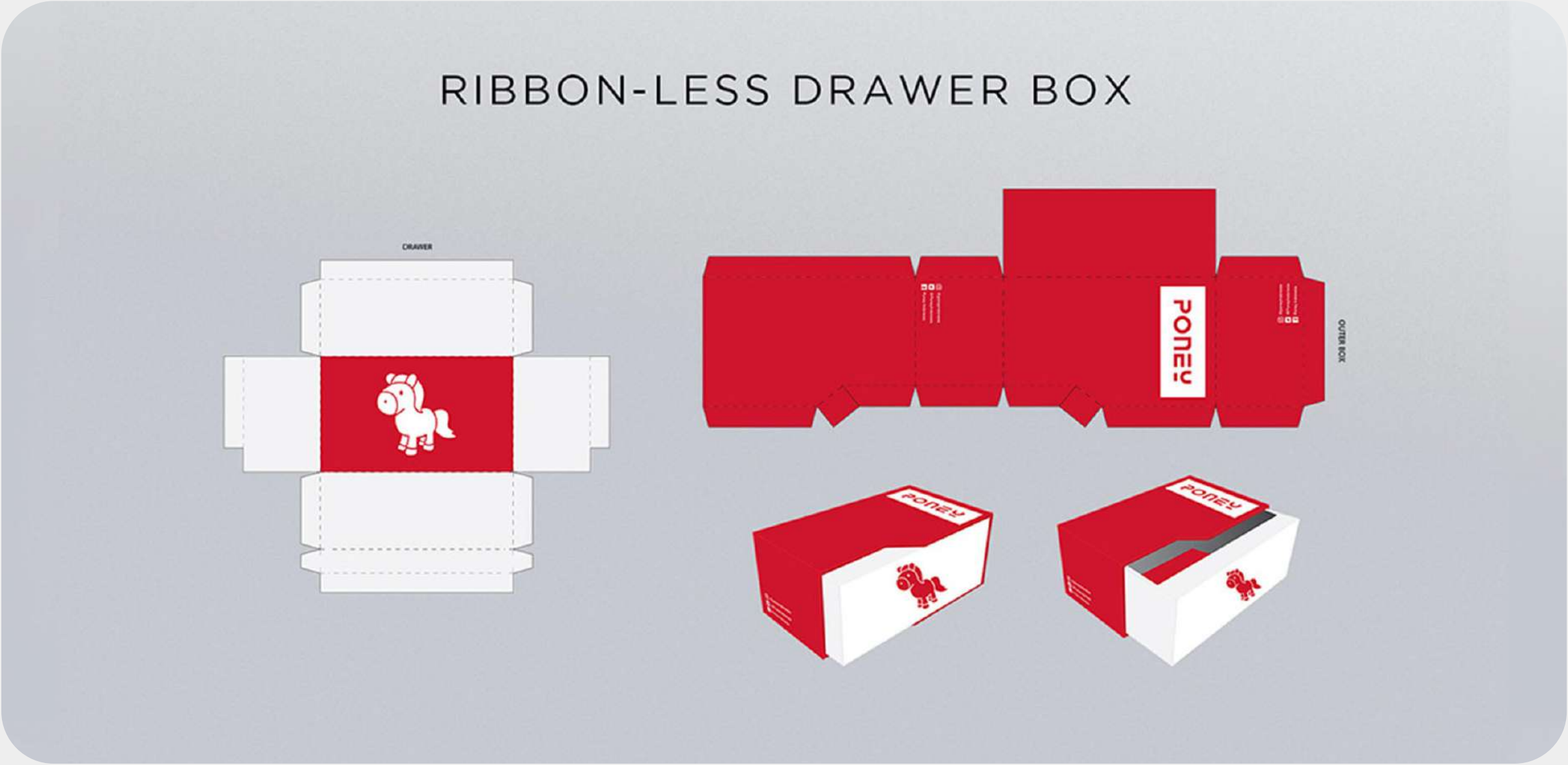
PONEY caters to both boys and girls, from newborns to toddlers to kids.
Title: Poney Invitation



We embark on stringent product safety regulations to ensure that all of our products meet international safety standards. Workmanship: We scrutinize our products to ensure they meet international workmanship standards.

Fabric selection: We select the finest and softest fabric quality in pursuance of maximizing products' durability so that they are stretchy and tender to the skin..

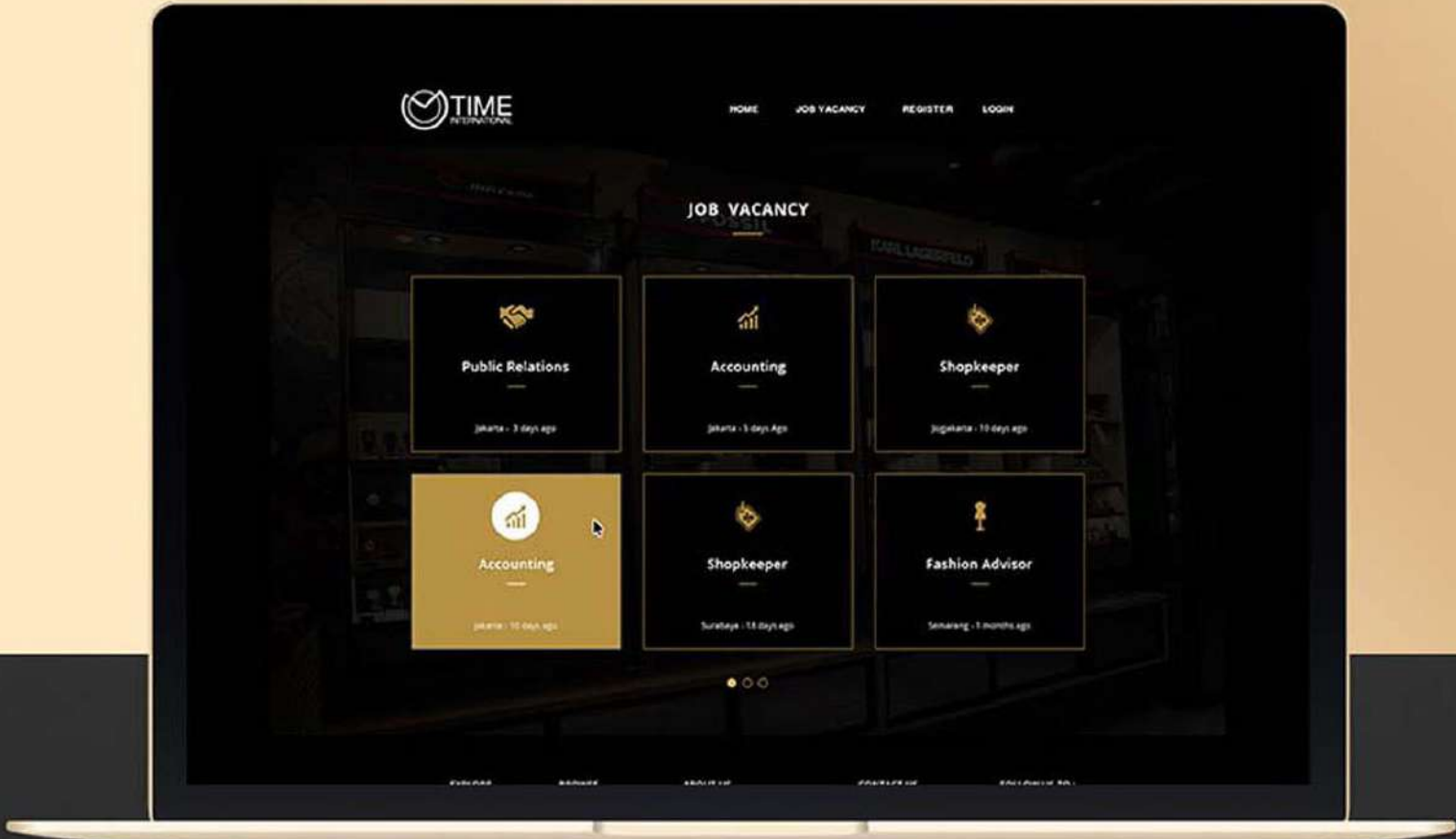
Title: Poney Packaging



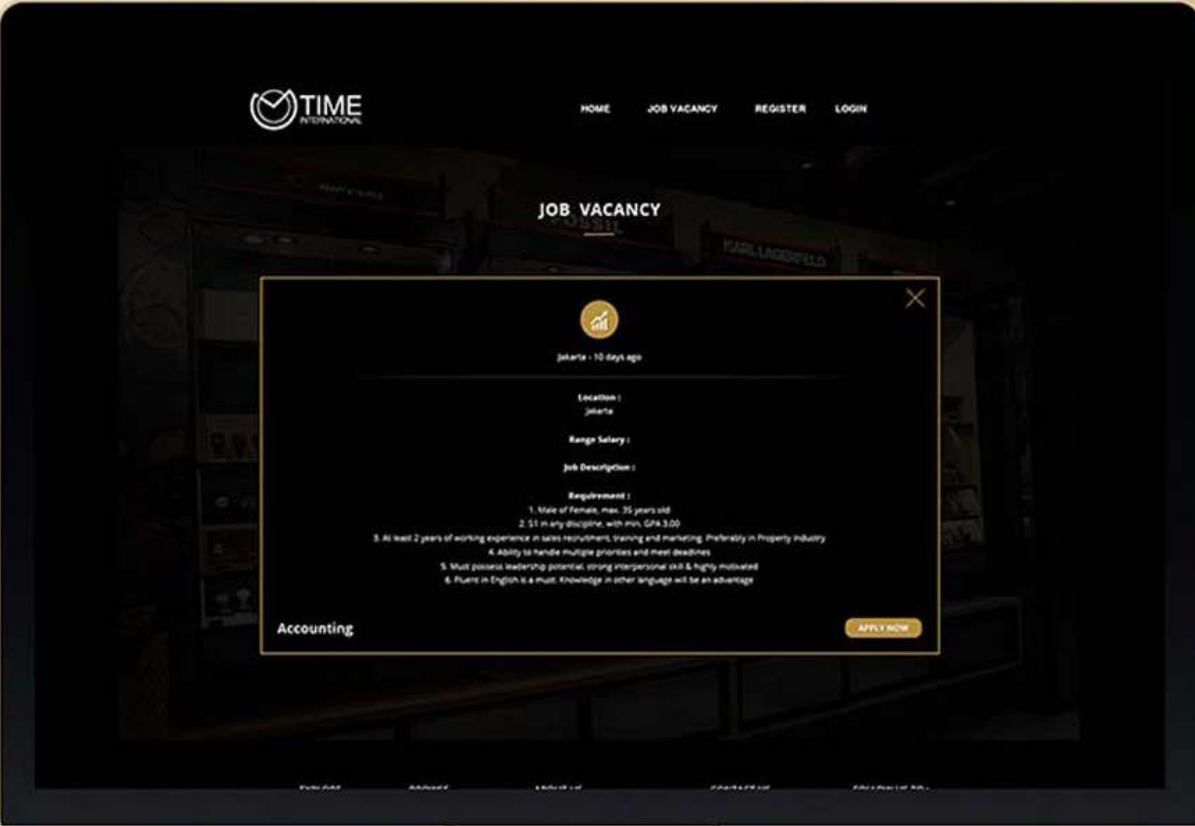
A leading brand builder and retailer organization, Time International prides itself on its commitment to the promotion and appreciation of horological culture, luxury fashion, and lifestyle. Founded in the 1960s and currently managed by its second generation, Time International manages and operates both multi-brand retail stores – including leading watch retailer The Time Place, INTime, and Urban Icon – as well as mono-brand boutiques for several of

the world’s most renowned brands, among them Bell & Ross, Berluti, Breitling, Cartier, CELINE, CHANEL, Chopard, FENDI, Fossil, Innisfree, Laneige, TAG Heuer, Tissot, Tory Burch, Valentino, and ZEGNA.

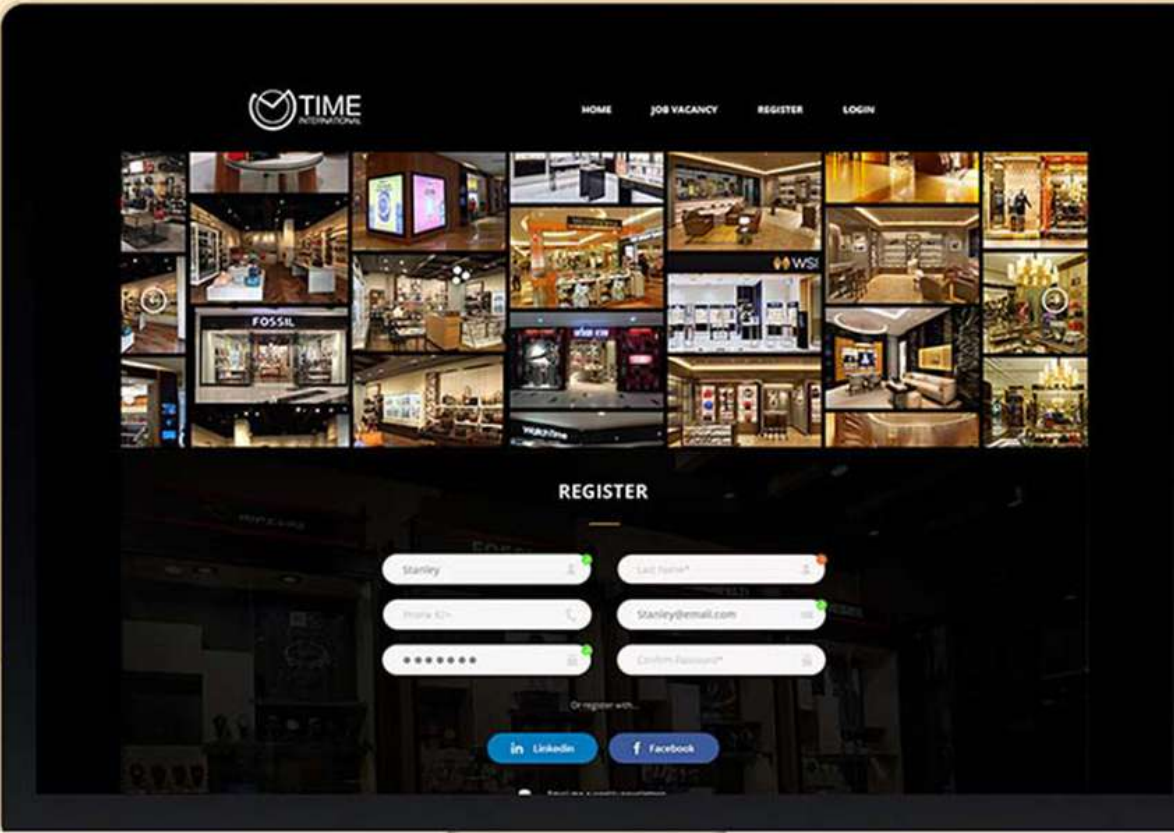
Title: Time Internation - Job Vacancy Web Design



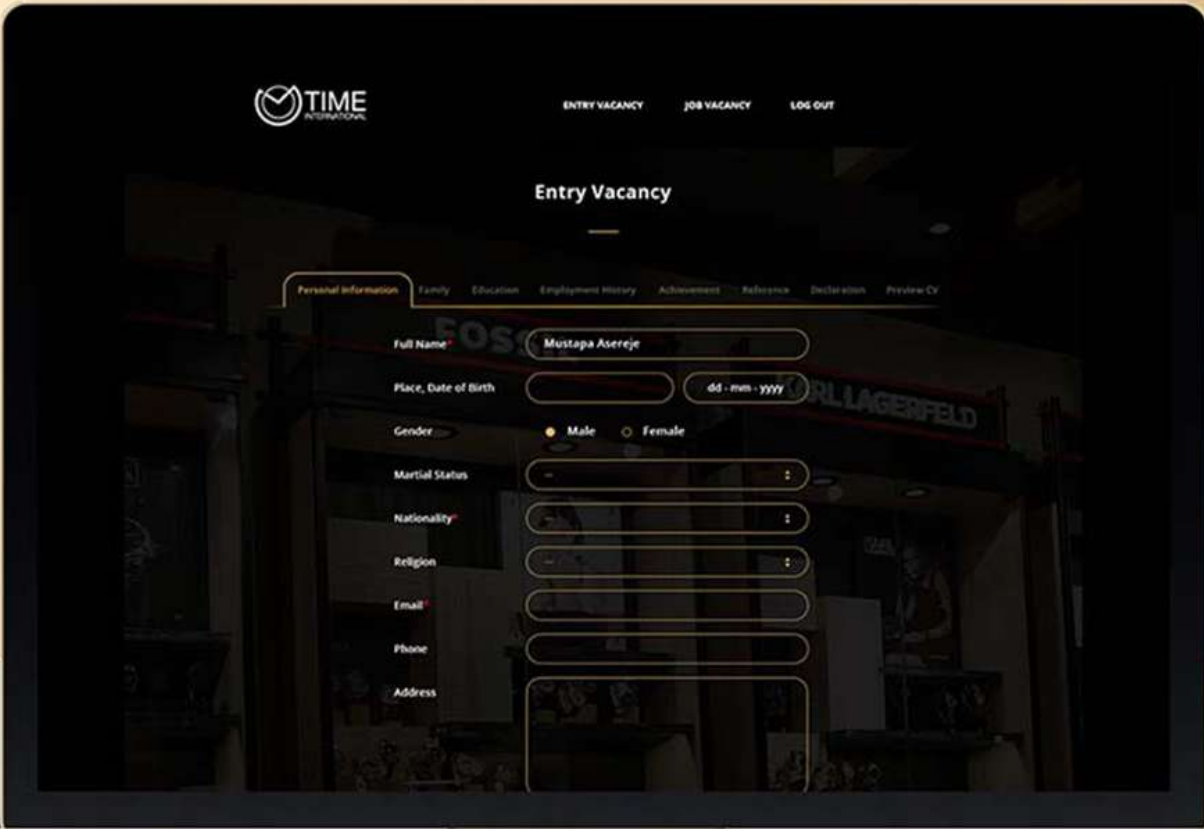
JOB VACANCY



JOB VACANCY - DETAILS



REGISTER

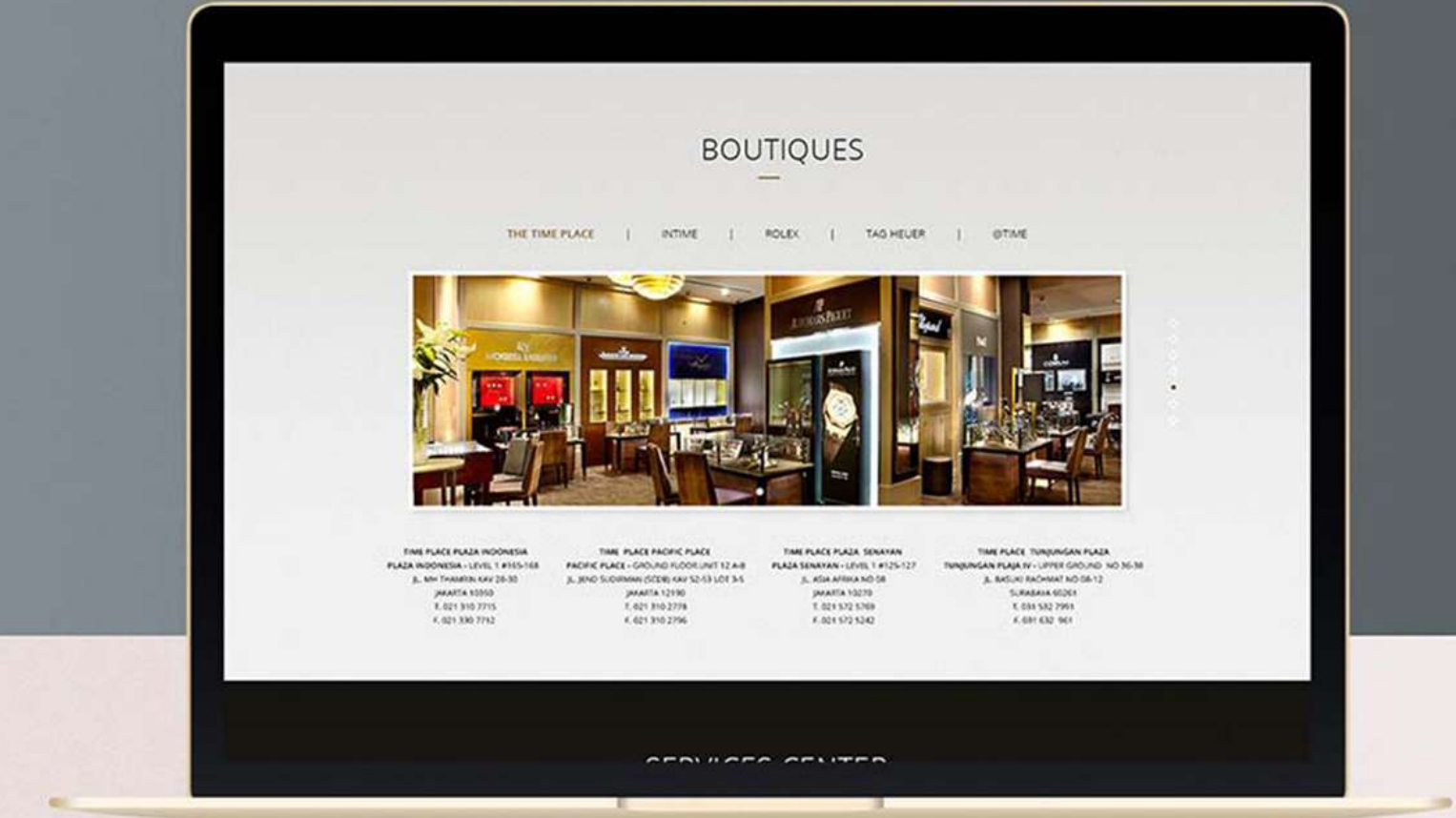
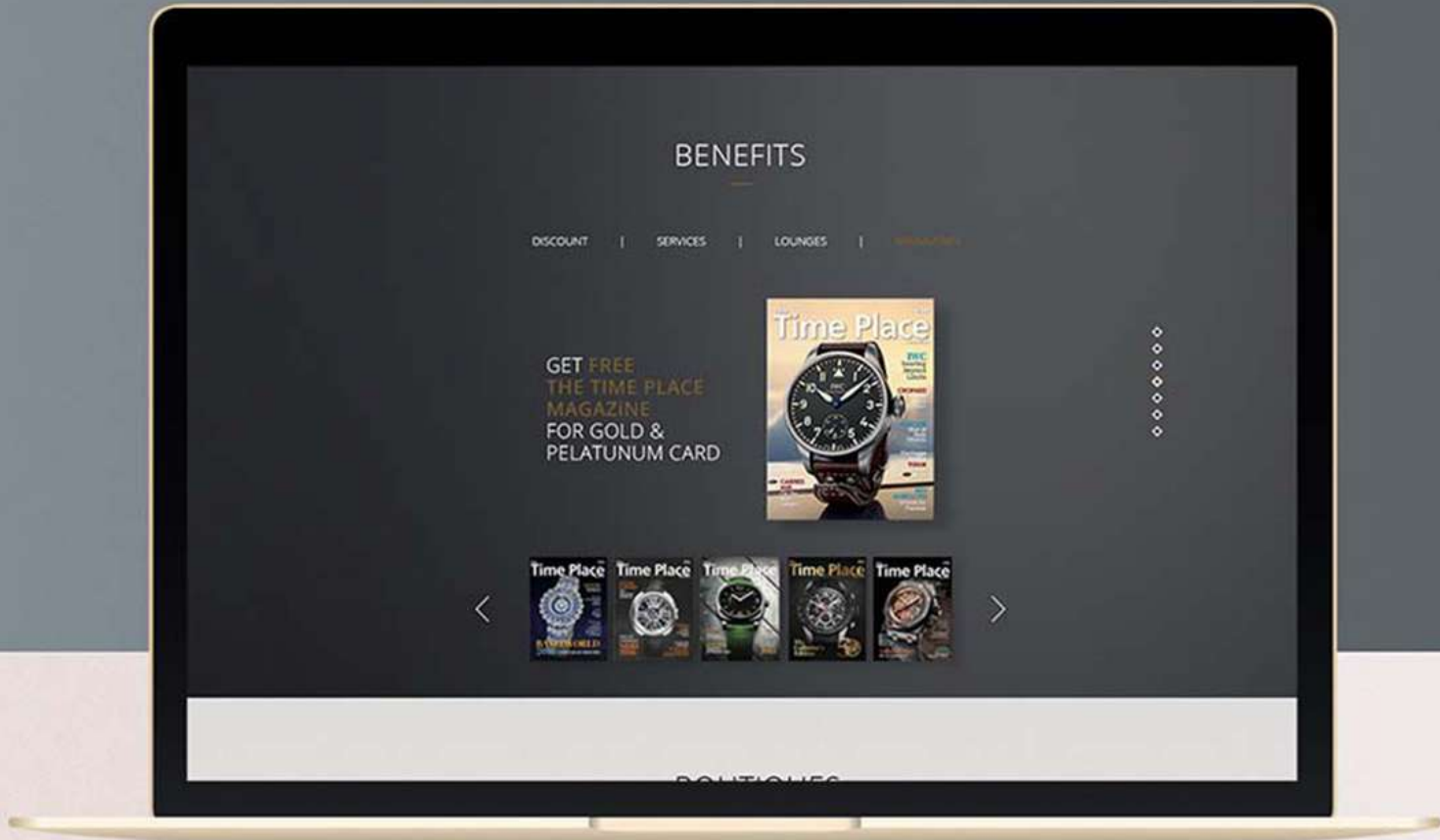
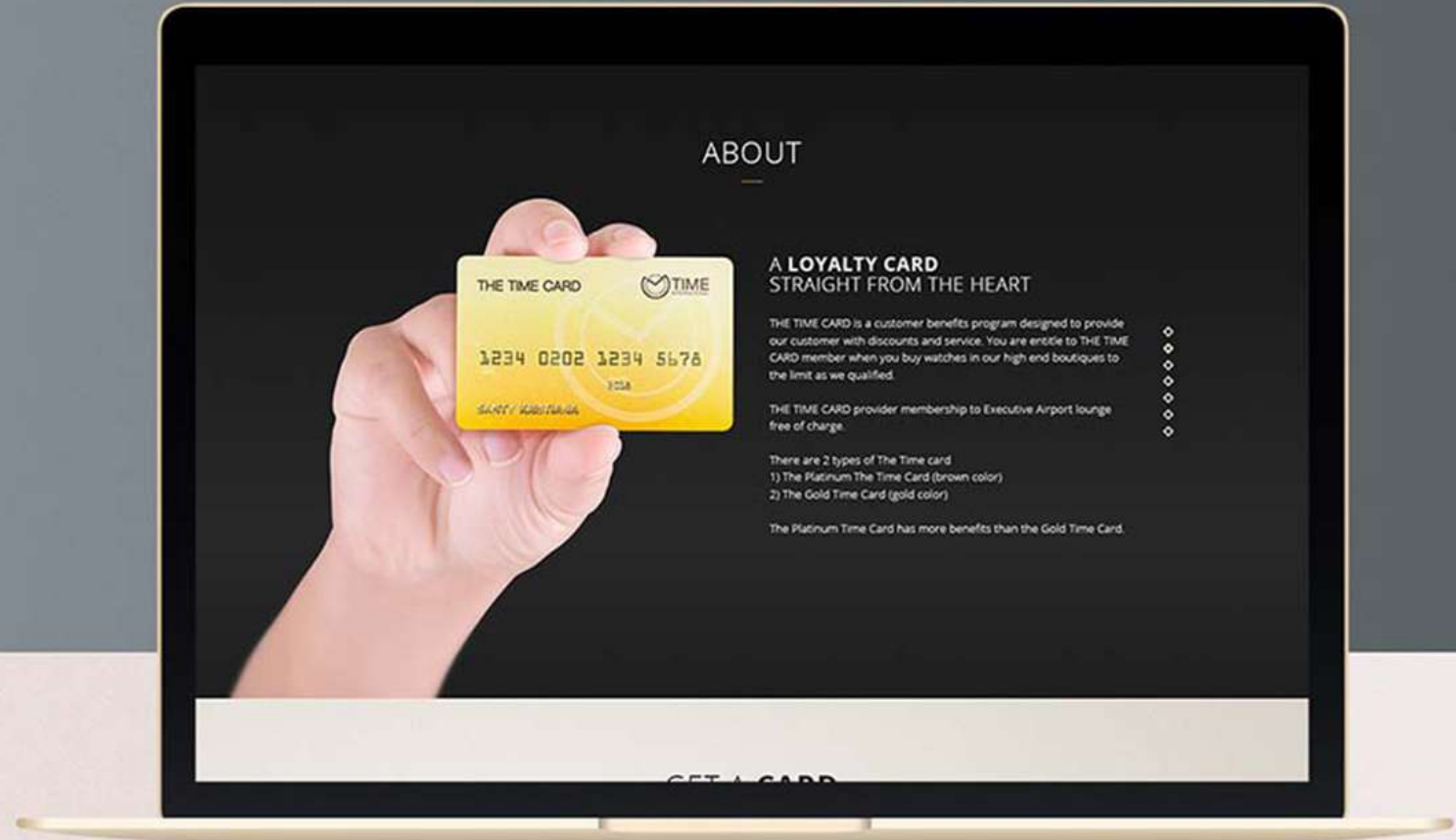
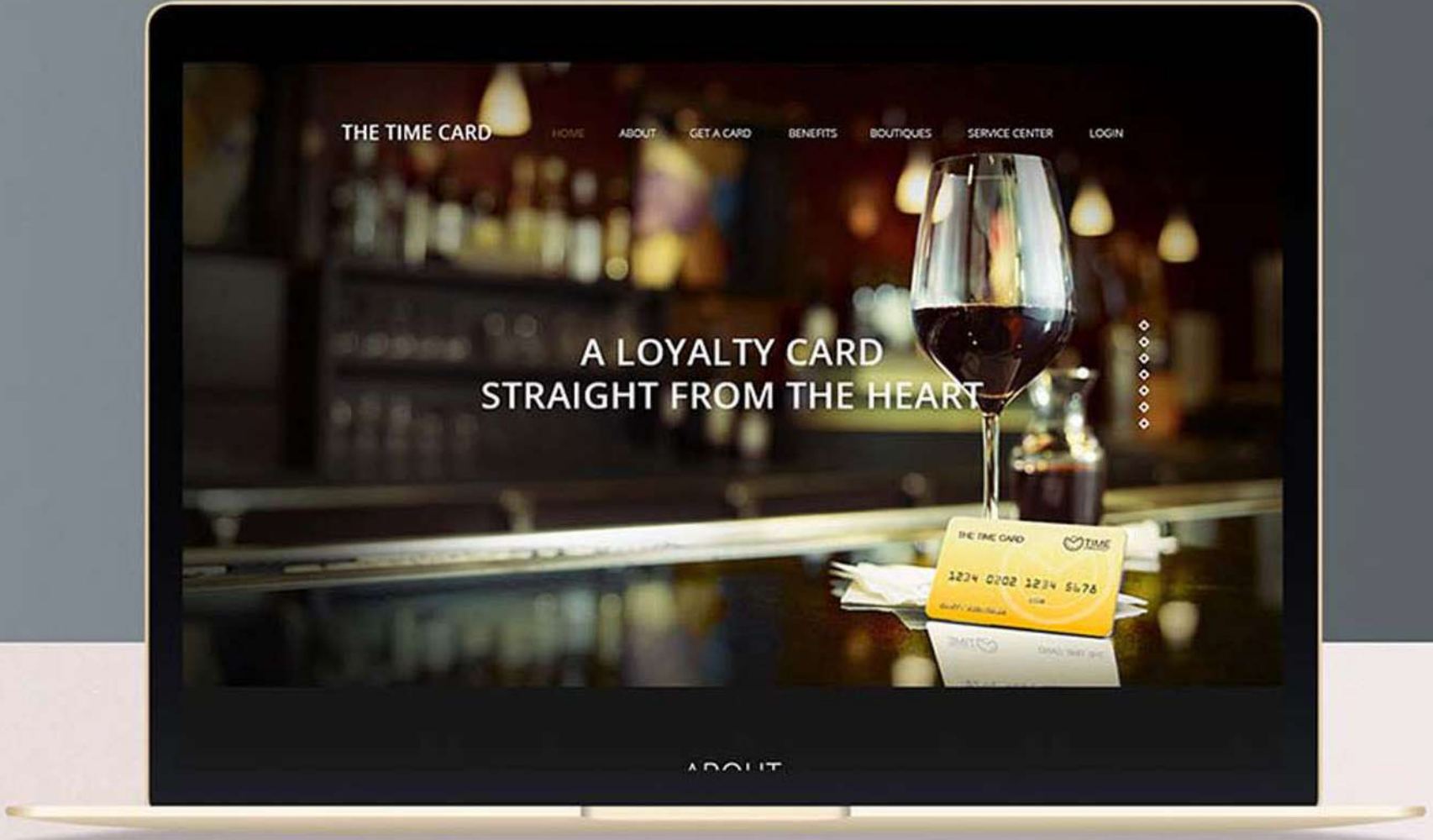


PERSONAL INFORMATION

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Title : The Time Card



We believe that when you surround yourself with people and things you love, you find beauty in every moment and make memories that shape your story. Since 1984, we've been inspired by American creativity and ingenuity.

Our goal is to bring new life into the industry by making quality, fashionable pieces. We are authentic to our roots, and creative in our style. We are optimistic in our spirit, and generous in our joy.

Title: Fossil Event

- POSTCARD -



- FLYER -



- BROCURE -



- VOUCHER -

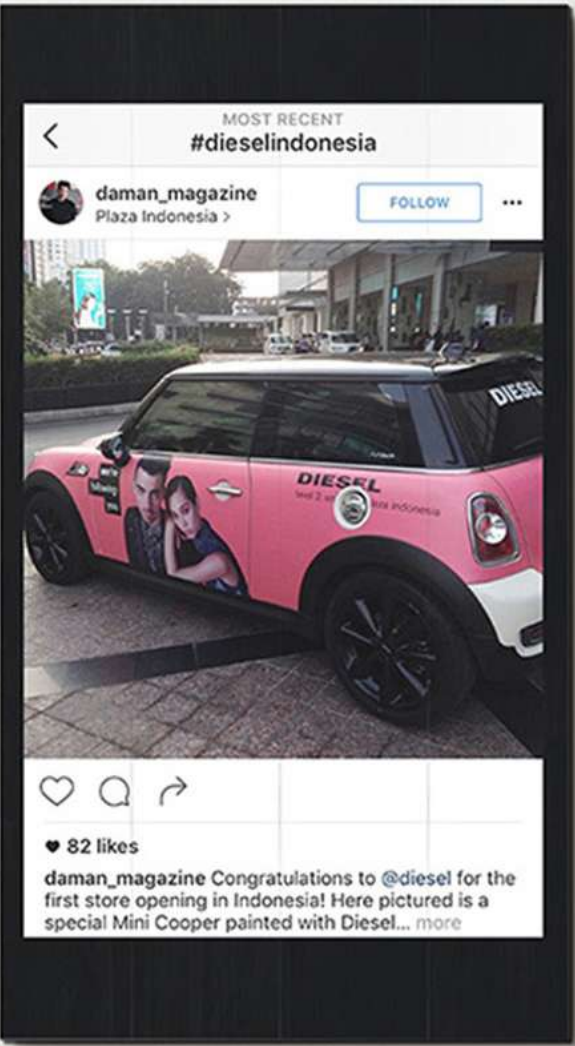
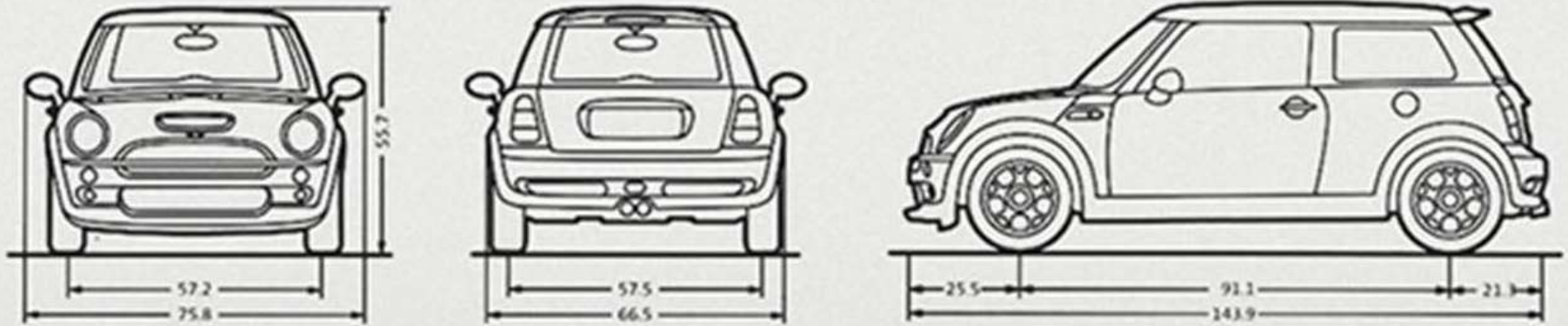


Diesel is an innovative international lifestyle company, founded by Renzo Rosso in 1978. Rooted in denim mastery and evolved into being a leader in premium fashion, Diesel is now a true alternative to the established luxury market.

Since 2020, Diesel's collections are overseen by creative director Glenn Martens, including apparel, accessories and a wide range of lifestyle collaborations: from fragrances, watches and jewelry to interior design and real estate projects with Diesel Living.

Title: DIESEL Opening Store

DIESEL



MY WORKS

QEON INTERACTIVE 3D & Graphic Design | January 2013 - March 2016

Qeon Interactive was founded in 2012, beginning as a PC game publishing company focusing in the Indonesian market. It has published casual, FPS and MMORPG genres working with companies from Korea and China.

Qeon has published several games, such as Shadow Company, Heva, Clash of Gods, Final Odyssey, etc. In this company, I was responsible for making the design of stationery, posters, merchandise, 3D modeling, and video editing.

Qeon Interactive was founded in 2012, beginning as a PC game publishing company focusing in the Indonesian market. It has published casual, FPS and MMORPG genres working with companies from Korea and China. As the mobile market began to advance worldwide, in 2017, Qeon Interactive shifted its focus by diving into the esports industry by forming an esports organization by the name of Team RRQ.

Qeon Interactive diversified its services by forming different companies in the gaming and entertainment industry.

Title: Indonesia Game Show 2013 - 3D Design

Indonesia Game Show

6 - 8 September 2013

15m x 12m

Cendrawasih Hall - JCC

Exhibition Design



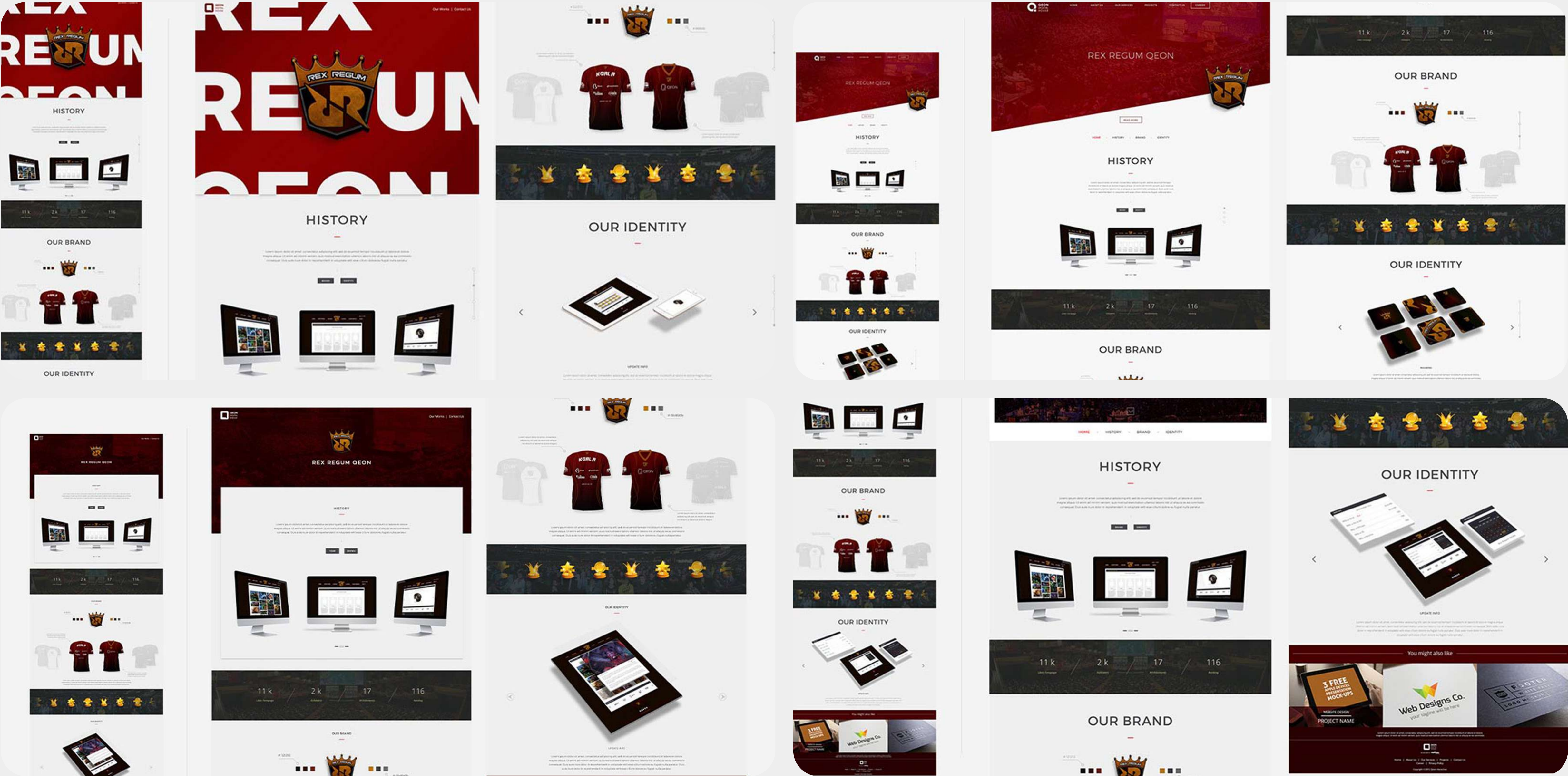
Hari Ketiga Diraikan Dengan Turnamen Battle Royal Heva Online



Founded in October 2013, Rex Regum Qeon (RRQ) was born by combining the best Indonesian DotA players already well-known in the international gaming community. By the end of 2017, Rex Regum expanded into other games such as the popular FPS game Point Blank and then the highly successful mobile game Mobile Legends Bang Bang.

Now Team RRQ has expanded over 8 game divisions including FREE FIRE, FIFA, APEX LEGENDS, PUBG, and PUBGM by acquiring some of the best talents from Indonesia and regionally.

Title: Req Regum Qeon - Web Design



Puzzle Kingdom takes the theme of 3 kingdoms during the Han Dynasty, or better known as the "Three Kingdoms".

It doesn't stop there, Puzzle Kingdom will continue to develop in the future by containing the history of other kingdoms such as: Nobunaga Oda, Majapahit, and many more.

Title: Puzzle Kingdom - 3D Design



KUF2 or Kingdom Under Fire 2 Creates a whole new genre by combining two of the most beloved elements of online games : action RPG & real-time strategy!

The satisfying combat and flashy animation exceed that of even most action games. The control scheme is intuitive and easy to learn. These are just a few of the great qualities inherited from its

predecessors and expanded upon. This action RTS is the first MMO ever in the franchise and lets the player command a large number of troops to defeat other players online and become a legend.

Title : 3D Modeling



OPENING OF KINGDOM UNDER FIRE II

Qeon Interactive

It is said that 1500 years ago there was a story about the greatness of a god named "Pangu", where he could lift the sky and separate it from the earth. Then Pangu created descendants who inherited his charisma and power. At that time, the world was still peaceful, until finally a split arose which resulted in the descendants being divided into 4 groups.

In order to defeat the other groups, they created four different powers. Their goal was only one, which was to rule the world by any means, as their ancestors did.

Title : 3D Modeling - Opening



OPENING OF CLASH OF GODS

Qeon Interactive

Qeon Interactive (QEON) was founded in 2011 as an online game publisher based in Jakarta, Indonesia. The name "QEON" [kee-on] actually originates from a gaming nickname often used by its founder, Riki Kawano Suliawan, who always believes that one day Indonesian gaming industry will become one of the biggest and the most influential in the world.

This is second opening video for QEON in the game.

Title : 3D Modeling - Opening



OPENING OF QEON INTERACTIVE

Qeon Interactive

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Title: Qeon Totebag



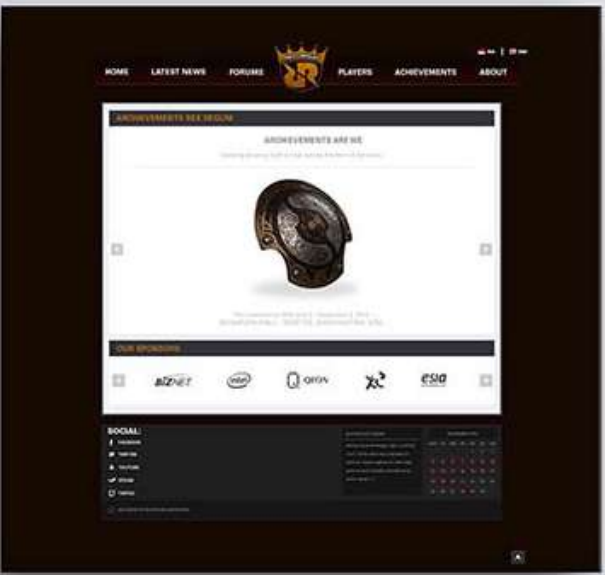
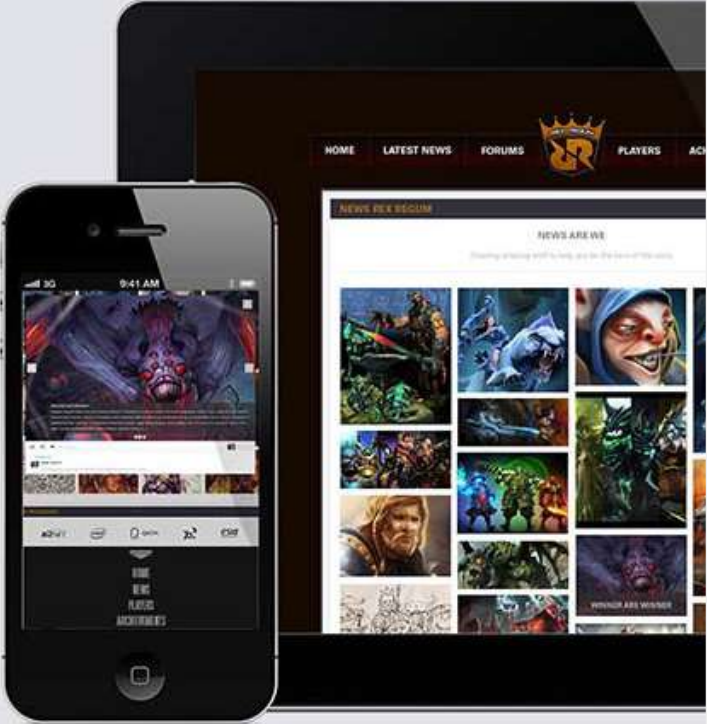
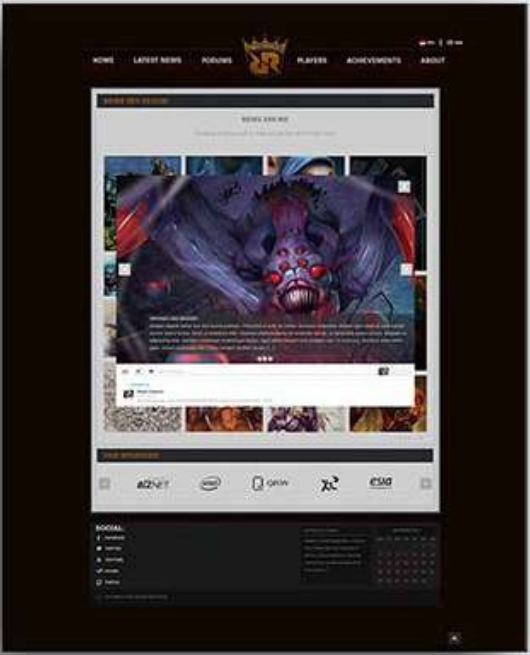
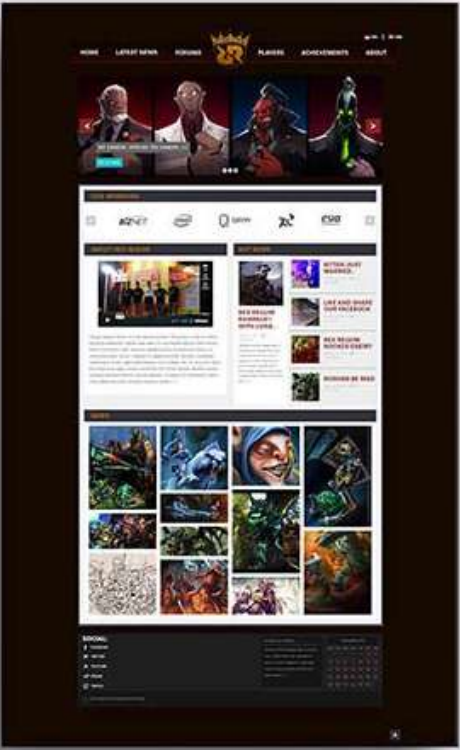
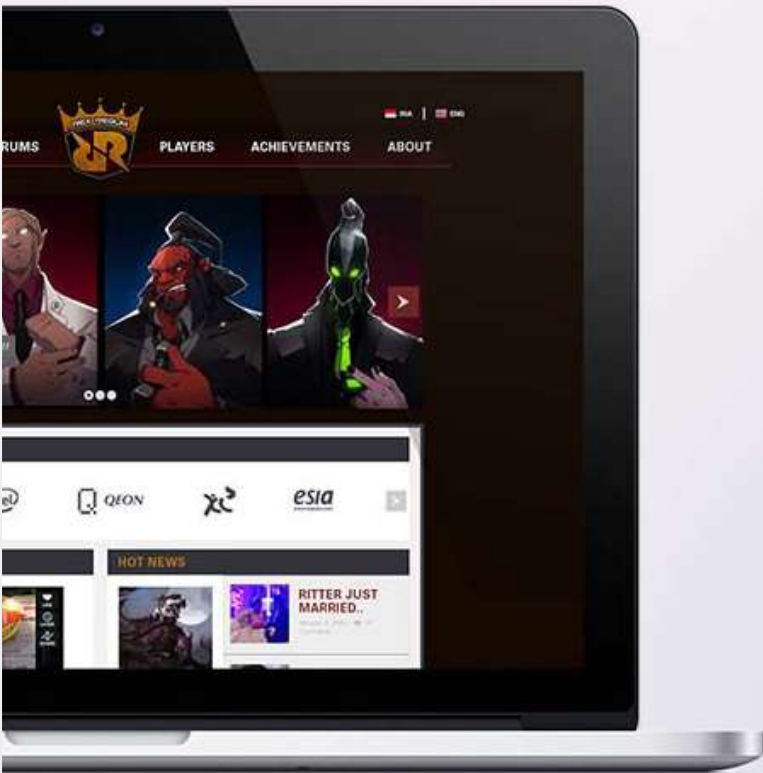
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Title: RRQ Web Design



CONNECTING WORLD
WE ARE THE NUMBER 1 ESPORT TEAM FROM INDONESIA.



Located near Karawang International Industrial City (KIIC). Delonix Hotel Karawang features 289 spacious and comfortably rooms consist of 172 hotel rooms and 117 residences where guest can enjoy garden and golf views.

Title: 3D Interior 10 x 5 M

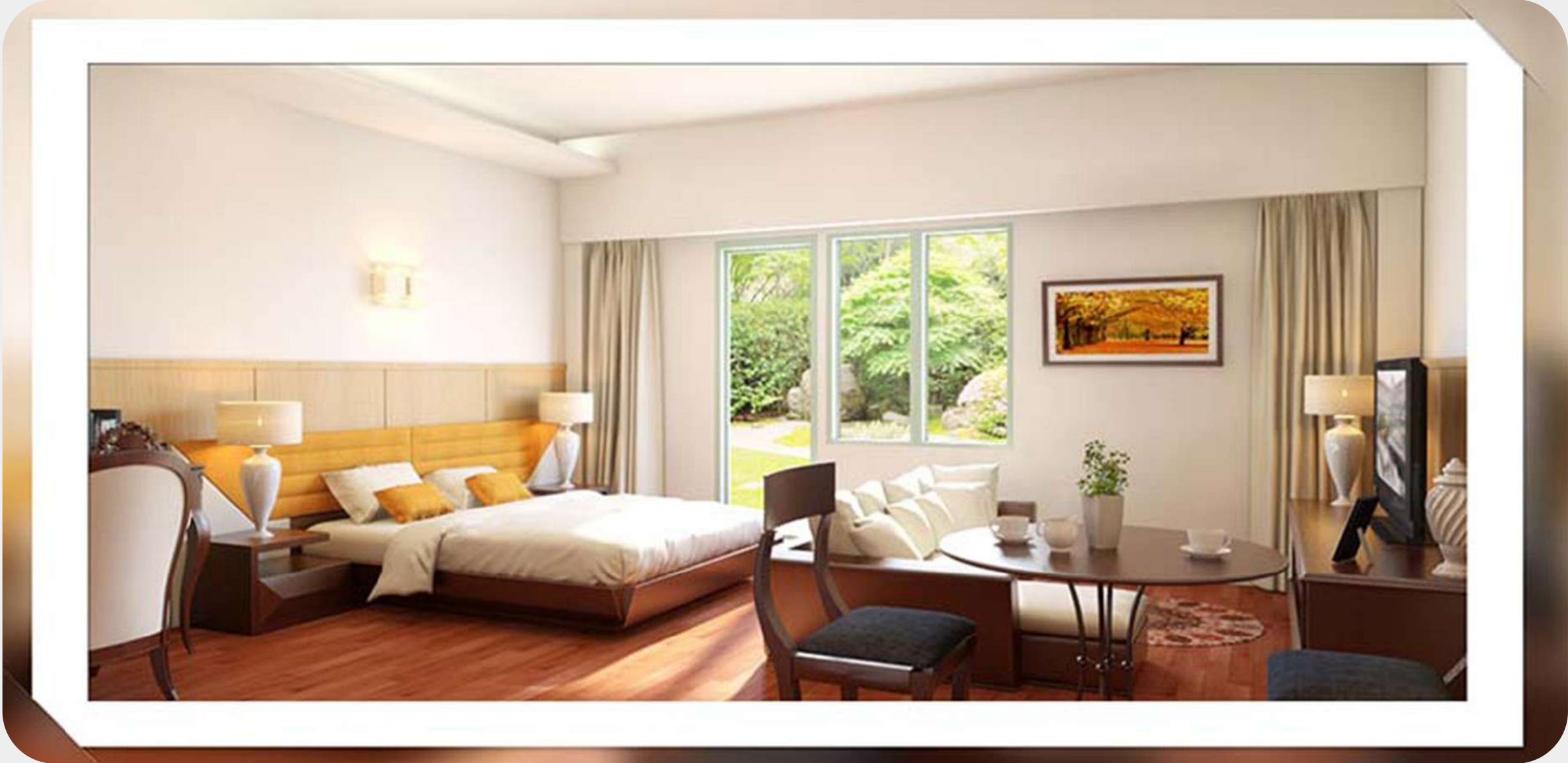
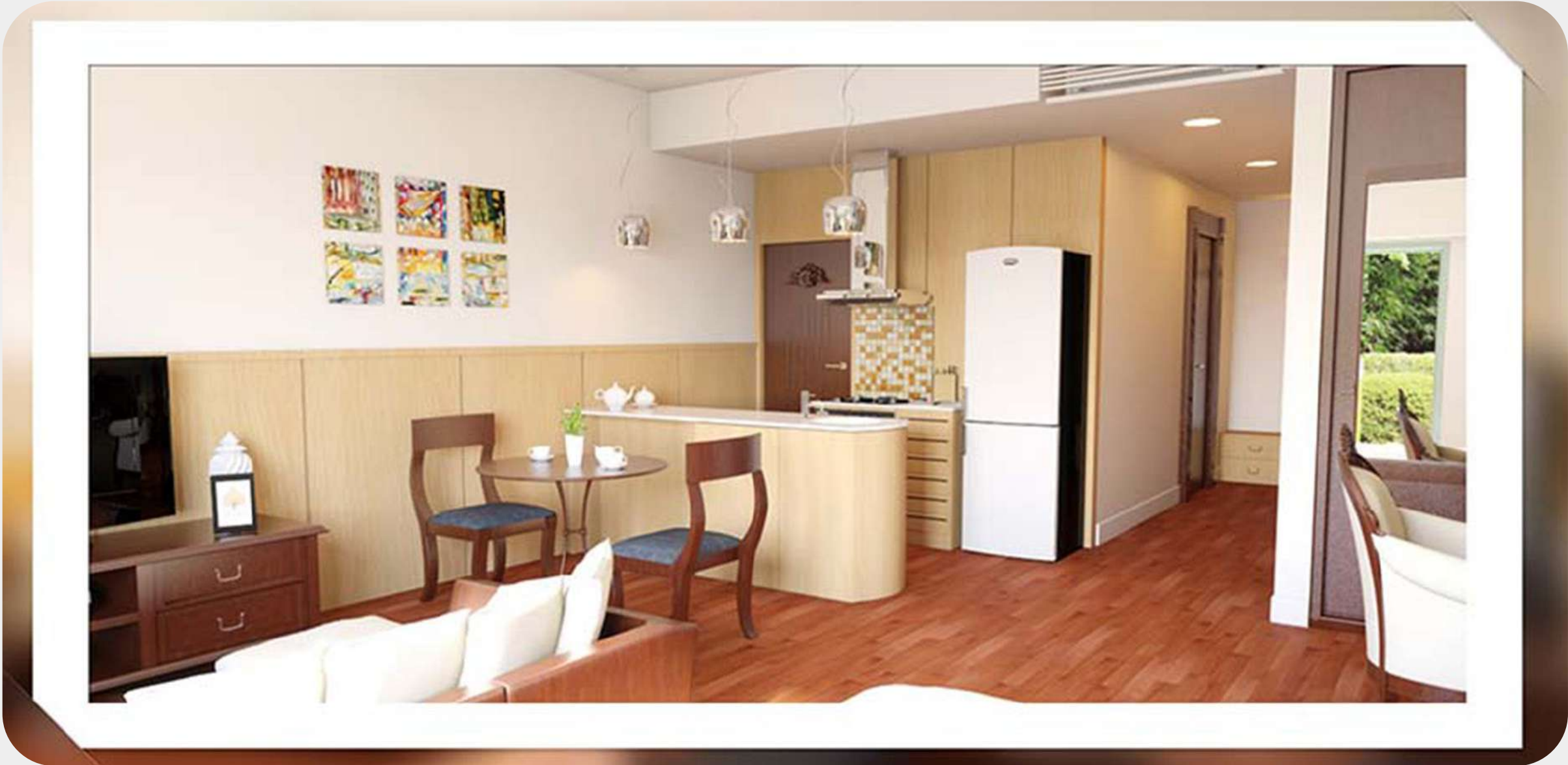
 Delonlx Hotel

 2014

 10 Meter x 5 Meter

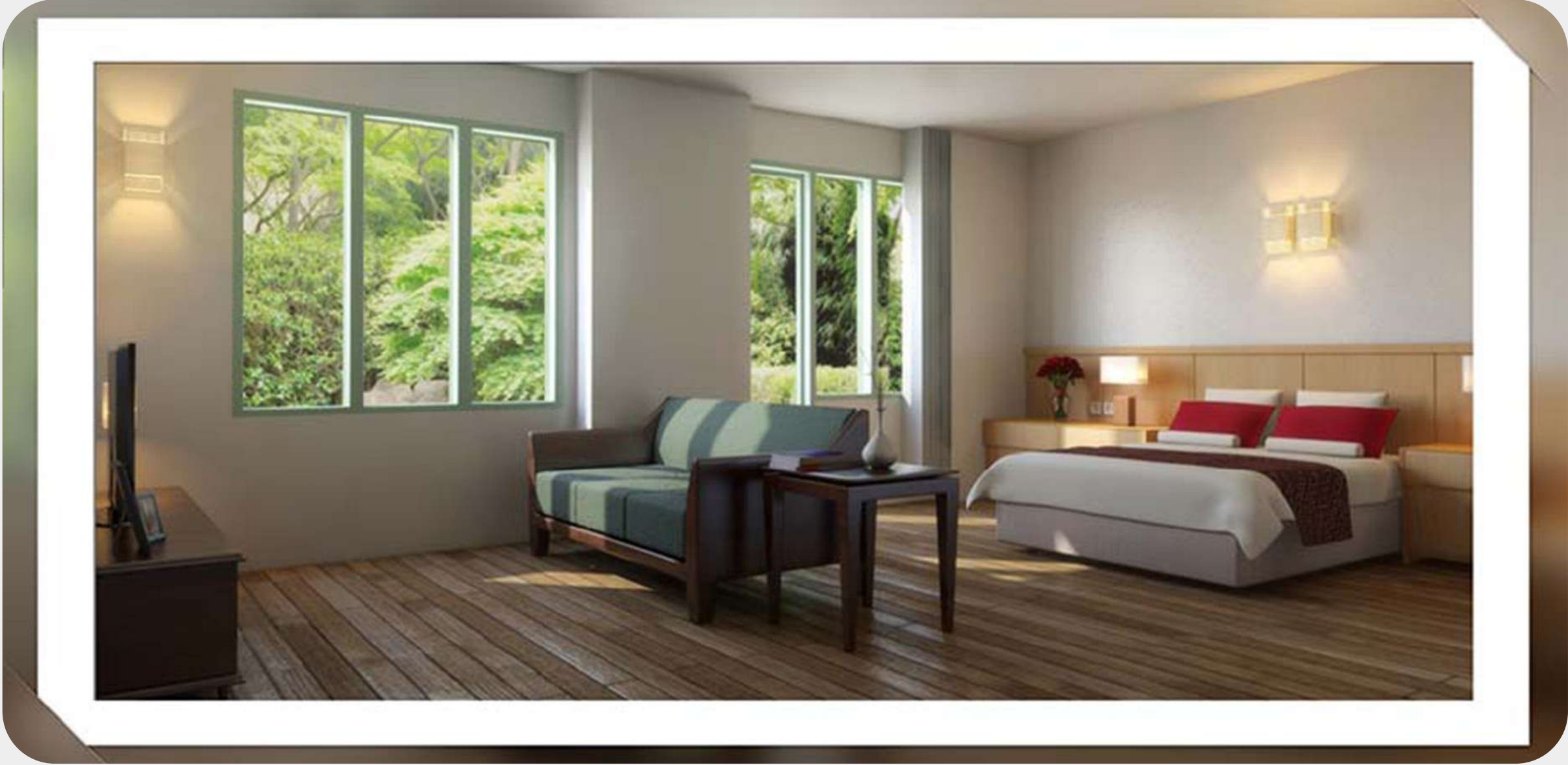
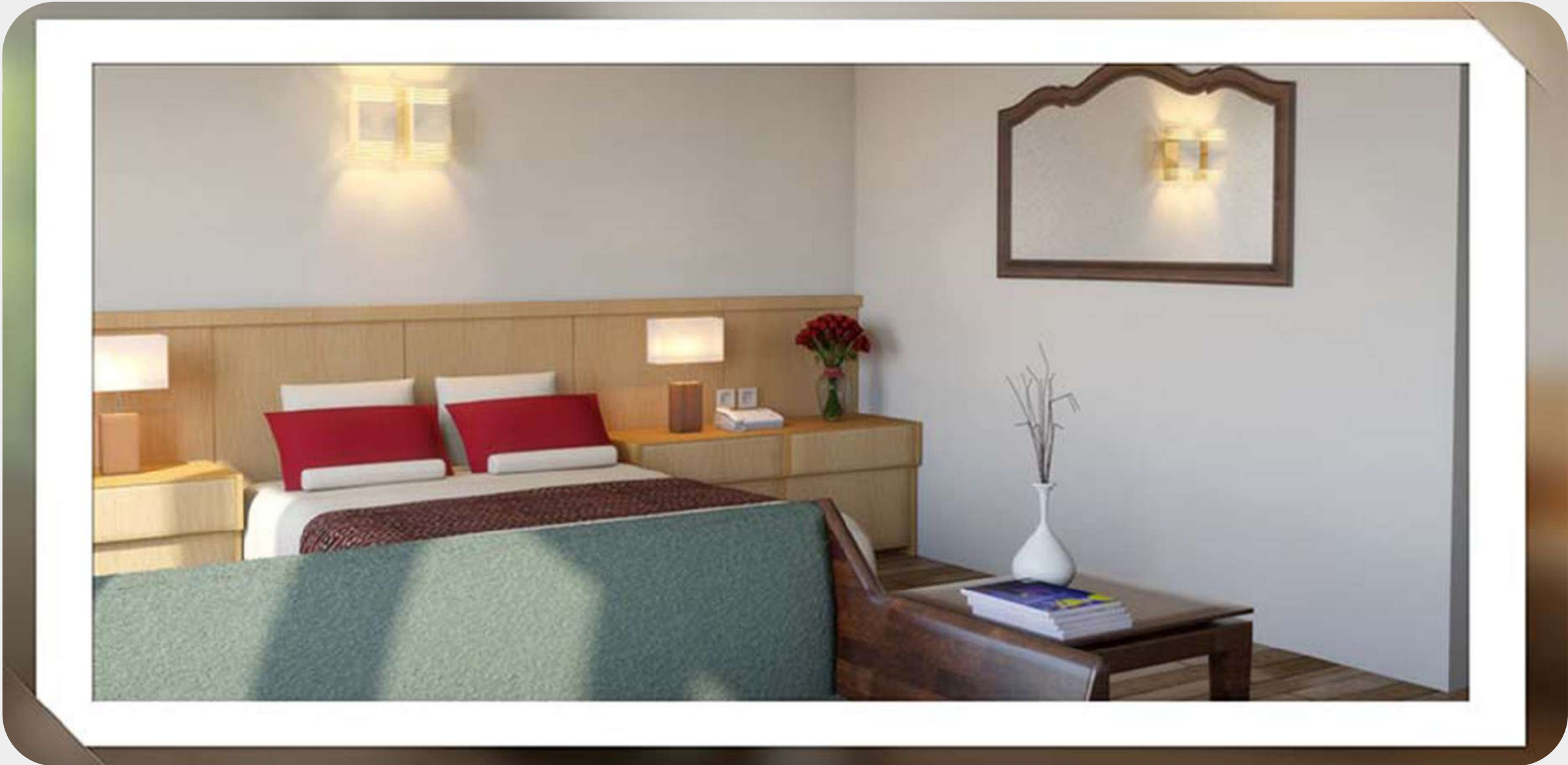
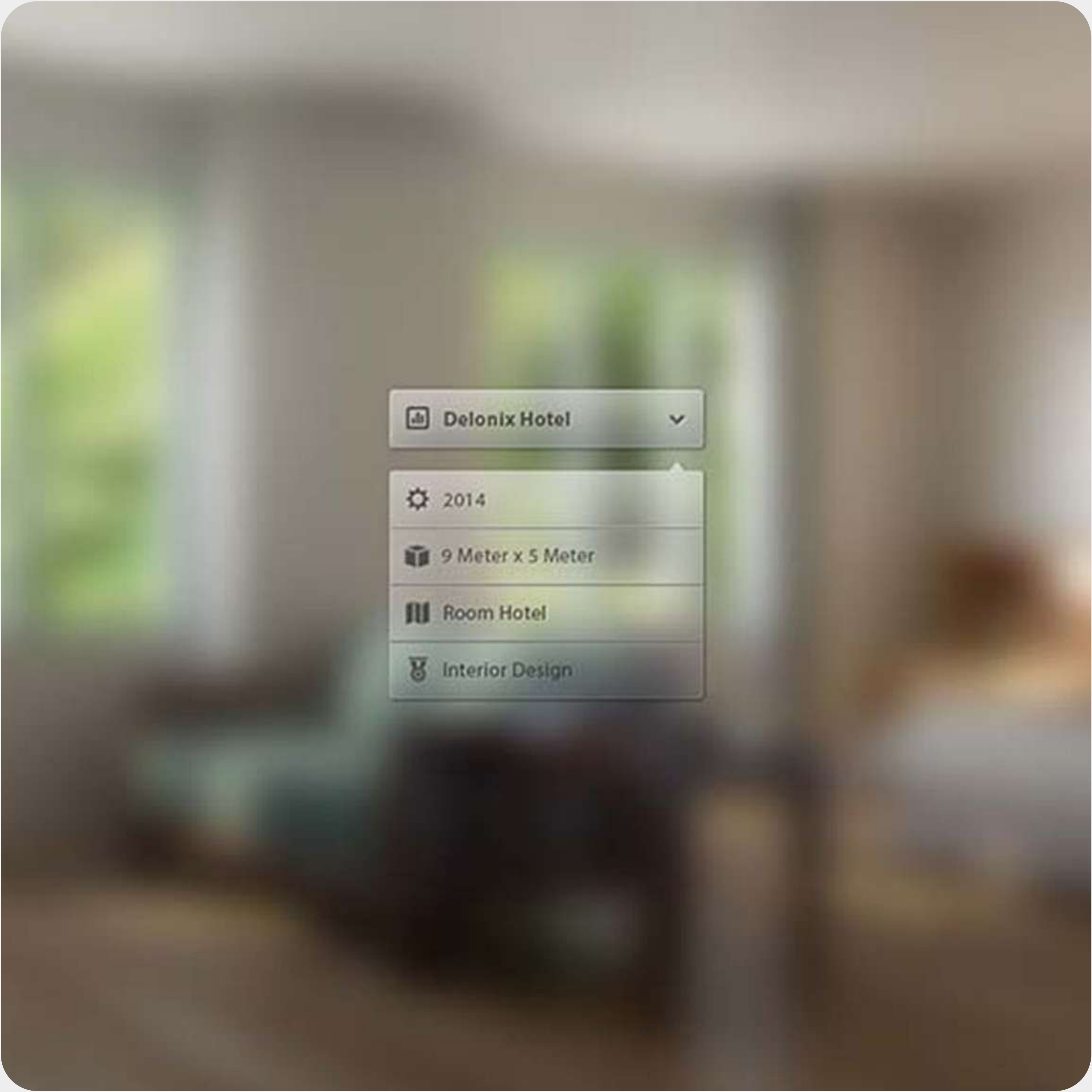
 Room Hotel

 Interior Design



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Title: 3D Interior 9 x 5 m

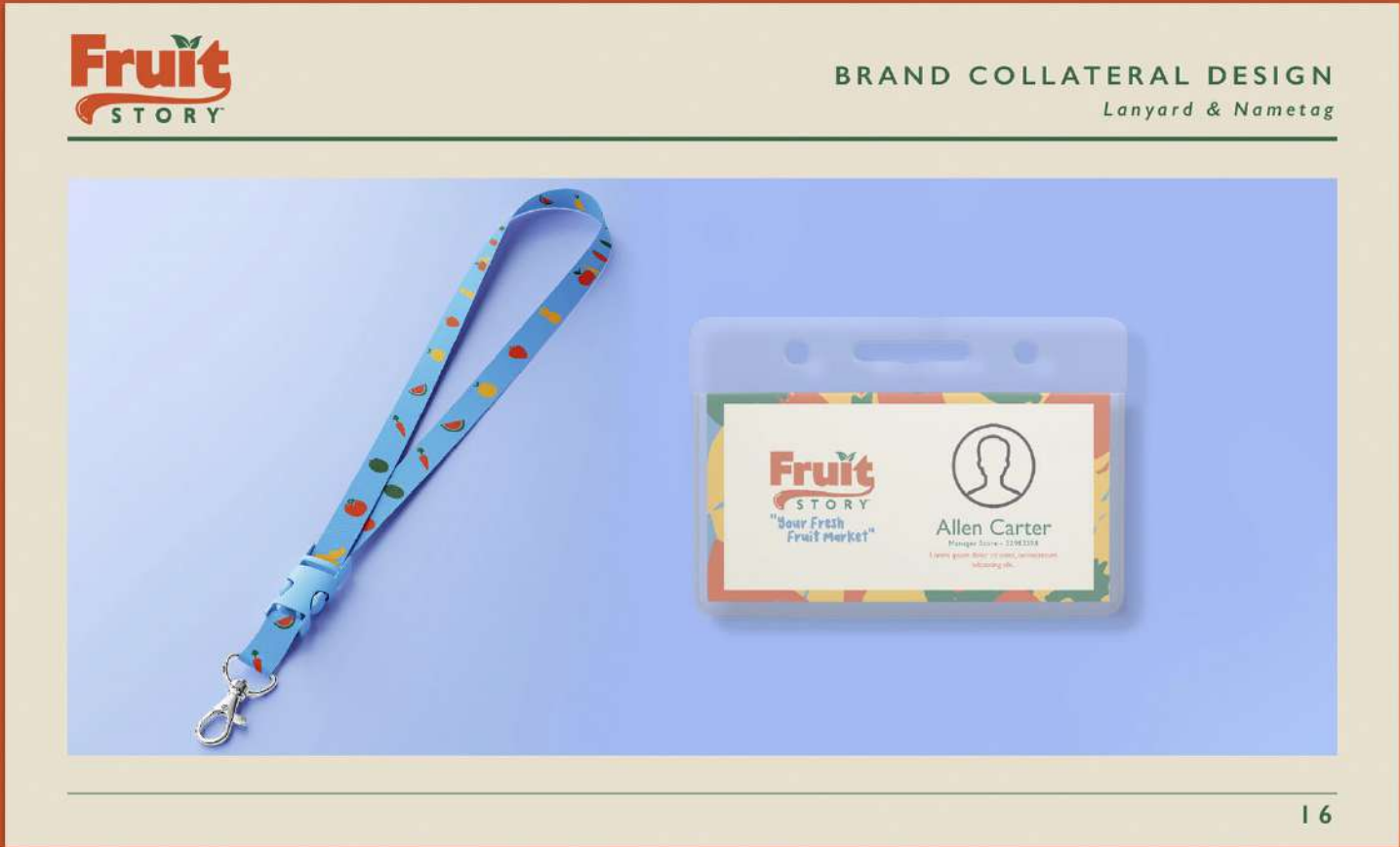
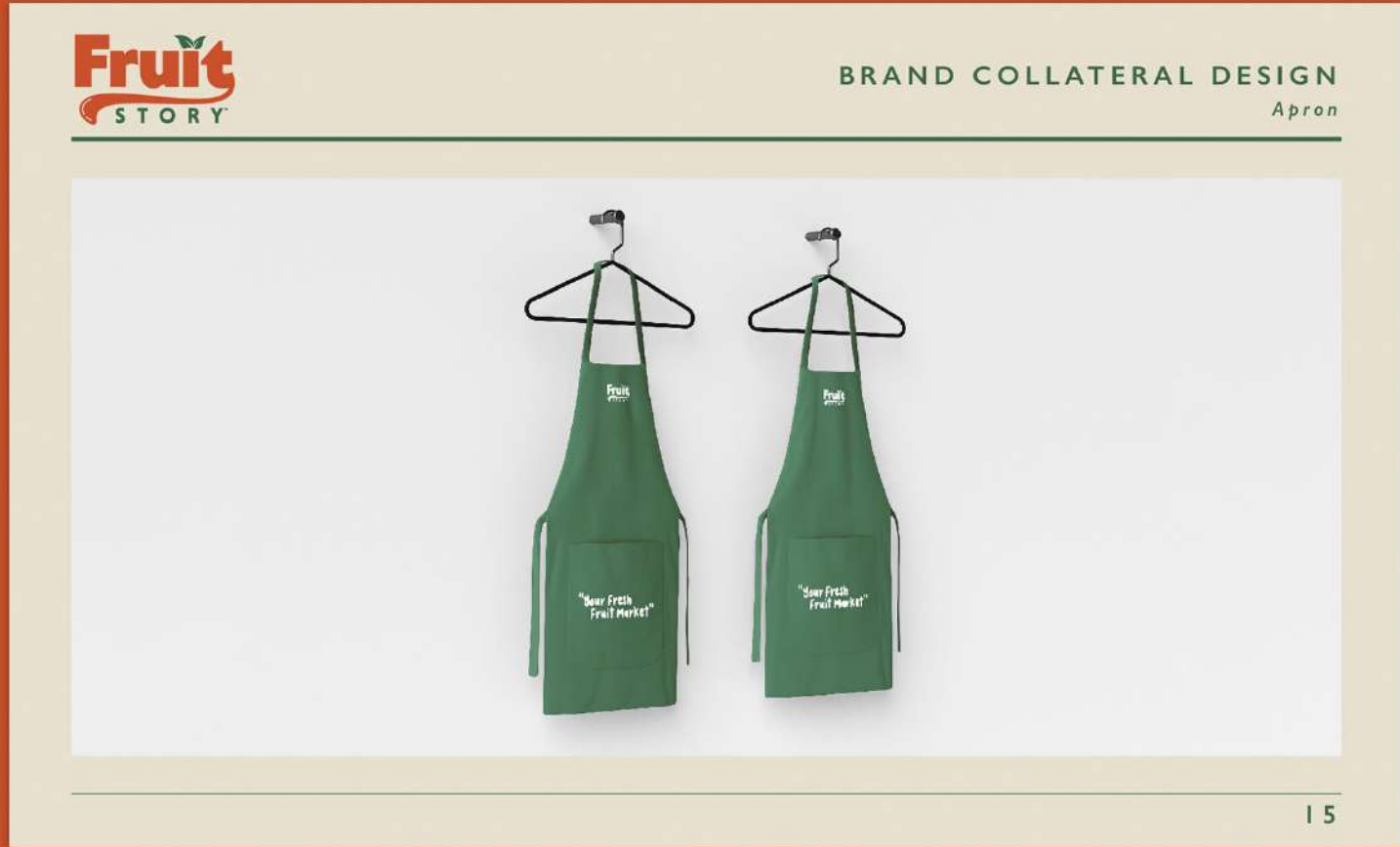
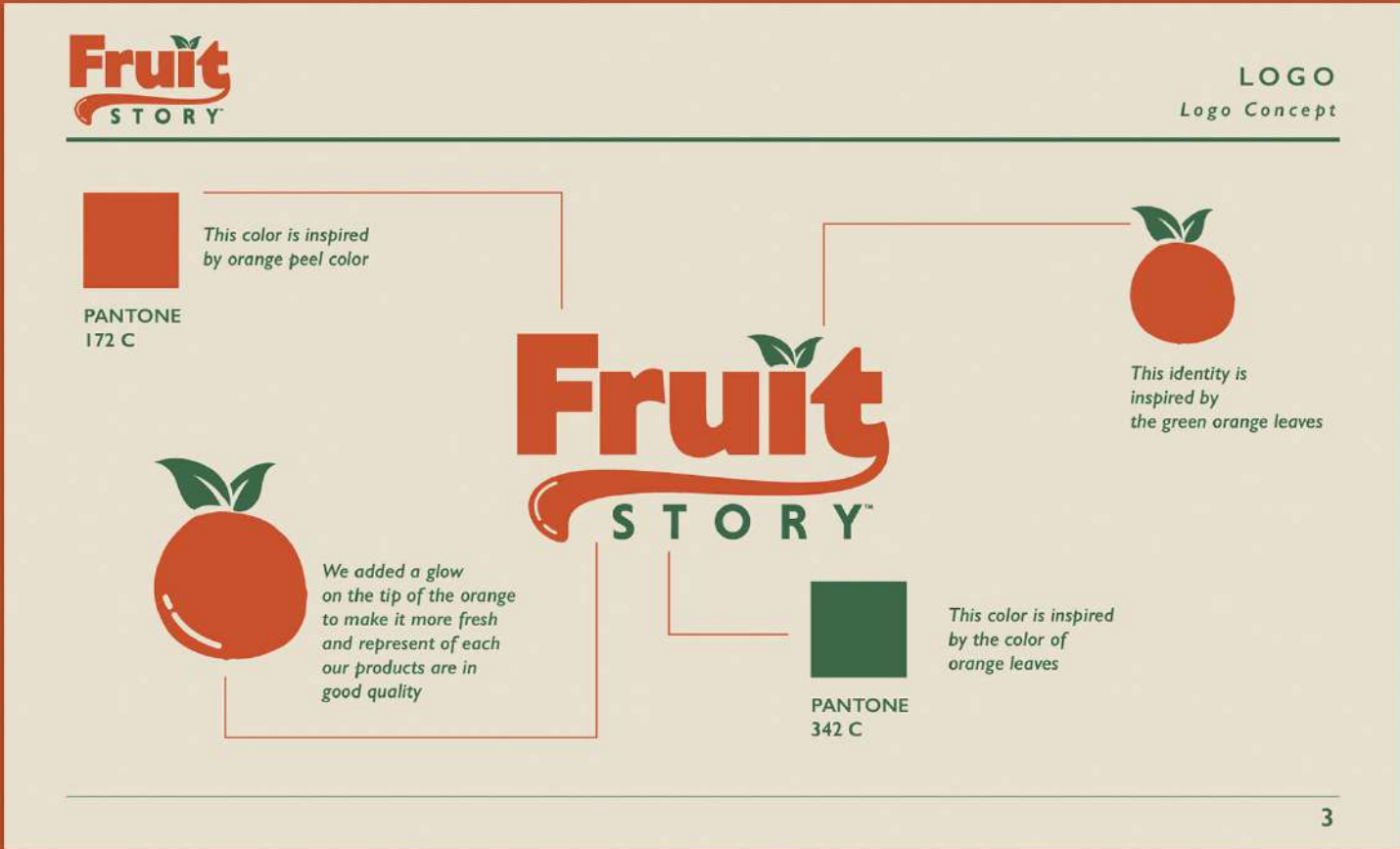
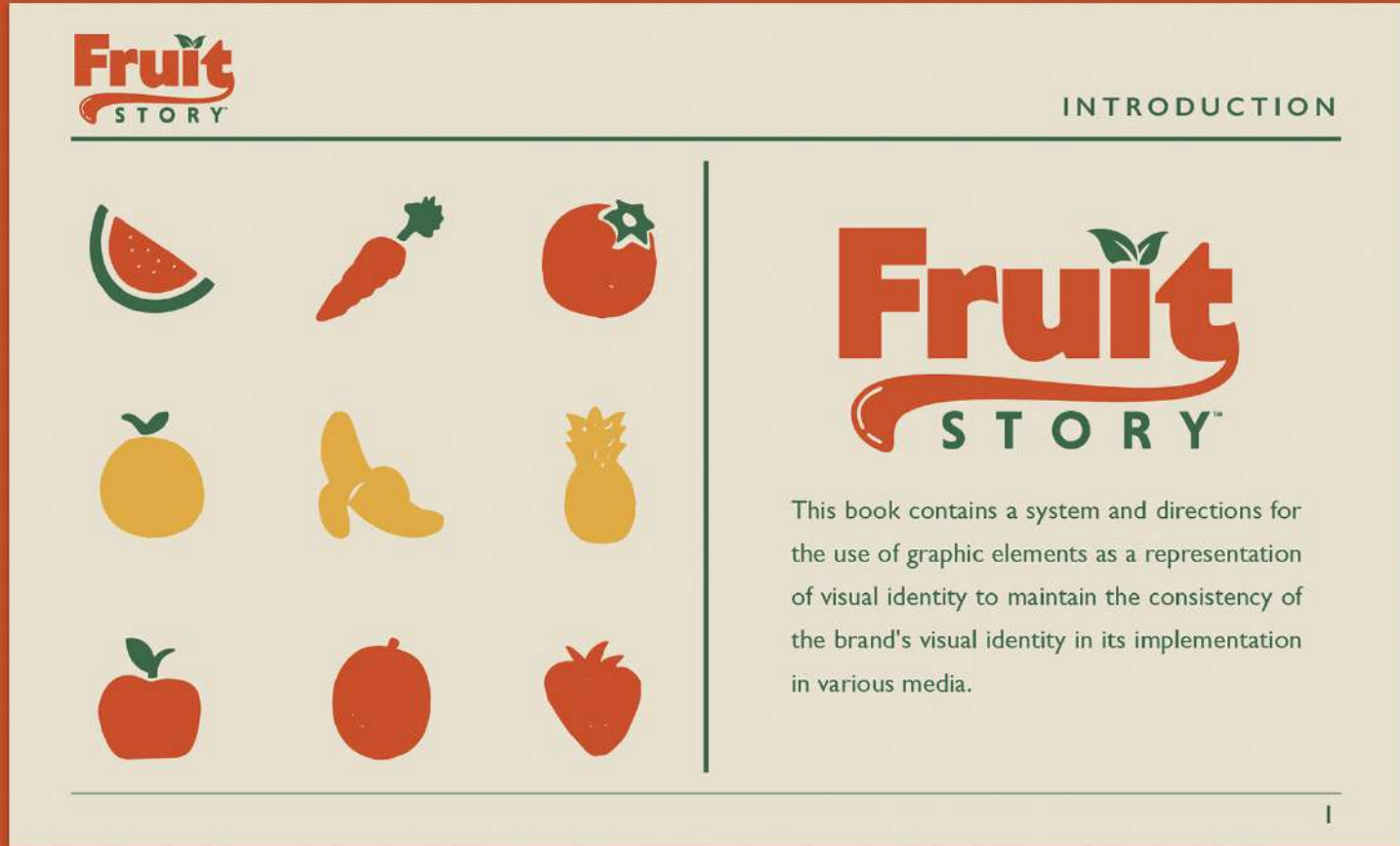


MY WORKS

The Other
Side®

This book contains a system and directions for the use of graphic elements as a representation of visual identity to maintain the consistency of the brand's visual identity in its implementation in various media.

Title: Fruit Story - Brand Guidelines



Multiplayer competitions were long a part of video game culture, but were largely between amateurs until the late 2000s, when the advent of online streaming media platforms, particularly YouTube and Twitch, enabled a surge in participation by professional gamers and spectators.

By the 2010s, esports was a major part of the video game industry, with many game developers designing for and funding for tournaments and other events.

Title: Battle of Aries Merch



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Title: RRQ Merch



Streetwear style is generally accepted to have been born out of the New York City hip-hop culture of the late 1970s and early 1980s, with elements of Los Angeles surf culture.

Early streetwear in the 1970s and 1980s also took inspiration from the do-it-yourself aesthetic of punk, Japanese street fashion, new wave, heavy metal, and established legacy sportswear and workwear fashion brands.

Title: Holy Yellow Merch



Noodles are a type of food made from unleavened dough which is either rolled flat and cut, stretched, or extruded, into long strips or strings. Noodles are a staple food in many cultures (for example, Chinese noodles, Filipino noodles, Indonesian noodles, Japanese noodles, Korean noodles, Vietnamese noodles, and long and medium-length Italian pasta) and are made into a variety of shapes.

Title: Noodle Doodle



Good Mood is a coffee brand designed specifically to resonate with the vibrant energy and dynamic lifestyle of young people. With its trendy packaging, refreshing flavors, and uplifting vibe, Good Mood offers more than just a coffee experience—it's a daily companion that keeps you energized, inspired, and ready to take on the world.

Perfect for those who crave a blend of bold taste and modern style, Good Mood is the ultimate choice for today's youth.

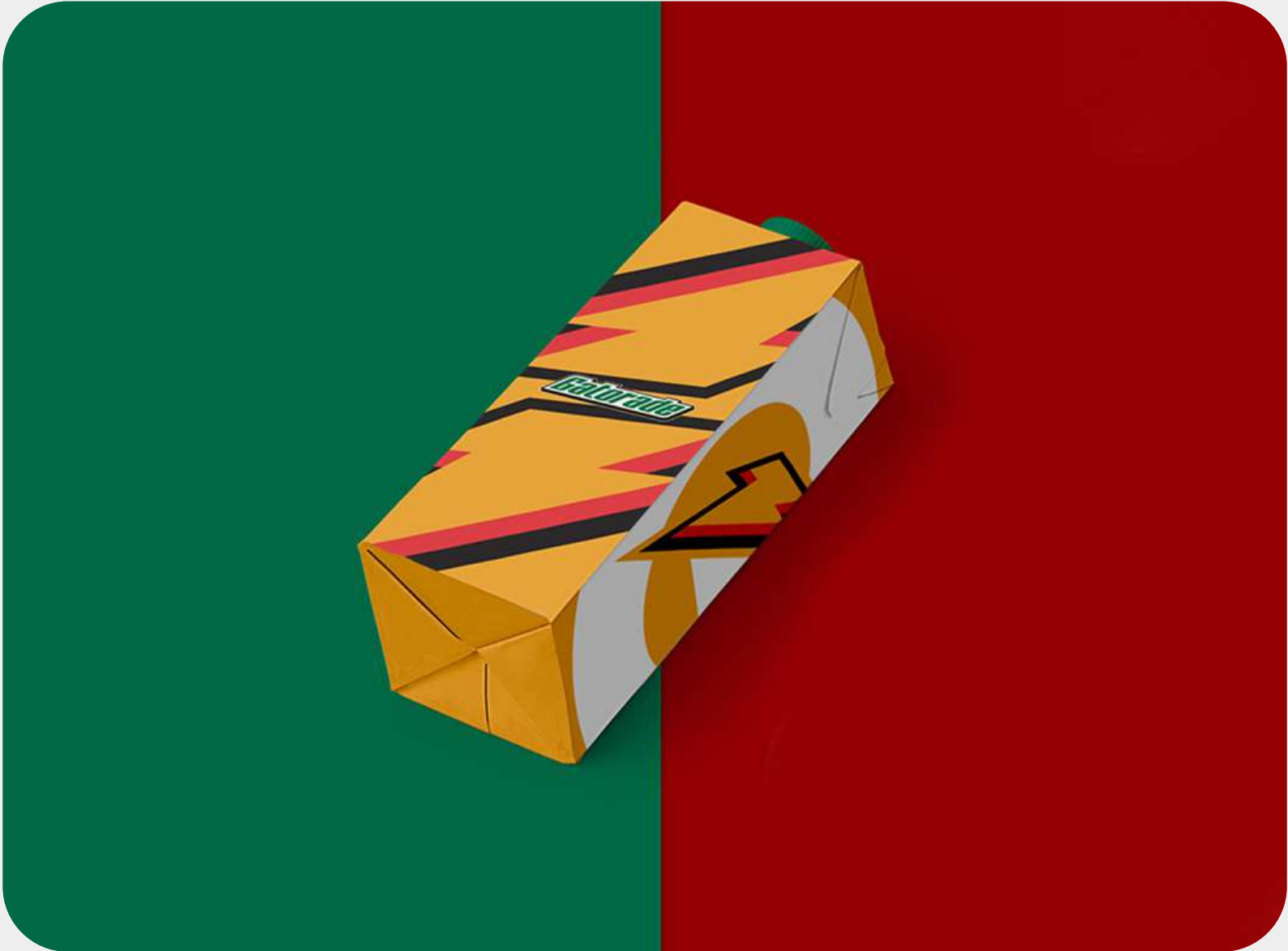
Title: Good Mood Coffee



On May 8, 1886, Dr. John Pemberton brought his perfected syrup to Jacobs' Pharmacy in downtown Atlanta where the first glass of Coca-Cola was poured. From that one iconic drink, we've evolved into a total beverage company.

More than 2.2 billion servings of our drinks are enjoyed in more than 200 countries and territories each day.

Title: Design Packaging



The Honda Freed (Japanese: ホンダ・フリード, Honda Furīdo) is a mini MPV produced by the Japanese automaker Honda since 2008. The vehicle is designed mainly for the need of Japanese consumers. It is based on the Fit/Jazz platform and acts as a replacement for the first generation Mobilio in Japan.

Three different versions of the Freed are available: a six-seater version which features captain's seats in the second row, a seven-seater version and a five-seater version.

Title : Video Editing



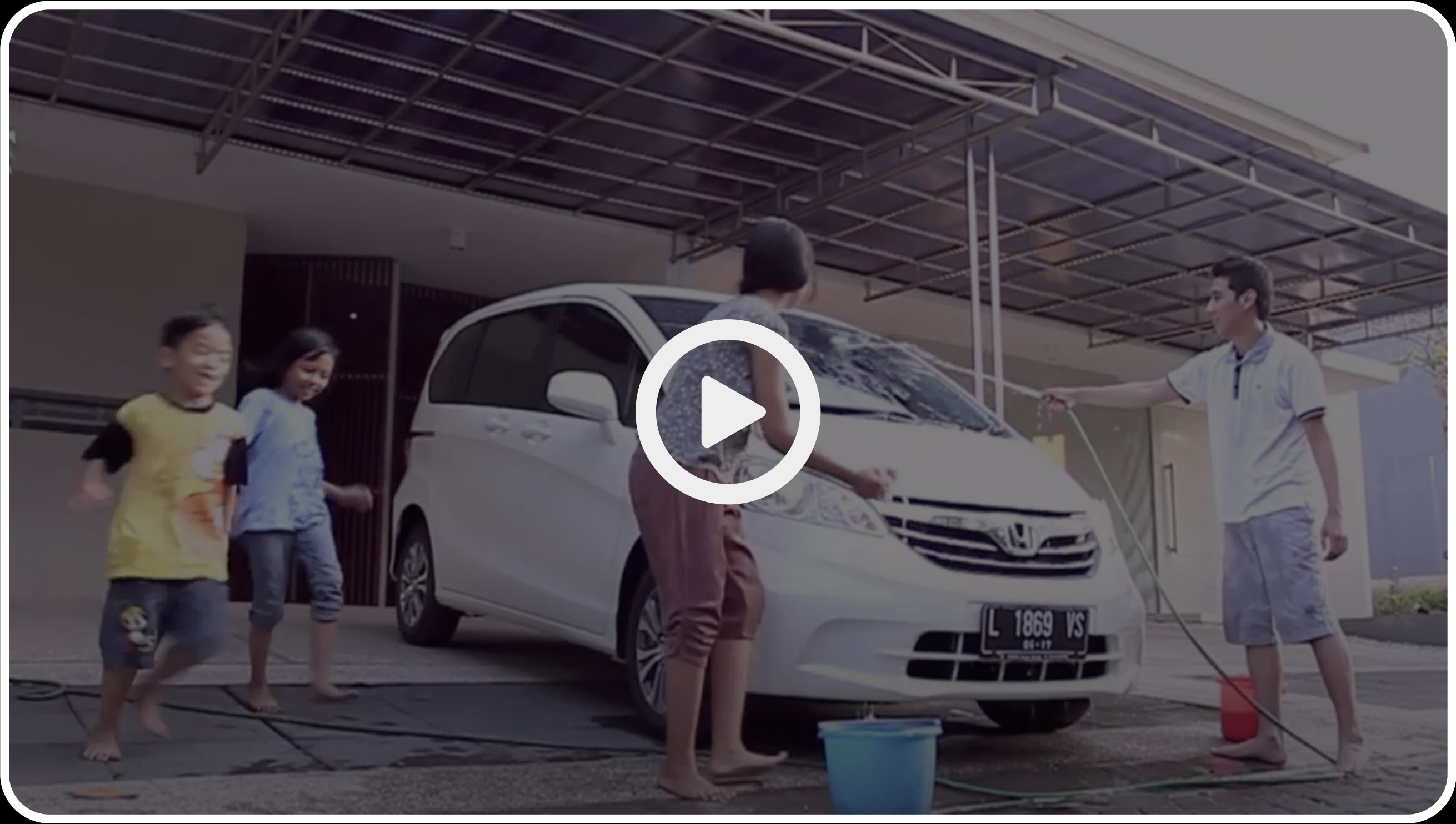
HONDA FREED 2012 ADS - 01

Honda - East Java

The Honda Freed (Japanese: ホンダ・フリード, Honda Furīdo) is a mini MPV produced by the Japanese automaker Honda since 2008. The vehicle is designed mainly for the need of Japanese consumers. It is based on the Fit/Jazz platform and acts as a replacement for the first generation Mobilio in Japan.

Three different versions of the Freed are available: a six-seater version which features captain's seats in the second row, a seven-seater version and a five-seater version.

Title : Video Editing



HONDA FREED 2012 ADS - 02

Honda - East Java

An exhibition, in the most general sense, is an organized presentation and display of a selection of items. In practice, exhibitions usually occur within a cultural or educational setting such as a museum, art gallery, park, library, exhibition hall, or World's fairs. Exhibitions can include many things such as art in both major museums and smaller galleries, interpretive exhibitions, natural history museums and history museums, and also varieties such as more commercially focused

exhibitions and trade fairs. They can also foster community engagement, dialogue, and education, providing visitors with opportunities to explore diverse perspectives, historical contexts, and contemporary issues.

Title: 3D Design



An illustration is a decoration, interpretation, or visual explanation of a text, concept, or process, designed for integration in print and digitally published media, such as posters, flyers, magazines, books, teaching materials, animations, video games and films. An illustration is typically created by an illustrator.

Digital illustrations are often used to make websites and apps more user-friendly, such as the use of emojis to accompany digital type. Illustration also means providing an example; either in writing or in picture form.

Title: Illustration of us



LET'S WORK
TOGETHER

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