

EDUCATION

Fashion Design and Technique Diploma

George Brown College
Toronto, ON
2015

B.DES Graphic Design

OCAD University
Toronto, ON
2024

SKILLS

Soft Skills

Self motivated and driven
Team player
Concept development
Research oriented
Organization skill

Strength

Editorial Design
Experimental Publication
Typographic treatment
Concept-Driven Design
Motion Graphic
Branding
Packaging
Print Making

Technical Skills

Illustrator
Photoshop
InDesign
After Effects
Premier Pro
Figma

DESIGN EXPERIENCES

MASS Design Group

Contract Designer | July 2024 - Present

- Collaborated with the development team to redesign and redevelop the MASS website, focusing on user experience and brand consistency.
- Designed wireframes, high-fidelity mockups, and layout revisions to ensure alignment with MASS brand guidelines and responsive design.
- Assisted with graphic design tasks, including creating publications and presentation decks to maintain visual consistency across materials.

Cartel Collective

Graphic Design Intern | July 2024 - Spetember 2024

- Created design assets for monthly social media content for Cartel's retainer clients, ensuring consistency with each client's brand guidelines.
- Supported the Creative Director in developing client-facing materials, including presentations, reels, and Instagram GIFs, to enhance brand engagement and storytelling.

Toronto Biennial of Art

Publication Designer | January 2024 - June 2024

- Designed and developed visual materials for Mobile Arts Curriculum Tools (MAC Tools) for artist Tanya Lukin Linklater
- Created typographic treatments and publication layouts, focusing on clarity and visual appeal for the MAC Tools materials.
- Assisted in the collaboration between digital design and print production processes, ensuring high-quality execution from concept to final output.

Trademark Beauty

Freelance Graphic Designer | April 2023 - Present

- Designed packaging and branding materials for TM Beauty products.
- Created typographic treatments and developed overall graphic materials, aligning with the brand's aesthetic and market positioning.

BBE Design

Design Assistant | June 2023 - December 2023

- Assisted Bryan Espiritu's art show with graphic design and typography needs, specifically in his latest art show
- Supported the development of brand guidelines for few of clients in sports and financial sector

Xpace Cultural Centre

Publication Designer for VOLUME 14 | June 2023 - October 2023

- Developed the design for Volume 14, an annual publication for Xpace, including typography, layout, and cover design, ensuring a cohesive and engaging visual narrative.

AWARDS

**Scarborough Charter Logo
Design Competition**
January 2023 - April 2023

**Team Winner REUSE
The Competition**
Student Association of Industrial Design teaming up with DESIGNwith
May 2023

PUBLICATION

Book Published
Mustamin, Rachmat. Raditya, Radi, *"Indeks Penghabisan Manusia (FYP)"*, Makassar international Writers Festival, Book, 2023

DESIGN EXPERIENCES

Cadillac Fairview

Freelance Graphic Designer | June 2023 - August 2023

- Created marketing materials for the Canada-wide CF Summer Design Sprint
- Designed social media assets for Instagram, Facebook banners, and digital promotions
- Developed printed materials for the Canada-wide CF Summer Design Sprint.

What I Like Studio

Graphic Design Intern | June 2023 - July 2023

- Aonducted initial research for the Prince of Cloud brand
- Developed brand guidelines, including logo and presentation deck, for Silo

OTHER EXPERIENCES

OCAD University Copy and Print Services

Print Production | September 2021 to May 2024

- Assisting students and clients with digital to printed products.
- Answered customer inquiries and front of house duties
- Setting up and resolved issues from digital file set up to printing.
- Managed opening and closing duties.
- Managed the print shop inventory.

Canada Goose

Warranty and Repair Coordinator | Jul 2018 to Sept 2020

- Inspect and analyze all Canada Goose products as well as determine the Warranty and Repair process accordingly.
- Update the warranty system through each step of the warranty repair process.
- Manage inventory control such as trims and fabric.
- Perform quality assurance tests of garments after repairs are completed.

Surmesur

Style Consultant | May 2017 to June 2018

- Assisting high-end clients in "made-to-measure" customer service.
- Consult and advise clients on style, fashion, fabric and fit.
- Inventory control in high-end retail products.
- Build and maintain professional relationships with clients and respond to their concern.