

Realino Marpaung

Designer

Experience

Semaai Jan - Oct 2024

Graphic Designer *Contract*

At Semaai, I was mainly tasked with designing the fertilizer packaging. I also handled all the graphic design needs, such as social media content and promotional materials like banners and brochures. Additionally, I created simple motion graphic videos for the Semaai application tutorial.

Purwadhika Digital School Aug - Oct 2023

Graphic Designer *Contract*

At Purwadhika Digital School, I focused on designing content for three principal social media accounts. Alongside this, I was responsible for various graphic design projects across different divisions, contributing to a significant rise in followers and engagement on these platforms.

IKEA Feb 2022 - July 2023

Graphic Communication Specialist *Fulltime*

- Managing all design aspects for IKEA Mall Taman Anggrek's 1st Birthday, including social media, web banners, card pages, and Instagram filters, with the aim of increasing user and visitor numbers through media promotion.
- Creating a motion graphic for the SALE activity at Mal Taman Anggrek LED, to attract more new visitors from outside the mall.
- Handling graphic communication requirements in-store and within the mall, such as stickers, lift posters, and wall graphics, to enhance customer engagement and boost sales.

Unithree Nov - Dec 2022

Graphic Designer *Freelance*

I created Instagram posts for Wonderwhy, a subsidiary of Unithree, focusing on their People's Perspective, Cultural Insight, and Unusual Local sections. The aim was to attract new users through engaging cultural journalism.

Garis Temu June 2021

Graphic Designer *Freelance*

I designed daily Instagram posts for two brands, Aidon Rice Bowl (specializing in rice bowls) and Todachi (a kitchenware brand). This resulted in the development of a consistent visual identity and significantly enhanced brand recognition.

Skilvul August - November 2021

UI/UX Designer *Internship*

I collaborated with Bella Karina and Muhammad Jauhari to design Jago Last Wish, a life insurance application specifically aimed at young individuals who are new to insurance. Our work resulted in a prototype featuring a user-friendly interface, which significantly contributed to increased user adoption and satisfaction.

My Portfolio

realinomarpaung.com

Education

Pelita Harapan University 2016 - 2021

Graphic Design

- I am a member of the Public Relations team within the Visual Communication Design Student Association (HMDKV). As part of my role, I am responsible for maintaining relationships between our campus and other campuses that host events related to design majors.
- I participated in the UPH Film screening as a graphic designer, where I made valuable contributions by designing their Instagram filter, Zoom backgrounds, and certificates.

Additional

Teras Cerdas Mar - May 2020

Graphic Design Volunteer

- Create social media posts to increase engagement and interaction with the audience.
- Develop branding for Induk Cookies, one of Teras Cerdas' hand-made cookie products created by local artisans.

DGI (Desain Grafis Indonesia)

Volunteer

Provide assistance to artists during workshops organized by DGI.

Contact

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Tools

Photoshop Blender

Indesign Figma

Illustrator