

Bayu Baskara

Graphic & Visual Identity Designer
Bengkulu, Indonesia

Work Experience

Graphic Designer @Studio Atdawn

Feb 2024 - Present / Bali, Indonesia

- Develop visual identities for 30+ clients in F&B, real estate, education, creative industries, and more.
- Design marketing & corporate materials (posters, social media, corporate profiles, and presentation decks) for various clients.
- Collaborate with project managers & design directors to ensure brand consistency and production quality.

Web & Graphic Designer @After Another

Feb 2024 - Jun 2024 / Tangerang, Indonesia

- Developed visual identities for e-commerce businesses specializing in collectible trading card games (TCG) and food & beverage (F&B) products.
- Designed responsive user interfaces for various clients.
- Collaborated with web designers & project managers on Web UI projects.

Graphic Designer @Sekolah Desain ID

Aug 2022 - Dec 2023 / Central Java, Indonesia

- Created visual materials for various clients in F&B, service-based businesses, and logistics, as well as for Sekolah Desain ID's digital products and programs.
- Created & developed 10+ website interfaces using WiX for Sekolah Desain ID's digital product (Sekolah Desain Homepage, Bootcamp Landing Page).
- Collaborated with copywriters and content writers to daily social media content design direction.

Education

Computer Science (BCS)
2018 - 2022 / Udayana University
Bali, Indonesia

Mentorship & Speaking

Mentor @Design Challenger (Logo Category)

Jul - Dec 2023 / Central Java, Indonesia

A digital program powered by Sekolah Desain ID that challenges designers to improve their skills through logo design tasks.

Mentor @Logo Bootcamp Batch 1

May - Jun 2023 / Central Java, Indonesia

An online bootcamp by Sekolah Desain ID focused on logo and visual identity design.

Speaker @UI/UX Design with Figma

Jan 2023 / Central Java, Indonesia

An event by Sekolah Desain ID introducing the basics of UI/UX design using Figma, tailored for beginners.

Featured & Showcase

Internet Gem Website @I Love Creatives

Mar 2026 / Los Angeles, USA

A public collection of their favorite pixels on the internet (websites, emails, 3D).

Website Showcase @WeDirectory

Jun 2026 / France

A free showcasing platform designed for creative professionals, independent talents.

Contact

W bayubaskara.site
LI linkedin.com/in/bayubaskara
E bayubaskara007@gmail.com

Capabilities

Visual Identity

- Logo System
- Visualization & Mockups
- Brand Guidelines (GSM)

Editorial

- Publication
- Presentation
- Company Profile

User Interface

- Landing Page
- Design System
- UI Component & Variable

Selected Clients

Nakula - Visual Identity
Barcway - Visual Identity
Fas a Fas - Packaging Design
Acasa - Visual Identity
Sabhumi - Visual Identity
Yayasan KSH - Logo Design
Rine's Kitchen - Logo, Packaging

