

Internationally trained designer working towards expanding portfolio with creative direction and branding opportunities. Experienced in branding, event planning, and marketing strategy.

Education

Pratt Institute - Brooklyn Campus
BFA Communication Design (Graphic Design)
Minor in Entrepreneurship

New York, NY
Aug '25 – Spring 2029
(anticipated)

GPA: 3.9/4.0

- Membership Director at Pratt AIGA
- Adobe Student Ambassador
- Officer at Indonesian Student Association

Jakarta Intercultural School

Jakarta, Indonesia
Aug '21 – May '25

Unweighted GPA: 4.12/4.3

- Service Officer of National Honors Society
- President of National Art Honors Society
- Captain of Varsity Badminton Team
- Branding for PTA, Prom and various clubs.

Honors

FoundationFOLIO Award - Pratt Institute
(1 of 19 students chosen out of Foundation year)

Presidential Merit Scholarship - Pratt Institute
(Highest merit, awarded \$108k total)

Grade 12 Outstanding Student - Jakarta Intercultural School
(Most well rounded, 1 student chosen out of class of 300)

Outstanding Visual Artist - Jakarta Intercultural School
(1 student chosen out of Highschool ~900 students)

AP Scholar with Distinction - College Board

Work and Volunteer Experience

Remote
Aug '26 – present

88rising's no na - Product Designer (contract)

- Designed and developed branding for character mascot, "Noni" for the Indonesian girl group "no na"
- Featured in the official music video: no na - honk! (0:47), demand for the mascot to be expanded into merch (plushies, stickers, photobooth, frames)
- Creating the brand to apply to all assets used during promotional period, including packaging, retail booth design etc.
- Sold out over 300 plushes in 2 days "Island Girl" Album Release Pop-Up Experience.
- Featured as Limited Drop Artist at Jakarta Illustration and Creative Arts Fair (JICAF) 2026
- Worked remotely in New York whilst maintaining communication with Indonesian team across time difference.

New York, NY
May '26 – present

New York Cares - Team Leader (unpaid)

- Lead volunteers at various community projects throughout NYC boroughs, providing clear instructions and guidance.
- Building community with reoccurring volunteers.
- Averaging 15+ volunteer hours per month.
- Notable projects include: Assisted with handing out groceries to 383 senior citizens, serving food to the visually impaired, setting up food pantry at local church, connect community members with basic computer skills, packed meals for 9/11 Day of Service.

New York, NY
Mar '26 – Jul '26

Tape Experiences - Editorial & Programming Intern

- Rebranded templates for social media graphics and marketing related assets across Instagram, digital newsletter and LinkedIn.
- Supported the NYC and LA team to curate app content and visuals, updating home feeds and optimizing visual aesthetic by sourcing and editing assets.

Remote
Apr '25 – Jun '25

Book Cradle Project - Book Illustrator

- Illustrated and designed visual brand of children's book, including typesetting, illustration, title and promotional materials.
- Accredited by UNESCO and supported global literacy by contributing to a project with 100% proceeds funding education access.
- Worked in remote collaboration with another artist, coordinating tasks.
- Sold 1000+ Books. Made \$4,000 in profit to donate.

Jakarta, ID
Aug '24

Asmaraloka - Exhibiting Artist

- Sold artwork for \$500 towards sponsoring education for children in Indonesia.
- Displayed at Asmaraloka Chapters Exhibit in Luxury Mall, ASHTA 08.
- Selected out of over 300 artist applications.

Remote
Jun '24 – Sept '24

88rising's FUTURE ASIAN MUSIC - A&R Research Intern

- Contacted, pitched and signed distribution services to rising independent music artists.
- Conducted market research to target Southeast Asian demographic.
- Training social algorithms to find independent artists <10k listeners.

Tools — Figma, Adobe CC, Framer, Canva, Google Suite, Microsoft Tools, SketchUp

Studio Skills — Typography, Hand lettering, Mixed-media animation, Painting, Drawing, Photography, Woodworking, Moodboard curation