

Cassia The

DESIGNER

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Education

Academy of Art University, San Francisco, CA _2009-2013
BFA, School of Graphic Design

Language

Fluent in English and Bahasa Indonesia

Skills

- ▶ Excels in Adobe Creative Suite; Photoshop, Illustrator, Indesign
- ▶ Knowledgeable in producing wireframes and mockups for websites
- ▶ Knowledgeable in social media marketing and campaigns
- ▶ Efficiently manages daily deliverables and strategic milestones
- ▶ Thrives independently and collaboratively in a high energy environment with both peers and clients

Experience

Designer, Restoration Hardware _June – September 2013

Responsible for creating covers and layouts for the annual catalogs

Designer, Landor Associates _September 2013 – June 2014

Responsible for creating alcohol packaging label, a cohesive branding system, digital postcard, iconography, microsite, pet food packaging label, and responsive website. Worked with clients such as Accenture, SAP, Otterbox, Suntory, and Diageo

Freelance Designer _July 2014 – November 2015

Worked with new businesses to communicate their brand in an effective and efficient way

Designer, Edelman _November 2015 – Present

Responsible for creating digital content such as infographic, social media content, and social campaign, and motion graphic for brands such as Barilla, GSK (Panadol Osteo), Unilever (Pond's), Diageo, Amgen, TUV SUD, and more.

Achievements

Winning group for Color in Action, Pantone _2012

1st place Student Category, The Dieline Package Design Awards _2013

Silver, Graphis Competition Design Annual _2015

References available upon request