

Josephine Tansara

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Education

School of Visual Arts

Bachelor of Fine Arts in Interaction Design and Branding

New York, USA. Graduated May 2016.

GPA: 3.98 with Honors, Magna Cum Laude

Experiences

Form& (Havas Worldwide)

Designer. New York.

July 2016 - July 2017

Envisioned and designed a holistic brand systems from concept to execution for clients such as ebay, IBM, and Teva. Collaborated closely with the principal, front-end developer and user experience designer to design an audiovisual installation. Ideated thought leadership pieces for brands such as Flywheel, Coach and Aspen Institute. Managed front-facing press and social media. And executed non-traditional work through motion graphics and interaction design.

R/GA

Design Intern. New York.

May 2015 - August 2015

Worked closely with art directors to develop holistic brand ideas for pitches and product launches, integrating print, social, out of home, and digital platforms. Executed visual ideas for out-of-home installations and billboards and evolving presentation decks for clients such as Google and Samsung.

Leo Burnett

Creative Intern. Jakarta, Indonesia.

May 2014 - August 2014

Envisioned brand ideas and visualized thoughts for international brands such as Marlboro, McDonald's, Telkomsel and Phillips. Executed initiative campaign projects for award shows, working closely with executive creative directors and other designers.

School of Visual Arts

Teaching Assistant. New York, U.S.A.

August 2014 - September 2015

BBDO Worldwide

Graphic Design Intern. Jakarta, Indonesia.

June 2013 - September 2013

Freelance experiences include:

InStyle Magazine Indonesia, Caviar Digital, iHuntington.co, Fashion Group International & Cita Tenun Indonesia.

Skills

Adobe Creative Suite

_InDesign

_Photoshop

_Acrobat

_After Effects

_Illustrator

_Media Encoder

UI/UX

_InVision

_Principle

_Sketch

_Marvel

Concepting, Storyboarding & Art Direction

Languages

_English

_Bahasa Indonesia

_Mandarin

Others

_UI/UX

_Photography

_Social Media

_Keynote

_Music

_Cinema 4D

Press and Exhibitions

Fast Company

Art Directors Club

IAM (Internet Age Media) Conference

The Brand Identity

Voice of America

Mind Sparkle Magazine

AWWWARDS

Creative Boom

Form Fifty Five

Packaging of the World

Visual Journal

InStyle Magazine

Visuelle

SiteInspire

Cosmo! Girl Magazine

Typeroom

and More...

Recognitions

Fast Co. Best Branding of 2016

Graphis New Talent Annual

Cannes Future Lions

Rhodes Family Award for Outstanding Student

School of Visual Arts Dean's List

Ranked Top Percentile in Portfolio Review

Scholarship Recipient of Henry Wolf Scholarship

Department Grant and Silas H. Rhodes Scholarship