

PORT FOLIO

| by Fitria Soraya |

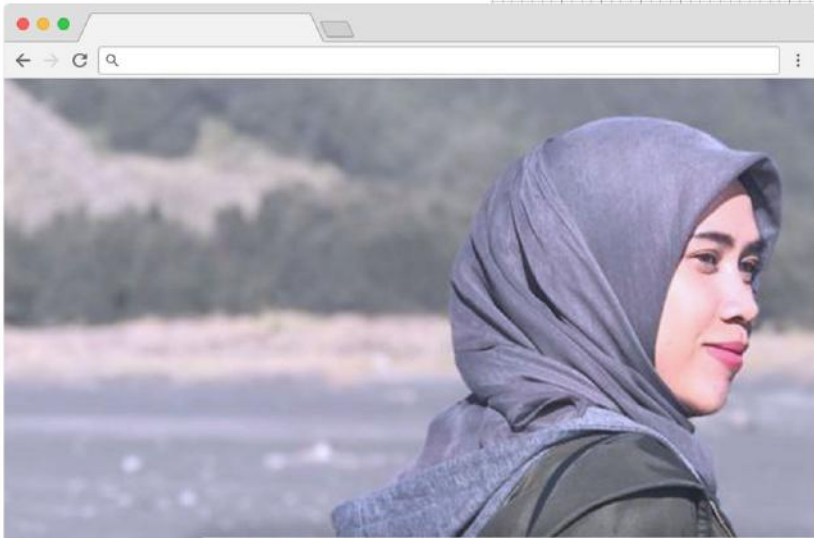
Content.

01./ CV

02./ Website

03./ Mobile Apps

04./ Social Media Content



About Me.

Fitria Soraya | 14 March 1990
 Jakarta, Indonesia | (+62)81908332363
 sorayafitria14@gmail.com

Education.

1996 - 2002

Elementary School in SD Yasporbi 1 Jakarta

2002 - 2005

Junior High School in SMP Yasporbi 1 Jakarta

2005 - 2008

Senior High School in SMAN 55 Jakarta

2008 - 2012

Bachelor Degree of Visual Communication Design,
 TELKOM University, Bandung

Final Project:

Website Design for International

Concert Enthusiast Community

Grade: A- with GPA: 3.34

Ability.

I can work either independently or as a part of a team, responsible, hardworking, self motivated, warm personality, creative, and high initiative in dynamic working environment, willing to learn new thing, and able to work under pressure.

Software.

Adobe Photoshop

Adobe Illustrator

Sketch

Google Web

Designer

Experience.

Apr 2011 - Jun 2011

Flo Invaders Clothingline

Graphic Designer - Freelance

Designing for clothing.

Jun 2011 - Aug 2011

Djakarta! Magazine

Graphic Designer - Internship

Designing, layouting and make
 a illustration for magazine.

Sep 2012 - Dec 2013

Adways Indonesia

Web and Graphic Designer - Fulltime

Designing web design interface,
 and designing social media advertising.

Jan 2014 - Jun 2015

Freelance

Web and Graphic Designer - Freelance

Work independently to designing
 website, branding, and mobile apps.

Jan 2015 - Jun 2015

Gosuka

UI & UX Mobile Apps Designer - Part time

Designing interface and working on
 UI and UX mobile for Gosuka Apps.

Jun 2015 - Now

Growmint

Sr. Web Designer (2015-2017)

Art Director (2018 - 2019) - Fulltime

Generating ideas to present to the client.
 working on designs to produce an effective
 advertising campaign.

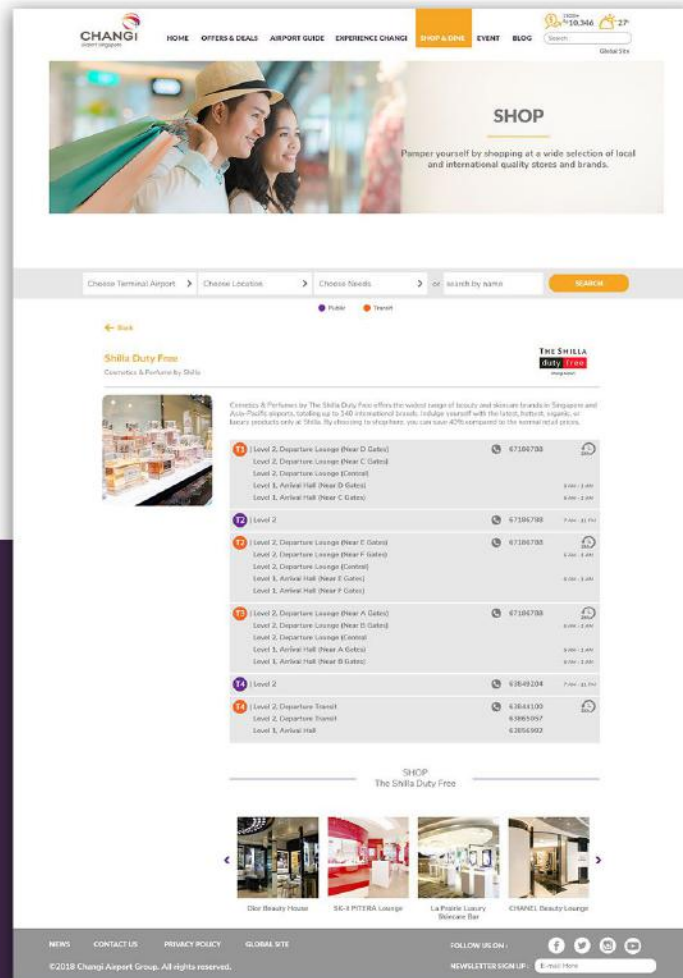
- PIXY Indonesia (2012)
Website | Social Media Content
 - Nissin Wafers (2012)
Facebook Apps | Social Media Content
 - Tupperware (2013)
Facebook Apps
 - Benesse - Shinkenjuku (2014)
Mobile Apps
 - Biokos (2014)
Social Media Content | Facebook Apps
 - FWD (2015)
Website | Social Media Content | Ads Banner
 - Royal Canin (2015)
Website | Ads Banner
 - Samsung Mobile Indonesia (2016)
Microsite | Social Media Content | Ads Banner
 - Smartfren (2016)
Microsite | Social Media | Digital Campaign
 - Laurier (2016)
Social Media Content | Microsite | Ads Banner
 - Changi Airport (2016)
Website | Ads Banner | Editorial Marketing
 - Blue Bird Group (2016)
Creative Idea | Social Media
 - Blibli.com (2016)
Social Media Content
 - Dutchmill (2017)
Website | Social Media Content
 - SinarmasMSIGLife (2017)
Social Media Content
 - DR. Rupiahs (2017)
Social Media Content
 - Mens Biore (2018)
Microsite
 - Intiland (2018)
Website | Social Media Content
 - Benesse - Shimajiro (2018)
Website | Editorial Marketing
 - Pristine8+ (2018)
Website | Editorial Marketing
 - XL Axiata (2018)
Chatbot Image Asset | Ads Banner
 - Axis (2018)
Social Media Content | Ads Banner
 - HSBC (2019)
Ads Banner | Social Media Content
- And many more...



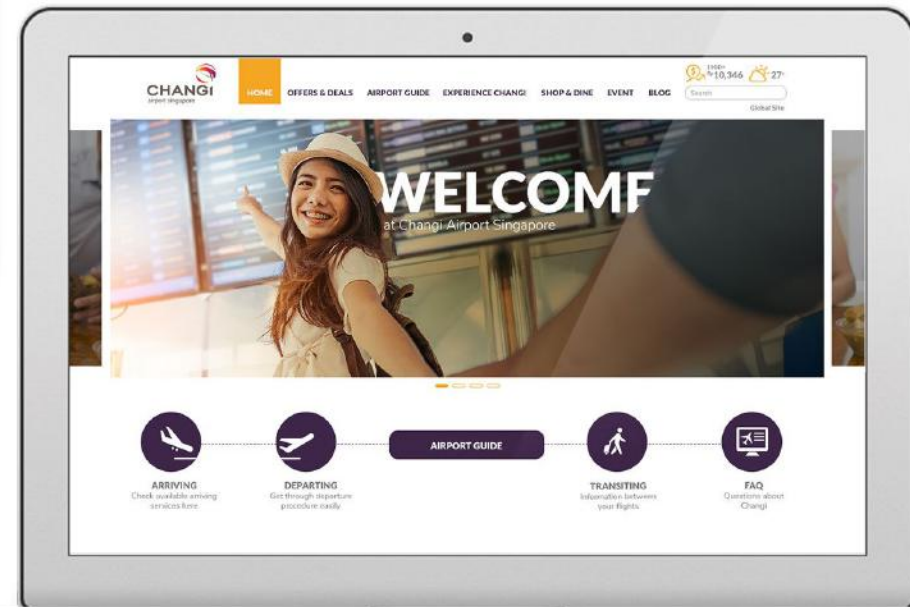
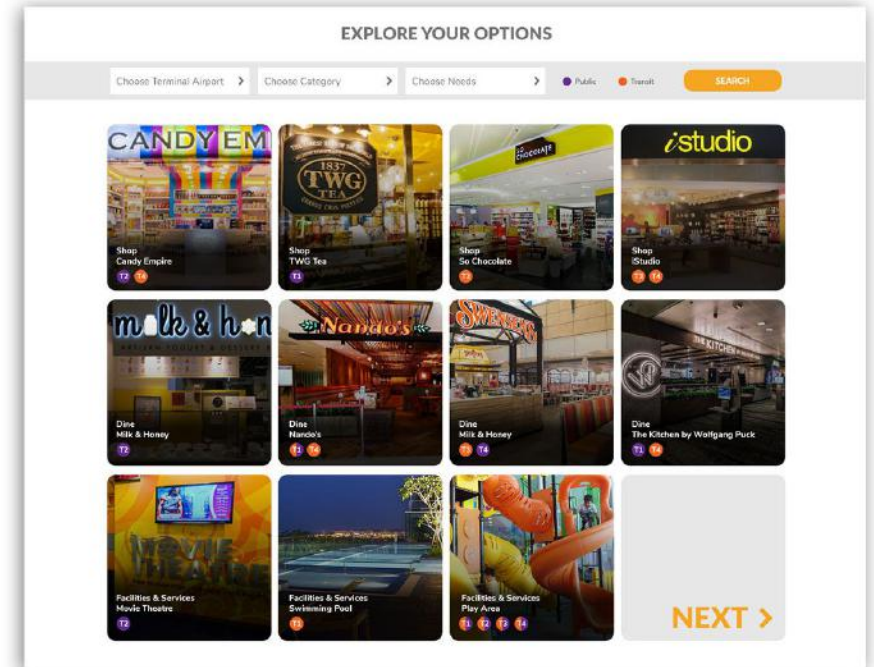
Role:
UI/UX | Research |
Wireframing

Changi International Airport want to make a website that represent for Indonesian user only. Me and my team did research before we create this website, we got insight if Indonesian's user get more attracted to shopping activity everytime they visit Singapore.

id.changiairport.com



WEBSITE



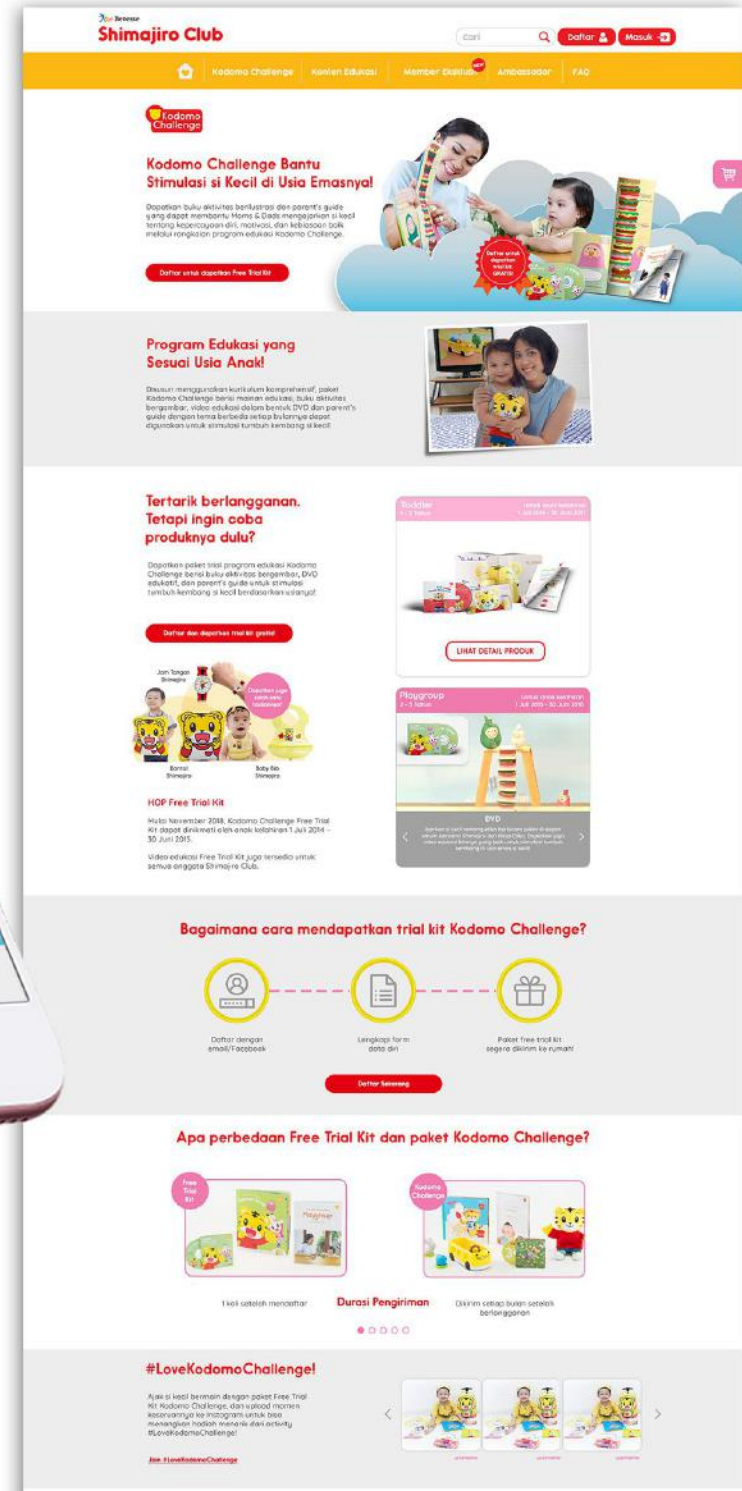
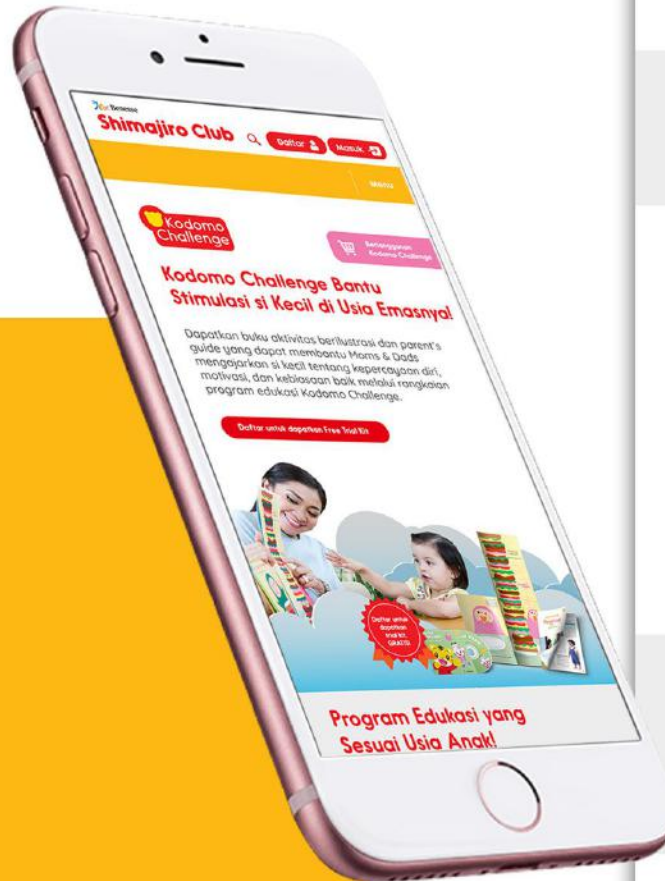


Role:
UI/UX | Research |
Wireframing

Benesse Corporation is a Japanese company which focuses on correspondence education and publishing. They offer product education every month for Toddler and Playgroup. This website need to give all of information about education program from Benesse

shimajiro.id

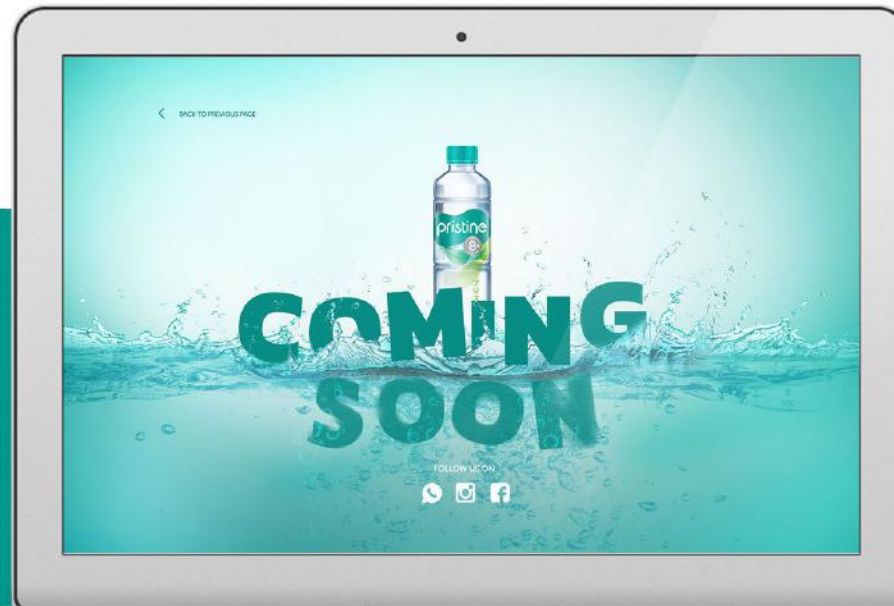
WEBSITE





Role:
UI/UX | Research |
Wireframing

Pristine 8+ want to highlight the benefit product which is alkaline water PH8. And also they want to showing up if the product can help user to get live balance.



WEBSITE

pristine8.com



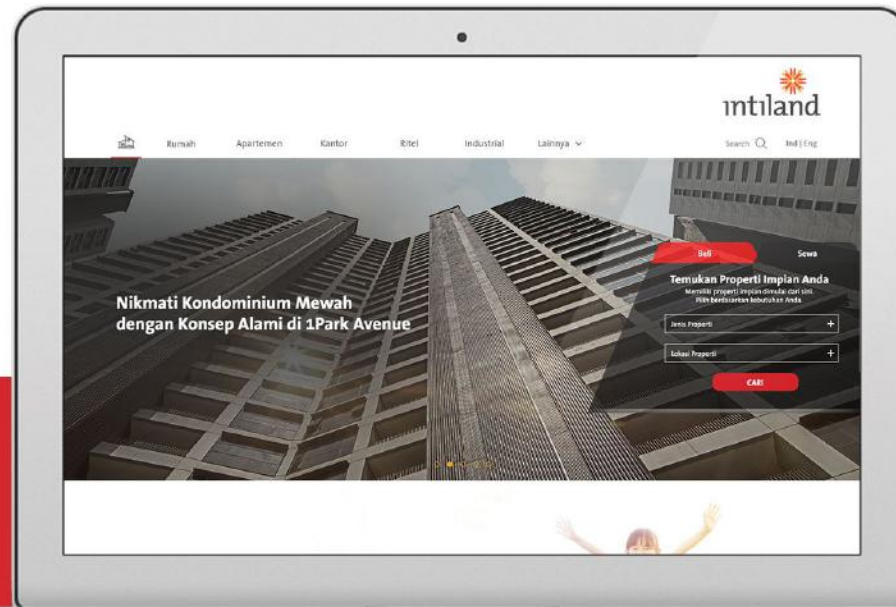


Role:
UI/UX | Research |
Wireframing

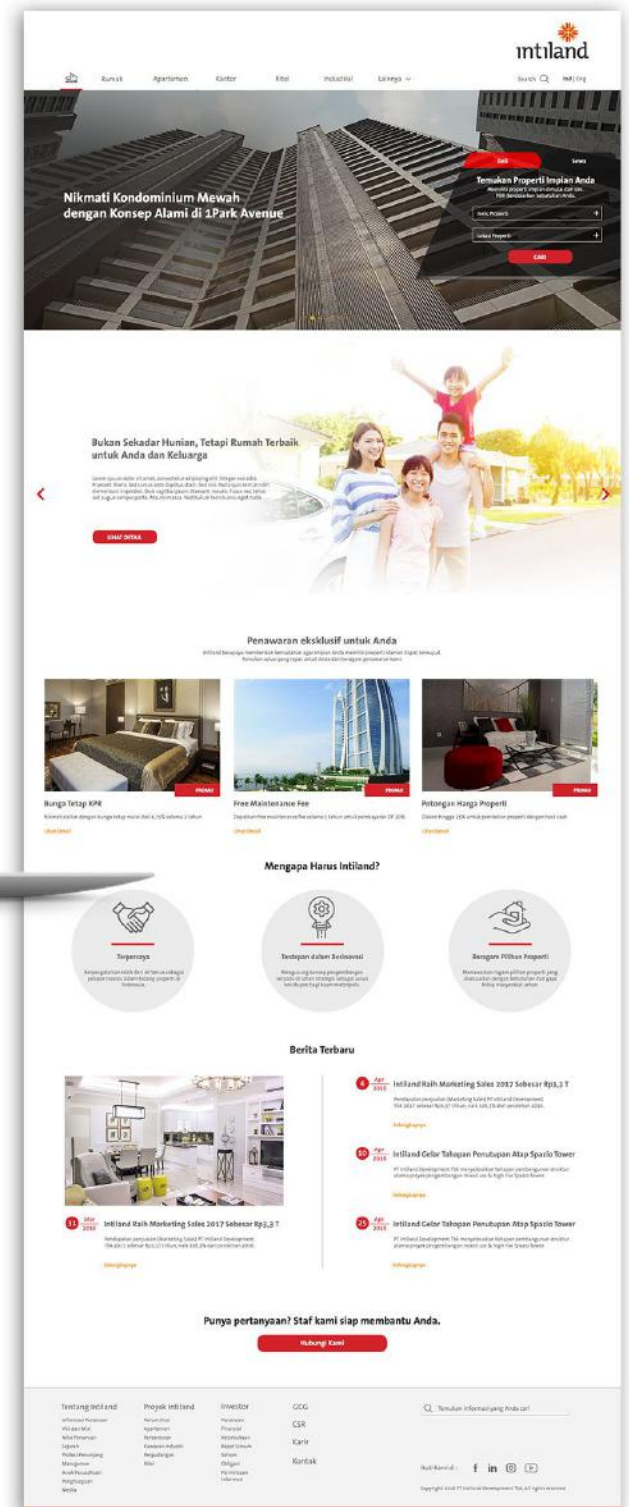
Intiland is one of the biggest property in Indonesia. They have a lot of kind property in Indonesia in total 24 property and every property have a website. This website tried to combine 24 websites into one website. So user can get all of information from all property.

intiland.com

2018



WEBSITE





Role:
UI/UX | Research |
Wireframing

benesse try to replace paper
for placement test so they
create an apps for their stu-
dent. This apps is special bec-
ause they also produce their
own tab for this apps.

MOBILE APPS



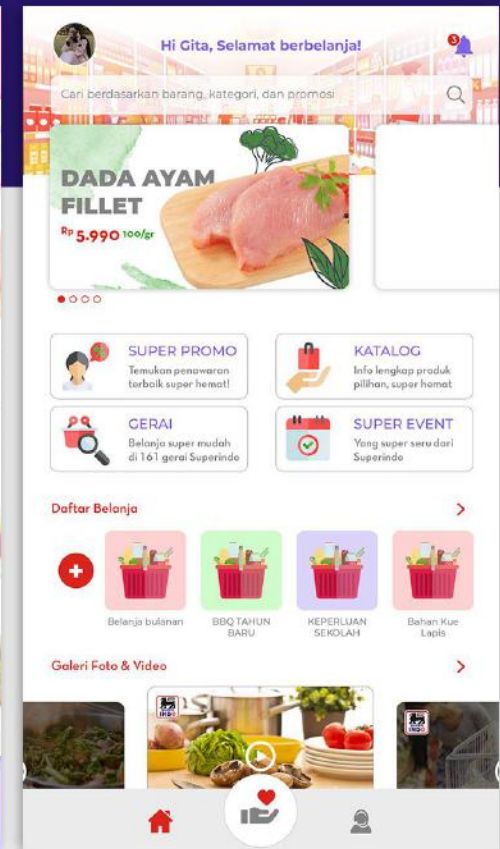
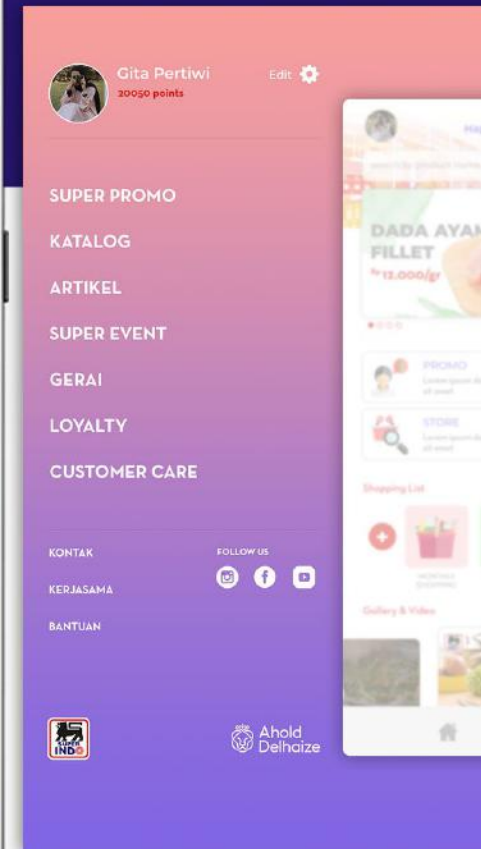


UNPUBLISHED

Role:
UI/UX | Research |
Wireframing

SuperIndo want to create an apps to build loyalty from their customer. Also this apps would help their customer to get an information about all promotion. We add some feature like "Shopping List" so user can use that feature whenever they on SuperIndo store.

MOBILE APPS

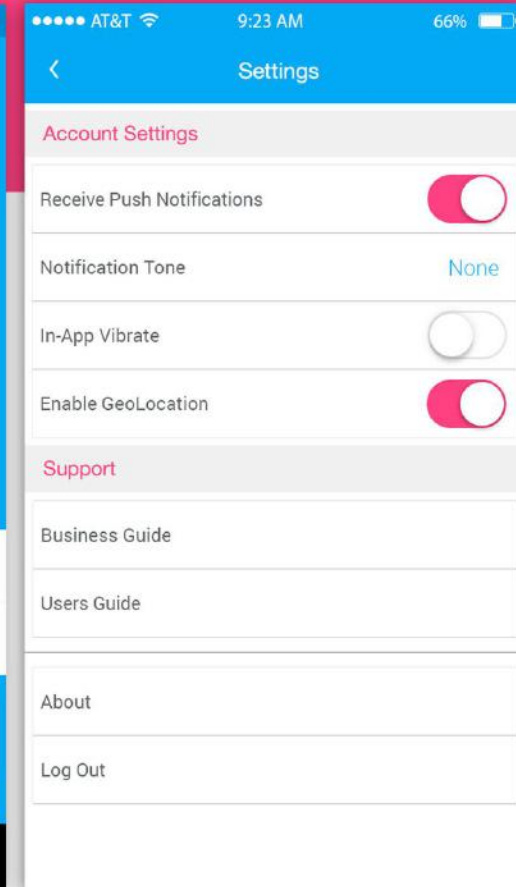
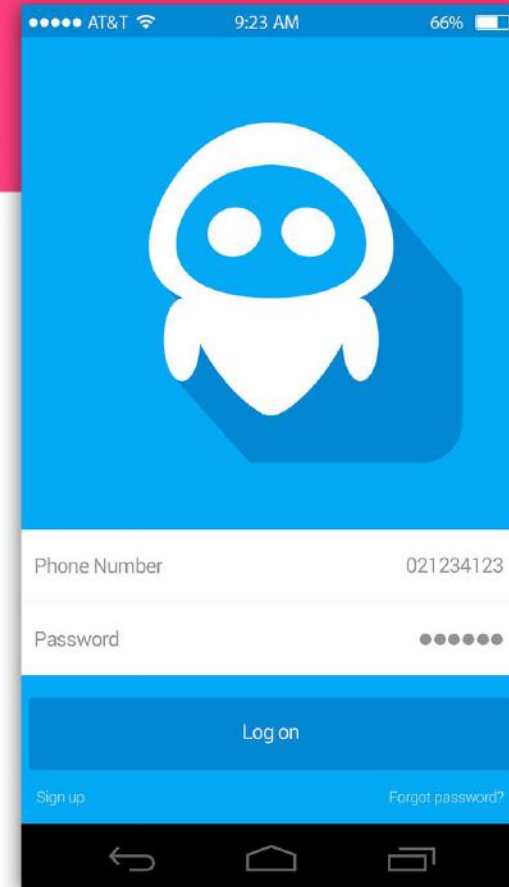
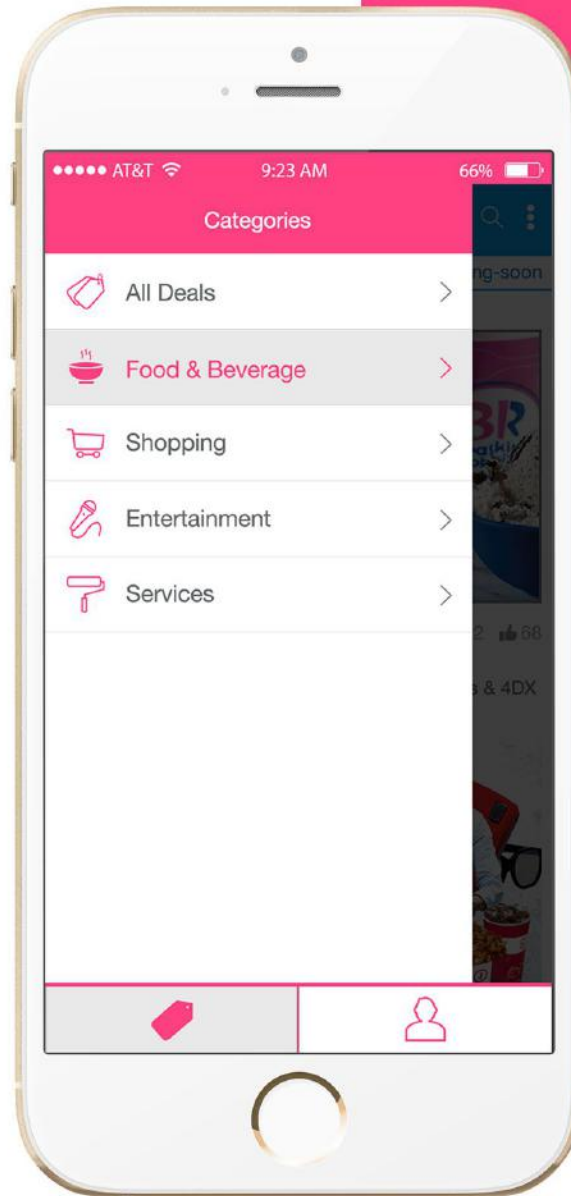


MOBILE APPS



Role:
User Interface

Since there's a lot of credit card promotion, this app tries to collect all of the promotion from different bank accounts. By near area, users can find a promotion from Dining to Services from different banks.





Role:
Graphic Designer

Make a visual design for daily, promo, activity and campaign. Blue Bird Group also want to give an awareness about their mobile apps My Blue Bird. Since at that time online transportation like Gojek, and Grab growing rapidly.



SOCIAL MEDIA
CONTENT



Role:
Art Director

Create Tap in Moment content, campaign and activity. As a big Telco Company in Indonesia, Smartfren always want to create a campaign for their user.



SOCIAL MEDIA
CONTENT



Role:
Graphic Designer

Laurier want to encourage all of woman to be more confidence and strong to do all activity. On the visual we try to bring positivity from what woman usually do.



SOCIAL MEDIA
CONTENT



Role:
Art Director

Provide an assets for chatbot and FAQ page, XL use female character called Maya to represent their customer service in digital.



SOCIAL MEDIA
CONTENT

AXIS

Role:
Art Director

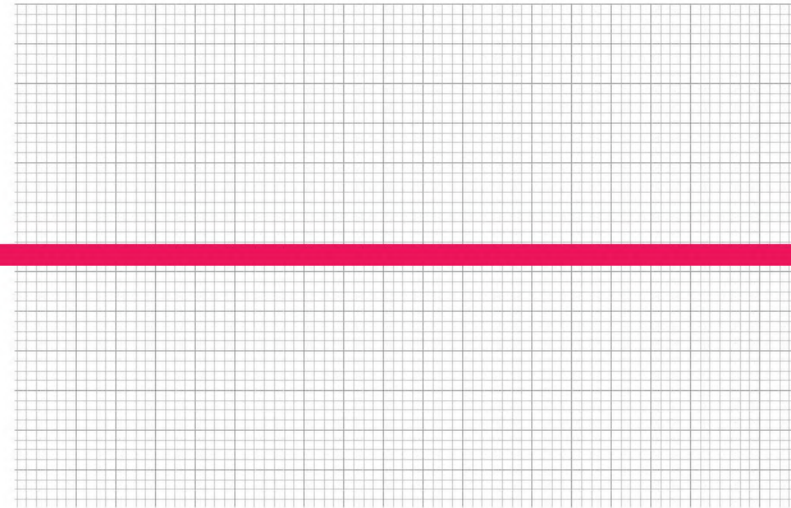
Axis have fun style and witty visual concept since their target audience mostly a Gen-z. Mostly they combine their visual with doodle and hand-writing font to bring fun and witty feeling.



SOCIAL MEDIA
CONTENT



Hey,
Thank **YOU**



behance.net/sorayafitr9506

linkedin.com/in/fitriasoraya