

2023

IMAGINARIUM

A GRAPHIC DESIGN ODYSSEY

By Imdur Rozan Sylvano

Designer's Prologue

The Designers behind the Canvas



IMADUR ROZAN SYLVANO

CREATIVE DESIGNERS



Jakarta, Indonesia

SUMMARY

Experienced Graphic Designer and Architect with a background in Architecture and Urban Design, offering a unique blend of creative skills, and technical expertise. Demonstrated ability to deliver compelling visual content across various platforms, including print, digital, and social media, such as Instagram, and YouTube.

As a proven Graphic Designer with a keen eye for aesthetics and a passion for delivering exceptional work, I always seek for a room of improvement and development throughout my creative design journey.

EDUCATION

Bachelor of Architecture

Institut Teknologi Indonesia

2016 - 2021, Serpong

LANGUAGES

Bahasa Indonesia

Native, Mother Language

English

Full Professional Proficiency

CONTACTS

abusylvano@gmail.com

+62 822 1306 8764

[linkedin.com/in/imadurrozansylvan](https://www.linkedin.com/in/imadurrozansylvan)

SKILLS

Design

Graphic Design, Typography,
Illustration, Digital Imaging, Art
Direction, Brand Design, 3D
modeling, Video Editing, Drone
Piloting, Rendering, Photography

TOOLS

Affinity Suite
Adobe Suite (Ps, Ai, Lr)
AutoCAD, SketchUp
Lumion, Enscape, Vray
Final Cut Pro
Procreate

Experiences

The Timeline of my Design Ventures

2019



PT. Jaya Kusuma Sarana

Project Coordinator Intern

3 Months

2021



PDW Architect

Urban Designer Intern

7 Months

2022



Foster + Partners

Landscape Architect

8 Months

2022/23



Timeless • Indonesian • Iconic • Architecture

PT. Nauman Property

Graphic Designer + 3D Artist

11 Months (ongoing)

Achievement

Crowning moments in my Creative Journey

1st Place

Stray Cat Shelter Design
Bintaro Design District (BDD)



Honorable Mention

International Photography Competition
Rethinking The Future Architect



Top 10

Asia Young Designer Award
Nippon Paint

2nd Place

Office Interior Design Contest
Summitmas Property



Visual Adventure Guide

Leading the way through The Journey of **Creative Gallery**

Est.
1998

01
PAGE 02
ADMAGNETIX

INSTACHARM
PAGE 07
02

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PAGE 12
REELSFUSION

04
PAGE 16
PRINTPROS

05
PAGE 24
LENSALUX

06
PAGE 28
RENDERREAL

07
PAGE 30
CANVASCH

Copywriting

3D Modellin

Architectural Works

Digital Art

Illustratio

Hand Draw

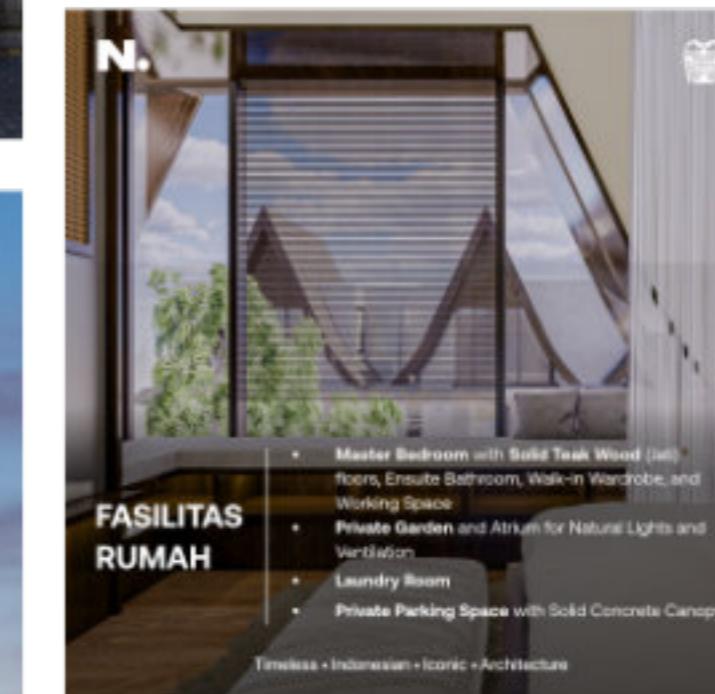
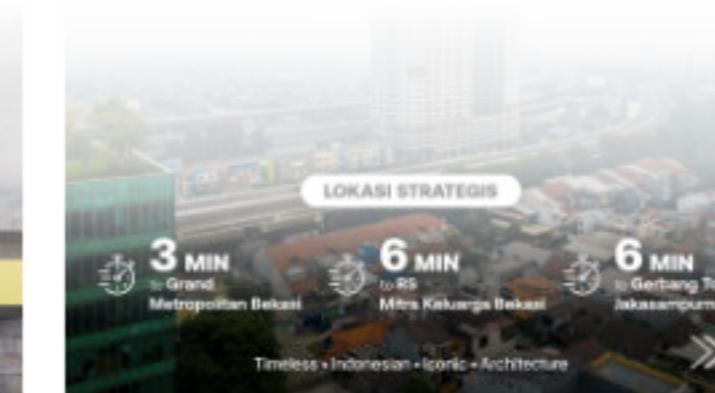
CLIENT
Nauman Property

YEAR
2022 - 2023

ROLE
Graphic Designer

TYPE
Single Image, Carousels, Instagram Story

The AdMagnetix



Attention Attraction

AdMagnetix, a magical new way to interact with audience on the digital platforms. This section will showcases the best and effective monthly creative ads campaign designs.

Nauman Property

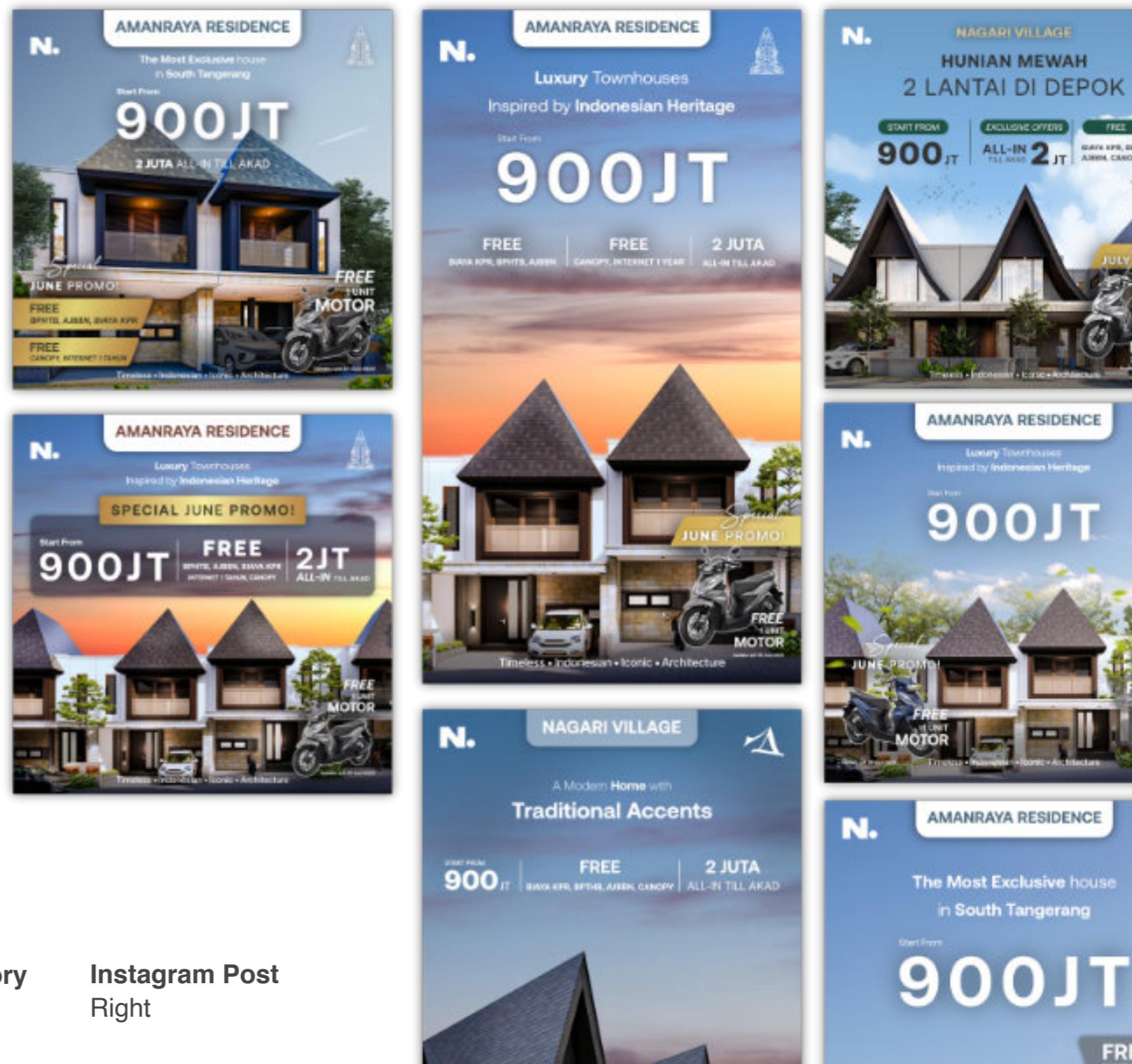
The first property, real-estate developer in Indonesia to embrace Vernacular Architecture design concept, and philosophy in the era of modernism, aim to create Timeless Iconic Architecture.

As a designer, I consistently engage in monthly challenges aimed at pushing the boundaries of my creativity, which serve as valuable experimentation resources to determine optimal design solutions.

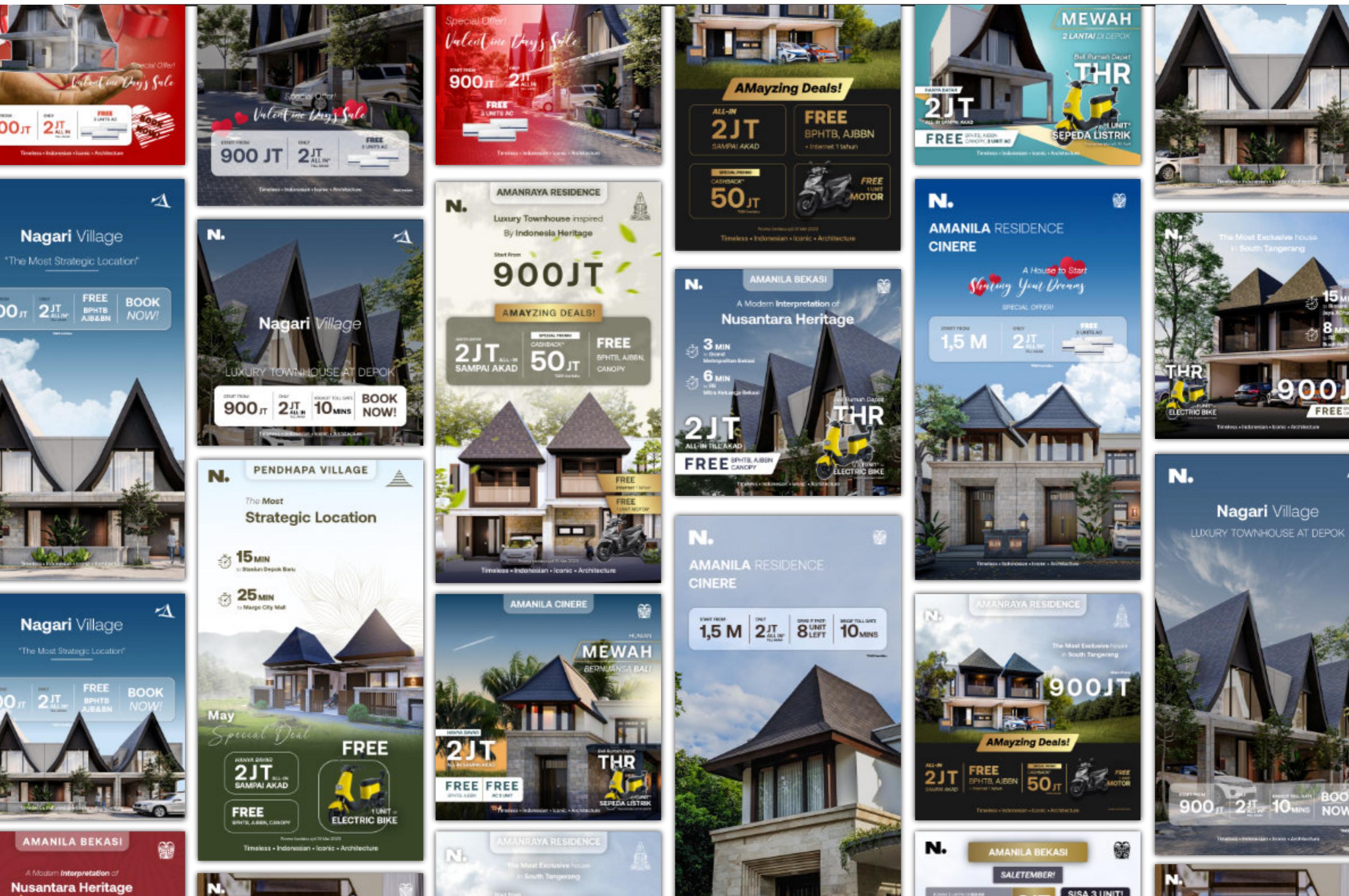
It is important that the unique selling points (USPs) should be understandable visually to the intended audience.

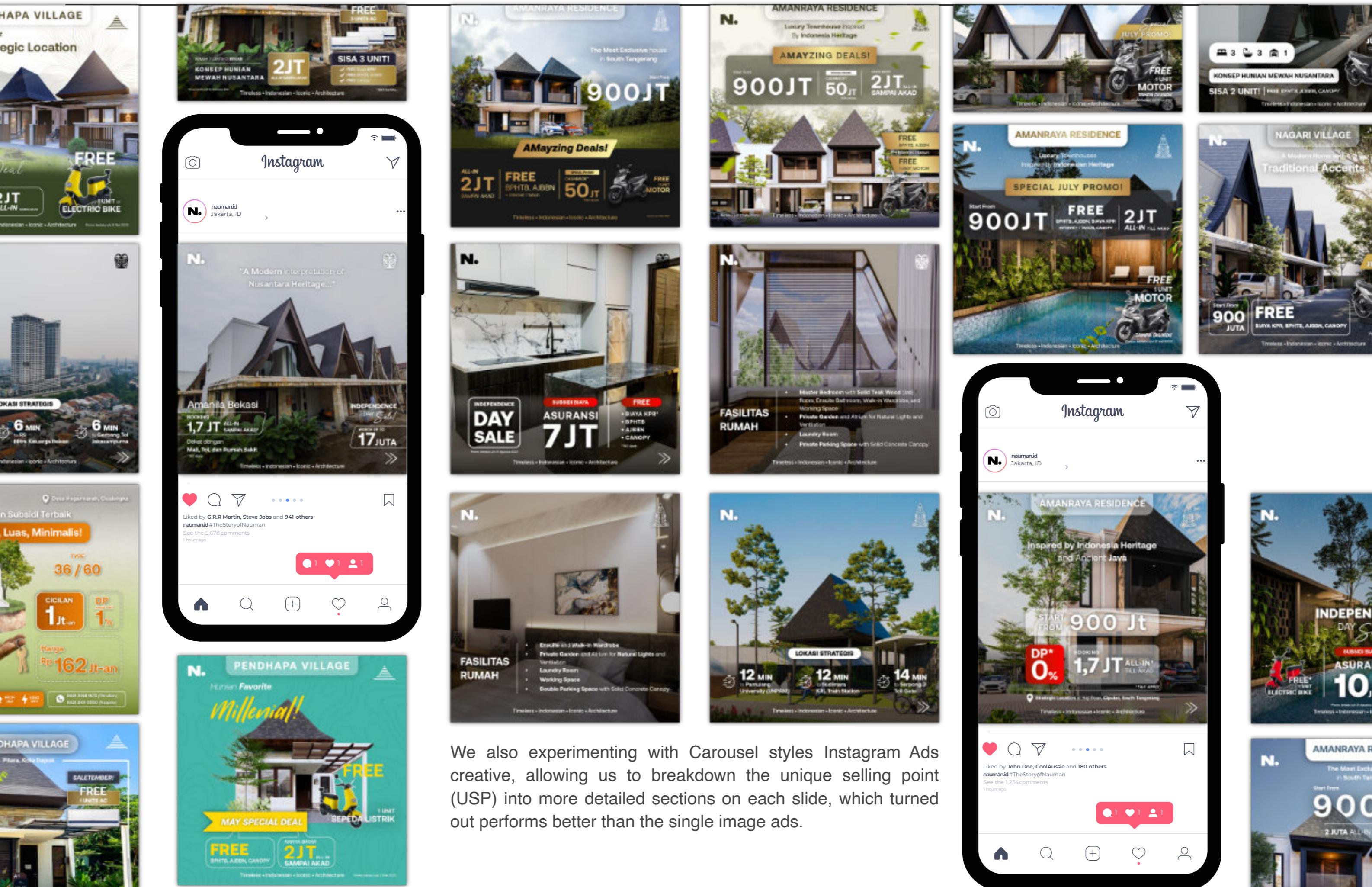


Instagram Story
Left



Instagram Post
Right





We also experimenting with Carousel styles Instagram Ads creative, allowing us to breakdown the unique selling point (USP) into more detailed sections on each slide, which turned out performs better than the single image ads.

The Results?

Cost Effective Ads Design

Up to

Up to

Up to

50%

150%

200%

Cost Per Click Reduction

Leads Increase

Conversion Rate

**Less outcome.
More income.**

I've successfully managed our monthly ad campaigns, consistently driving results. For instance, our ad designs have led to a remarkable 50% reduction in the cost per click, **ultimately optimizing our advertising budget while reaching a larger audience**. These designs also effectively conveyed the unique selling points of our properties, **leading to increased sales**.

CLIENT

Nauman Property

YEAR

2022 - 2023

ROLE

Graphic Designer, 3D Artist

TYPE

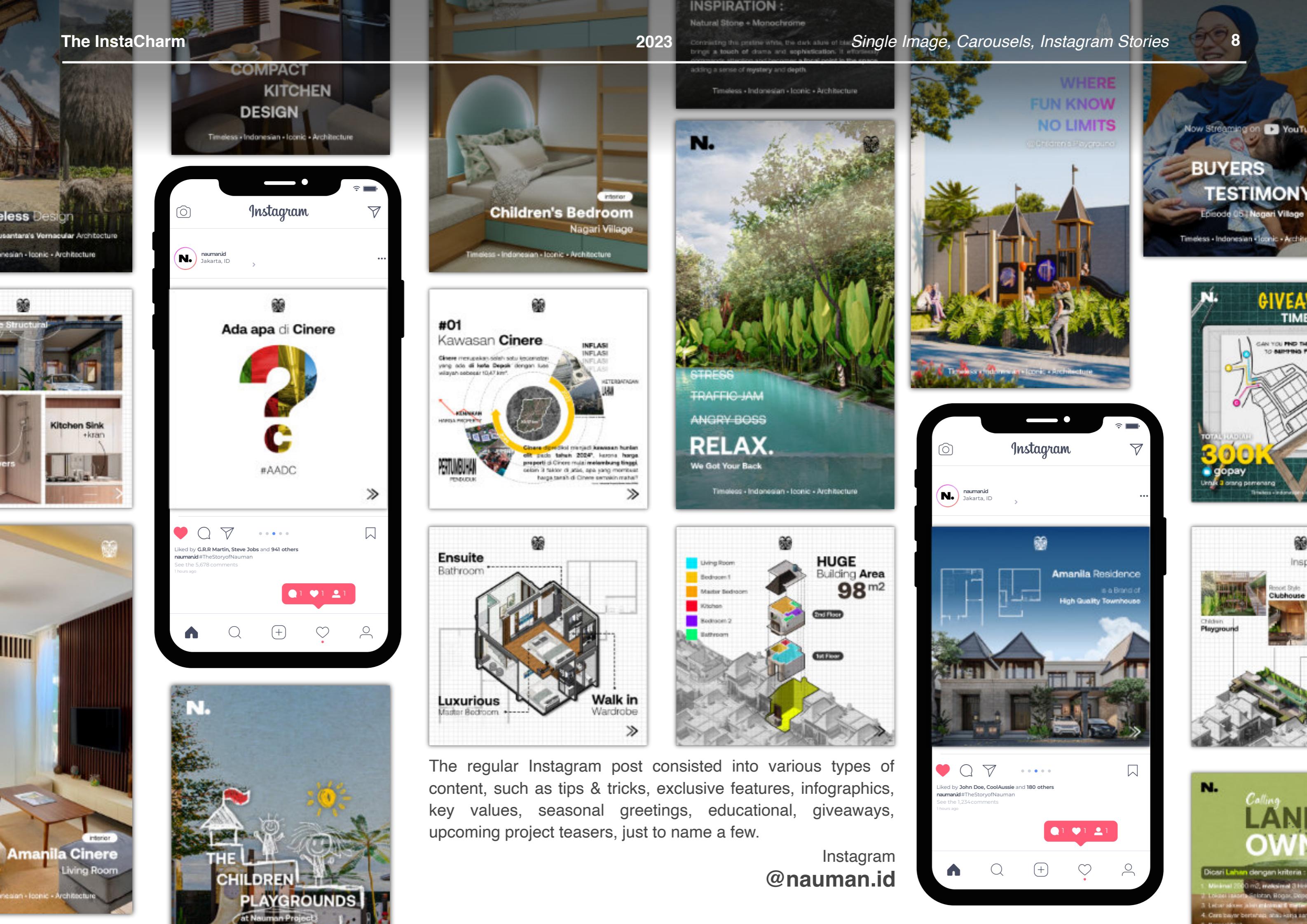
Single Image, Carousels, Instagram Story

The InstaCharm



An Instagram Magic with Every Post

A canvas for storytelling, a stage for brands to shine, and a window into captivating visuals. This section will unfold some of the best Instagram content designs.



The InstaCharm

INSPIRATION :

Natural Stone + Monochrome

Contrasting the pristine white, the dark slate of black brings a touch of drama and sophistication. It immediately commands attention and becomes a focal point in the space, adding a sense of mystery and depth.

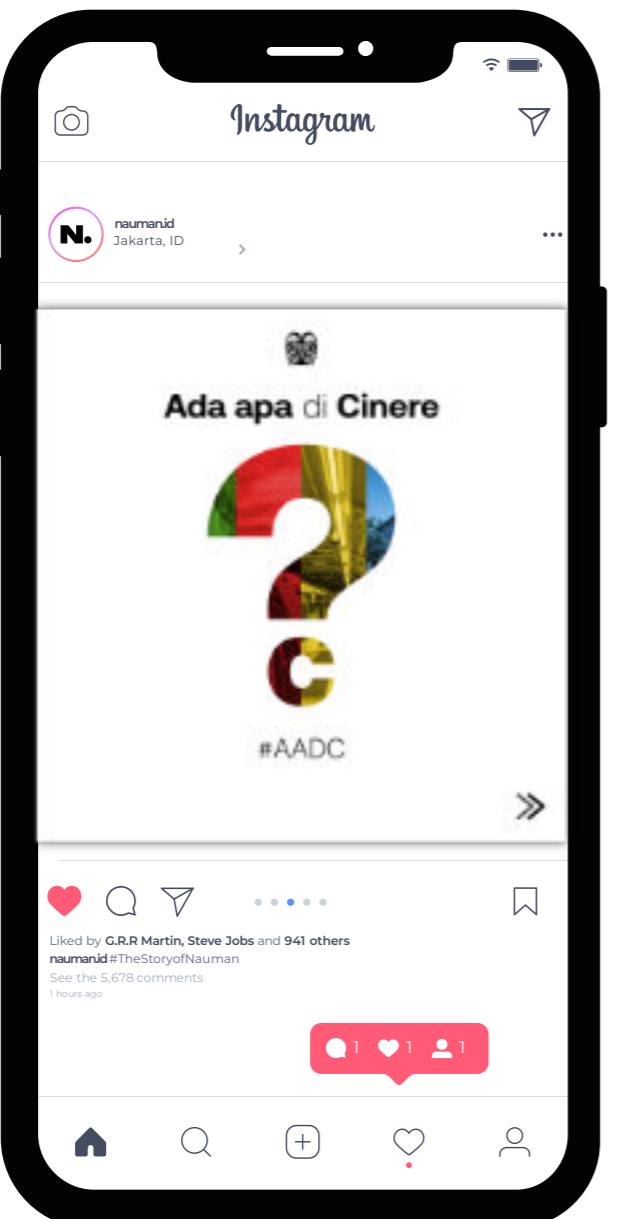
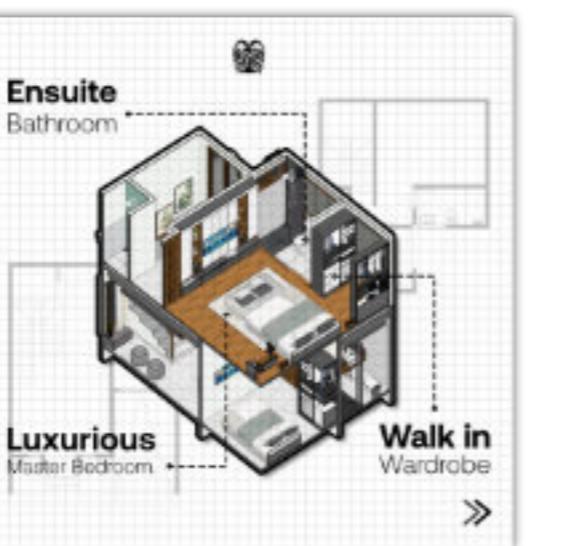
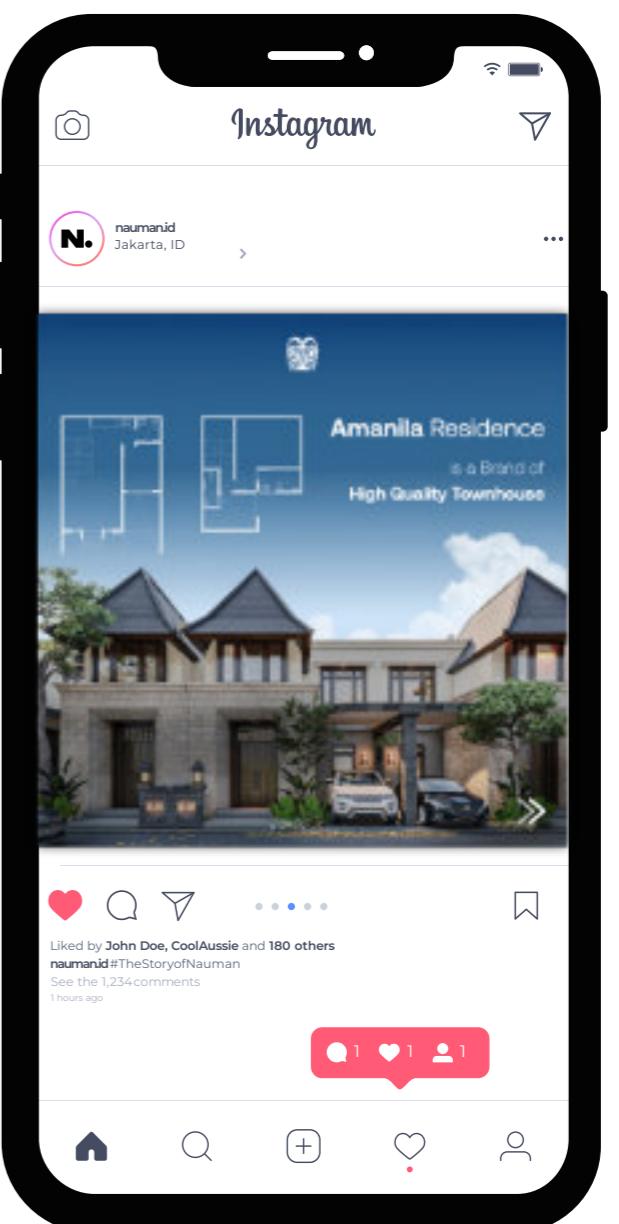
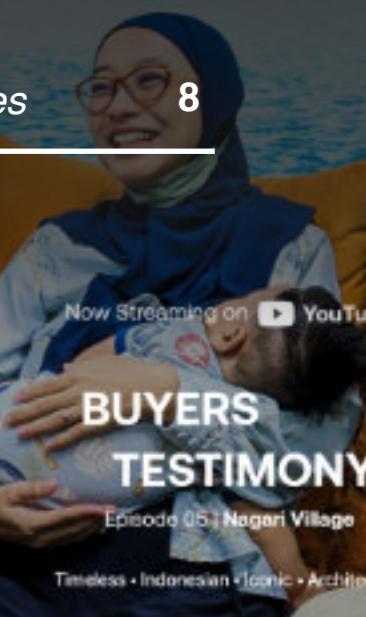
Timeless • Indonesian • Iconic • Architecture



Single Image, Carousels, Instagram Stories

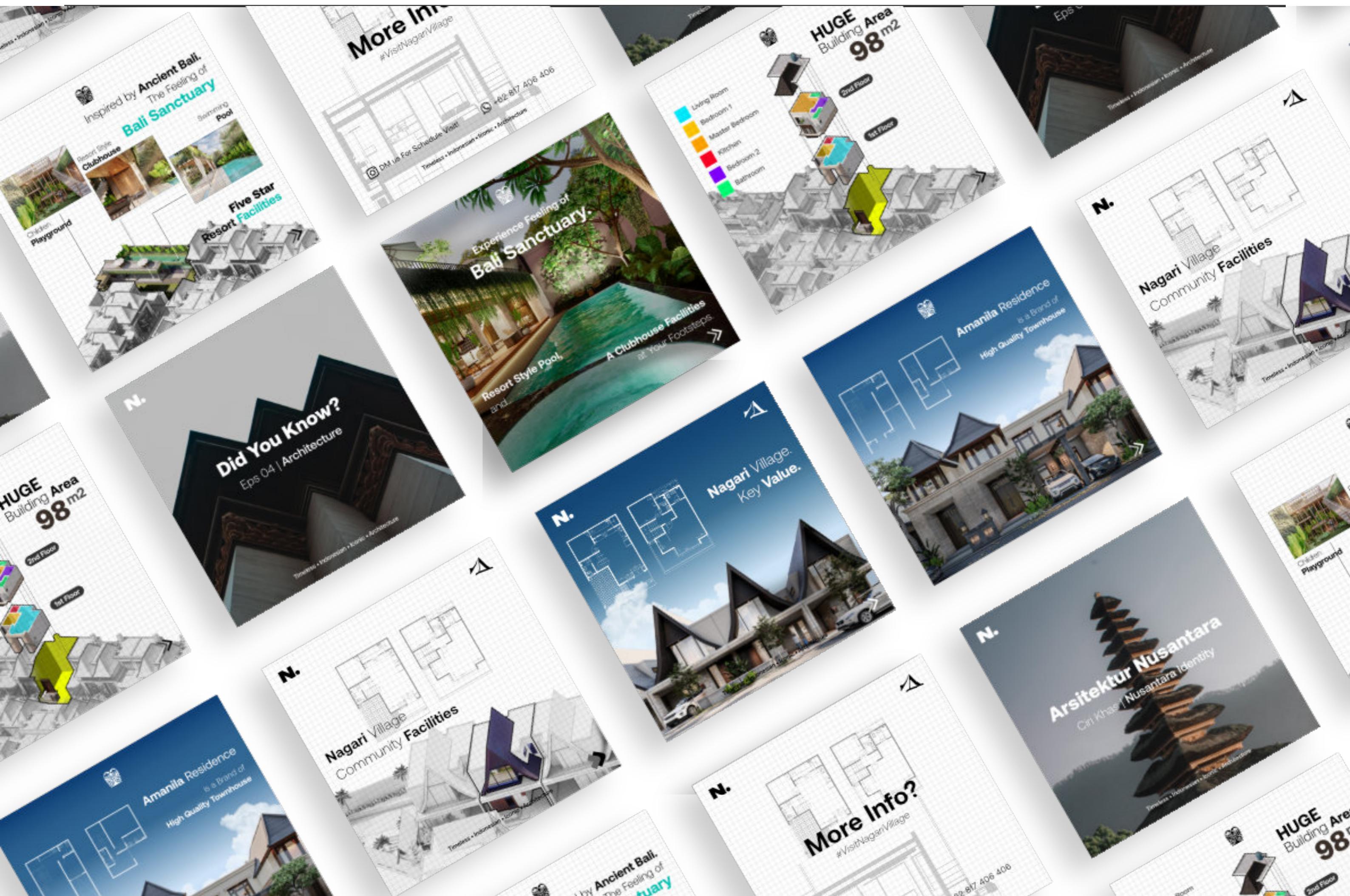
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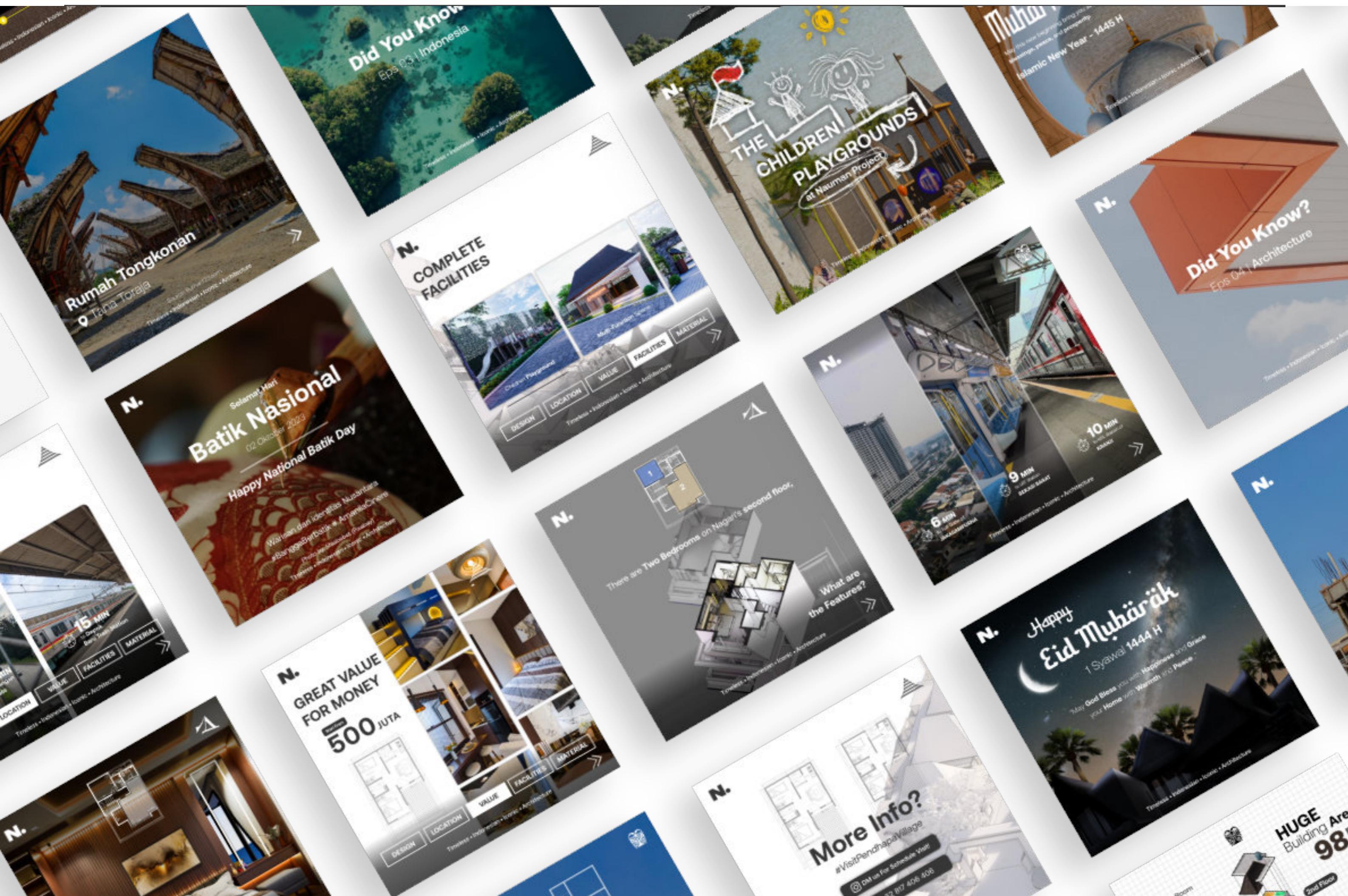
2023



The regular Instagram post consisted into various types of content, such as tips & tricks, exclusive features, infographics, key values, seasonal greetings, educational, giveaways, upcoming project teasers, just to name a few.

Instagram
@nauman.id





The Results?

Visually Appealing Contents

Up to

Up to

Up to

3600

8000+

378K

Account Engaged

Followers Growth Organically

Accounts Reached

Beyond Visual

In my current role as a Graphic Designer and Architect, I played a pivotal role in growing our Instagram presence from a modest 300 followers to an **impressive 8000+ followers** through organic. This achievement reflects my expertise in crafting visually appealing content that **not only draws in new followers but also keeps them engaged over time.**

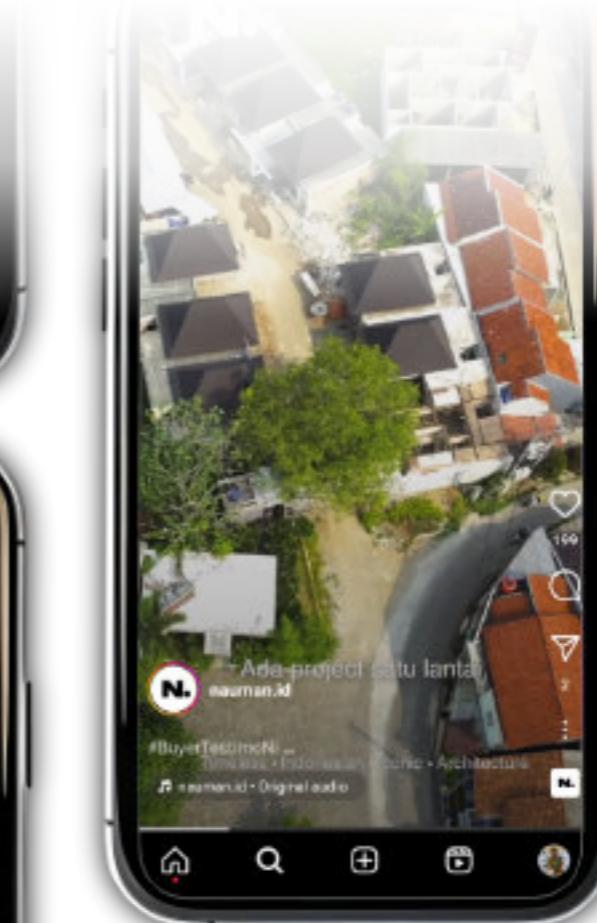
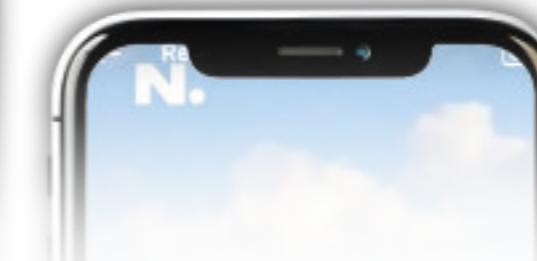
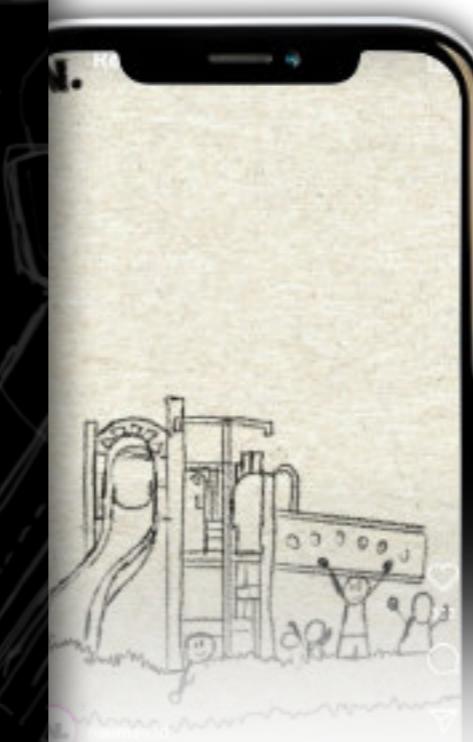
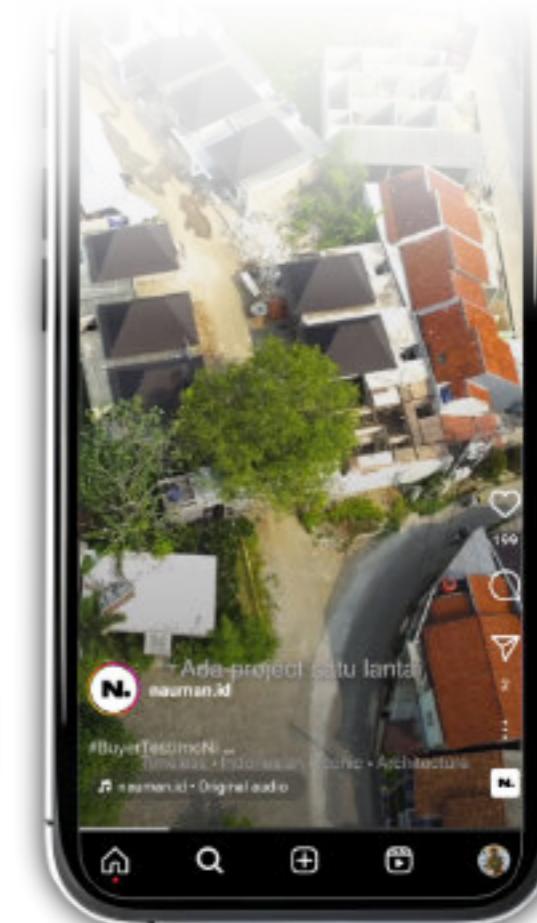
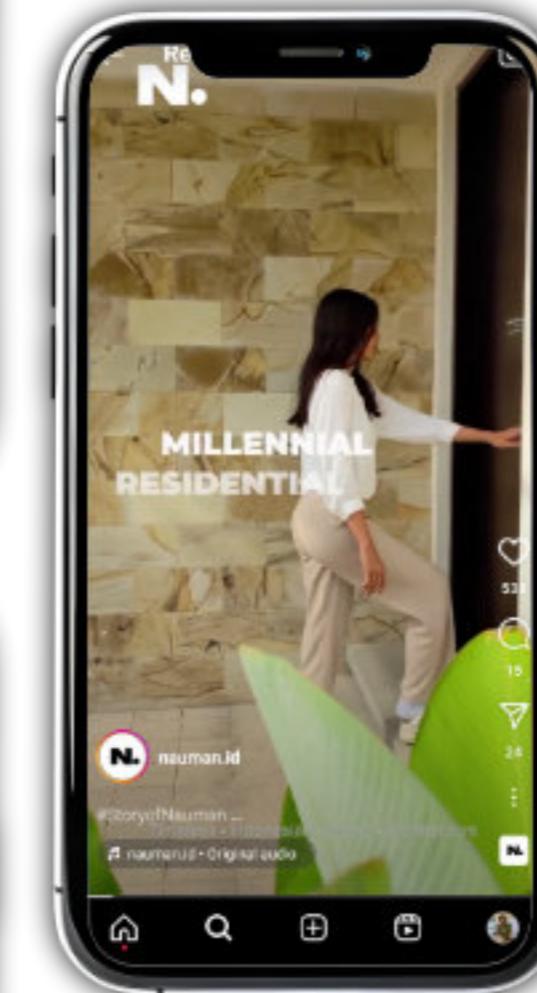
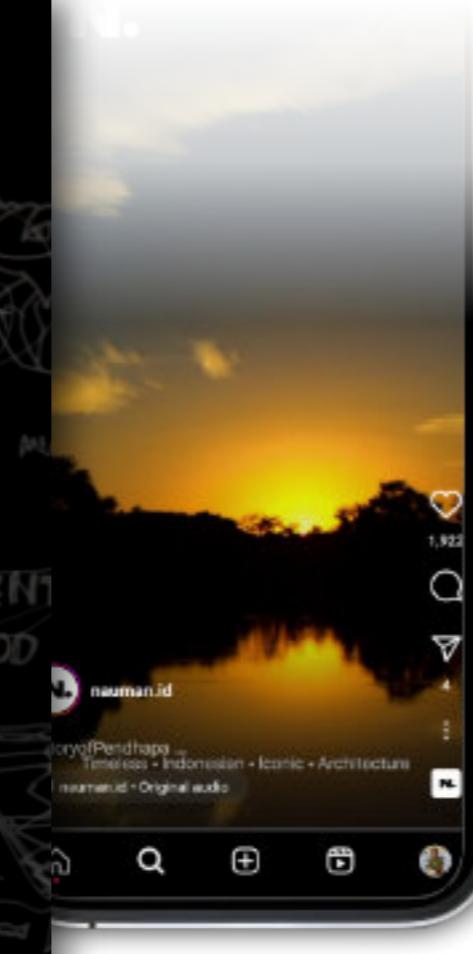


CLIENT
Nauman Property

YEAR
2022 - 2023

ROLE
Art Director, Video Editor

TYPE
Instagram Reels



The ReelsFusion

Weaving Stories Through Video Magic

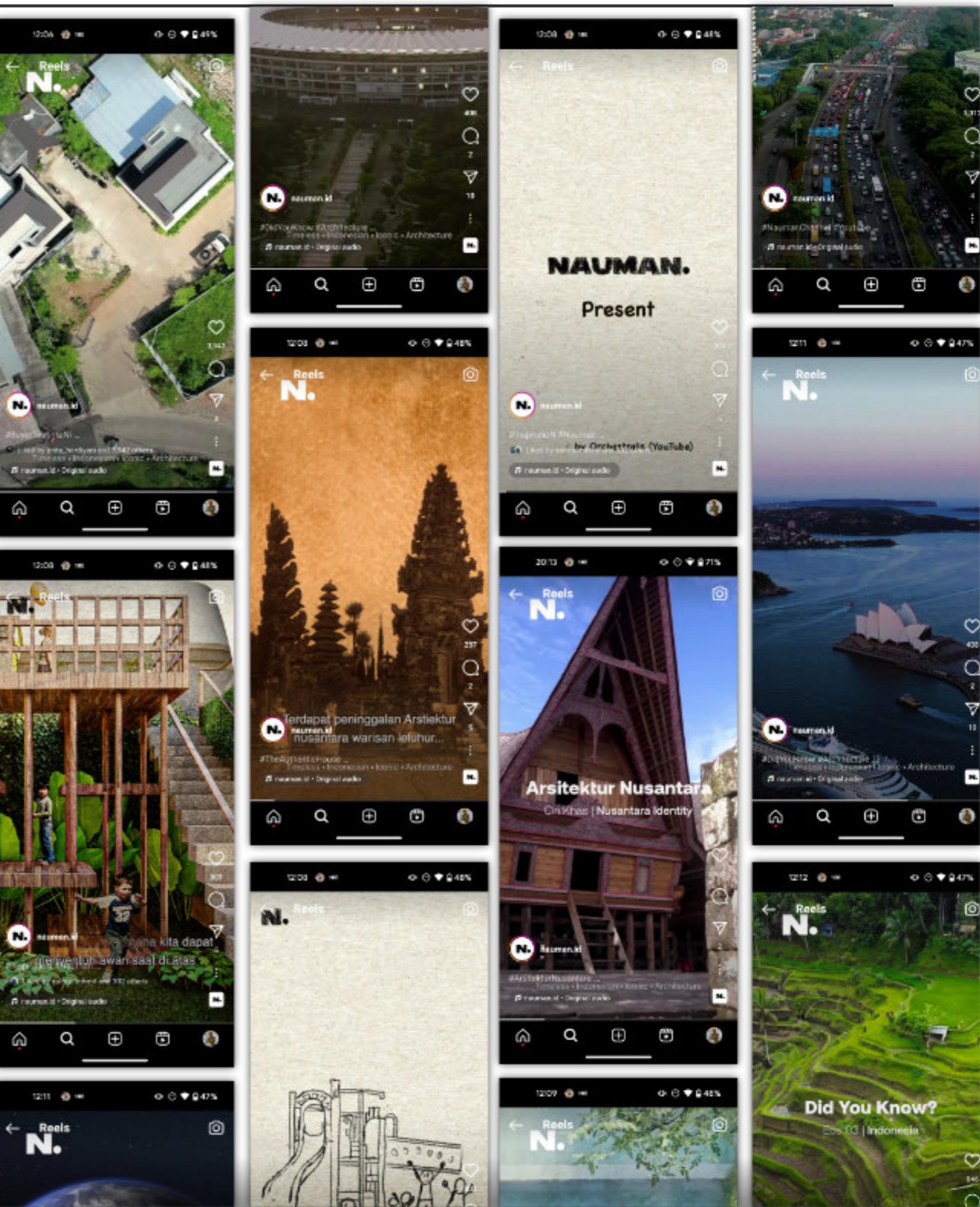
Every frame of a video is an opportunity to tell a compelling story. Our mission is to creating captivating, emotional, and unforgettable video experiences.

Storytelling Prowess

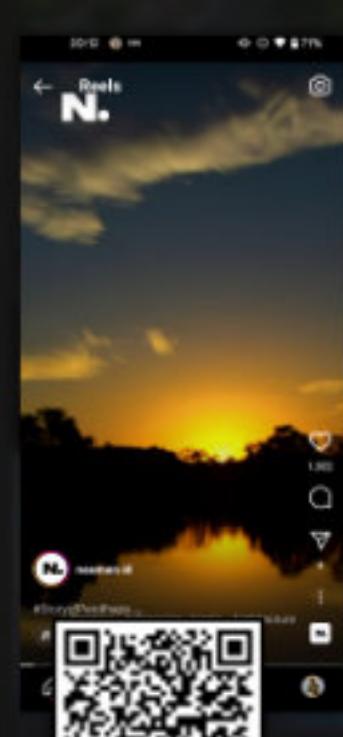
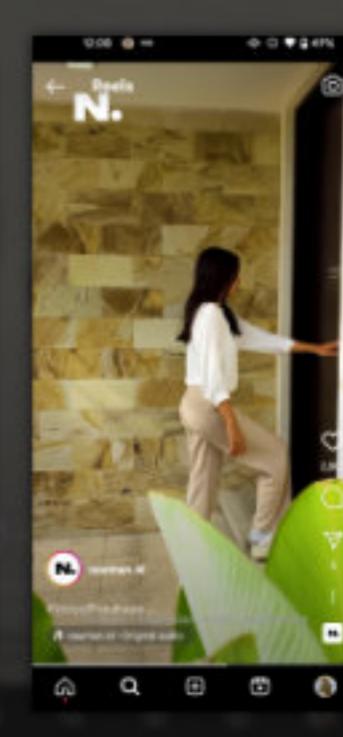
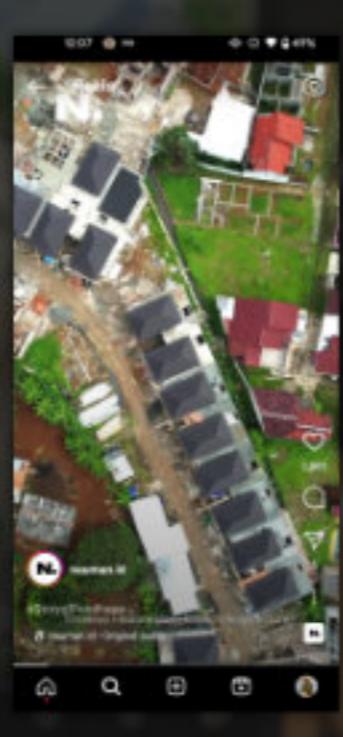
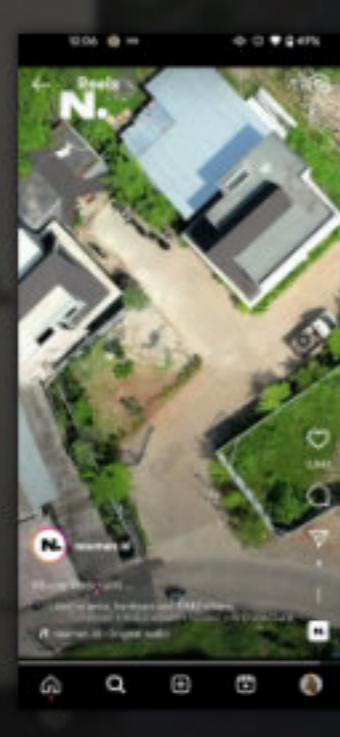
During video production process, I aimed to transcend conventional boundaries. While many developers and real estate firms opt for standard styles, we differentiate ourselves through unique artistic directions and compelling storytelling, ultimately setting us apart in our presentations.



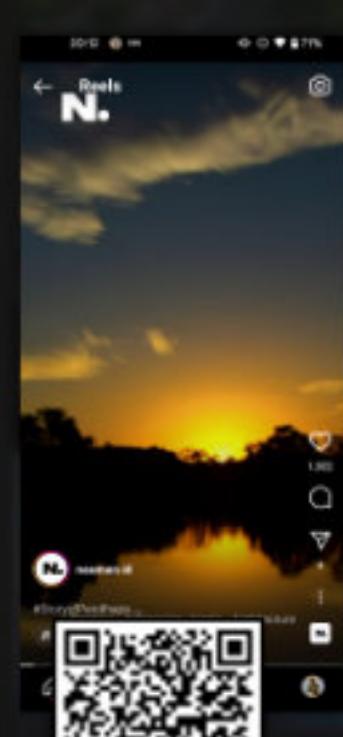
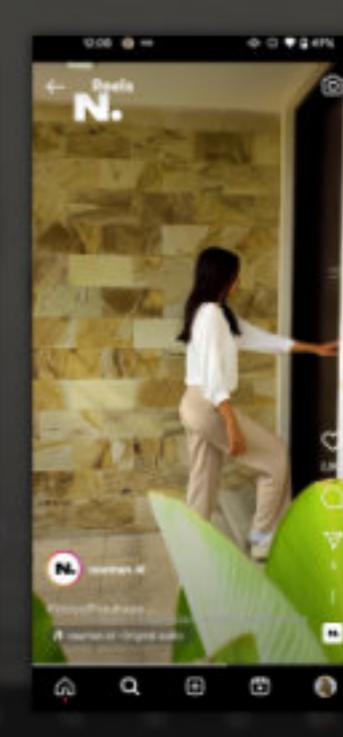
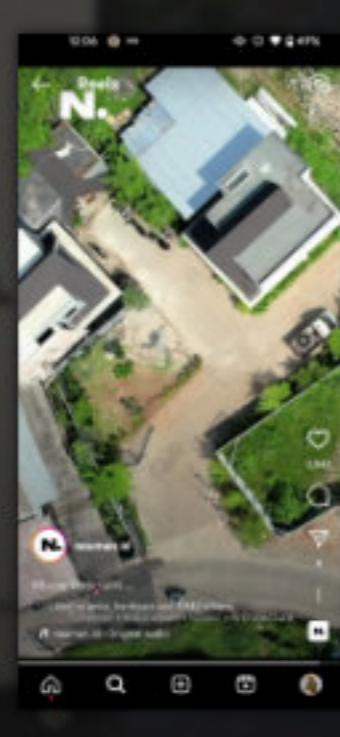
Instagram
@nauman.id



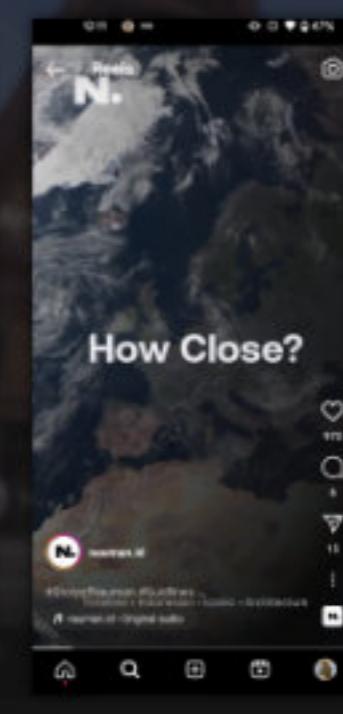
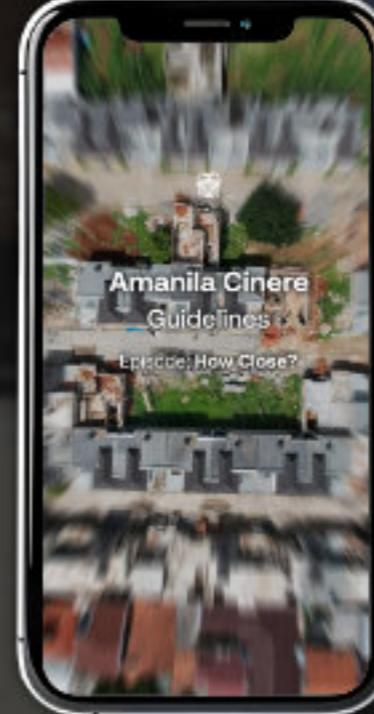
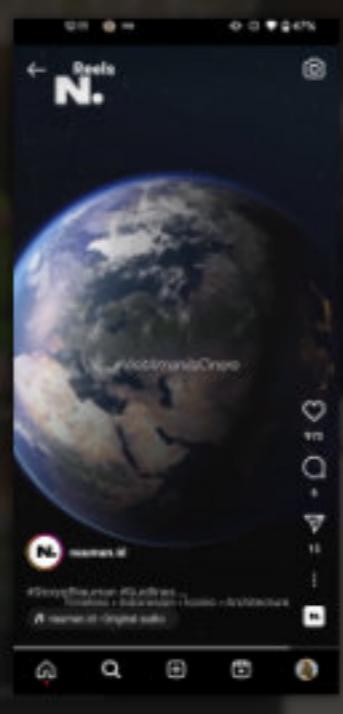
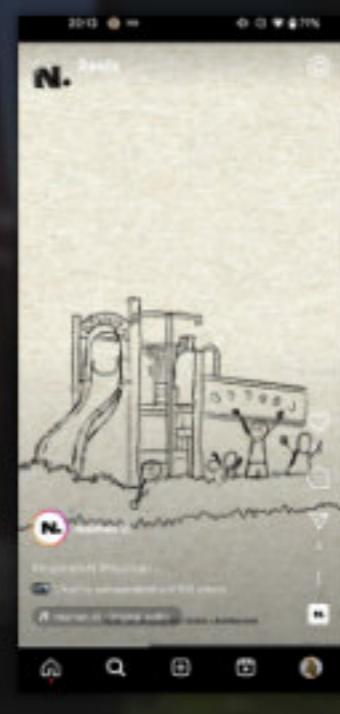
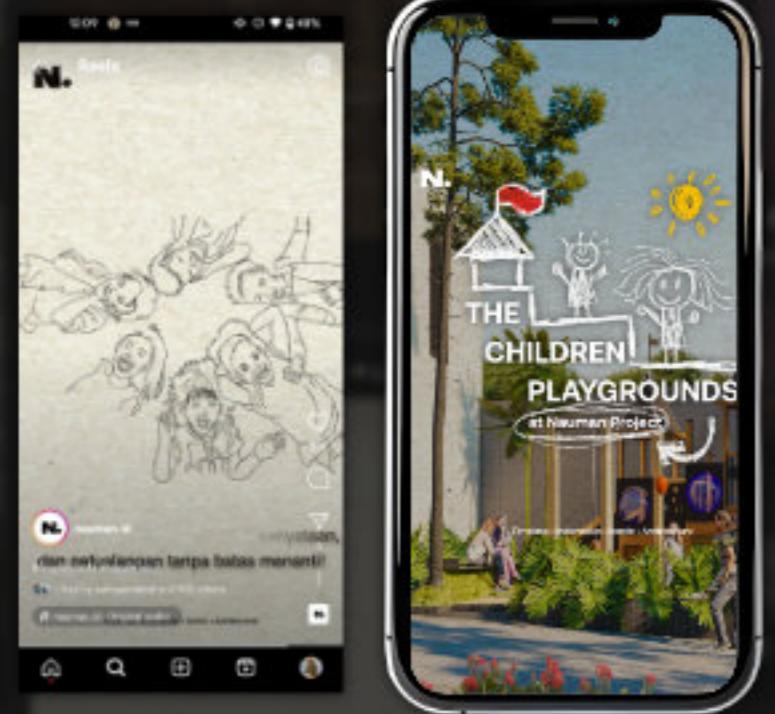
Buyer's Testimony Interview



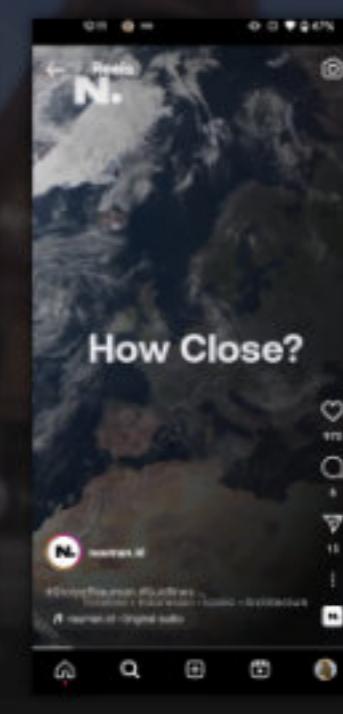
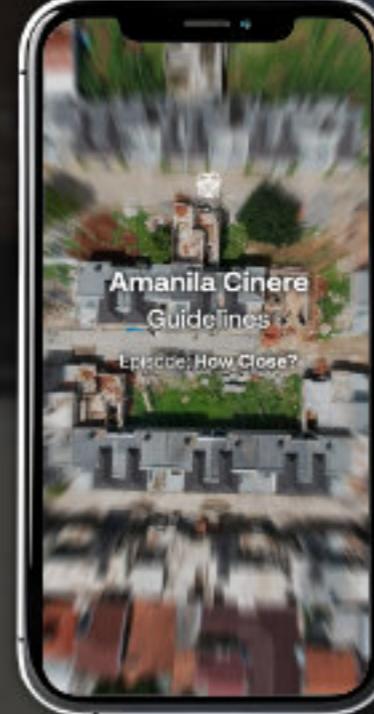
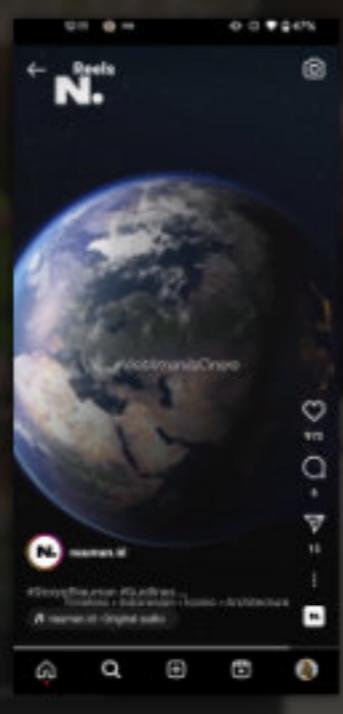
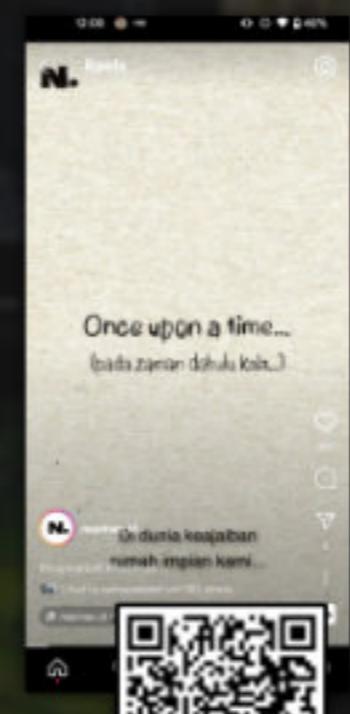
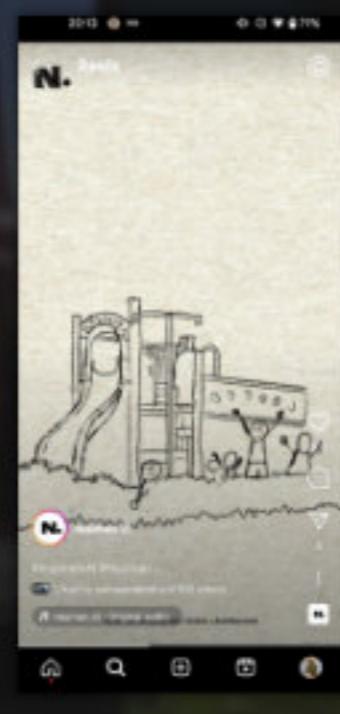
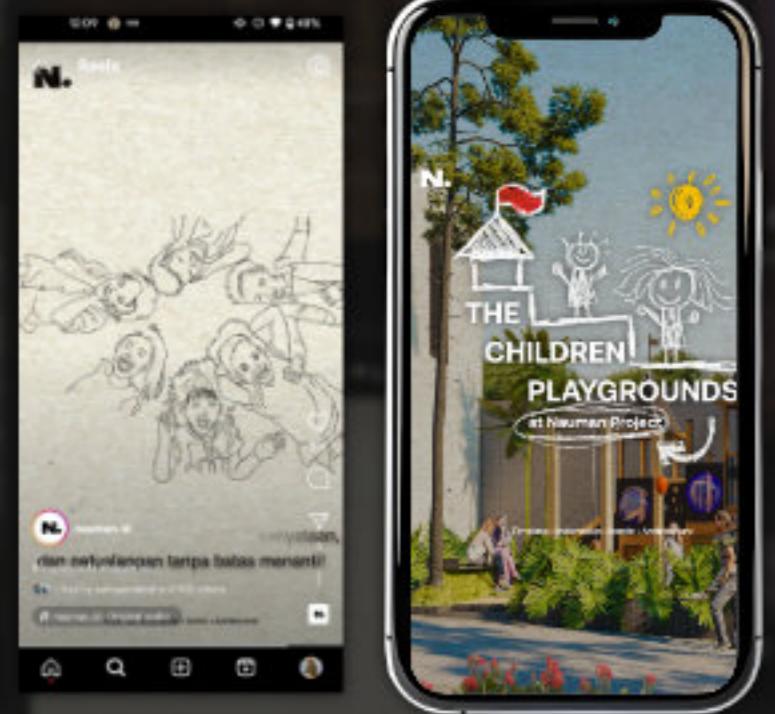
The Story of Pendhapa Village



Nauman's Children Playground



Guidelines : How Close?



The Results?

Storytelling Pioneers

Up to

3900+ 116K

Up to

Highest Instagram **Likes** Count

Accounts **Reached & Viewed**

Video Wizardy

One of our Instagram Reels content has garnered nearly 4,000 likes and reached an impressive 116,000 accounts, showcasing my ability to create engaging content. This increased visibility has undoubtedly played a role in **attracting prospective home buyers and driving sales**, I believe my experience in creating compelling content can be a **valuable asset for your upcoming projects**.

CLIENT
Nauman Property

YEAR
2022 - 2023

ROLE
Graphic Designer

TYPE
Brochure, Flyers, Banner, Presentation

The PrintPros



Master of Print Design Excellence

We understand that every printed piece carries a message, a story, and a brand's reputation. This section will showcases the printing works and designs.





PUBLICATION

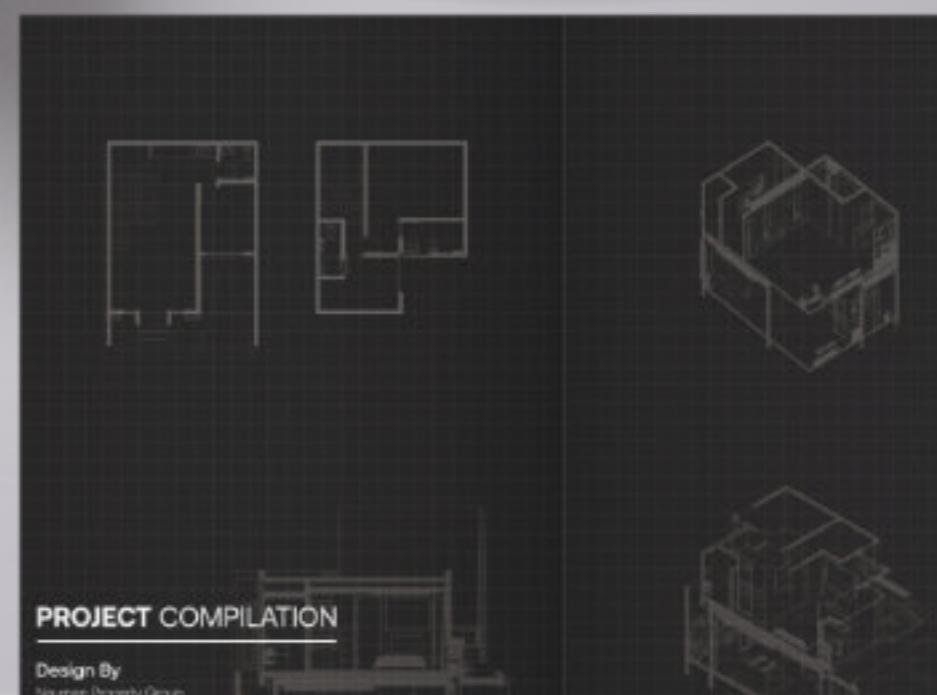
We also established partnerships with several friends and platforms, YouTube, as well as influencers and brands like the American fashion brand *Nauman's*, which are

TRUSTED DEVELOPERS
PARTNERSHIP
BANK

We also established partnerships with well known
names companies, to fully gain trust from the
customers, which are



PROFILE			PROJECTS		
<i>Brochures, Flyers, Banners, Presentations</i>			Maison Mireille, Inc.		
Page	Page	Page	Page	Page	Page
01	03	05	25	37	49
Gems Values	Vision & Mission	Corporate Tagline	Amenities, Residences, Jobs	Amenities, Retail	Amenities, Residential, Commercial
Page	Page	Page	Page	Page	Page
07	09	11	61	65	75
Board of Directors	Head of Division	Mission			
Page	Page	Page			
13	15	17			
Company Culture	Media Publication	Contacts			
Page	Page	Page			
19	21	89			





KAVLING PLAN

Swimming Pool, MultiDirectional Roads, Children Playground, Gated Community

80 UNITS
60 m² - 132 m²

Google Map Search

12 min Busman Train Station, 13 min Sido City Modern Market, 14 min Setiabudi 2 Train Station, 15 min Trans Studio Cilangkap Mall

FLOOR PLANS

1st Floor, 2nd Floor, 3rd Floor, 4th Floor

EXTERIOR

Children Playground, Swimming Pool

NAUMAN.

This architectural rendering serves for illustrative purposes only. Based on real location and detailed rendering development. Any changes can be made by the developer without the right of the developer.



KAVLING PLAN

Strategic Location, 5 min to Nagari 1, 10 min to Nagari 2, 15 min to Nagari 3, 20 min to Nagari 4

30 units
60 m² - 132 m² (Total size)

Google Map Search

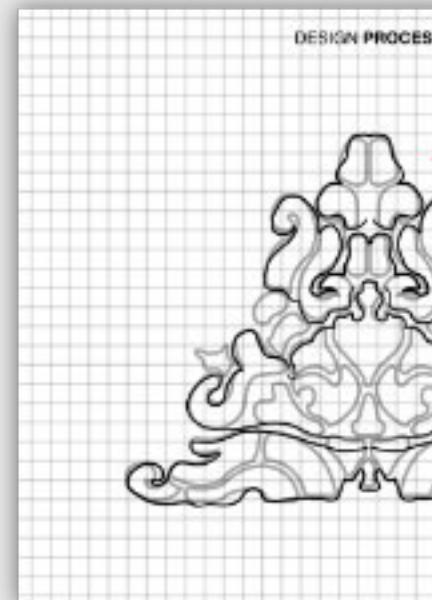
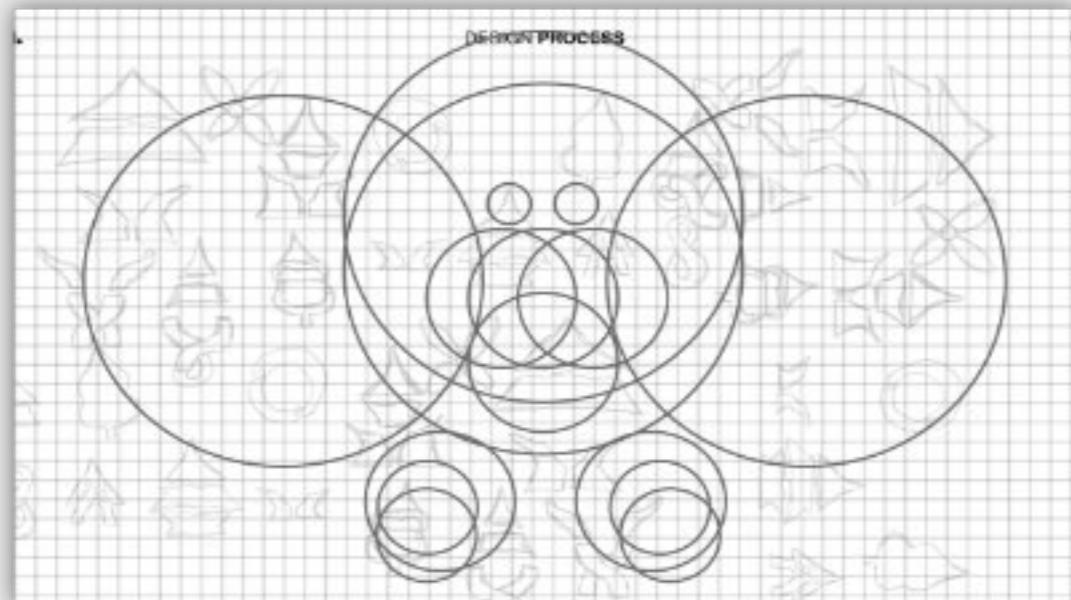
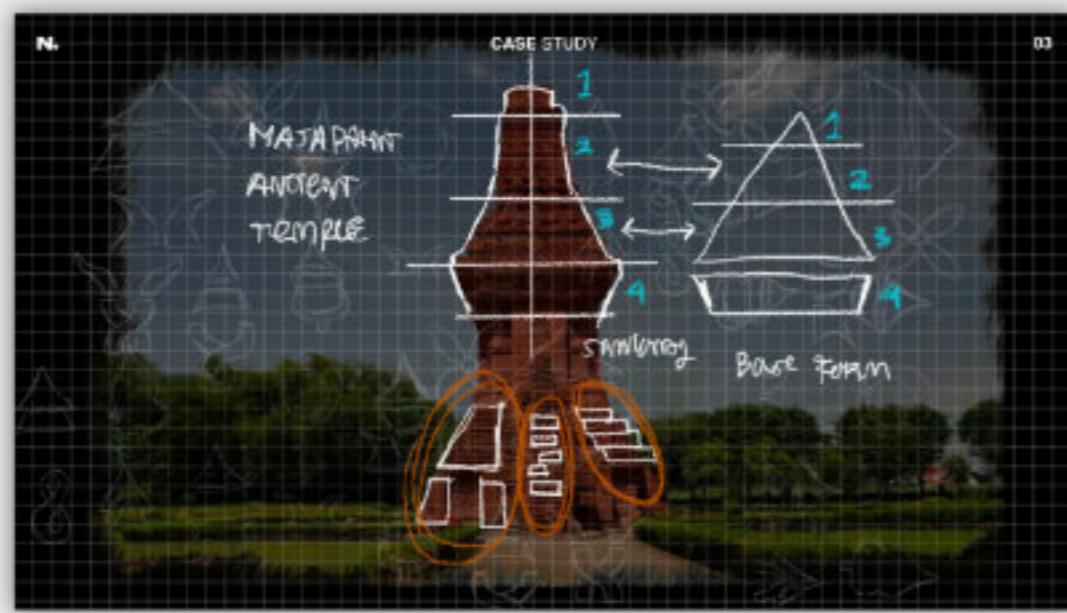
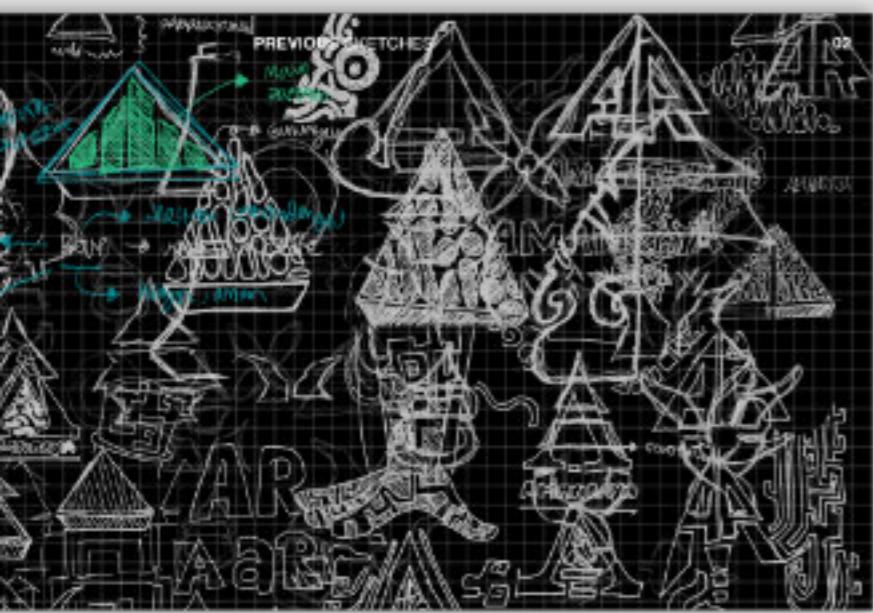
5 min to Nagari 1 (10 min walk), 10 min to Nagari 2 (10 min walk), 15 min to Nagari 3 (10 min walk), 20 min to Nagari 4 (10 min walk)

FLOOR PLANS

1st Floor, 2nd Floor

EXTERIOR

Swimming Pool, Children Playground



01 Take Responsibility
for everything we do.

02 Create a Family
of passionate peoples.

02 Quality in Everything
We do, BIG or small.

about
our Vision

Our Milestone

First Established: 2013

Amanraya Launch: 2023

About the Developer

Nauman Property Group

is a developer property established in 2013 and focused on building a house in modern era while still keeping the value and philosophy of Indonesia's vernacular architecture style.

Est. 2013

General Specification

Sanitary Fittings	Toto or Equivalent	Roof Type	Bumen
Wall	Red Brick Smooth Plaster Paint Finish	Ceiling	Gypsum 8mm
Doors	Engineered Doors	Windows	Aluminum Frame, Powder Coated
Structure	Reinforced Concrete	Floor Finish	Homogeneous tiles

aaya Logo

klet



**TIMELESS.
ICONIC.
INDONESIAN.
ARCHITECTURE.**



10

INDEX CONTENT

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02



03

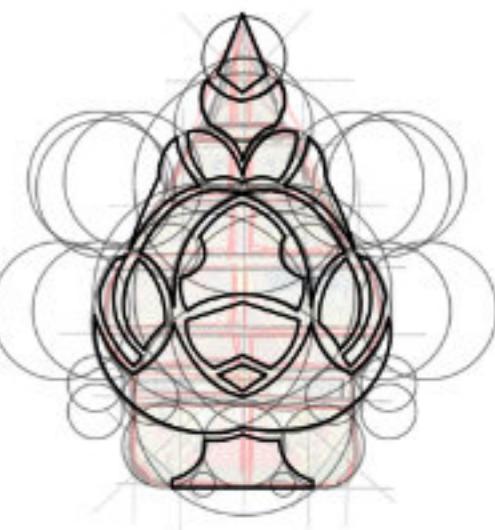
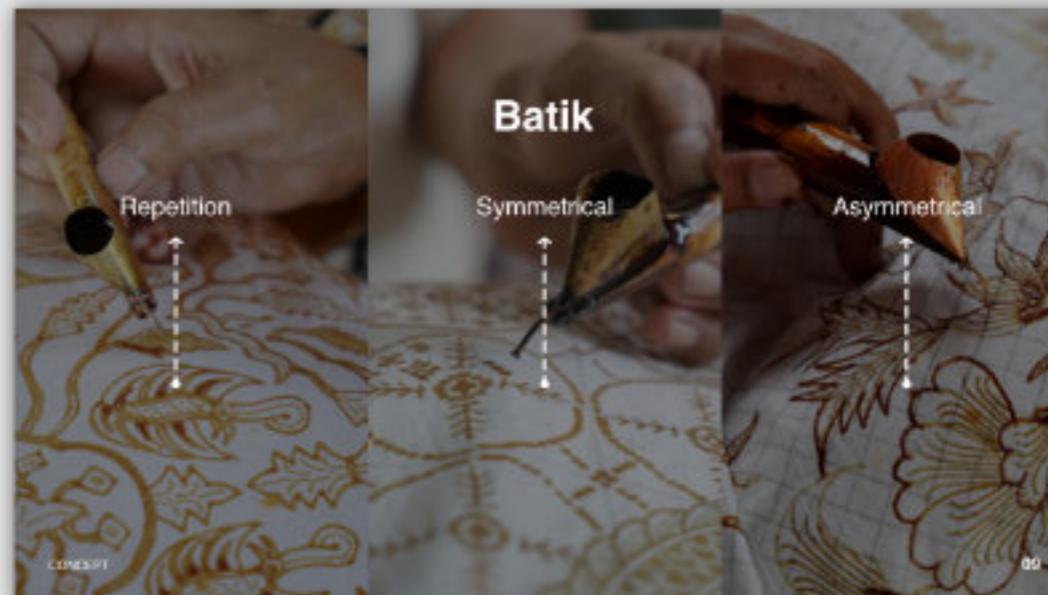
PROJECT DEFINITION

----- Raya /ra.ya/ a
Great, Big
besar, agung, tinggi

AMANRAYA**Aman a**Safe, Secure
terkunci, kuat, kukuh

DEFINITION

04



LOGO TRANSFORMATION

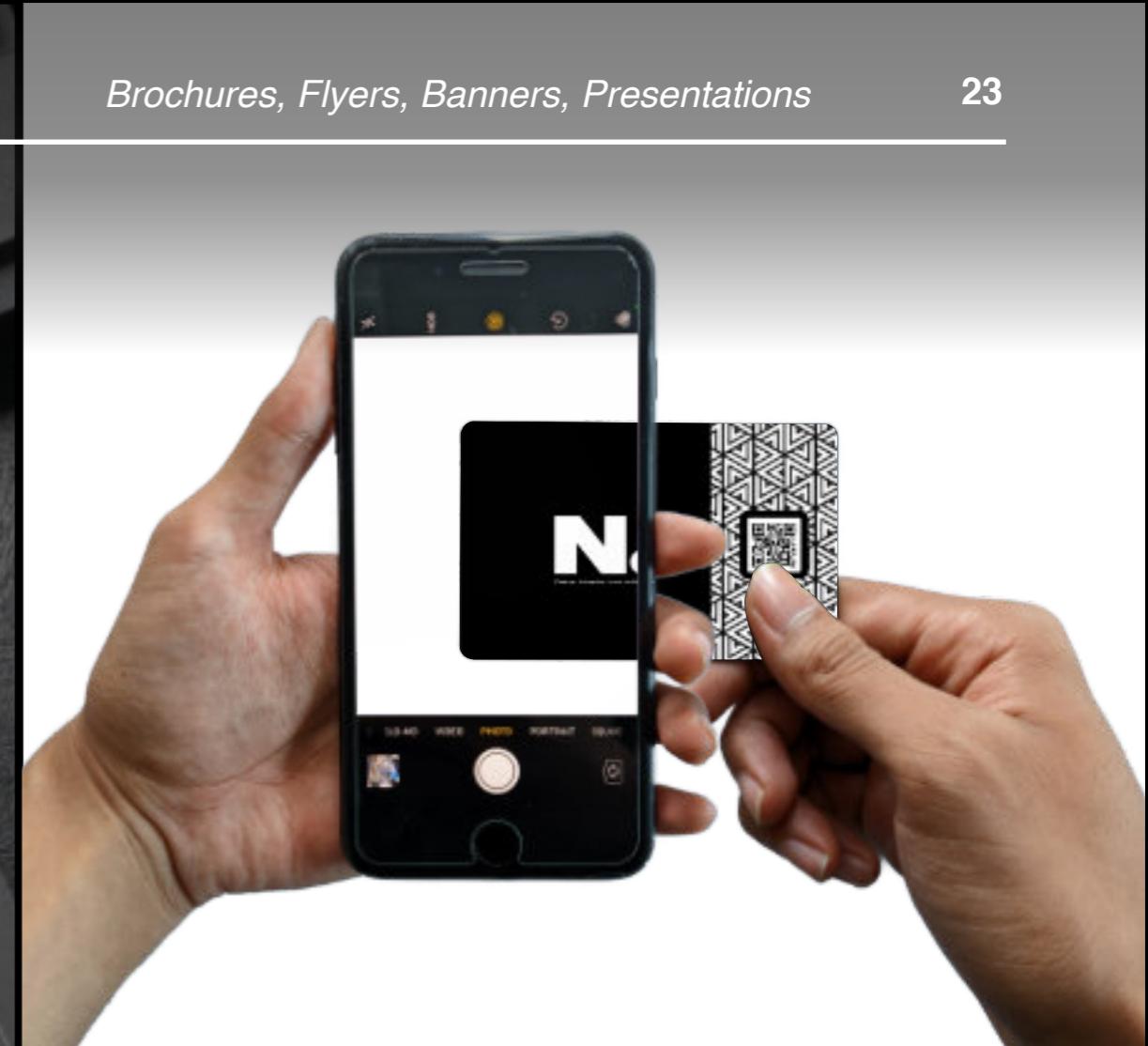
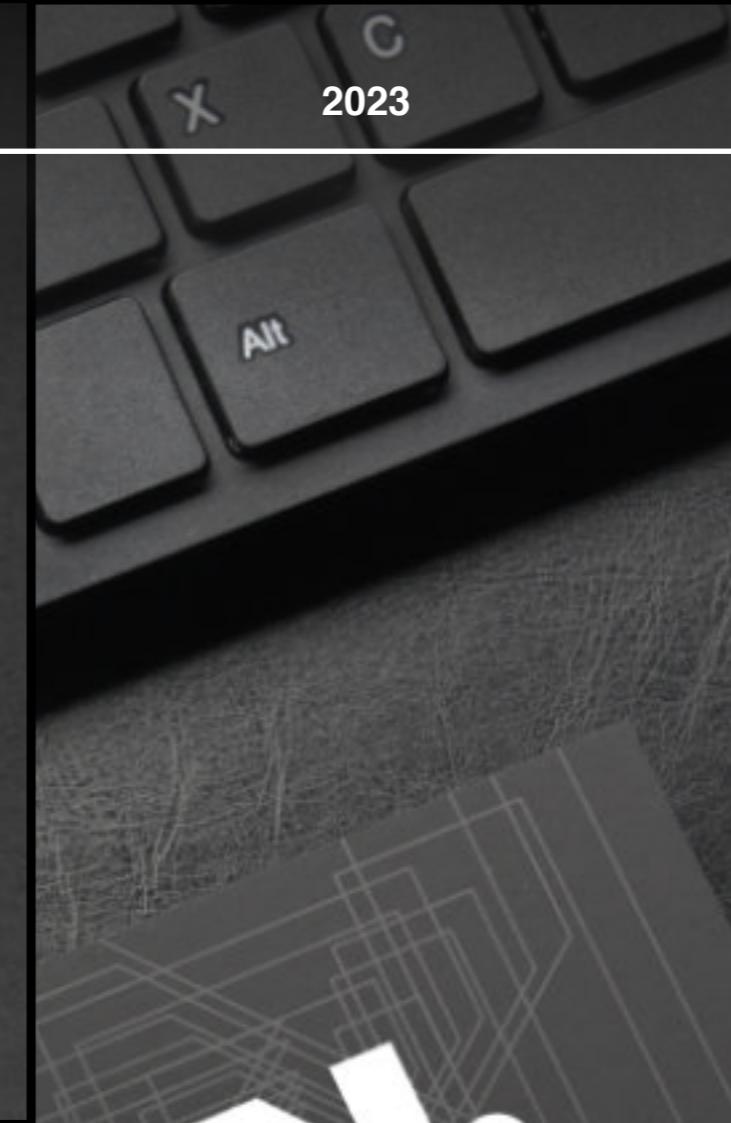
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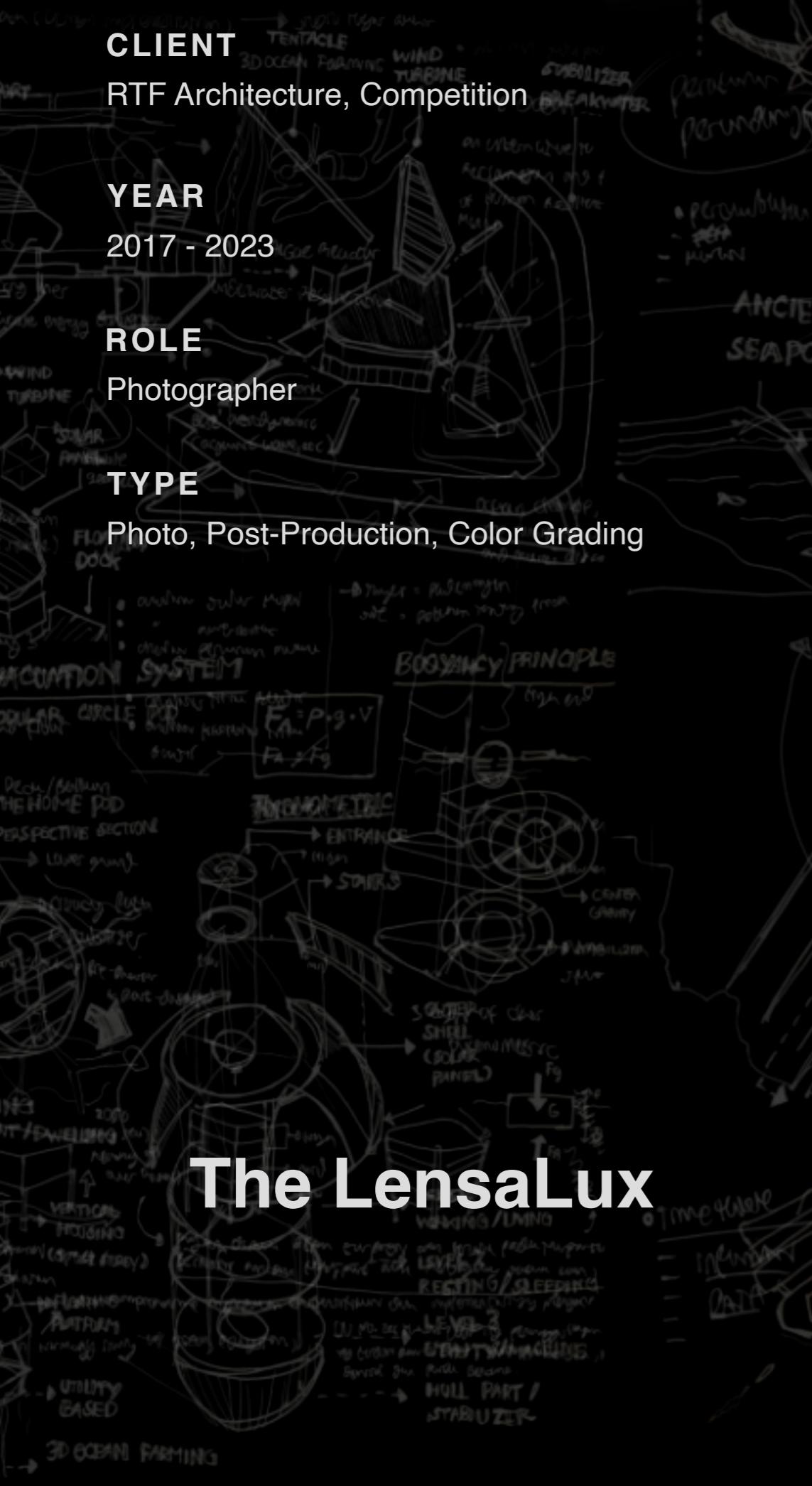


05

06

11





CLIENT

RTF Architecture, Competition

YEAR

2017 - 2023

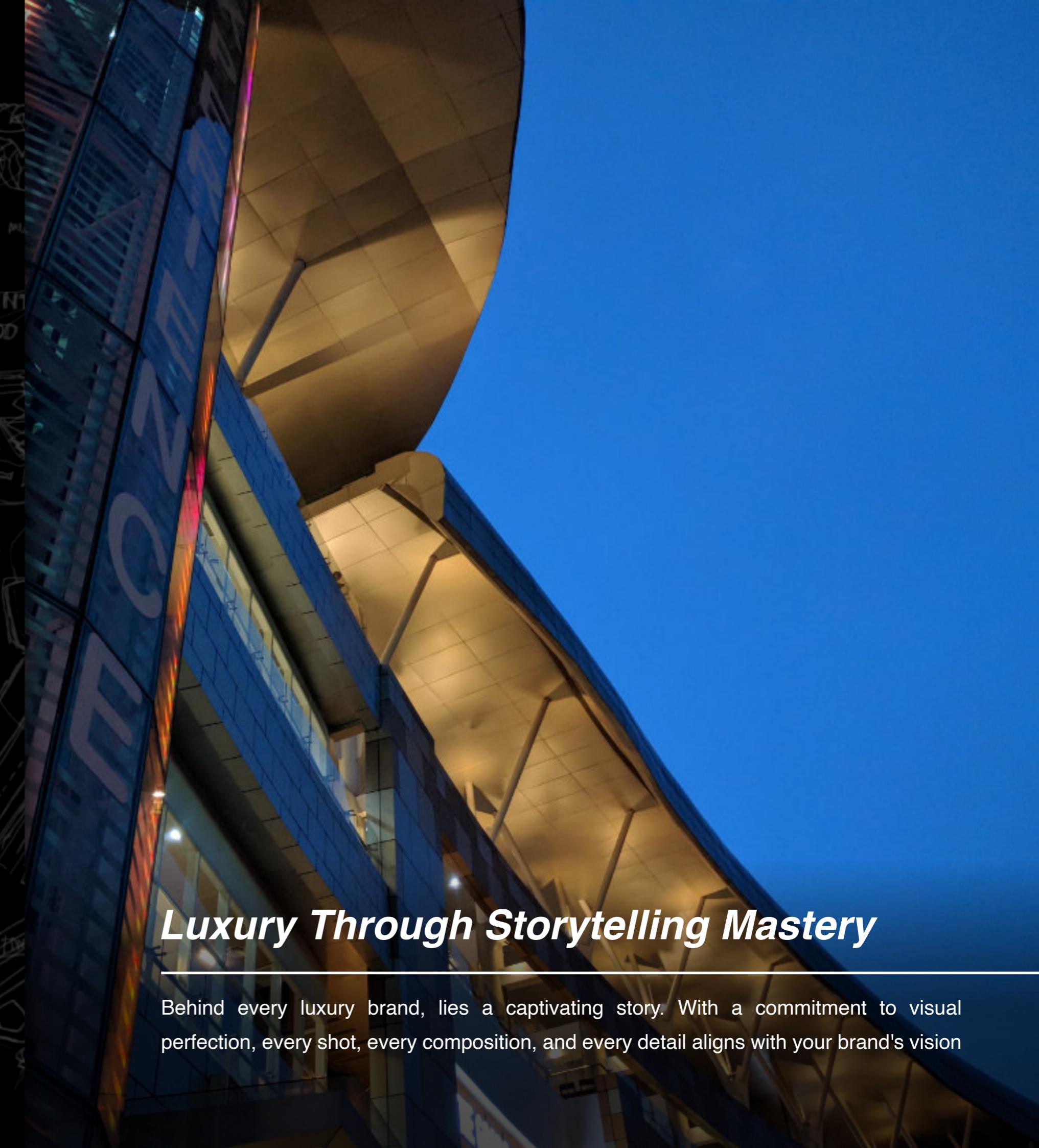
ROLE

Photographer

TYPE

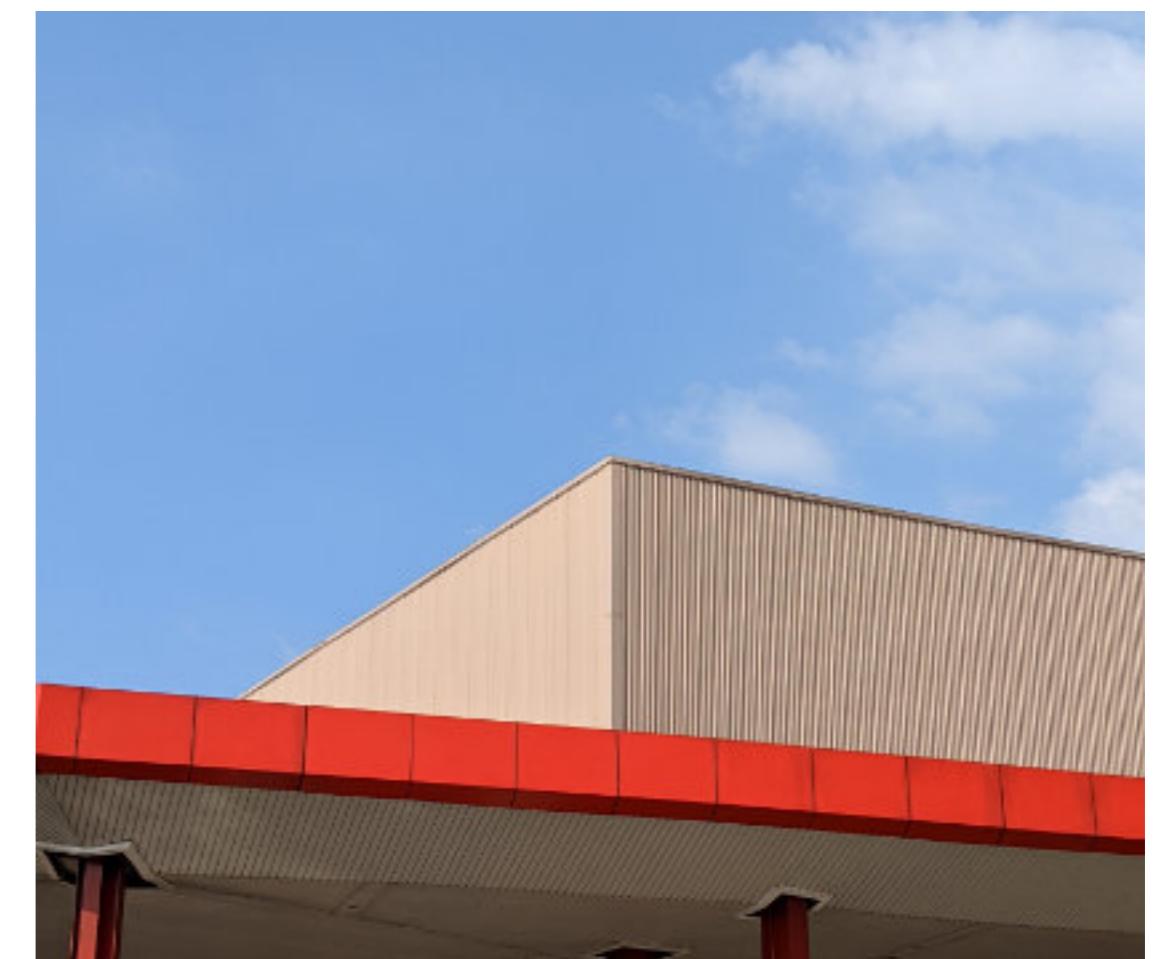
Photo, Post-Production, Color Grading

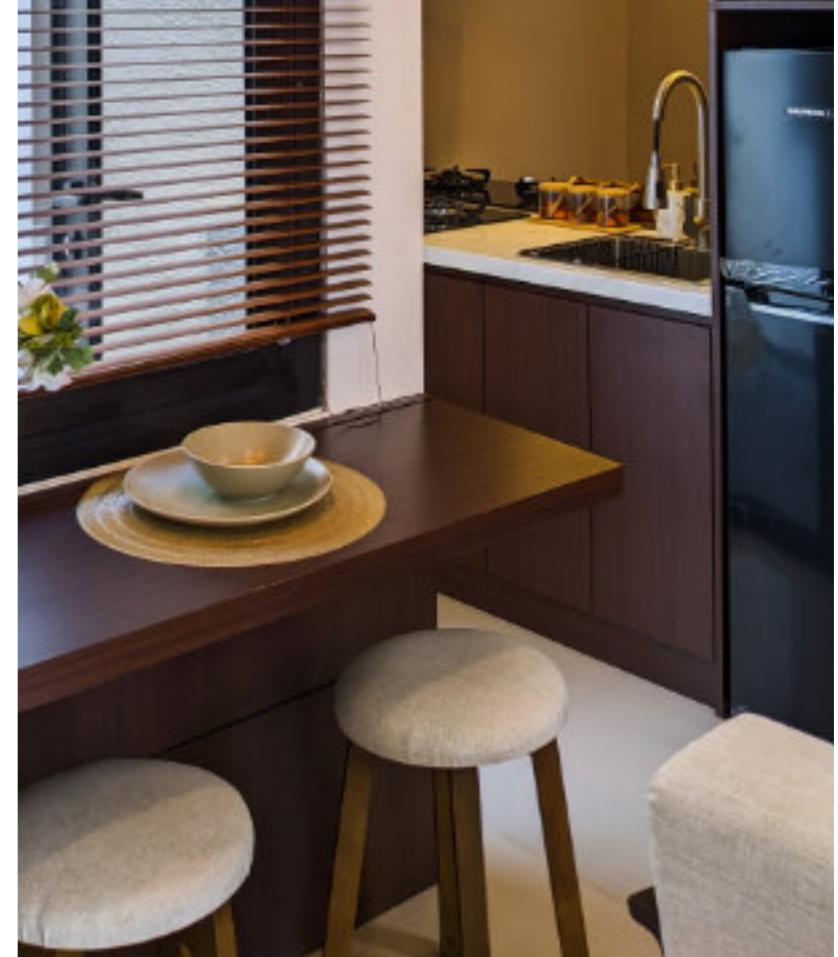
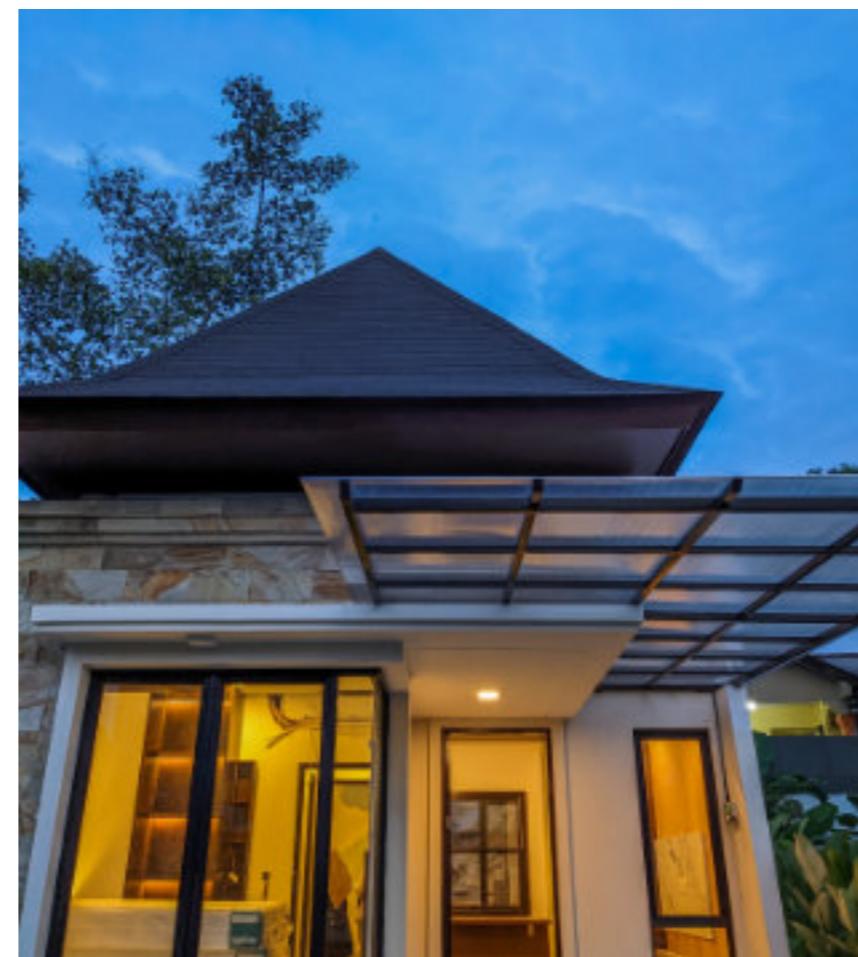
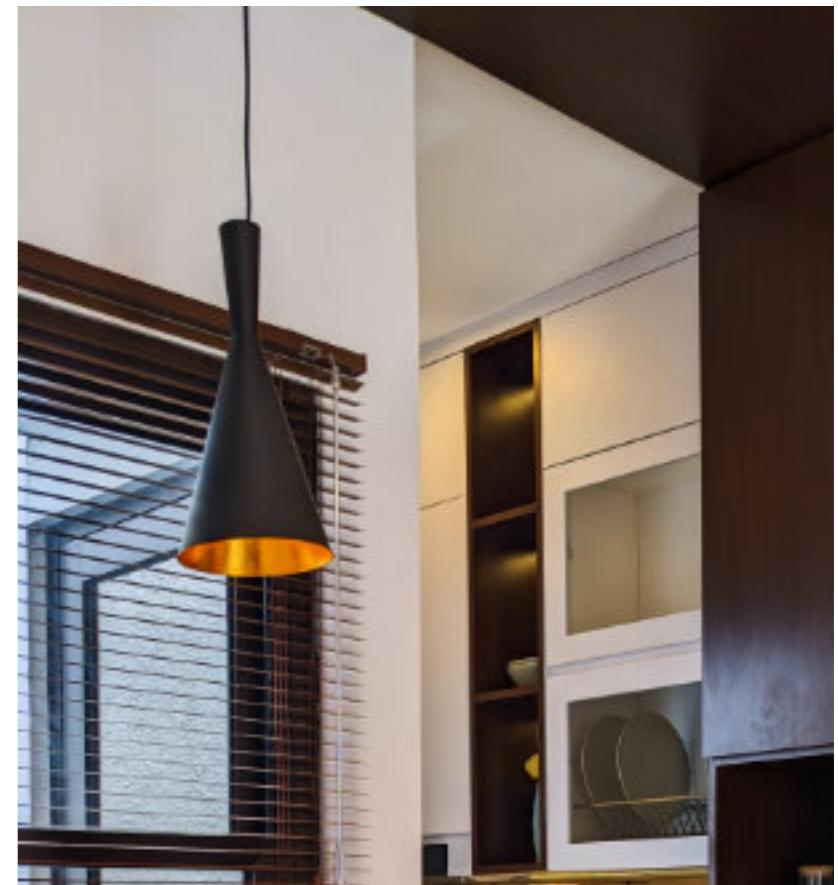
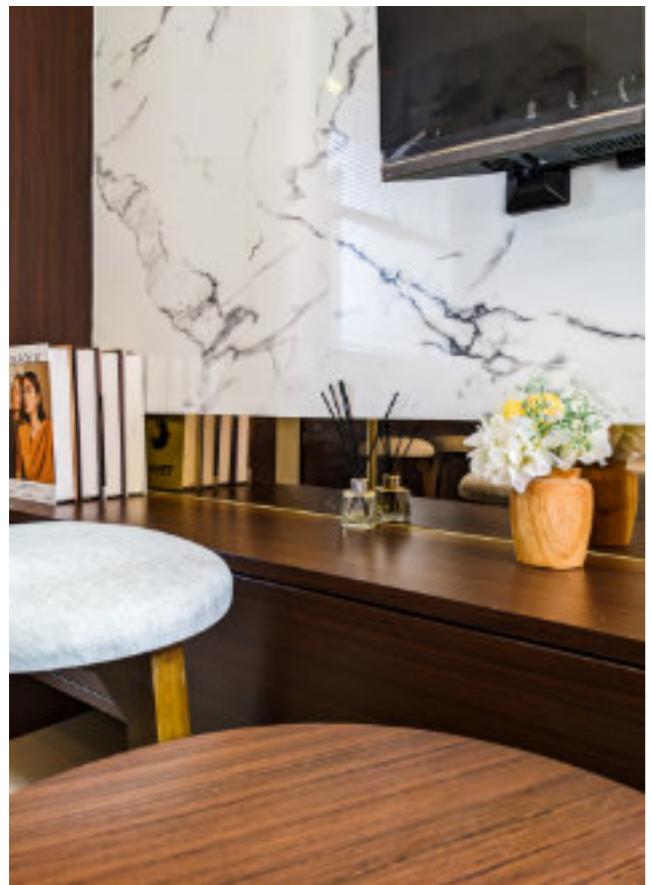
The LensaLux

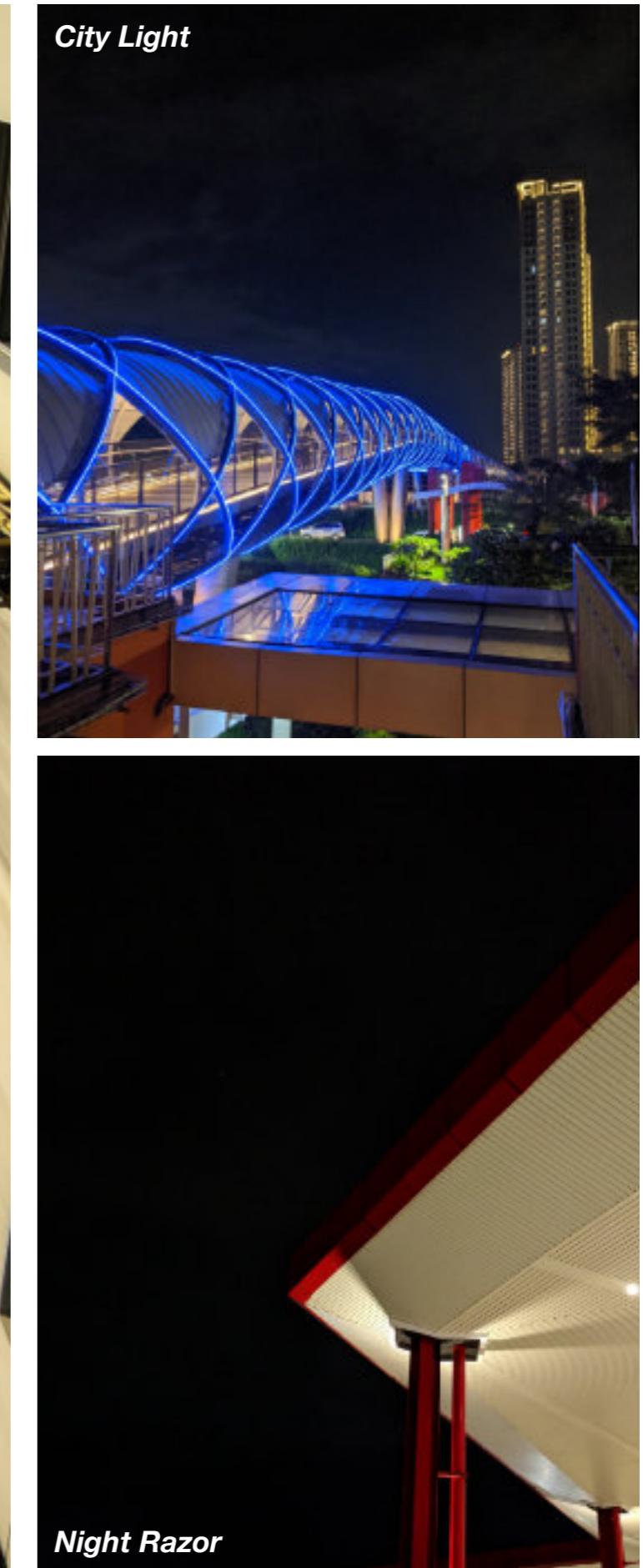
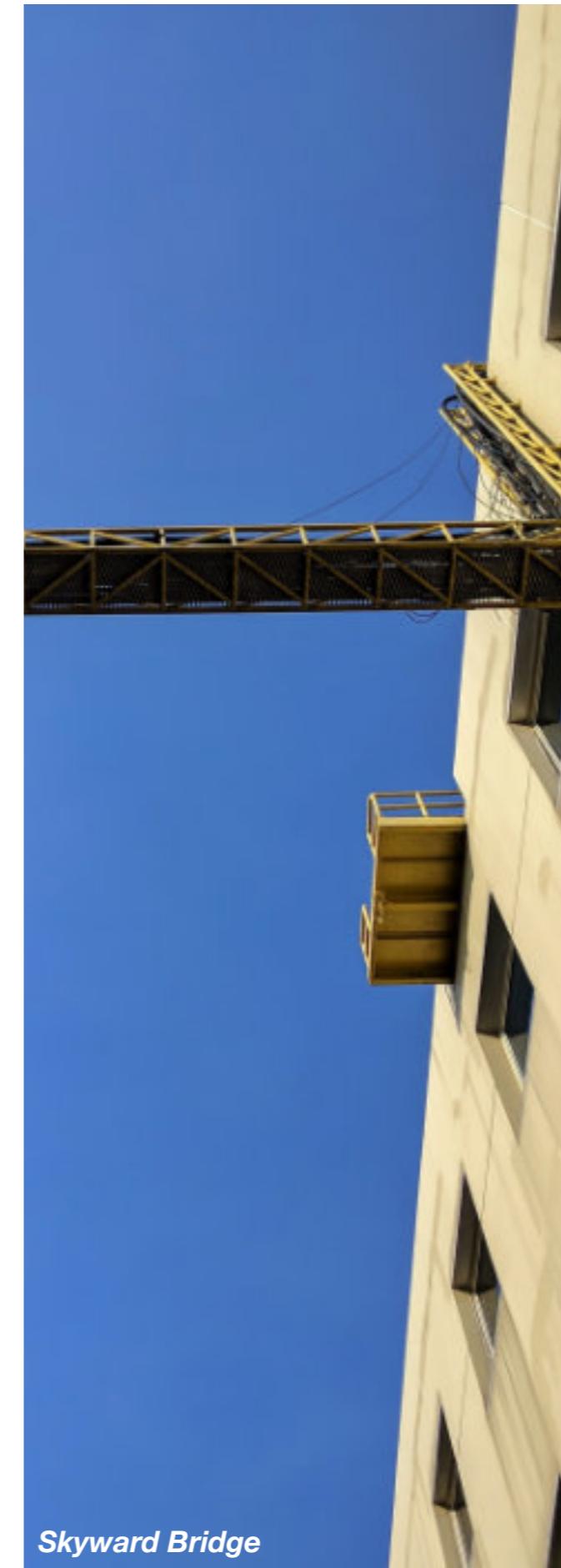
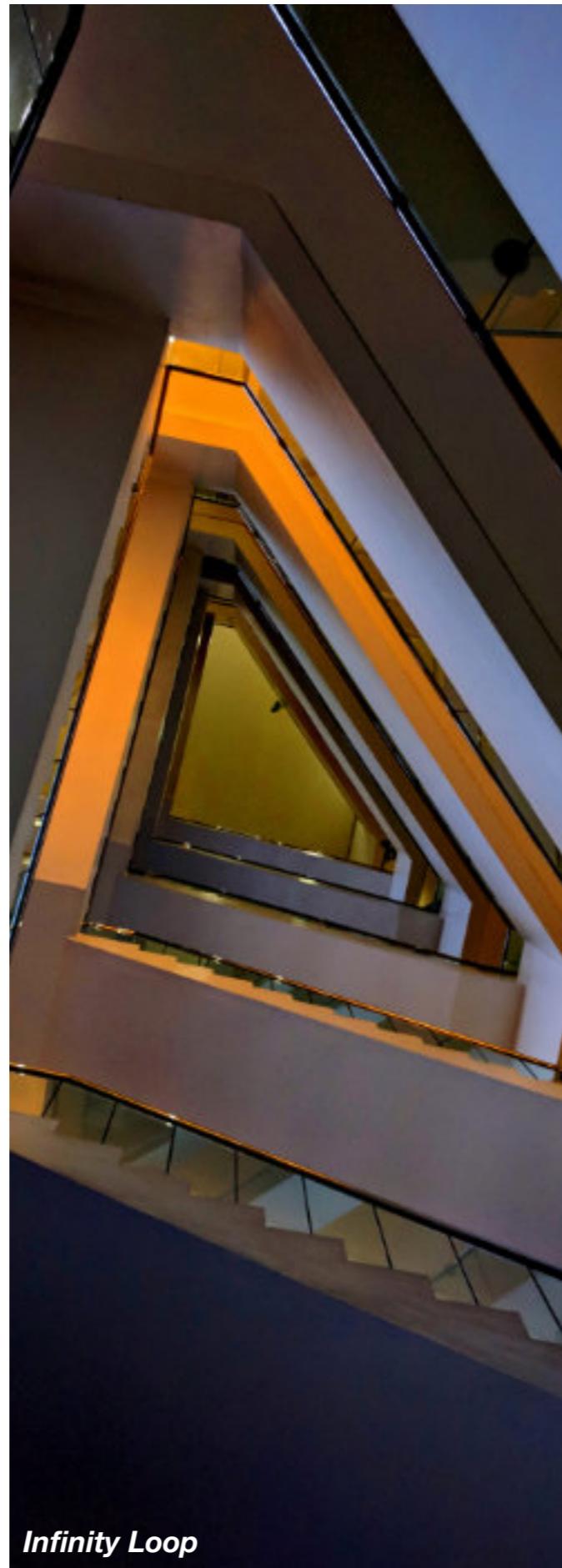
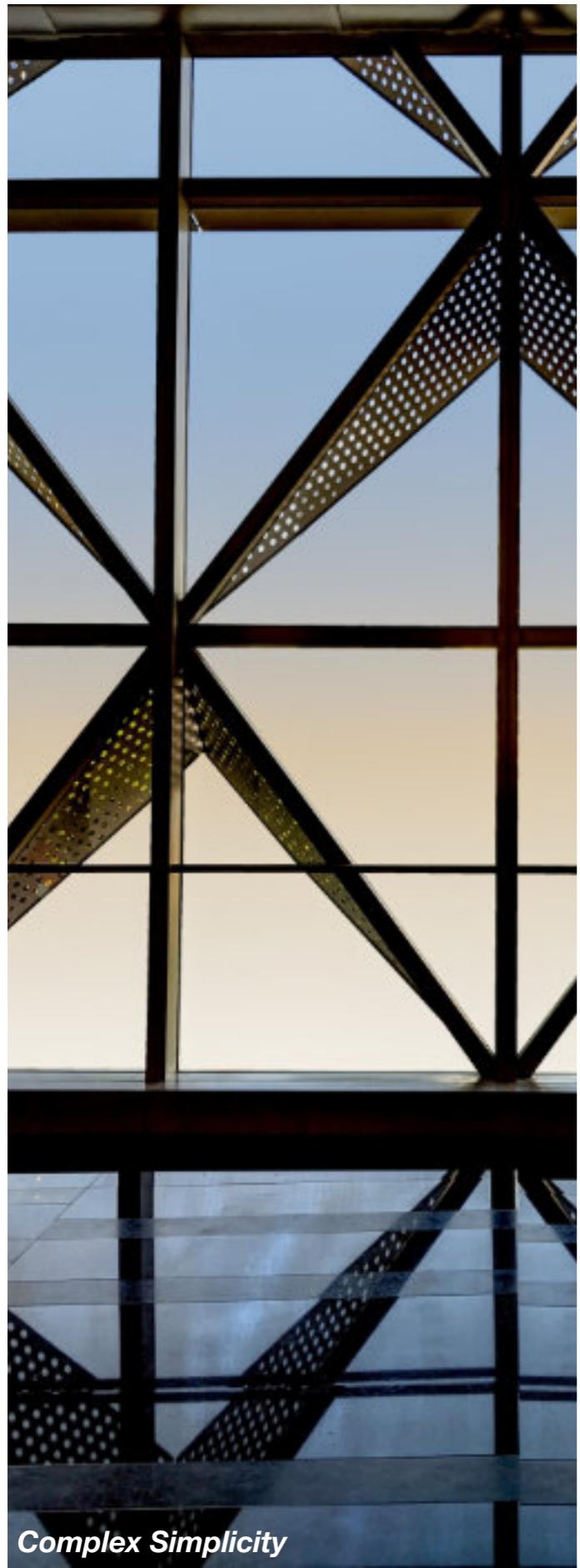


Luxury Through Storytelling Mastery

Behind every luxury brand, lies a captivating story. With a commitment to visual perfection, every shot, every composition, and every detail aligns with your brand's vision.







CLIENT

Sumitomo, ZED+ Collective, PDW Architect

YEAR

2019 - 2023

ROLE

Architect, CGI Artist

TYPE

Architectural Visualizations, Post-production

BUOYANCY SYSTEM

BUSINESS PRINCIPLE

$$F_B = P \cdot g \cdot V$$

$$F_B > F_g$$

DECK/BOTTOM
THE HOME POD

PERSPECTIVE SECTION

→ LOWER GRAM

CLIMBING WALL

ROPE SWING

SWINGER

3D OCEAN FARMING

TENTACLE

3D OCEAN FARMING

WIND TURBINE

WIND TURBINE

STABILIZER

ON WAVE WHEEL

RECLAMATION

OF HUMAN RESIDUE

MUD

PERMUTATION

DEATH

HUMAN

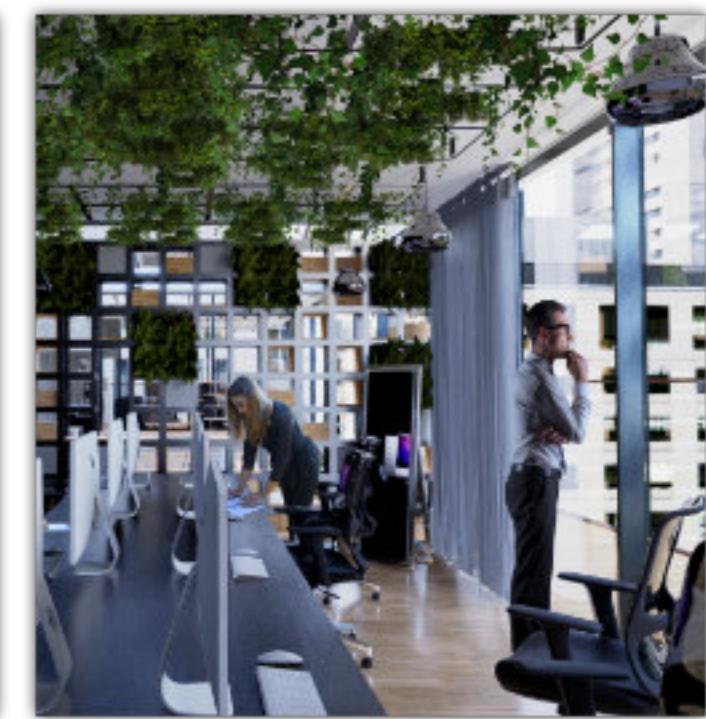
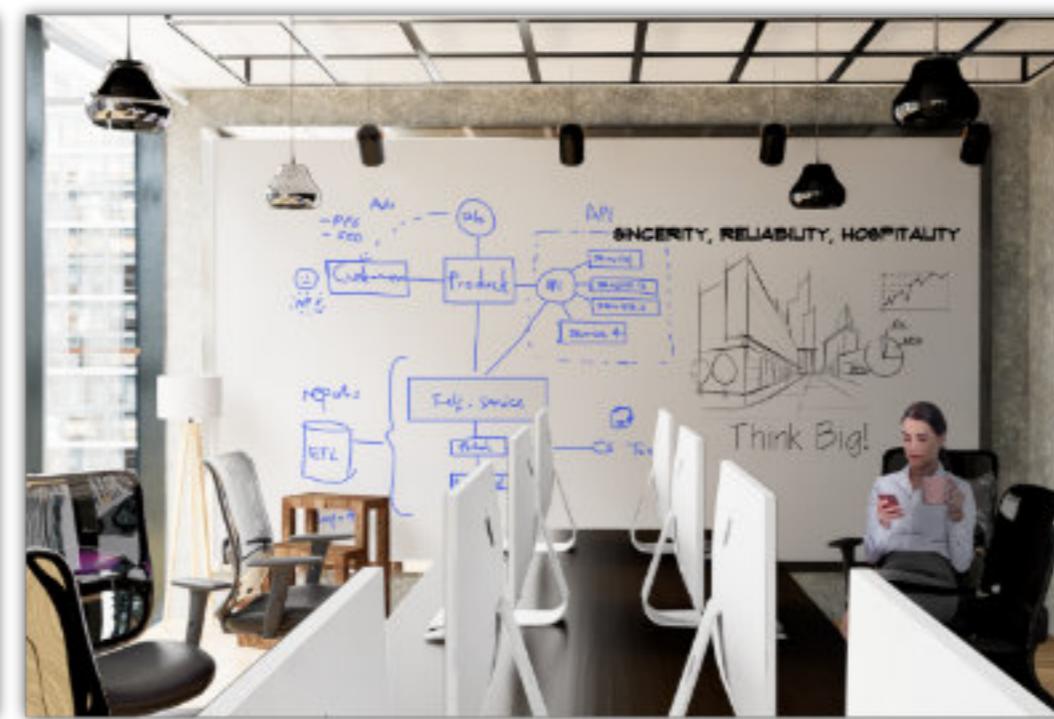
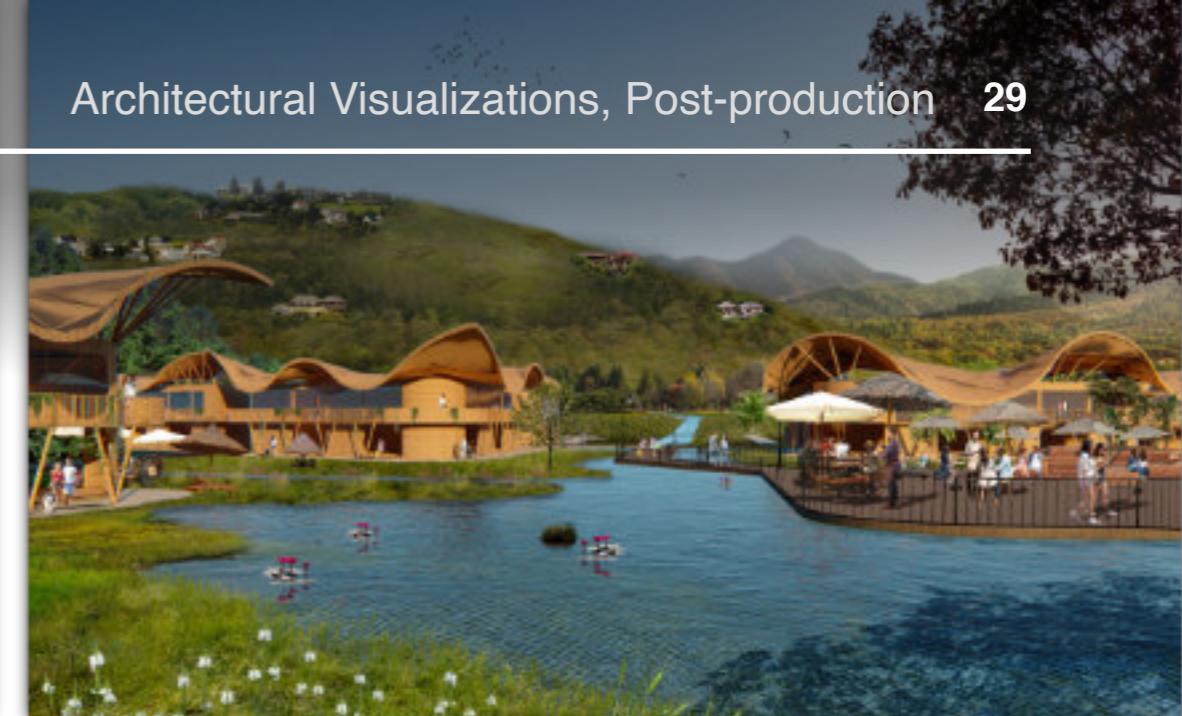
ANCIENT SEAPOD

The RenderRealms



Crafting realms through rendering

Within every architectural blueprint lies a world to be brought to life. Transforming the blueprints into breathing realms will transcend the boundaries of imagination.



CLIENT

Various

YEAR

2003 - 2023

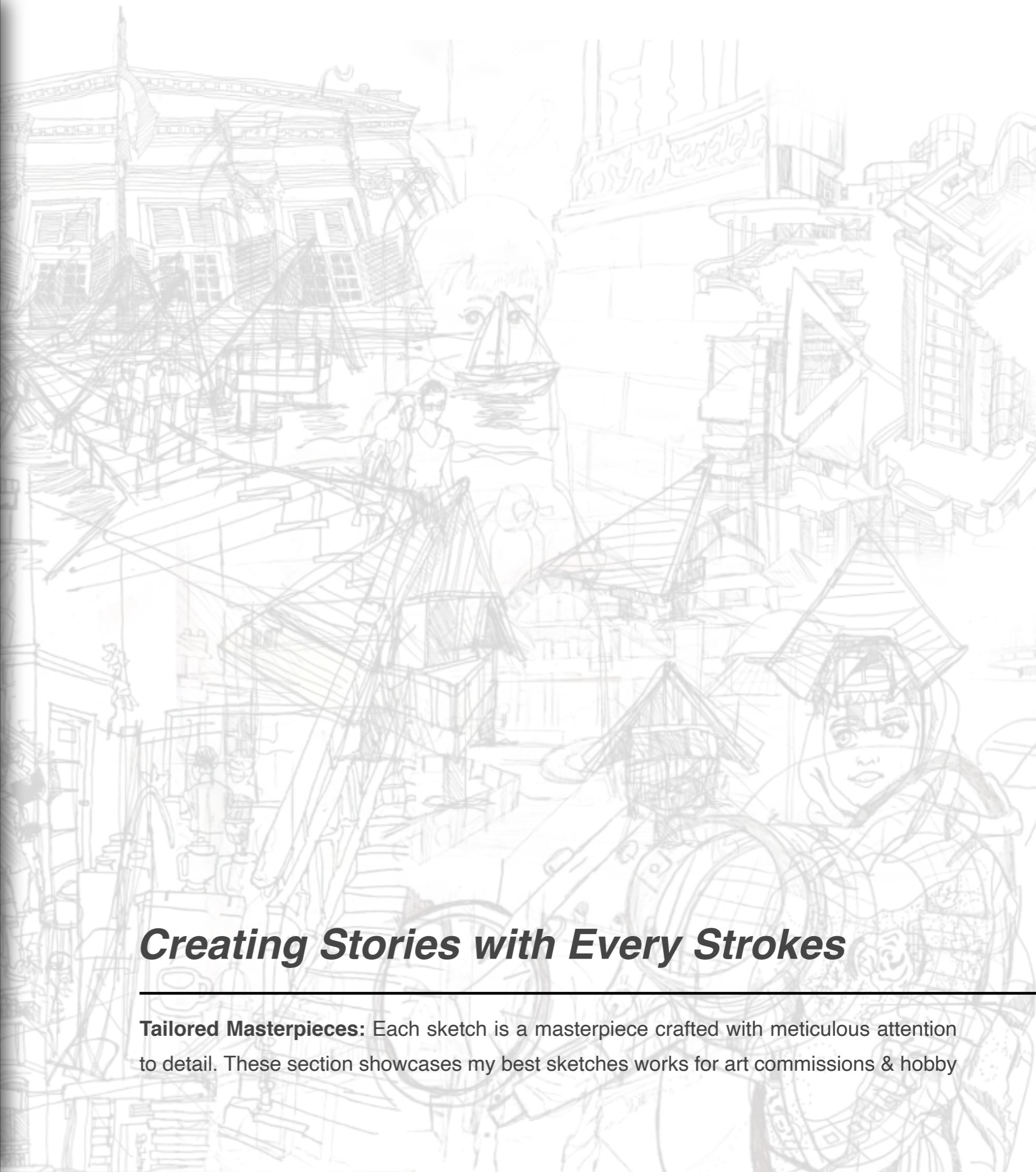
ROLE

Artist, Urban Sketcher

TYPE

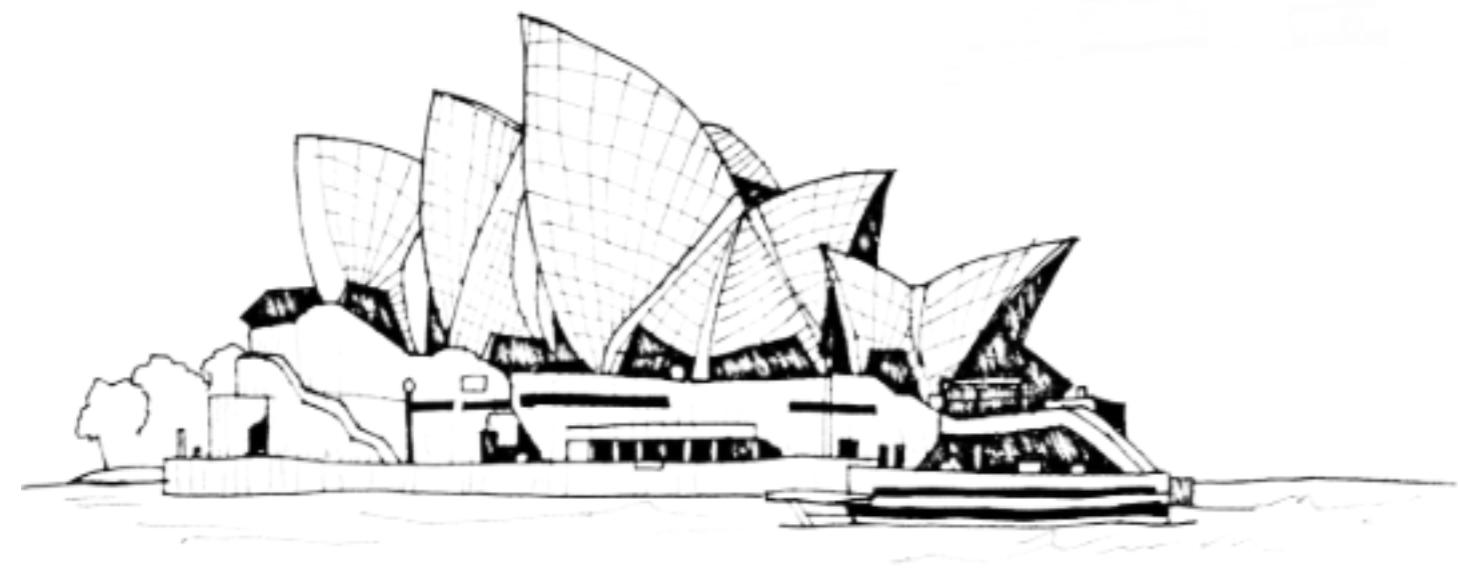
Hand Drawing, Art Commissions, Digital Art

Canvas Chronicles



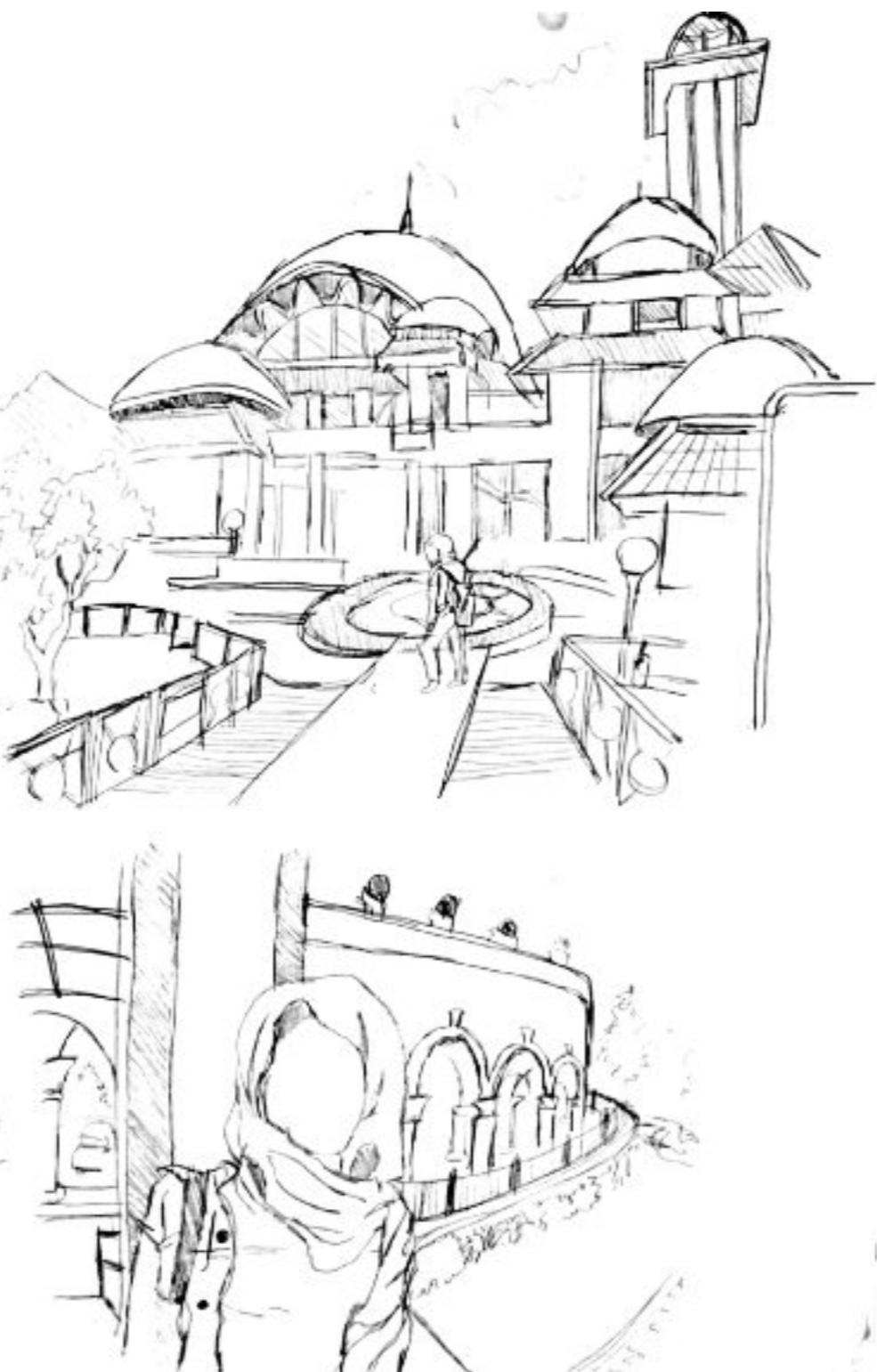
Creating Stories with Every Strokes

Tailored Masterpieces: Each sketch is a masterpiece crafted with meticulous attention to detail. These section showcases my best sketches works for art commissions & hobby

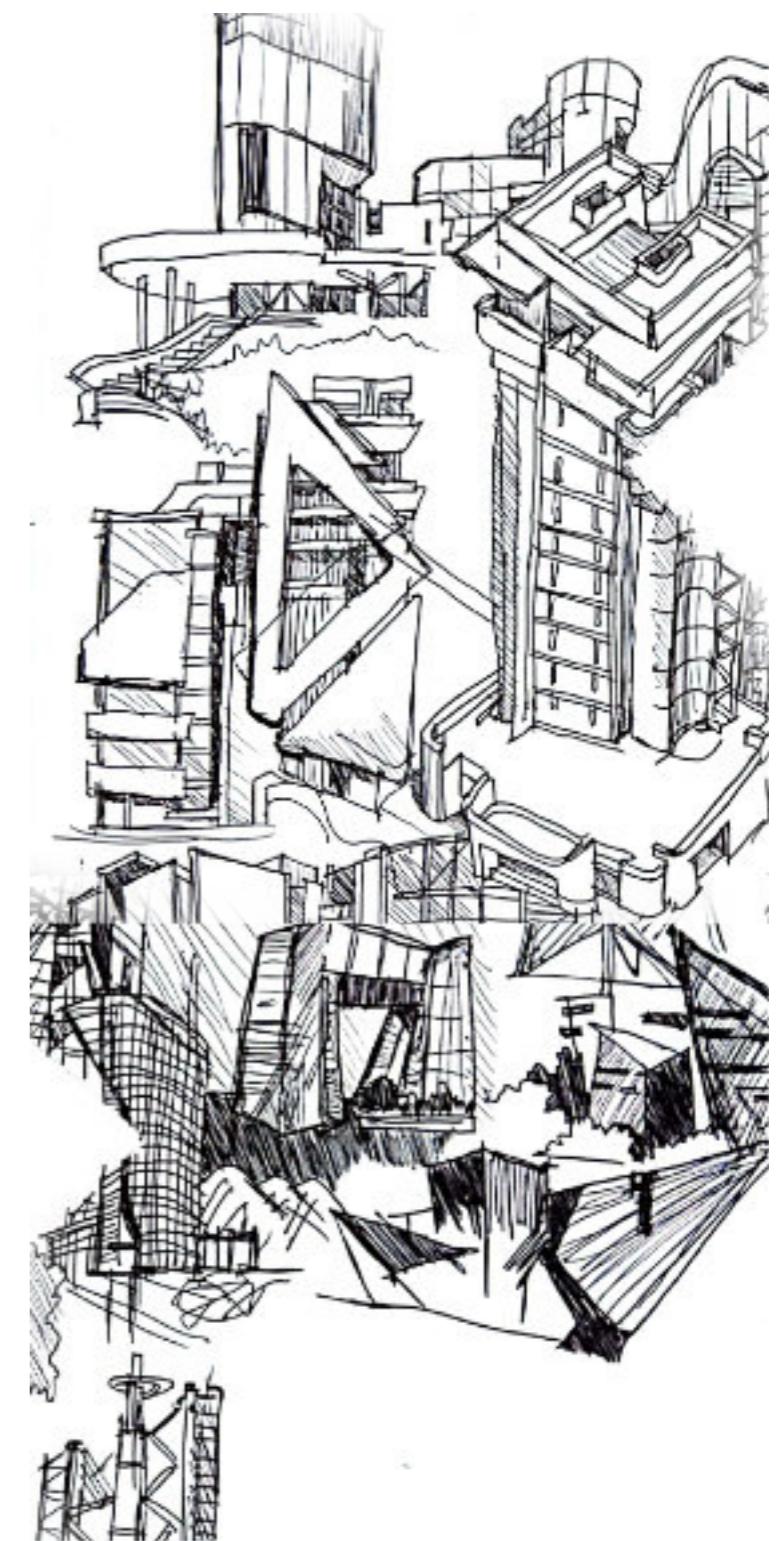
A DAY IN CAPITAL STREET*THE OLD MUSEUM OF JAKARTA OLD CITY**SYDNEY OPERA HOUSE**INTERIOR OF VINTAGE RESTAURANT*



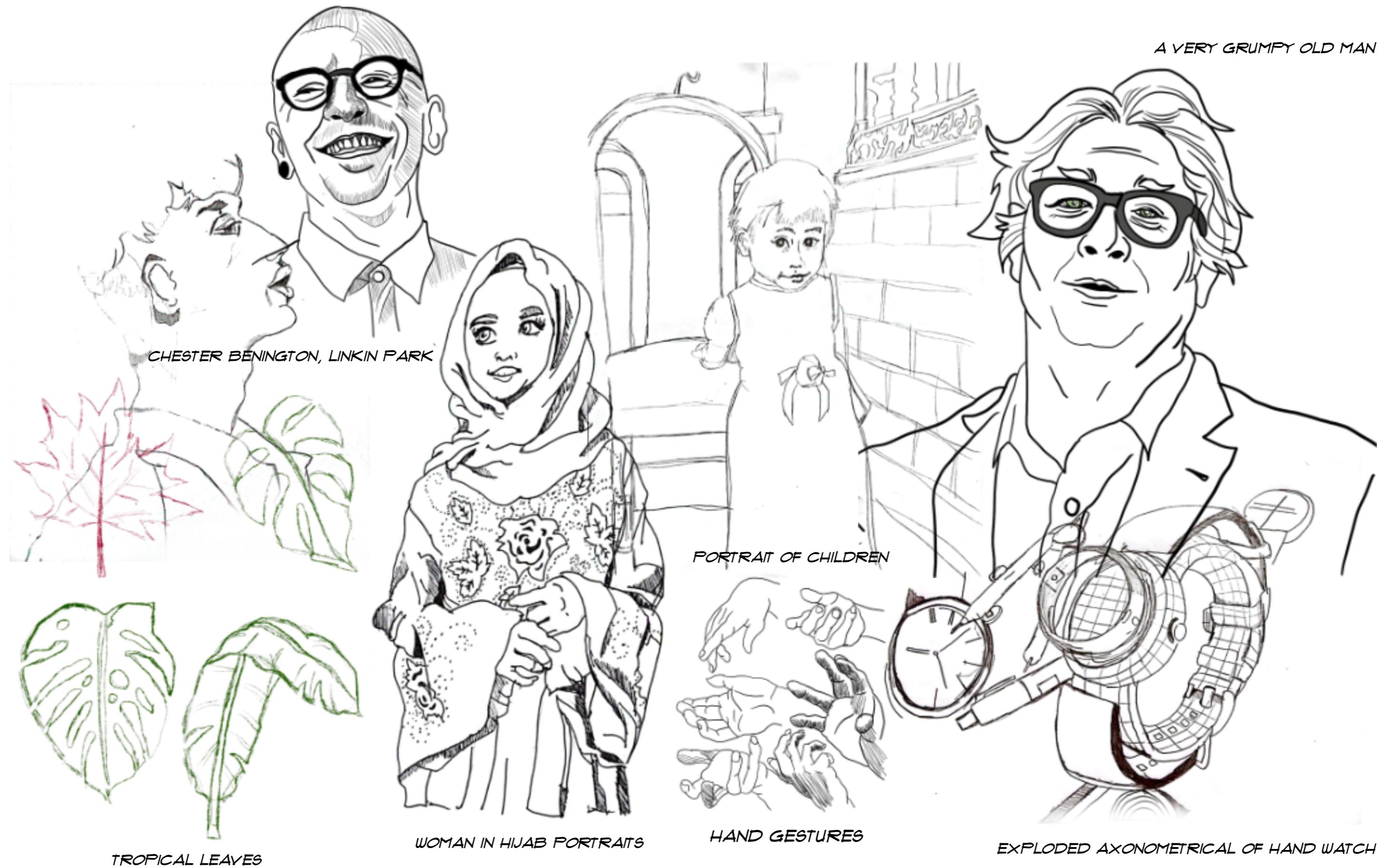
INFINITY MEMORIES - BIRTHDAY GIFT



WOMAN PORTAIT W/ BUILDINGS



COMPILATION OF ICONIC SKYSCRAPERS



Thank you,

Am I the right person you're looking for? ;)

You can reach me out through the contacts below:

(+62) 822 1306 8764

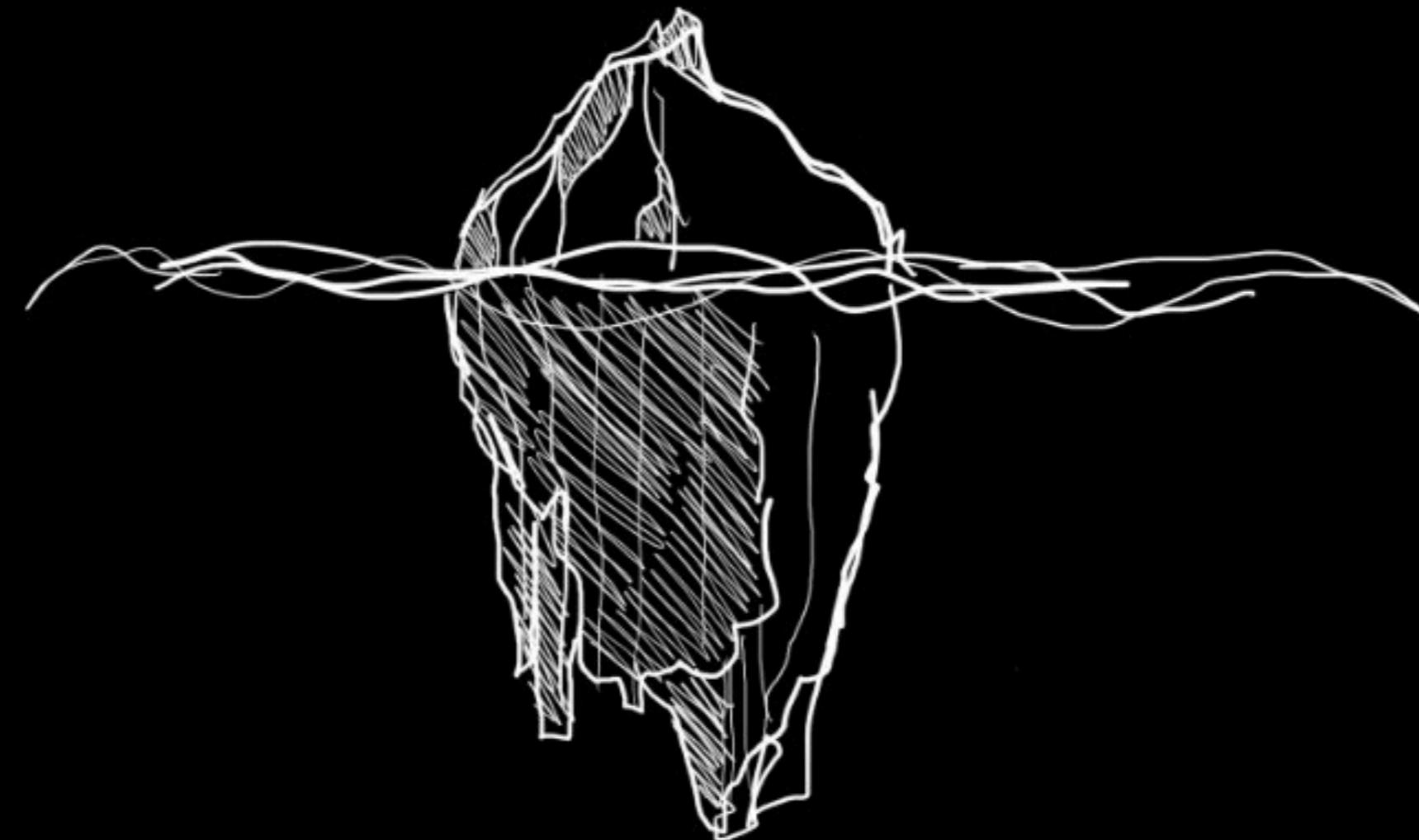
abusylvano@gmail.com

(Not) The End

“

*The small **perceptible** part of a much larger situation
or masterpieces (secrets) that remains hidden.*

”



That was just a tip of an iceberg