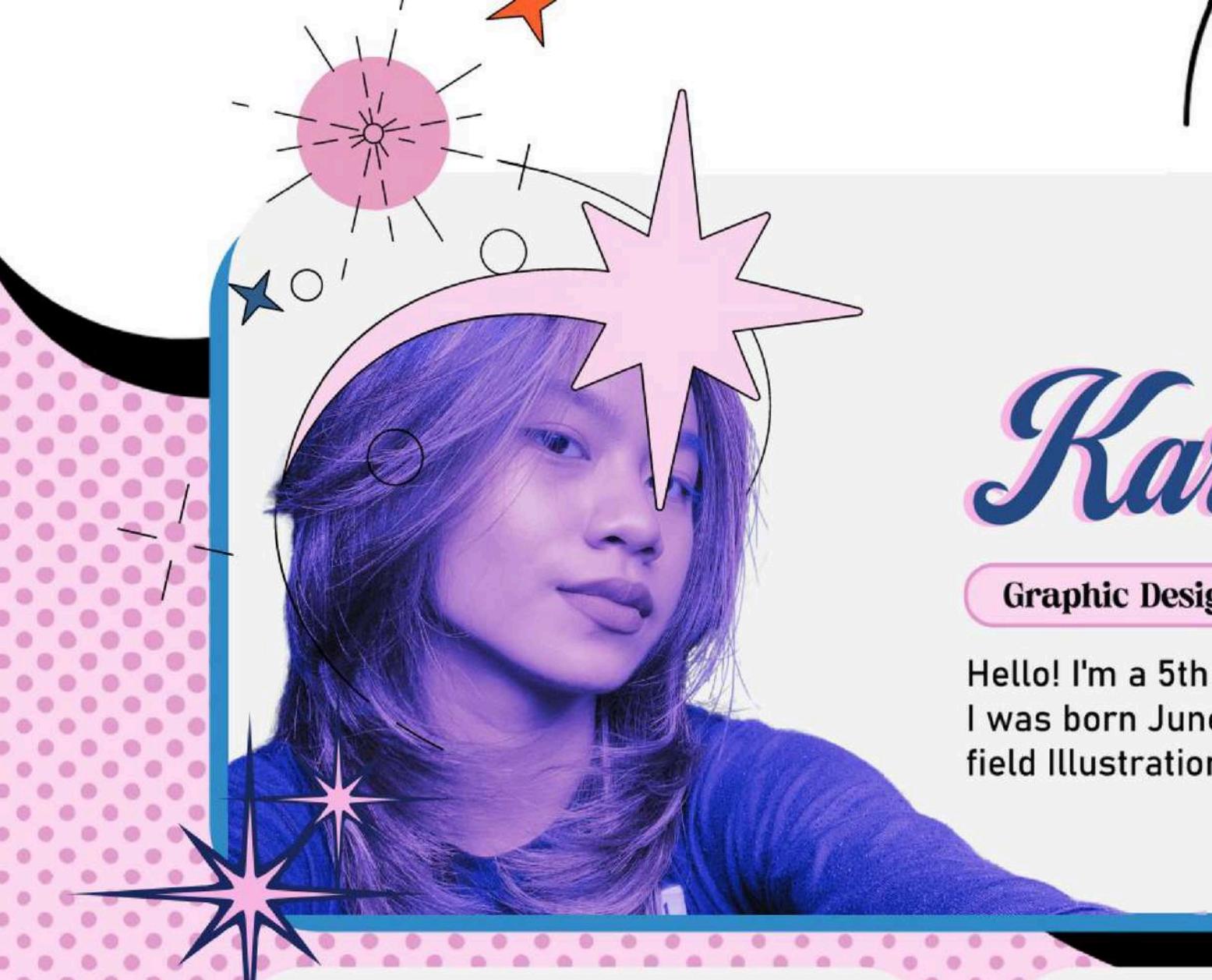




*Portfolio*



# Kartika Tiaraputri

Graphic Designer

Illustrator

Hello! I'm a 5th semester student concentrating in Graphic Design. I was born June 15 2003, have an interest in art that focuses on the field Illustrations can be done digitally or manually.

## EDUCATION

- 2021-present  
TRISAKTI UNIVERSITY COLLEGE  
Major of visual Communication  
Graphic Design
- 2019-2022  
SMA Tunas Jakasampurna

## SOFT SKILLS

- Creativity
- Develop Ideas
- Dividing time management well
- Can work as a team

## EXPERIENCE

- 2023-present  
Freelance Illustrator
- EXHIBITION
- 2023  
Participation Actfest  
Anti Corruption Film Festival  
Participation Artfection Exhibition
- 2022  
Participation Arts Silence Exhibition  
Participate in the Fragment by Fragment D Gallerie Exhibition as exhibition artist  
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## DESIGN TOOLS



# Contents



BRANDING

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*Branding*

# BRANDING / 2023 KANSANSU ( IKAN SAMBAL NUSANTARA )

The image displays a comprehensive branding package for "KANSANSU". It features a receipt template with a yellow header and a white body containing fields for "No. Nota", "Tanggal", "Kepada", "Banyak", "Daftar Menu", "Harga", and "Jumlah". Below the table is a "Terimakasih" section and a "Jumlah Rp" input field. To the right of the receipt is a stack of Indonesian banknotes (50000, 20000, 10000, 5000, 2000, 500). A large, stylized cartoon fish with a flame on its head is positioned next to the menu. The menu itself is titled "MENU MAU KANSANSU APA HARI INI?" and lists five items: "SAMBAL WOKU" (ikan goreng tepung dengan saus sambal woku & nasi liwet), "ACAR KUNING" (ikan goreng tepung dengan saus acar kuning & nasi liwet), "OSENG MERCON" (ikan goreng tepung dengan saus oseng mercon & nasi liwet), "SAMBAL MATAH" (ikan goreng tepung dengan saus sambal matah & nasi liwet), and "MINUMAN" (drinks). Each menu item is accompanied by a small image of the dish in a red container and a price tag of "21". The background of the menu features a pattern of yellow fish silhouettes. At the bottom left, there are four smaller graphic elements: a yellow square with a red flame icon, an orange square with a red chili pepper icon, a red square with a yellow "KANSANSU" logo, and a black square with a yellow "KANSANSU" logo.

**KANSANSU / 2023**

Building the "Kansansu" brand starting from the logo, menu, social media, advertising and packaging inspired by the "Ngikan" brand, which in my opinion has weakened the brand's identity and needs to be rebranded.

Kartika Tiaraputri

# BRANDING / 2023 KANSANSU ( IKAN SAMBAL NUSANTARA )

A collage of various social media posts from Kansansu's official page. It includes:

- A post for "HARI IKAN NASIONAL" (21 NOVEMBER) featuring four fish and their nutritional benefits: PROTEIN, VITAMIN B6, VITAMIN A, VITAMIN B-12, LEMAK OMEGA 3, and VITAMIN D.
- A "TEBAK LOKASI KANSANSU" (GUESS THE LOCATION) game where users guess the location of a Kansansu restaurant based on a silhouette map with a question mark.
- A "KAMU TIM KANSANSU YANG MANA?" poll asking users to choose between two locations.
- A "HARI IKAN NASIONAL" post with the same fish and nutritional information.
- A "PERIODE PROMO: 21 - 25 NOVEMBER" post featuring a dish.
- A "GO-FOOD" delivery service advertisement.
- A "SAMBAL MATAH" menu item image.
- A "SAMBAL MOKE" menu item image.
- A "ACAR KUNING" menu item image.
- A "OSENG MERCON" menu item image.

The posts have various engagement icons like likes, comments, and shares.

Kartika Tiaraputri

**BRANDING / 2023  
KANSANSU ( IKAN SAMBAL NUSANTARA )**



**BRANDING / 2023**  
**KANSANSU ( IKAN SAMBAL NUSANTARA )**



Kartika Tiaraputri

# BRANDING / 2023 UPEKSHA COLLECTION

# Upeksha collection.



## UPEKSHA COLLECTION / 2023

Creating a modern batik clothing brand. With the background, Upeksha itself is Sanskrit which means "tranquility", this is related to motifs and products that provide a sense of security and calm.

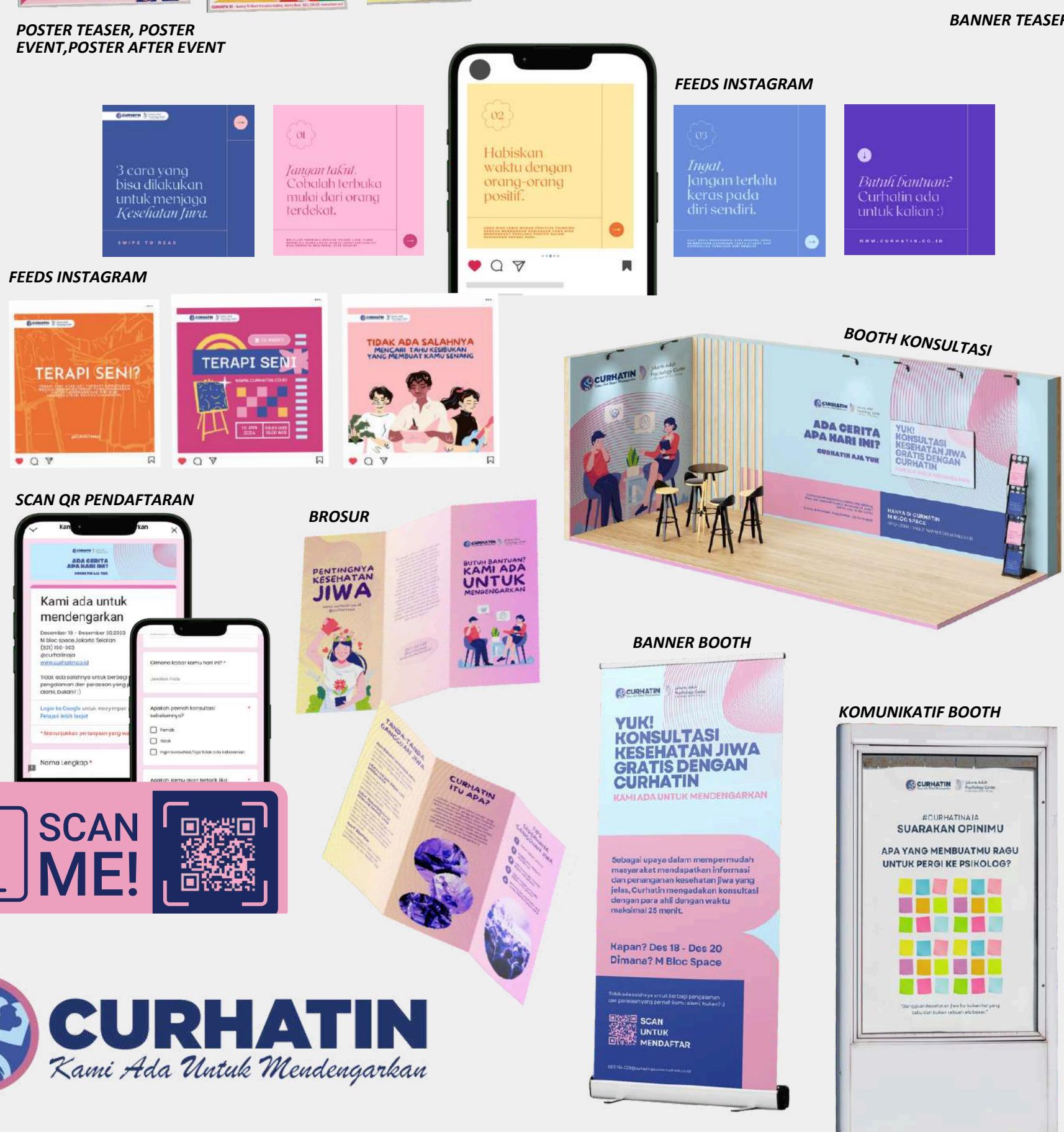
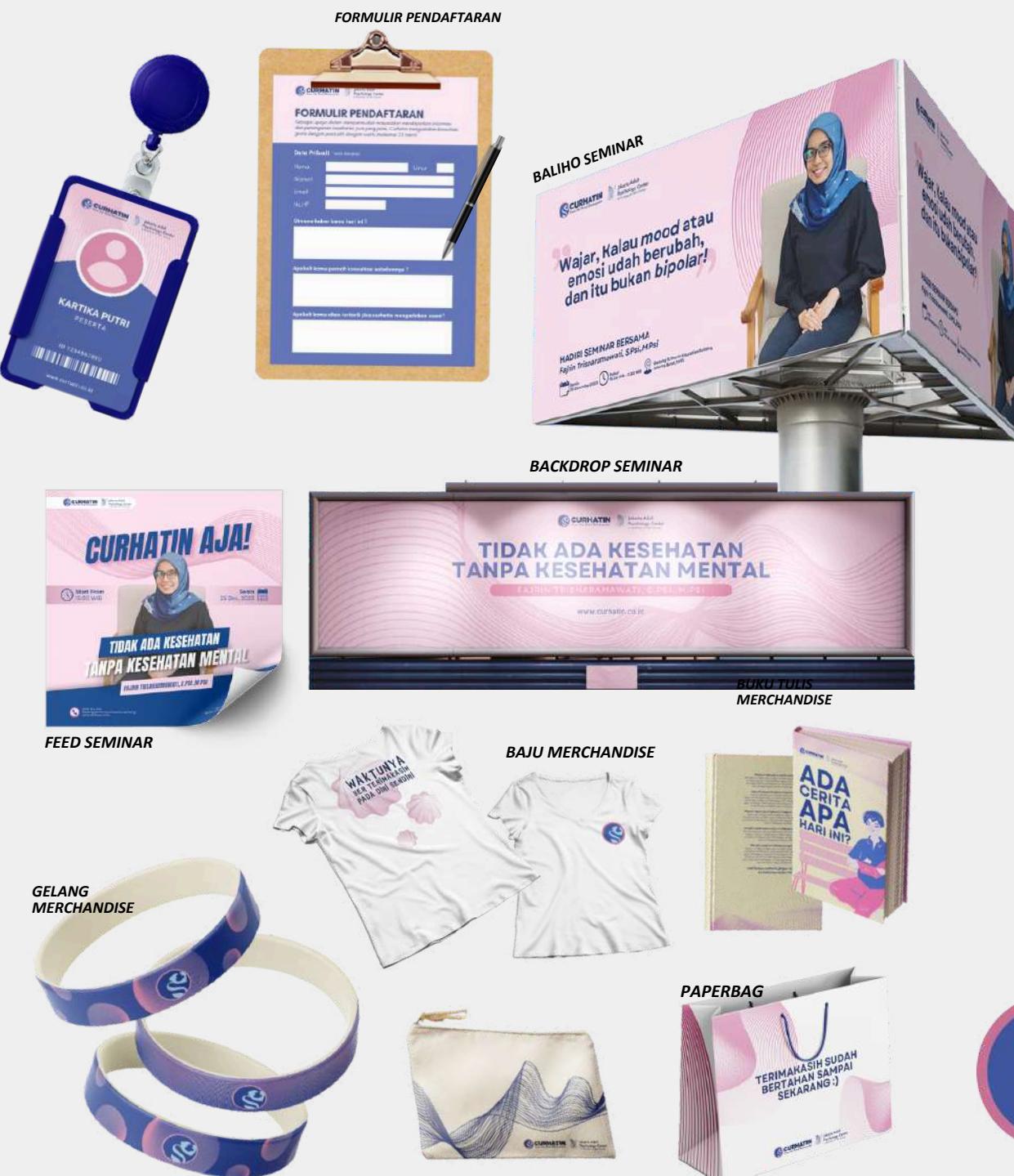


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# BRANDING / 2023 CURHATIN

## CURHATIN CAMPAIGN / 2023

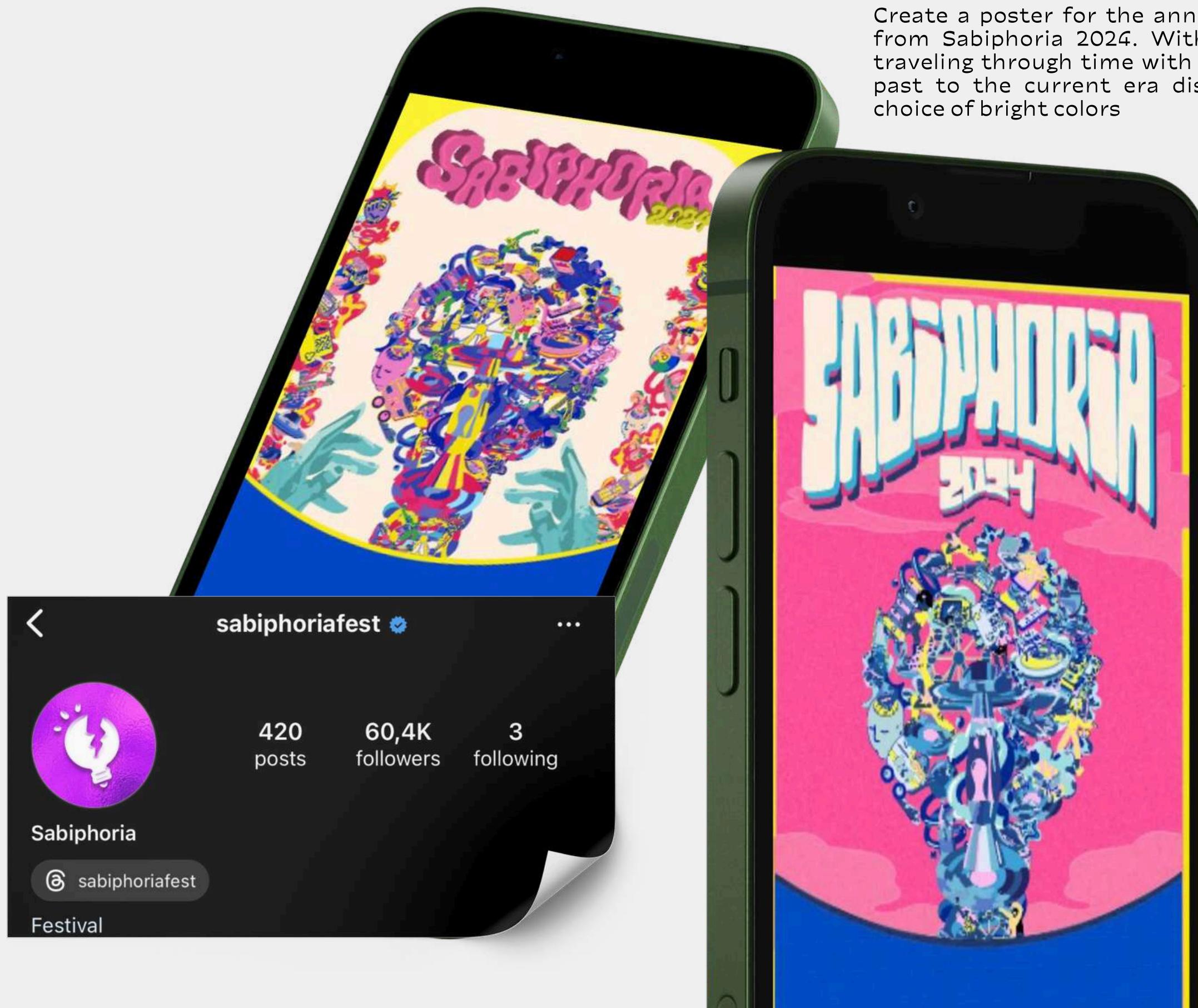
Creating an identity with a campaign approach. Creating all the needs needed for the campaign with a background of mental health problems. Starting from advertisements, banners, committee needs, campaign venues, merchandise, web.





*freelance*

# FREELANCE / 2024 SABIPHORIA FESTIVAL



## POSTER SABIPHORIA / 2023

Create a poster for the annual music event from Sabiphoria 2024. With the theme of traveling through time with assets from the past to the current era displayed and the choice of bright colors

**FREELANCE / 2024  
LOGO PHOTOSTUDIO**



**LOGO PHOTOSTUDIO / 2023**

Create a photo studio logo with the desire to be elegant, simple and feminine combined into one. Choose silver for an elegant and luxurious impression with the name "Eiri Studio".

# FREELANCE / 2024 EXHIBITION ACFFEST KPK



## PHOTOBOOTH ACFFEST / 2023

Participate in the committee and create the appearance of the work for the main photobooth spot at the 2023 KPK Acffest exhibition. The following is an initial sketch and the finished product of the photobooth work.



# FREELANCE / 2023 CUSTOM SHOES



## CUSTOM SHOES / 2023

Opening a custom shoe service with painting techniques using special shoe paint according to client requests, for example with The Weeknd and Lana Del Ray themes.

Kartika Tiaraputri

*Merchandise*

# MERCHANDISE / 2023

## BERNADA



### MERCHANDISE BERNADA / 2023

Merchandise from the event called "Bernada" with a 70s punk disco concept that combines the two genres, with the characteristics of a disco ball.

# MERCHANDISE / 2023

## TIPUP SERIES

### MERCHANDISE TIPUP SERIES / 2023

Merchandise from my nickname and Has its own design character with characteristics typical waffle and skate style.



**MERCHANDISE / 2023  
KANSANSU & TIPUP SERIES**



Kartika Tiaraputri

*Advertisement*



# ADVERTISEMENT /2023

## DAL MONTE AD



## AD PACKAGING / 2023

Advertising through packaging is also very important in the business world. For example, the "Dal Monte" brand, which is already famous for its sauce, then makes beverage products that must make consumers believe that their beverage products are also delicious.

# ADVERTISEMENT /2023 POSTER AD

## POSTER Y.O.U AD / 2021

Play a composition that fits the characteristics of the product, complete with uses and content along with a subtitle headline



## POSTER YUPI CDZ AD / 2022

Presenting colors that are attractive to the target product, namely small children, depicts that small children prefer healthy and sweet YUPI CDZ to the ice cream man behind.

## POSTER DUTA AD / 2022

Mix media because it presents photography and illustrations to add to the attractiveness of the ambassador's product.

# ADVERTISEMENT /2023 PACKAGING AD



## AD PACKAGING / 2023

Creating advertising packaging for well-known old-school brands of dandang tea and Marcks powder with modern packaging in an era where many consumers prioritize packaging, not just product quality.

Kartika Tiaraputri

*Digital Illustration*

# DIGITAL ILLUSTRATION / 2023

## COMIC / 2023 "ASAL-USUL TANJUNG LESUNG""

Tells the story of a man who fell in love with a village woman and married but one day was cursed to become an ape because he prohibited village rules. He only used the derivative colors red and blue.



## COVER VINYL / 2023 "MARI BERSUKA RIA DENGAN IRAMA LENSO""

Because the songs on the album are lively and colorful, I drew them in a pop art sketch style which is suitable for a more modern look for this album cover.

Kartika Tiaraputri

*Thank You!*