

Kevin Kald

Portofolio[®]

2025

filmmography

Graphic Designer

Video Editor

Producer



About Me.

Hi, I'm Kevin! I'm a cinematographer, Graphic Designer, Video Editor, and Producer during college years. I've gained hands-on experience working on short films, advertising videos, and creative editing projects.

Alongside my studies, I've also worked as a freelance Photo Product and video editor for various projects, helping clients bring their ideas to life. Let's turn your ideas into impactful visuals!

Personal Info.

Name: Kevin Alif Perdana
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Indonesia
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📞 kevinlifperdana

Education.

Bina Nusantara University
2023 - 2027.
Bachelor of Digital Communications

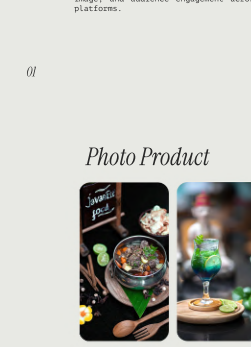
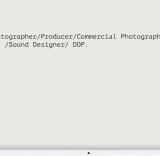
Expertise Skills.

Video Editing | Camera | Digital Marketing
Cinematography | Photography

Experiences.

Freelancer - Malang, Indonesia
Video Editor | 1 Sept 2024 - Present
Photography & Videography | Sept 2024 - Present.
Seasonal - Sunib Production House
Producer | May 2024 - Present.
Creative Video Editor | May 2024 - Present.
Seasonal - Grand Cakra Hotel
Creative Visual Editor | Mar 2024 - Jun 2024.
Part Time - Binus University
Teaching Assistant | Jan 2024 - Jun 2024.
Internship - PT. United Tractors Tbk
Web Developer | Jan 2021- Feb 2021.

Software.



01 Grand Cakra Hotel

Video Editor/Cinematographer/Producer/Commercial Photographer
Food and Beverage | 2024

Commercial Photographer Video Editor

At Grand Cakra, I worked as a Video Editor and Commercial Photographer, producing food photography, hotel and event documentation, and social media content for both Grand.

Collaborating with a five-member creative team, I helped develop and deliver over 100 approved contents, organized through Notion.

My work significantly enhanced the brand's digital presence, professional image, and audience engagement across platforms.



Photo Product



Grand Cakra

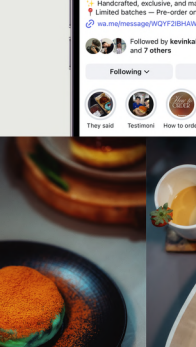
Forevermore Advertising Video 30s

Production Planning, Final Project Jun 2025.

Project Description:

"Forevermore" is a 30-second commercial that captures the emotional essence of "a sense of coming home." Through a cinematic approach and intimate visual storytelling, the ad portrays a grown man reconnecting with his memories at Grand Cakra Hotel through simple moments: writing in a journal and looking at old photographs.

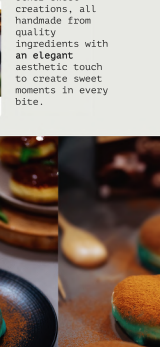
Every visual element, from the soft glow of a desk lamp to the intricate details of the journal, is crafted to evoke a warm, calm, and personal atmosphere delivering the message that Grand Cakra is not just a place to stay, but a space that holds irreplaceable warmth and lasting stories.



02 Cakeseye

Delicate treats for your daily joy

Branding Identity/Photo Product/Videography



NUMANI
CAKSEYE.

Delicate treats for your daily joy.

Color Identity.

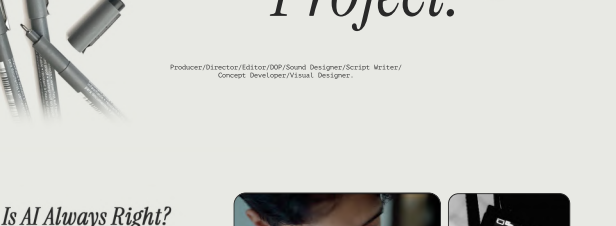
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Instagram Post.



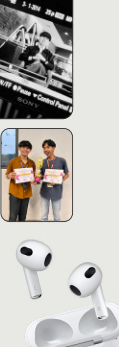
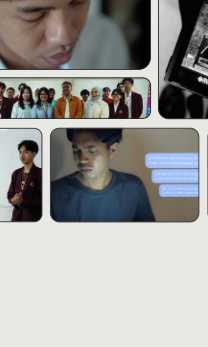
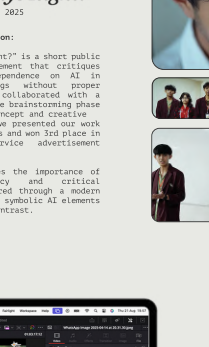
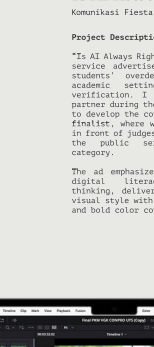
"Numani Cakeseye" is a premium dessert brand from Malang, offering cakes, pastries, donut, bomboloni, crobolini, and other sweet creations, all handmade from quality ingredients with an elegant aesthetic touch to create sweet moments in every bite.



Photoproduct

Numani Cakeseye.

Delicate treats for your daily joy



03 Advertising Project.

Producer/Director/Editor/DP/Sound Designer/Script Writer/
Concept Developer/Visual Designer.

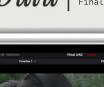
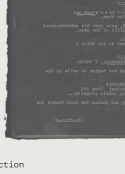
Is AI Always Right?

Komunikasi Fiesta 2025

Project Description:

"Is AI Always Right?" is a short public service advertisement that critiques overdependence on AI in academic settings without proper verification. I collaborated with a partner during the brainstorming phase to develop the concept and creative finalster, where we presented our work in front of judges and won 3rd place in the public service advertisement category.

The ad emphasizes the importance of digital literacy and critical thinking, delivered through a modern visual style with symbolic AI elements and bold color contrast.



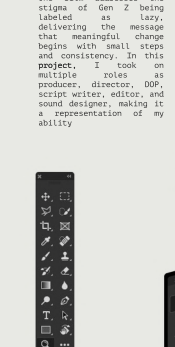
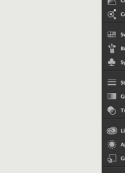
D-Care

Cerdas cegah diabetes.

Creativity for Media Communication
Mid Semester Project, Apr 2025.

Project Description:

As part of the D-Care Advertising Project, I collaborated with a five-member team to execute a full-cycle production, from concept and scriptwriting to filming and post-production. The campaign focuses on excessive sugar consumption while positioning D-Care as an innovative digital health solution for diabetes prevention in Indonesia.



04 ShortFilm

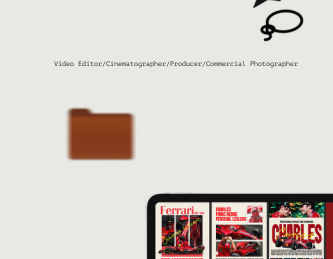
Producer/Director/Editor/DP/Sound Designer/Script Writer/
Concept Developer/Visual Designer.

Mulai Aja Dulu

Contemporary Content Production
Final Project, DEC 2025.

Project Description:

The film addresses the stigma of Gen Z being labeled as lazy, delivering the message that meaningful change begins with small steps and consistency. In this project, I took on multiple roles as producer, director, DOP, script writer, editor, and sound designer, making it a representation of my ability



to manage and execute an audiovisual production from concept to final output.

The impact of this film lies in inspiring and motivating young people to be more self-aware, confident, and consistent in taking action while also shifting society's negative perspective toward Gen Z.

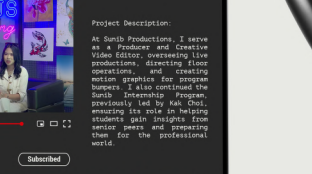


05 Poster's

Video Editor/Cinematographer/Producer/Commercial Photographer

The Poster's

Made by assignment | Creative Audio Visual

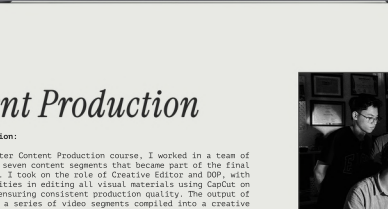


06 Relevant Project's

Creative Video Editor/Quality Control/Producer/Switcher Live Production.

Sunib Internship

Program



Content Production

Project Description:

In the 4th semester Content Production course, I worked in a team of three to develop seven content segments that became part of the final project TikTalks. I took on the role of Creative Editor and DOP, with main responsibilities in editing all visual materials using CapCut on iPad/Laptop and ensuring consistent production quality. The output of this project was a series of video segments compiled into a creative and informative mini talk show.

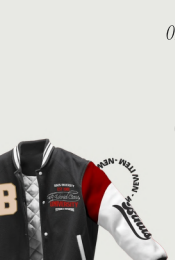


TikTalks, Eps 1

Content Production Final Semester Project, Jun 2025.

Project Description:

As a Video Editor, I managed the visual and audio flow through footage selection, dynamic transitions, color grading, and audio synchronization to produce a polished show. The final edit made the talkshow more engaging, effectively conveyed the speakers' messages, and strengthened TikTalks as a creative student initiative.

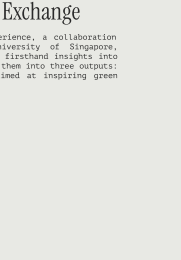
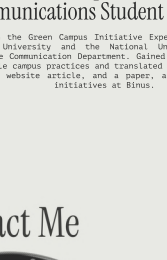
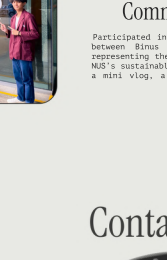
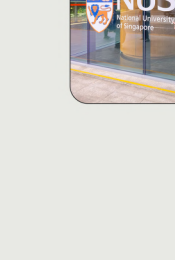
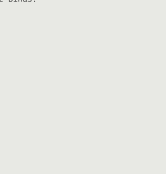


07 Notable Contributions

Contributed to impactful projects through creativity, collaboration, and innovation.

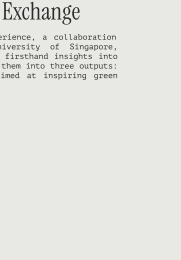
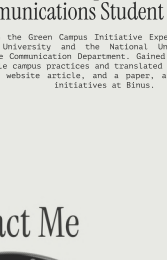
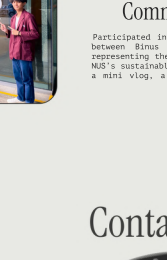
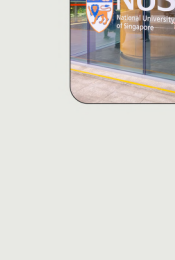
The International Virtual Competition of Communication

Represented BINUS University in the International Virtual Competition of Communication (IVCC 2024), collaborating with ISTC-Lille France, Leeds Beckett University England, and UTM Cawangan Malaysia. Contributed to a campaign proposal and video presentation promoting youth-led local initiatives to drive positive global sustainability efforts in line with the UN Sustainable Development Goals (SDGs).

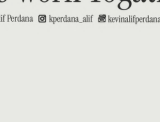


Green Campus Initiative Communications Student Exchange

Participated in the Green Campus Initiative Experience, a collaboration between Binus University and the National University of Singapore, representing the Communication Department. Gained firsthand insights into NUS's sustainable campus practices and translated them into three outputs: a mini vlog, a website article, and a paper, aimed at inspiring green initiatives at Binus.



Contact Me



Let's Work Together !

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