

CATHERINE FEBRIANI

# PORT- FOLIO

CATHERINE FEBRIANI

SELECTED WORKS

2023

GRAPHIC DESIGN



# ABOUT ME

Hello there, I'm Catherine Febriani, a design enthusiast with a love for turning ideas into captivating visuals. With a background in graphic design and a dash of imagination, I thrive on transforming concepts into creative solutions that resonate.

From the moment I discovered the magic of design, I've been on a journey to merge functionality with aesthetics. Armed with a keen eye for detail and a palette of endless possibilities, I approach each design challenge as a puzzle waiting to be solved.

My passion for graphic design is driven by its power to communicate, inspire, and evoke emotions. I believe that every pixel and every stroke plays a role in crafting a narrative, whether it's a brand's story or an individual's message. My philosophy is rooted in the belief that good design goes beyond the surface; it's an experience that engages, informs, and leaves a lasting impression.

In a world where design is a language of its own, I'm here to create a harmonious conversation between visuals and ideas. With each project, my goal is to capture the essence of the message and translate it into a design that not only looks appealing but also speaks volumes.

So, whether it's tackling a logo that defines a brand's identity, weaving a digital tapestry of colors and fonts, or piecing together a puzzle of pixels, I'm dedicated to crafting designs that not only meet the challenge but elevate the conversation. Let's embark on a creative journey together!

**-CATHERINE-**



# CATHERINE FEBRIANI

## BACKGROUND

### Visual Design Student

Mawar Sharon Christian Junior and High School

Surabaya, Indonesia

Aug 2012 – Jul 2019

- Conceptualized, designed, and developed various forms of visual content, such as social media designs, packaging designs and mockups, and advertising content.
- Created eye-catching marketing resources such as infographics, brochures, flyers, banners, presentations, and other print and digital products.
- Experienced in Photoshop, Adobe Illustrator, Premiere Pro, PowerPoint, Canva, etc.

### Social Media Content Creator

My Noelle (Personal Brand), [@my.noelle](#) on Instagram

Surabaya, Indonesia

Jan 2019 – Aug 2020

- Designed social media content 4x/week (posts, reels, lives, etc.) and campaigns on Instagram, Facebook, and Shopee.
- Increased the Instagram following up to ten thousand in 3 months using organic and inorganic marketing via creative and consistent visual content.
- Generated photoshoot briefs for product photos, curate image selection, and perform retouching as necessary.

### Graphic Designer Intern

Dongguan Yipa Baozhuang Youxian Gongsi

Dongguan, China

Jun 2023 – Aug 2023

- Develop visually appealing infographics, charts, and diagrams for complex information to support internal and external audiences.
- Responsible for creating PowerPoint presentations, logos for sustainable uses, and design concepts.
- Manage multiple design projects simultaneously, prioritize tasks, and meet deadlines

### Freelance Digital Artist

Violet's Meadow, [@violet\\_me](#) on Instagram

Remote

Jul 2020 – Present

- Independently conceptualized and produced a diverse range of visually captivating digital artwork
- Utilized traditional art skills including color theory, environment sketching and design, figure drawing.
- Designed original art concepts, character designs and environments.

## EXTRACURRICULAR

### Part-Time Web Content Creator

The Chinese University of Hong Kong, Shenzhen

Shenzhen, China

Apr 2021 – Jul 2022

- Produced the most read cultural article in 2021 with a total of 251 reads (89% increase from previous articles' reads).
- Executed primary research (surveys, interviews, etc.) on ~100 international students and teaching faculties.
- Responsible for weekly research and content creation to promote international culture on ISSS(OAL)'s WeChat.

## PROJECTS

### ISA Handbook <https://shorturl.at/akrCJ>

The International Students' Association (ISA), CUHKSZ

Shenzhen, China

Oct 2021 – Feb 2023

- Executed market research to understand target audience's needs and designed a suitable product design accordingly
- Contributed in designing and structuring the handbook's layout and organization.





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@INTERNETSAFE

# How to be Internet-Safe

5 EFFECTIVE METHODS TO KEEP YOU SAFE

Swipe

01

## Use a strong & unique password

Use strong, complex passwords for all your online accounts. A strong password typically includes a mix of upper and lower case letters, numbers, and symbols.



@INTERNETSAFE

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02

## 2-Factor Authentication

Enable two-factor authentication whenever possible. This adds an extra layer of security by requiring a second form of verification in addition to your password.



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# SOCIAL MEDIA CONTENT

## FINANCIAL FREEDOM:



1. BUDGET WISELY
2. INVEST FOR THE FUTURE
3. LIVE BELOW YOUR MEANS

## HK HEDGE FUNDING

PROF. JENNA WELLSON



MONDAY, 21 JULY  
8PM WIB  
ZOOM LINK TBA

CAROL (+62) 811 298 744

# H-2

## REGISTER NOW!

GRAPHIC DESIGN



## NATURAL DEEP CLEANSER

# Jeju Volcanic MASK

@fairyscreet



## SOOTH

2023

01




# PRESENTATION SLIDES

## ECO BAG

The new sustainable packaging solution by SPC



## SIZE REFERENCE



According to a research on 1,113 US consumers,

## 86%

are more likely to




**purchase from a brand with sustainable packaging**

(Eickenberg, 2022)



## SIZE REFERENCE



## GLOBAL POLICIES



- European Union** (Jan 2021): Packaging tax on all non-recyclable plastic packaging waste.
- Spain** (2022): EUR 0.45/kg for single use and non-reusable plastic packaging of goods.
- Italy** (Sep 2020): Mandatory environmental packaging labelling.
- Germany** (2022): Producers, importers and retailers are responsible for recycling the packaging of their goods.

## Range of Packaging Products

- Corrugated Carton Box**: Primary & Secondary Packaging
- Printing Solution**: User Guide & Manual Book
- Rigid Box**: High end box using solid board
- Pulp Tray**: Protective layer base material to reduce shock
- Honeycomb**: For heavy items e.g. appliances
- Flexible Packaging**: Plastic Bag & Clamshell, allowing transparency
- EPE**: Customizing
- Paper Bag & Pulp Bag**: Present scratches


## One-Stop Shop

How does our business process look like?

- Design & Engineering** (Re-Engineering)
- Testing & Certification**
- Artwork Adaptation**
- Mass Production**
- Logistic Management**

## BETTER PACKAGING, BETTER LIFE

for a Better World



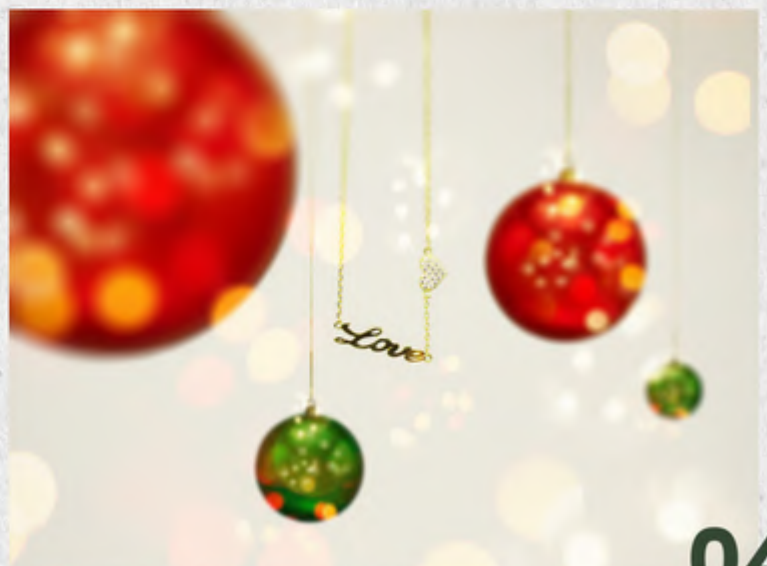


# PRODUCT & LOGO

CURATED PRODUCT PHOTOSHOOT



LOGO CONCEPT DESIGN





# MISCELLANEOUS

PRODUCT DESIGN



ORIGINAL CONCEPTS  
& DRAWING



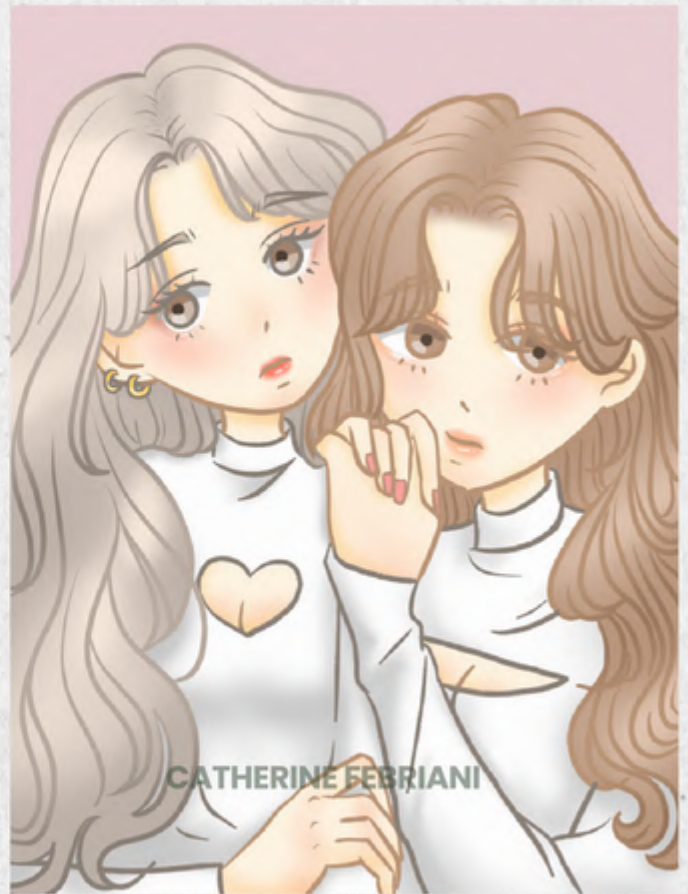
SEASONAL GREETING POST













**CATHERINE FEBRIANI**

# **THANK YOU**

**SELECTED WORKS**

**2023**

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