



# DELVIN RADITYA SALFA

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## SUMMARY

Creative and detail-oriented Graphic Designer & Web Developer with a strong passion for crafting visually engaging and user-centered digital experiences. Skilled in blending aesthetic design with functional development to deliver responsive websites, brand identities, and digital assets that align with client goals.

## WORK EXPERIENCE

- Owner, Self-Employed (Tokopedia)** Jan 2023 - Present
  - Built and managed an online brand from scratch, focusing on digital marketing and personal branding.
  - Managed all aspects of operations, including product listing, branding, and packaging.
  - Managed content creation, including logo design, promotional banners, product photography, and campaign visuals.
- Graphic Designer, MTryout** Jan 2024 - Mar 2024
  - Designed visually appealing posters, banners, and infographics for social media.
  - Developed consistent visual styles and templates that align with the brand's identity.
  - Keep up-to-date with design trends, color theory, and social media best practices
- Graphic Designer, E-Maklon** Jun 2024 - Aug 2024
  - Designed marketing materials and social media visuals aligned with brand guidelines.
  - Assisted web team in creating UI mockups and landing pages.
  - Created custom designs based on client requirements and brand identity.

## EDUCATION

- Jakarta State University** Aug 2025 - Present
  - Major in Digital Marketing
- Pembangunan Jaya YAKAPI Vocational High School** Jul 2022 - Jul 2025
  - Major in Software and Game Development.

## ADDITIONAL INFORMATION

- Proficient in graphic design, web development, and digital content creation.
- Skilled in using Adobe Photoshop, Illustrator, HTML, CSS, and PHP.
- Experienced in managing social media content and online brand presence.
- Able to work independently or collaboratively to deliver creative digital solutions.