



SERLY JUMIATI

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A fresh graduate in Communication with a passion for visual arts, specializing in graphic design and UI/UX design. With two years of experience in research, visual storytelling, and social media management, I aim to contribute to innovative projects that enhance digital transformation and user-centered solutions.

Work Experiences

PT. Maja Group Investama - Pontianak, Indonesia

Nov 2024 - Present

Social Media Specialist - freelance

- Managed social media strategies for two brands: Rakantara Studio (architecture studio) and Arteco Construction (construction contractor).
- Led a two-person team to achieve KPI, including content design, video editing, research, and performance reporting.
- Successfully increased engagement by 331K views in one month for Arteco Construction, generating significant potential leads.
- Responsible for weekly reporting and optimizing strategies to enhance brand visibility and campaign effectiveness.

Maharketing Agency - Pontianak, Indonesia

Oct 2023 - Nov 2023

Graphic Designer - Intern

- Led the development of branding and design initiatives across three distinct brands: INS Interior, Togo Coffee, and Foodist Cafe.
- Crafted and executed innovative creative concepts tailored to the distinct brand identities and target markets of each brand.
- Achieved 14,000 views on the project's INS Interior reels, demonstrating effective digital marketing and engagement.

OTCA (One Third Consulting & Abroad) - Remote

Jul 2023 - Oct 2023

Graphic Designer - Intern

- Managed the visual identity of the German brand @info_jerman, designing a diverse range of weekly content including feed posts, stories, flyers, booklets, etc.
- Actively participated in weekly project pitch meetings, contributing to the development of innovative strategies.
- Played a key role in the successful growth of the brand's online presence, contributing to a remarkable increase of 7,000 followers within just 3 months.

KampoesKoe - Remote

Jan 2023 - Apr 2023

Graphic Designer - Intern

- Collaborated with a cross functional team of 2 members to develop and execute creative concepts.
- Create two to three graphic content weekly for social media purposes using Figma; poster, infographics, Instagram feed, and Instastory template. Has successfully created over 9 Instagram contents in three months.
- Actively participated in weekly project pitch meetings and monthly evaluation, contributing to the development of innovative strategies.

Education

Universitas Tanjungpura - Pontianak, Indonesia

Sep 2020 - Jul 2024

Bachelor Degree in Communication, 3.78/4.00

- Passed the internal selection of Pekan Kreativitas Mahasiswa (PKM)-RE 2022.
- Graduated with cumlaude distinction

Skilvul - Remote

Jul 2023 - Dec 2023

Certificate in Kampus Merdeka (MSIB), 90/100

- Studied under full bootcamp scholarship from the Ministry of Education and Culture.
- Focus on User Experience Design, User Interface Designing & Prototyping, and Managing Group Dynamics.
- Collaborated with 2 team members to complete a UI/UX challenge on the theme of entrepreneurship.
- Final product was the website "Deni.Id (Digital Entrepreneur Indonesia)" which received an A grade.

Certificate in Kampus Merdeka (MSIB), 83/100

- Studied under full bootcamp scholarship from the Ministry of Education and Culture.
- Collaborated effectively with team members on 3 group assignments, addressing real world design challenges. Developed innovative solutions while adhering to best UI/UX practices.
- Independently completed 4 challenging assignments, showcasing proficiency in individual design thinking and problem solving which received an A grade

Organizational and Committee Experiences**KBP (Kuliah Bareng Praktisi) Untan - Pontianak**

Jan 2023 - Mar 2023

Head of Media Division & Graphic Designer

- Leading 4 team members to achieve the goals of the media division.
- Created graphic contents for event purposes; logo, poster, certificate, name tag, proposal cover, and Fundraising Division project.
- Has successfully released more than 15 contents; Instagram feeds, Instastories, Aftermovie, and poster.

DUTY (Debating Union of Tanjungpura University) - Pontianak

Feb 2022 - Feb 2023

Head of Public Relations Division & Graphic Designer

- Leading 5 team members to achieve the goals of the PR division. Has been successfully increased more than 150 followers during February-December.
- Coordinated media relations and managed relation between organizations.
- Created and managed contents for DUTY's Instagram feed. Has successfully released more than 40 Instagram contents.

YPA (Yayasan Panti Asuhan) Ayani - Pontianak

Nov 2022 - Dec 2022

Graphic Designer and Social Media Admin

- Planned a digital campaign with the theme "Care For Better Future" and successfully gained 40 followers in 4 days.
- Worked with 4 team members to planned content on a weekly basis. Has successfully released more than 40 contents during November-December.
- Created graphic contents and managed interface of Instagram daily November-December.
- Coordinated public needs with the institutions.

KNP (Ketimbang Ngemis Pontianak) - Pontianak

Feb 2022 - Feb 2023

Staff of Creative Division

- Planned and Coordinated social activities with inspirational figures with over 15 members in a team
- Doing weekly or monthly interview with inspirational figures for Instagram content

COMMWEEK 2021

Sep 2021 - Dec 2021

Staff of Media Division

- Worked closely with 4 members of the media division to managed Instagram using Photoshop, Canva, and Filmora.
- Responsible for documenting activities and editing; creative section, training section, and judging.
- Became a Design Mentor and Photography Coach during the training section.

Award and Skills

- **Award:** 3rd Winner Short Movie Contest Commweek UNTAN (2020), 1st Winner Video Contest Public Service Ads Commday 9 UAD (2021), Intern of the Month OTCA (2023), & Best Intern K-Innovator of the Month KampusKoe (2023).
- **Design:** User Experience · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups · Social Media Design.
- **Research:** User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy.
- **Software:** Photoshop · Figma · Trello · Notion · Google Workspace · Ms Office · Canva · Inkscape · Capcut.
- **Visual Design:** Poster Design · Branding · Typography · Iconography · Book Design · Web Design.
- **Other Skills:** Project Management · Video editing · Communication · Teamwork · Public Relations · English (intermediate) · Public Speaking.