



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 <i>Social Media Specialist - freelance</i>	Nov 2024 - Present
<ul style="list-style-type: none">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 <i>Graphic Designer - Intern</i>	Oct 2023 - Nov 2023
<ul style="list-style-type: none">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 <i>Graphic Designer - Intern</i>	Jul 2023 - Oct 2023
<ul style="list-style-type: none">Managed the visual identity of the German brand @info_german, 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 <i>Graphic Designer - Intern</i>	Jan 2023 - Apr 2023
<ul style="list-style-type: none">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 <i>Bachelor Degree in Communication, 3.78/4.00</i>	Sep 2020 - Jul 2024
<ul style="list-style-type: none">Passed the internal selection of Pekan Kreativitas Mahasiswa (PKM)-RE 2022.Graduated with cumlaude distinction	
Skilvul - Remote <i>Certificate in Kampus Merdeka (MSIB), 90/100</i>	Jul 2023 - Dec 2023
<ul style="list-style-type: none">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.