

SIMA RAHAYU NINGSIH

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GRAPHIC DESIGNER

Very competent designer with approximately 2 years experience in the field of graphic and UI design. Mastering Adobe Illustrator, Adobe Photoshop, Figma, Adobe After Effects, UX/UI design, and branding. Excellent portfolio of completed projects.

KEY COMPETENCIES

Process improvement	Interaction Design	Strong interpersonal skills
Prototyping Tools	Visual Design	Proactive and self-motivated
User Research	Critical thinking skills	Exceptional organisational skills

PROFESSIONAL EXPERIENCE

FREELANCE BRANDING

SEP 2023

As a freelancer working on the branding project for a custom t-shirt shop, I am responsible for designing a strong visual identity, including the logo and promotional materials, as well as developing effective marketing strategies. My focus is on creating creative and consistent design elements that enhance brand visibility and attract customer attention. By collaborating with the client, I ensure that every aspect of the branding reflects the shop's quality and values, helping it stand out in a competitive market.

FREELANCE PROJECT ID GRAPHIC DESIGNER

Jan2024

As a freelancer working on logo creation and improvement for a greenhouse SME, I design a logo that reflects the unique characteristics and values of the business. For new logos, I create visually appealing and relevant designs, while for existing logos, I refine elements to ensure the logo is professional and aligns with the brand identity, helping the greenhouse SME stand out in the market.

EDUCATION & CERTIFICATIONS

Undergraduate Student at University of Brawijaya
Majors: Graphic Design

Completion Certificate for Design and Develop a Website using Figma and CSS

Coursera

Work with Components in Figma

Coursera

Completion Certificate for HTML and CSS in depth

Coursera

Google Create High-Fidelity Designs and Prototypes in Figma

Coursera

LINKED

Portofolio : <https://www.pixwy.my.id/sima-rahayu-site/>