

P | PUTRI VIDIA LESTARI

GRAPHIC DESIGN

Dear Hiring Manager,

I am writing to express my interest in the Graphic Designer position at your company. With a background in Information Systems and hands-on experience in visual design, social media content, and educational media, I am confident in my ability to contribute meaningfully to your creative team.

During the Kampus Mengajar program, I was trusted to design and manage the visual content for our school's Instagram account. I created educational posts, infographics, and interactive content to support student learning and showcase school activities. This role not only developed my design skills but also taught me the importance of consistency in branding and clarity in visual communication.

Outside of that, I have contributed to various student-led events and campaigns by producing promotional materials such as posters, certificates, and social media graphics. I'm comfortable using tools like Canva, Photoshop, Figma, and CapCut for both static and short video content creation.

I may be early in my professional journey, but I approach every project with dedication, willingness to learn, and strong attention to detail. I would be honored to grow further while contributing to your team's creative goals.

Thank you for considering my application. I would welcome the opportunity to discuss how my background and passion for design align with your company's needs.

Sincerely,

Putri Vidia Lestari

Putri Vidia Lestari

Portfolio



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SUMMARY

Creative and detail-oriented Graphic Designer with a strong foundation in visual branding, digital content creation, and event-based design. Demonstrates proficiency in Adobe Photoshop, Canva, Figma, and CapCut with proven experience in creating impactful promotional materials for corporate, educational, and community-based initiatives. Highly collaborative, with excellent communication and project coordination skills across multidisciplinary teams. Adept in balancing design aesthetics with functional objectives to produce visually compelling content across digital and print media.

WORK EXPERIENCE

PT Sakaputri Berkah Group

August 2023 - April 2025

Creative Design and Administration

- Designed logos, pamphlets, and digital materials aligned with branding goals.
- Managed customer interactions at expos, webinars, and events to build rapport.
- Handled document administration and cross-team coordination.
- Communicated with clients across digital channels, ensuring timely response.
- Applied graphic design, video tools and digital marketing platforms to increase workflow efficiency.

Amikom Mengaji

September - December 2023

Coordinator of PDD Division

- Designed decoration layouts and visual concepts for themed events.
- Managed logistics and budget for creative executions.
- Optimized equipment deployment and material reuse for sustainability.
- Innovated in visual presentation to improve event ambiance.

Kampus Mengajar Angkatan 6 at SMP PGRI 2 Somagede

August - December 2023

Teacher Partners

- Enhanced student literacy and numeracy by up to 30% through interactive learning.
- Designed educational content and managed the team's Instagram for public engagement.
- Created innovative learning tools using games and simple technology.
- Supported school digitalization, administration, and SDG initiatives.
- Built strong collaboration with teachers, students, and stakeholders.

Great Muslimah Training

April - June 2023

Coordinator of PDD Division

- Developed visual themes and stage designs for women-focused training events.
- Led decoration execution and ensured quality control on aesthetics.
- Collaborated with cross-functional teams for setup and breakdown efficiency.

Intermedia Bakti Masyarakat

April - June 2022

Information and registration Division

- Designed participant registration visuals and event guidance materials.
- Assisted in Canva-based training for graphic creation and Microsoft Word for document formatting.
- Processed registration efficiently and managed data for analysis.

PROJECT EXPERIENCE (Related to Visual/UI Design)

Decision Support System with Weighted Product, Web Developer

November 2024 - January 2025

- Developed a web-based Decision Support System (DSS) utilizing the Weighted Product (WP) method for multi-criteria decision-making across various case studies.
- Implemented PHP and MySQL to process weighted calculations efficiently and generate accurate rankings.
- Designed an intuitive web interface using HTML, CSS, and JavaScript to enhance user experience.
- Enabled dynamic criteria and weight adjustments, making the system adaptable to different decision-making scenarios.

CORES IS, Web Developer

September - December 2024

- Developed a web-based Decision Support System (DSS) using the Analytical Hierarchy Process (AHP) to assist students in selecting the most suitable study program concentration based on multiple criteria.
- Implemented automated AHP calculations with Consistency Ratio (CR) validation using PHP and MySQL to ensure accurate decision-making.
- Designed a responsive user interface with HTML, CSS, and JavaScript for an intuitive user experience.
- Optimized database queries and indexing to enhance system performance in ranking calculations.
- Provided visualized decision results with interactive charts and exportable reports *Excel* for better analysis and documentation.

ADDITIONAL EXPERIENCE

Bangkit Academy (Yayasan Dicoding Indonesia), Cloud Computing

February - July 2024

- Complete all assigned tasks optimally, both technical, English, and soft skills tasks.
- Adapt to existing culture such as time management, increasing discipline, and public speaking in each session.
- Learn cloud computing from the basics through platforms, Coursera, Dicoding, Google Cloud Skills Boost, and Google Cloud Platform with the latest AI-enabled curriculum.
- Selected for the entrepreneurial pathway to develop innovative solutions with a diverse team of seven from android and mobile learning path.
- Applied Software Development Life Cycle (SDLC) methodologies to analyze and design impactful software solutions; developed Aktivio, a sports and fitness app using basis data structures and innovative design software principles, promoting a healthy lifestyle.
- As a backend developer, building and testing APIs with Postman, Swagger, and deploying them on Google Cloud.
- Improving collaboration skills, problem-solving, and application development efficiency.

LDK IMAM Amikom Purwokerto University

February 2023 - February 2024

Treasure of the Syi'ar Departement

- Implementing effective cost-saving strategies and successfully increasing the efficiency of the organization's financial management by 20% compared to the previous year.
- Designing the annual budget involving collaboration with other administrators.
- Successfully conducted an internal audit without findings, demonstrating strong compliance with financial procedures and transparency in departmental fund management.

Intermedia Information Technology Competition X Grab

May - October 2023

Public Relations Division

- Developing communication strategies that increase member engagement by up to 35%.
- Ensuring all information is effectively communicated through various media.
- Establish cooperation with media and partners, both internal and external, such as school partners, lecturers, and students to increase the organization's exposure.
- Developing promotional strategies that encourage participation in training events, webinars, and competitions.
- Coordinating the distribution of information to ensure smoother communication.

Forum Asisten Amikom Purwokerto University**February - July 2023**

Even semester practicum assistant for "Pengantar Ilmu Komputer"

- Helping more than 30 students understand basic computer concepts through interactive practical sessions.
- Collaborating with lecturers on Microsoft Word, PowerPoint, Excel, and Access materials improved students' understanding by up to 85% based on evaluations.
- Preparing reports for each session to improve teaching effectiveness.
- Correcting student assignments accurately, helping to improve the average assignment score by up to 20%.
- Developing more efficient assistance methods

Ramadhan Indah dan Berkesan (RAIHAN)**February - June 2023**

Treasure

- Managing the budget for the Reels video competition, iftar gatherings, distributing iftar snacks, social service at 2 orphanages, calligraphy education, Ramadan stories, and sahur hadith videos efficiently.
- Recording financial transactions accurately to ensure transparency.
- Preparing clear and accountable periodic financial reports.
- Processing payments according to the applicable procedures.
- Coordinate with the committee and relevant parties for smooth financial operations.

EDUCATION

Amikom Purwokerto University (2021- 2025)

Bachelor of Computer Science - GPA 3.93/4.0 | Major : Information Systems

TECHNICAL SKILLS

- Design Tools: Adobe Photoshop, Canva, Figma, draw.io
- Web/UI: HTML, CSS, JavaScript
- Office Tools: Microsoft Word, PowerPoint, Excel, Access
- Development: PHP, MySQL, Firestore
- Other: Event Design, Visual Branding, Layout Planning