

Portfolio

Editorial Design 2020-2023





Hello!

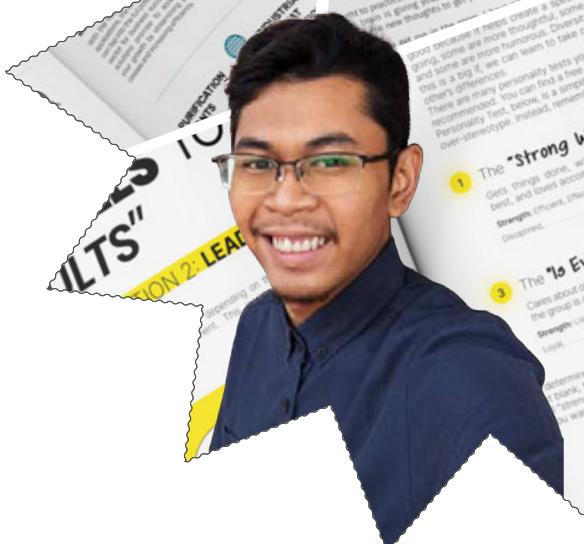
My name is,

Arif C.

Arif Cendekianwan, also go by the name Necra

b. Blitar, 13 Desember 1999

I'm a creative individual with a deep passion for design, art, and technology. With 6+ years of experience in the general graphic design field and 2+ years specializing in Editorial Design, collaborating with diverse clients and projects globally. I describe my works as a minimal, classy and simple but aesthetically appealing. I really like playing around with typography, composition, and sometime unique lines and shapes. I still continuously learning, expressing myself creatively, and staying current with trends.



EDUCATION

• Aug 2018 - Aug 2022

Universitas Brawijaya

Desain Komunikasi Visual

Successfully graduated with **3.73/4.00** GPA (Cumlaude)

EXPERIENCE

• Aug 2020 - presents

Layout Designer

Self Employed/Freelance

Designing booklet/magazine/
publishing, formatting and layouting.

• Aug 2021 - Dec 2021

Slab! Design

3D Illustrator

Creating 3D Illustrations, Icons,
and Asset Designs

SKILL

Editorial Design · Adobe InDesign

Document/publishing design, formatting, layouting.

Advertising Design · Adobe Illustrator

Promotional design, digital/print campaign/ads, etc.

Photo Editing · Adobe Photoshop

Digital imaging, retouch/enhancing, manipulation.

CERTIFICATION

2021

Junior Graphic Designer

Badan Nasional Sertifikasi Profesi (BNSP)

2022

Microsoft Office Desktop Application

Trust Training Partners

**MAGAZINE/
BOOKLET/
PUBLICATION
DESIGN**



KA International Post

2021-2022

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COVER + CONTENT
LAYOUT DESIGN



just as a warning before we start, this issue probably goes to the more serious English teachers. I recommend having some basic knowledge about foreign and National to go on this adventure. At the time, just be prepared to get into some situations where you will have to make a decision. If you do, then you will be fine. There are many ways to do things, so if you do something that's not the best, there are many ways to fix it. And if you look at a certain way or do a certain thing, there will be someone who pointed it, or added it. But people aren't doing this to scare you, they're doing it to help you learn and grow. And if you see a problem, then you can fix it.

If you've got a 17x17' train with no conductor, then you'll need to speak to the other passengers. You'll need to know what to say. Now that you know all that, sit back, relax and enjoy the ride. It's been a long time since we last had a fun, fun, fun ride to work. So let's make the most of it. And if you're not a fan of roller coasters, then you'll be able to see the fun, changing colors, while in the car. These are some of the most exciting rides you'll ever see.

2 KA International Post

KA

Issue 10 | June 2021

PEOPLE
Glen Raye
Former US Senator
"What Does Your Foundation for Success Look Like?"

INSPIRE
Office Friends
Resources for Quick Relief

ENTERTAIN
A Look at K.A.R.
KA International School

TRAVEL
July 2021 Issue 2022

KA INTERNATIONAL POST

ISSUE 2022

KA

What Can You Do to Be Someone Else's Safety Net?

Children are dependent on the adults who surround them to meet their needs. This puts a different kind of pressure on parents and caregivers.

- What can you do as a teacher or staff? If you're struggling in one of your roles, consider talking to someone from another. It's actually time to say "I'm not alone."

There is such a thing as too little. It's important to be transparent by being open and honest about your personal growth to motivate and support the person you're supporting. As much as possible, be gentle and kind. If you're not sure how to proceed, contact your supervisor or someone in your network for more details.

Connecting with a Trusted Health Service Provider

Thanks to the wisdom of the KA community, we have a growing list of health professionals who offer services through KA and around Japan.

Whether it's regular checkups or a health provider you have been putting off, there is probably a trusted level of comfort in knowing that you can speak to a health professional in a language you feel comfortable in.

A visiting primary care doctor or a healthcare provider is key to getting up to date information on your health. If you are currently seeing a doctor in Tokyo or you live here for over 10 years, having a primary care doctor would mean that they can give you the right continuation of medical advice for your health. If you are currently seeing a doctor in Tokyo, you may have received a referral letter from us. This can help you think of your returning visits and act as another set of professional eyes to catch any complications.

Even if you don't have any symptoms, it's important to see a general doctor in Tokyo to keep your health in check and to be treated with care.

Please see our [Health Service Providers](#) questionnaire on the website and share with us. Your experience could be the future that a colleague needs in the future.

KA International Post March Issue 2021 · KA International Post July Issue 2021 · KA International Post March Issue 2022 · KA International Post May Issue 2022

MB30 Magazine Special Edition "How to Develop A Millionaire Mindset"

2021

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COVER + CONTENT LAYOUT DESIGN

Myths You've Believed About Money

Myths You've Believed About Money

Money Myth #1: Money is Evil

Money Myth #2: There is Not Enough Money

SPECIAL EDITION

MB30 line

How to Develop a Millionaire Mindset

People Who Want Money Are Greedy

Money Myth #3: There is Not Enough Money

TAKING ACTION ON YOUR DREAMS

ACTION is needed.

Interviews Mit Klassikstars

2022-2023

© floschaer · fiverr.com

COVER + CONTENT
LAYOUT/FORMATTING
DESIGN



Interviews Mit Klassikstars 2011-2012 · Interviews Mit Klassikstars 2013-2014

Lexique de 365 Prénoms Kamites

2022

© mandemansa05 · fiverr.com

COVER LAYOUT DESIGN

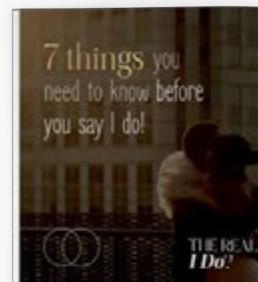


The Real I Do

2022

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COVER + CONTENT
LAYOUT DESIGN



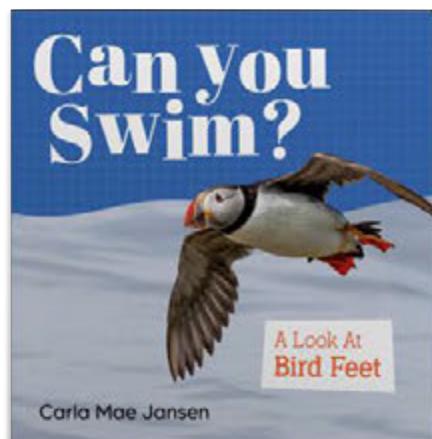


Can You Swim?

2022

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COVER + CONTENT
LAYOUT DESIGN



Blumkaffee

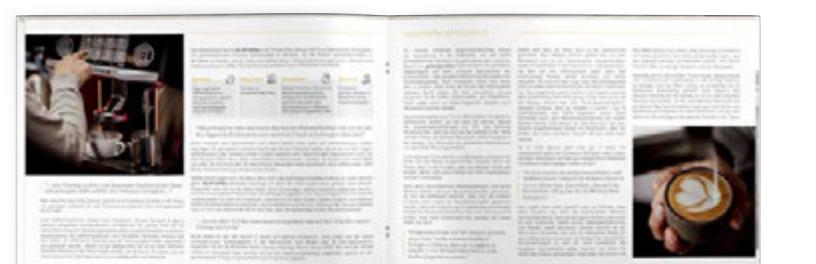
2022-2023

© michaelkohle747 · fiverr.com

COVER + CONTENT
LAYOUT/FORMATTING
DESIGN



· Das Home Barista 1x1 Handbuch · Blumkaffee Media Kit · Blumkaffee Gastro

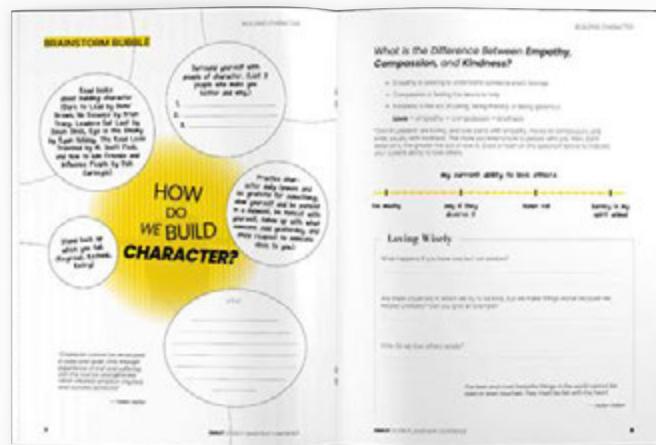
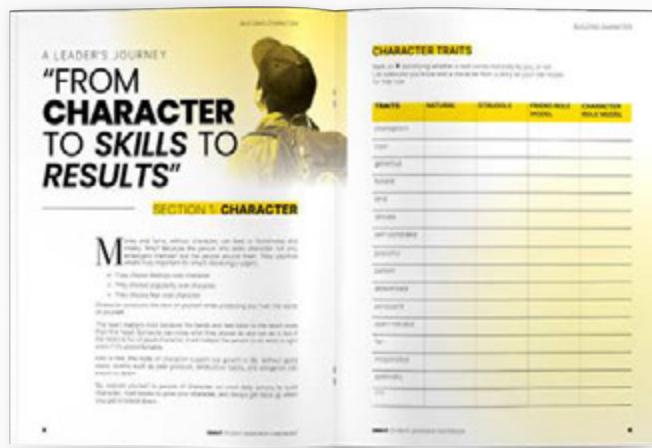


OWN IT Workbook

2023

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COVER + CONTENT
LAYOUT/FORMATTING
DESIGN



THE BULLY- Link Ups UK

2023

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CONTENT LAYOUT
DESIGN

The left spread for 'FRANK SINATRA' shows a tan-colored pit bull in various poses, including jumping and standing. The right spread for 'KOBE' shows a white pit bull in similar dynamic poses. The right spread also includes a small inset photo of three dogs and a large photo of a tan pit bull at the bottom.



EX

at [fiverr.com](#)

The top row features 'LAMAR' (tan pit bull) and 'CREED' (tan pit bull). The bottom row features 'KANE' (tan pit bull), 'ICE' (tan pit bull), 'STAX' (tan pit bull), and 'GHOST' (tan pit bull). Each spread includes a small photo of the dog at the top and a larger photo of the dog in action or standing prominently below it.

Health Viber - Prediabetes and Diabetes Through Selfcare

2023

© hepcvirous · fiverr.com

COVER + CONTENT
LAYOUT DESIGN

The top spread features a product image of 'Organic Beetroot' supplement bottles. The middle spread features a woman running and text about how people in underserved communities can manage prediabetes and diabetes through selfcare. The bottom spread features a woman stretching and text about the benefits of physical activities for managing health conditions.

This spread contains several articles and sections: 'What is Prediabetes?' (with a chart showing risk factors like age, race, and family history), 'What is Diabetes?' (with a chart showing the percentage of adults with diabetes by race/ethnicity), 'Type 1 Diabetes' (with a chart showing the percentage of adults with type 1 diabetes by race/ethnicity), 'Type 2 Diabetes' (with a chart showing the percentage of adults with type 2 diabetes by race/ethnicity), 'Diabetes & You' (with a chart showing the percentage of adults with diabetes by gender), 'How to Manage Prediabetes and Diabetes' (with a woman stretching), and 'Physical Activities' (with a woman stretching).

African-American Shakespeare Company Show Booklet

2023-2023

© shelee / stephen_banzon · fiverr.com

COVER + CONTENT
LAYOUT DESIGN

THE GLASS MENAGERIE

CAST

- Layce Kieu, Amanda Wingfield
- Elijah Fisher, Tom Wingfield
- Mars Holscher, Laura Wingfield
- Justin P. Lopez, Gentleman Caller

PRODUCTION

- Director: Monica White Nsouenu
- Stage Manager: Jacob Zimmer
- Production Manager: Dorothy Cumsura
- Lighting Designer: Kevin Myrick
- Set Designer: L. Peter Callender
- Sound Designer: James Goode
- Dramaturg: Ashley McKenzie
- Costume Designer: Nia Jacobs
- Set Construction: Keith Margis
- Videoographer: Ramiro Segura

SPECIAL THANK YOU

Oakland Project Theater

THE GLASS MENAGERIE © 2023 African-American Shakespeare Company. All rights reserved.



AFRICAN-AMERICAN SHAKESPEARE COMPANY PRESENTS

ARTHUR MILLER'S

Death of a Salesman

OBARTABLE

OBARTABLE.COM

MEET THE CAST

L. PETER CALLENDER (Willy Loman)

L. Peter Callender is a co-artistic director of African-American Shakespeare Company, directing his 10th play. He is former artistic director of Shattered Box Theatre in St. Petersburg, FL; former artistic director of Black Repertory Company and Associate Artist at NYC's Chroma Theatre. Mr. Callender received the honor of being a guest artist at Shattered Box Theatre by the National Endowment for the Arts. He has performed in numerous plays and musicals across the country, including "The Crucible" at the National Theatre, "Othello" at the Royal Shakespeare Company, and "A Raisin in the Sun" at the National Theatre. Mr. Callender has also worked on independent film and television, writing roles with notable actors, musicians, and more. More on Mr. Callender on www.lpetercallender.com.

EDITH CASTORENA (Lena)

Edith Castorena is a writer, performer, and artist from San Francisco, and is thrilled to be working with the African American Shakespeare Company. Edith is a graduate of the University of California Berkeley, where she studied English and Creative Writing. She currently works as a teaching artist at the African American Shakespeare Company. Edith is also a member of the Black Repertory Company, and has performed in numerous plays and musicals across the country, including "The Crucible" at the National Theatre, "Othello" at the Royal Shakespeare Company, and "A Raisin in the Sun" at the National Theatre. She is supported and funded by a dedicated network of global & national family, and is forever grateful for the love they receive.

OBARTABLE.COM

shakespeare's

ROMEO + JULIET*

ADAPTED & DIRECTED BY
L. PETER CALLENDER

CAST

- Khari Haynes
- Shelby Ronea
- John Eleby
- Layne Lynne Kieu
- Justin P. Lopez
- Devin Parker Sullivan
- Gregor Haley
- Elijah Fisher

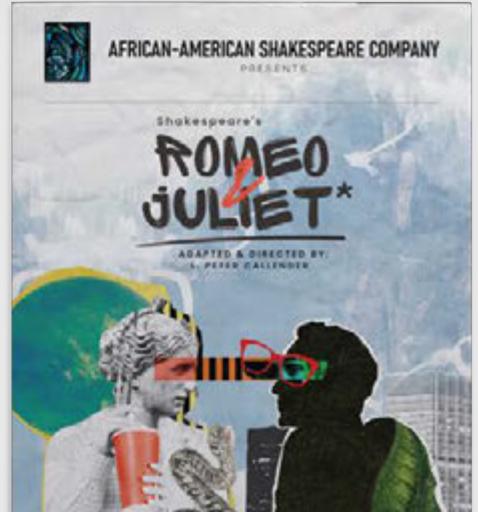
PRODUCTION

- Director: L. Peter Callender
- Stage Manager: Jacob Zimmer
- Production Manager: Jocelyn Ryles
- Lighting Designer: Kevin Myrick
- Set Designer: L. Peter Callender
- Sound Designer: James Goode
- Costume Designer: Nia Jacobs
- Props Master: Dianne Harrison
- Fight Choreographer: Dave Maier
- Set Construction: Keith Margis
- Videoographer: Ramiro Segura

SPECIAL THANK YOU

Oakland Project Theater

OBARTABLE.COM



AASC - The Glass Menagerie Booklet · AASC - Death of a Salesman Booklet · AASC - Romeo Juliet Booklet · AASC - Cinderella Booklet

Omme Gears - Gearboxes & Gear

2023

© emanueleba · fiverr.com

COVER + CONTENT
LAYOUT DESIGN

The image shows two pages of a catalog. The left page features the 'WHAT WE DO' section with a heading 'Omno Gears is the only European Company that provides the double technology of cycloidal and planetary. One provider for all your necessities.' Below this are sections for 'Gearboxes' and 'Gears', each with a grid of product images. The right page features the 'APPLICATIONS' section with a heading 'APPLICATIONS'. It includes five circular icons representing different industries: 'CHEMICAL INDUSTRY', 'ROBOTICS', 'AUTOMATION', 'PETROCHEMICAL & PLASTIC INDUSTRY', and 'PURIFICATION PLANTS'. Each application has a brief description below it.

MBHC - Fasting for F.R.A.N.C.

2023

© jalilbrown10 · fiverr.com

COVER + CONTENT
LAYOUT/FORMATTING
DESIGN

MBHC - Fundamentals for New Disciples

2023

© jalilbrown10 · fiverr.com

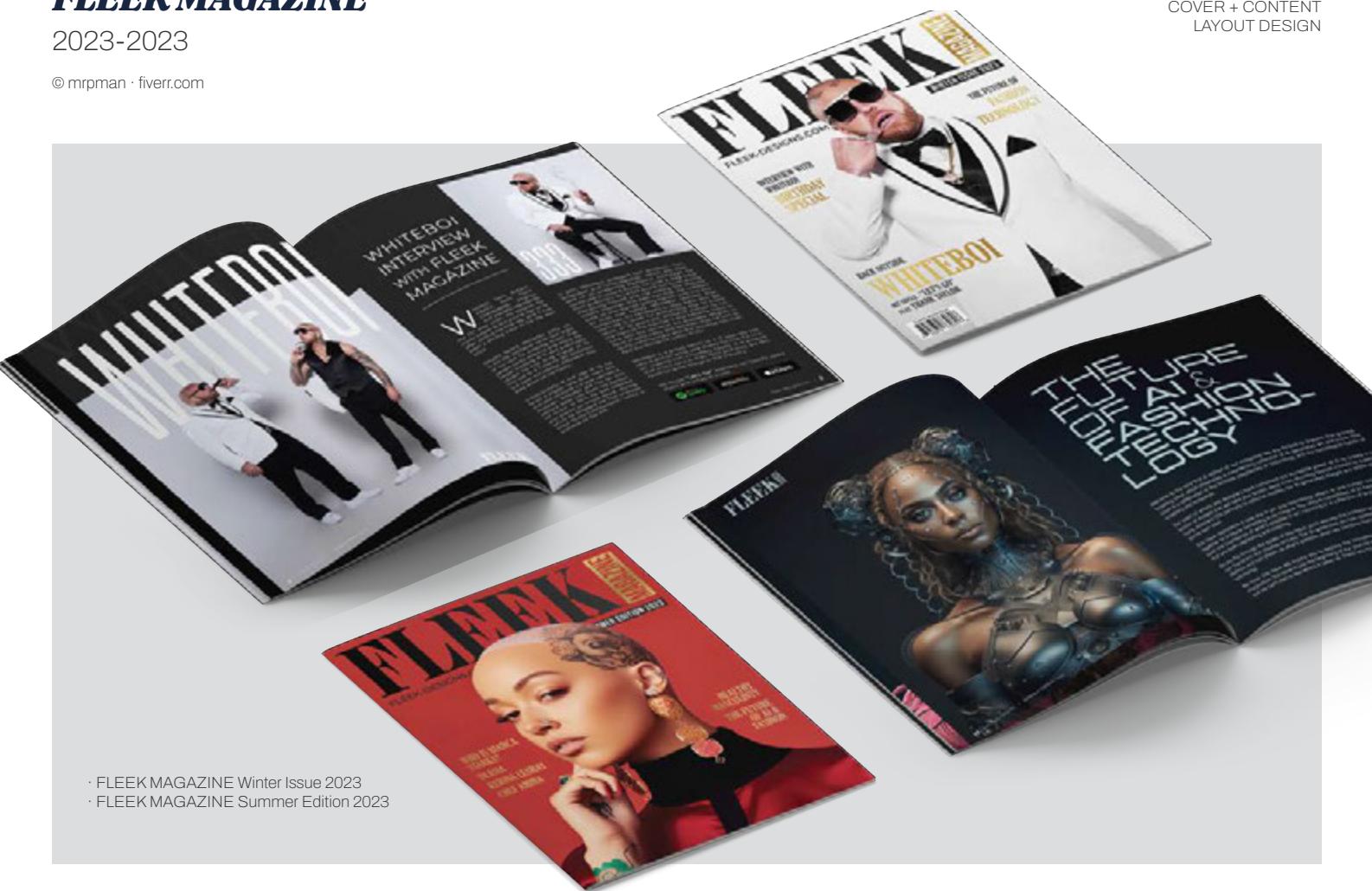
COVER + CONTENT
LAYOUT DESIGN

FLEEK MAGAZINE

2023-2023

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COVER + CONTENT LAYOUT DESIGN



· FLEEK MAGAZINE Winter Issue 2023

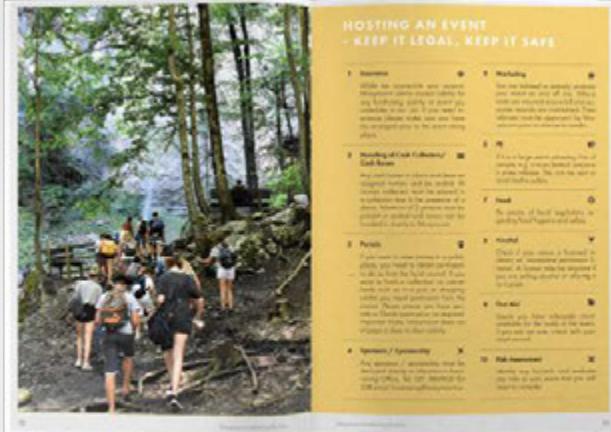
· FLEEK MAGAZINE Summer Edition 2023

Marymount - Fundraising Booklet

2023

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COVER + CONTENT
LAYOUT DESIGN



Phi Mu Alpha Province 9 Workshop

2023

© shawntiki · fiverr.com

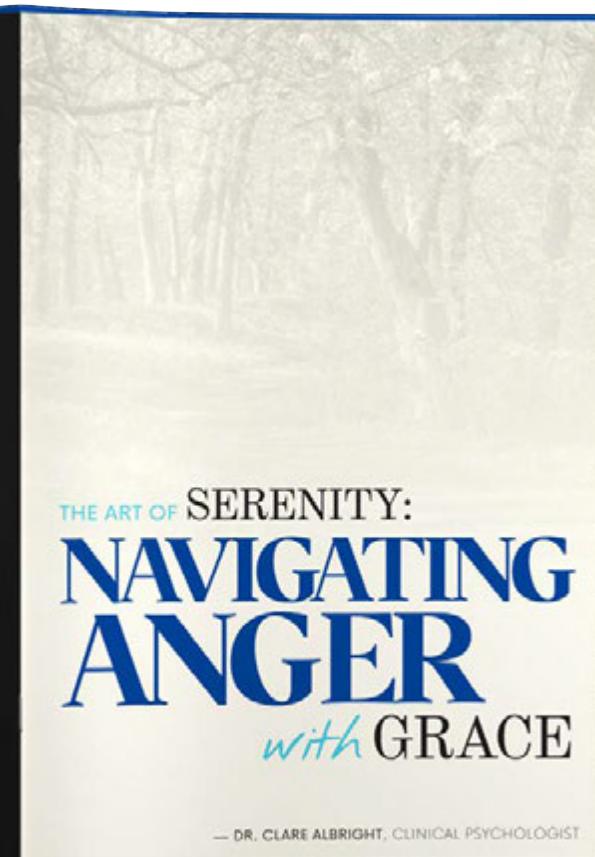
COVER + CONTENT
LAYOUT DESIGN



The Art of Serenity: Navigating Anger With Grace

2023

@scout5812 · fiverr.com

COVER + CONTENT
LAYOUT/FORMATTING
DESIGN

A PRACTICAL GUIDE

What research says about managing anger successfully?



If you're looking to manage your anger more effectively, research findings might be helpful. Two key findings:

Cognitive behavioral therapy (CBT) can be an effective treatment for anger management. Research has shown that CBT, a type of therapy that focuses on identifying and changing negative thought patterns, can be an effective treatment for managing anger. CBT can help individuals learn to identify triggers for their anger, develop new coping skills, and reframe negative thoughts in a more positive way.

Mindfulness practices can help reduce anger and stress. Research has also shown that practicing mindfulness, such as through meditation or deep breathing exercises, can help reduce feelings of anger and stress. Mindfulness practices can help individuals learn to be more present in the moment, regulate their emotions more effectively, and develop a greater sense of self-awareness.

Mindfulness techniques for managing anger successfully

You have absorbed the reasons for your anger and the role of anger management. If you're looking for mindfulness techniques to help manage your anger, here are five techniques that might be helpful:

1. Deep breathing: Taking deep breaths can help regulate your emotions and bring your attention to the present moment. Try inhaling for four counts, holding your breath for four counts, and exhaling for four counts, repeating as needed.

2. Body scan: A body scan is a mindfulness practice that involves focusing your attention on different parts of your body, starting from your feet and working your way

up to your head. This can help you come more aware of physical tension in your body.

3. Visual imagery: Visualization techniques, such as imagining a calm scene or visualizing yourself letting go of anger, can help shift your focus away from negative thoughts and emotions.

4. Mindful walking: Mindful walking involves paying attention to each step taken, the lining of your feet on the ground, and your surroundings. This can help you become more present in the moment and reduce feelings of anger and stress.

5. Loving-kindness meditation: Loving-kindness meditation involves sending well-wishes and positive thoughts to yourself and others. This can help cultivate feelings of compassion and empathy, which can in turn help reduce feelings of anger and resentment.

Remember, mindfulness techniques can be helpful tools for managing anger, but they are not a substitute for seeking support from a mental health professional. If you're struggling with managing your anger, don't hesitate to reach out for help!



— DR. CLARE ALBRIGHT, CLINICAL PSYCHOLOGIST

Extreme Edge Agency - Brand Building Fundamentals

2023

@theextremeedge · fiverr.com

CONTENT LAYOUT DESIGN

eTail Asia - Retail Trends That Will Dominate in 2023

2023

@wbrsgmarketing · fiverr.com

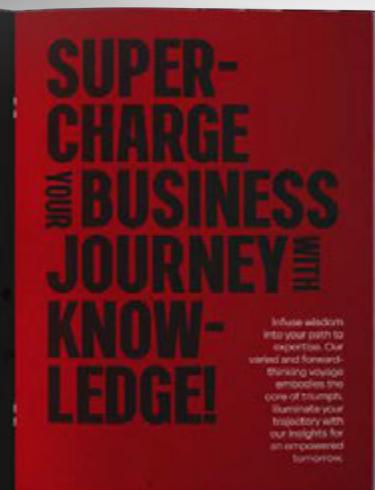
CONTENT + COVER LAYOUT DESIGN

Sterlin City's Hidden Secrets to Entrepreneurial Success

2023

COVER + CONTENT
LAYOUT/FORMATTING
DESIGN

© sterlincity · fiverr.com



introduction

**MAKING YOUR MARK:
STERLIN CITY'S SECRETS
TO GROWTH**

Venturing into the realm of entrepreneurship, we found ourselves navigating a landscape rife with challenges, victories, and an insatiable appetite for growth. Through our own setbacks and successes, however, came a wealth of knowledge, forged through years of dedicated effort, insightful research, candid conversations with seasoned entrepreneurs, and our unwavering commitment to learning. The result of this journey is what you're holding in your hands: this guide, a guide meticulously crafted to serve as a roadmap based on our experiences and wisdom gathered along the way.

Our immersion into this world began with a thirst for knowledge. We sought counsel from those who had walked the path before, attending business seminars and forums where we absorbed insights from experts in various fields. Through these dialogues, we honed our understanding of fundamental aspects like crafting a **Business Plan** (something that would lay the foundation for our venture). The contours of our endeavor began taking shape, a structure that now houses the distinct entities under our umbrella.

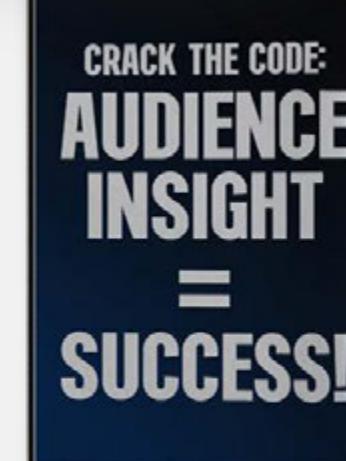
To tackle what would set us apart, we pursued further the concept of a **Business Plan**. With every seminar, every mentor interaction, we delved into the nuances of making our enterprise special, a standout in a bustling marketplace. Alongside, we comprehended the importance of **Brand Positioning**, of addressing challenges as opportunities, of pivoting when necessary, and of hunkering down to learn from mistakes. In a world of **Learning with Quotations**, we endeavored to forge connections.

As our understanding深ened, we moved from learners to implementors. Armed with a comprehensive grasp of **What, Why, How**, we drafted a compelling **Business Proposal**, a strategic blueprint for our venture's future. This proposal, a distillation of our collective journey, is a compass that helps map our entrepreneurial path. Its inquiries, an inverse development to the time invested in refining the art of business, are the cornerstone of our stories; our lessons stand as timeless, light-filled windows into opportunities and challenges that have shaped the trajectory of our journeys, a guide enriched by our experiences.

This guide transports you through the pages of our collective journey, a compass that helps map our entrepreneurial path. Its inquiries, an inverse development to the time invested in refining the art of business, are the cornerstone of our stories; our lessons stand as timeless, light-filled windows into opportunities and challenges that have shaped the trajectory of our journeys, a guide enriched by our experiences.

So, as you immerse yourself in the pages ahead, may all that you've learned here serve as a reminder of the power of experience. Your insights, our stories, our lessons stand as timeless, light-filled windows into opportunities and challenges that have shaped the trajectory of our journeys, a guide enriched by our experiences.

[www.entrepreneur.com/sterlincity](#)



EasyGreen Interior - Capability of Statement

2023

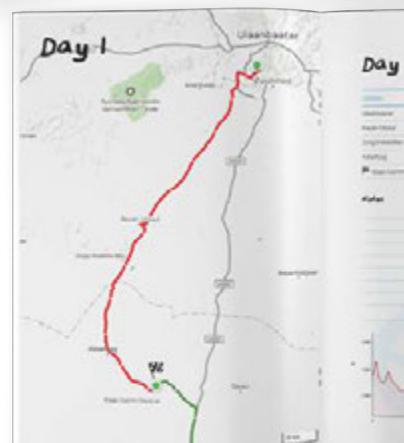
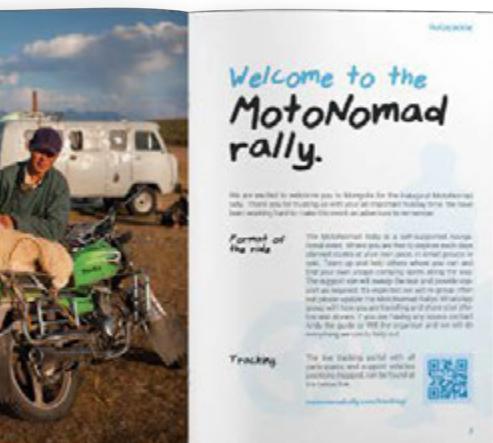
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MotoNomad Rally 2023 Guidebook

2023

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COVER + CONTENT
LAYOUT DESIGN

Sterlin City Diary

2023

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COVER + CONTENT LAYOUT DESIGN

27 July 2020 SELINA KATRINA | SEEING THE BEAUTY IN THE MUSICALS OF LONDON

MUSICIAN Dice Phoenix

LOCATION VAUXHALL STATION TIME: 19:00PM

Dice Phoenix is a musical artist from London, UK. He has been performing since he was 16 and now tours the world. His music is a mix of various genres, including R&B, soul, and jazz. He has performed at many of London's most famous venues, including the Royal Albert Hall and the Royal Opera House. His music is a blend of traditional African rhythms and modern electronic sounds.

24 June 2020 DICE PHOENIX WITH SELINA KATRINA

LOCATION Elephant & Castle Station

Rapoo (MC) and Big Champion (MC) are two of the most popular MCs in London. They have performed at many of London's most famous venues, including the Royal Albert Hall and the Royal Opera House. Their music is a blend of traditional African rhythms and modern electronic sounds.

10 July 2020 DICE PHOENIX WITH SELINA KATRINA

LOCATION Vauxhall Park / Basketball Court

U.L. BLAZE (MC) and KURE (MC) are two of the most popular MCs in London. They have performed at many of London's most famous venues, including the Royal Albert Hall and the Royal Opera House. Their music is a blend of traditional African rhythms and modern electronic sounds.

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27 July 2020 SELINA KATRINA

LOCATION CINEVIEW STUDIOS, 5TH & BURGESSWOOD ROAD, LONDON

SELINA KATRINA is a visual artist and filmmaker based in London, UK. She has worked on numerous projects, including music videos, commercials, and feature films. Her work is characterized by its vibrant colors and dynamic compositions. She has also worked on several documentaries, including "The Art of War" and "The Art of Peace".

IF YOU KNOW YOU KNOW

case at Hip Shop Sutton

LUCCHI SUPREMESON

OLDHARBOUR LANE

09:00 pm - 09:30 pm

Diego and his team of rappers have been working hard to create a new album. They have been touring the country, performing at various events and festivals. They have also been working on their own music, creating new tracks and songs. They are currently working on their second album, which will be released in the coming months.

24 November 2020 UNLEASHING RAP TALENT AT THE REBELCANE STREET MARKET

LOCATION WATERLOO, LEEKE STREET, LONDON, SE1 1LS

CYPHER

Lucchi Supremeson is a rap group from London, UK. They have been performing at various events and festivals across the city. They have also been working on their own music, creating new tracks and songs. They are currently working on their second album, which will be released in the coming months.

11 March 2020 ENVISIONING THE BRAND: PAVING THE WAY FROM DAY ONE

LOCATION CINEVIEW STUDIOS, 5TH & BURGESSWOOD ROAD, LONDON

THE BIG CHALLENGE.

MONIKA ZEE.SNAPS

11 March 2020 ENVISIONING THE BRAND: PAVING THE WAY FROM DAY ONE

LOCATION Kings Cross

Kings Cross

13:00 pm - 15:00 pm

I had a total of five models, each playing different roles in the photo shoot. To ensure smooth coordination, I created a storyboard and had detailed notes to guide me since I was working alone.

The models involved in the shoot were Hennetica, Nel More, Chantay Q. Marika, and comedian Anthony Al. I had also planned for another model to join, but unfortunately they couldn't make it due to transportation issues caused by disrupted train services.

11 March 2020 ENVISIONING THE BRAND: PAVING THE WAY FROM DAY ONE

LOCATION CINEVIEW STUDIOS, 5TH & BURGESSWOOD ROAD, LONDON

THE BIG CHALLENGE.

MONIKA ZEE.SNAPS

Journeying Through Cyber-Energy and Digital Dreams

SterlinCity DIARY

HOUR MINUTE SECOND
18 25 23.02
DATE 2020

HOUR MINUTE SECOND
19 50 21.08
DATE 22.08

Barcode: 0 781234 567890

11 March 2020 ENVISIONING THE BRAND: PAVING THE WAY FROM DAY ONE

LOCATION Kings Cross

Kings Cross

13:00 pm - 15:00 pm

The shoot took place at the beginning of March 2020, during a time when the world was becoming increasingly aware of the emerging COVID pandemic. The streets were already starting to become deserted, and I couldn't help but question the rapidity and relentlessness of the situation.

Despite the circumstances, my very first video shoot turned out to be a great success. Every one involved acted professionally, and the results spoke for themselves. I made sure to pay each person in cash, expressing my gratitude by including a small letter of appreciation along with the payment. This gesture of appreciation would become a recurring practice throughout my journeys, as it represents our identity and sets us apart from others.

As the world seemed to be on the brink of chaos, I felt like I was just beginning to truly live. I realized that as long as my heart kept beating, it was never too late to pursue my purpose. It was time to start the next chapter, and I was ready for it.

Facing difficulties in securing dates with established photographers, I decided to switch things up and started working with new, young talents who were eager to learn and collaborate on our project as photographers and videographers.

STERLINCITY

Atelier Des Sens Grasse

2023

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COVER + CONTENT
LAYOUT DESIGN



SankofaNow Company Profile

2023

© tonyzamble · fiverr.com

COVER + CONTENT
LAYOUT DESIGN



SterlinCity

2023

© sterlincity · fiverr.com

CONTENT LAYOUT
DESIGN

Funari - Deep Ethereal Dream Lookbook

2023

© janellefunari · fiverr.com

COVER + CONTENT
LAYOUT DESIGN

Cheat Codes

2023

© mrpman · fiverr.com

COVER + CONTENT
LAYOUT/FORMATTING
DESIGN



Most Common Airbnb Revenue Management Mistakes

2023

© ericmoeller3665 · fiverr.com

CONTENT LAYOUT DESIGN



A transformação digital através da Cloud Computing

Por Sérgio Góes

Uma vez dominada por grandes corporações, a tecnologia de armazenamento em nuvem tem se popularizado entre empresas de todos os tamanhos. Afinal, é uma solução que oferece economia, agilidade e flexibilidade. Saiba mais sobre o que é a Cloud Computing e como ela pode transformar sua organização.

Computação em nuvem

É a forma mais comum de armazenamento em nuvem. Consiste na disponibilização de recursos de computação, como processadores, memória, armazenamento de dados e software, de forma virtualizada, via rede, para que possam ser utilizados por usuários que não possuem os recursos físicos necessários para executar suas tarefas.

Cloud Computing e suas vantagens

Sabemos que, quando falamos de armazenamento em nuvem, muitas pessoas pensam em questões de segurança. No entanto, é importante lembrar que a Cloud Computing é uma tecnologia que oferece muitos benefícios para as empresas, como:

- Economia:** Com a Cloud Computing, as empresas podem reduzir os custos de investimento em hardware e software, já que não precisam adquirir e manter equipamentos fisicos.
- Agilidade:** A Cloud Computing permite que as empresas respondam rapidamente a mudanças no mercado, já que os recursos são disponibilizados de forma rápida e eficiente.
- Flexibilidade:** As empresas podem escalar seus recursos conforme necessário, sem precisar investir em novos equipamentos.
- Segurança:** As empresas podem ter acesso a recursos de segurança especializados, que garantem a proteção dos dados.
- Disponibilidade:** As empresas podem ter acesso a recursos de alta disponibilidade, que garantem a continuidade do serviço.

Cloud Computing e suas desvantagens

Apesar das vantagens, a Cloud Computing também apresenta desvantagens, como:

- Riscos de segurança:** A Cloud Computing pode apresentar riscos de segurança, já que os dados são armazenados em servidores externos.
- Dependência:** As empresas podem depender de fornecedores de serviços de nuvem, o que pode resultar em perda de controle sobre os dados.
- Custo:** Embora a Cloud Computing possa ser mais econômica no longo prazo, o custo inicial de implementação pode ser alto.

Conclusão

A Cloud Computing é uma tecnologia que tem transformado a forma como as empresas operam. Ela oferece muitos benefícios, como economia, agilidade e flexibilidade, mas também apresenta desvantagens, como riscos de segurança e dependência. É importante que as empresas avaliem cuidadosamente as vantagens e desvantagens antes de adotar esta tecnologia.

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entrevista

Liliam Carrete

**Professora Doutora
Em Business**

A "Startups Inovadoras: Navegando no Tabuleiro dos Investimentos"

Bem professor vou iniciar só pedindo pra você comentar um pouco sobre a sua trajetória, como você conheceu o mundo das finanças e o que fez você trilhar essa vida acadêmica?

Eu entrei no mercado financeiro quando eu era aluna da FEA, num banco que não vendia investimento, era só para empresas, então eu comecei a trabalhar na área de operações fazendo relatório para os leaders. Comecei a trabalhar em 1993, quando o Brasil começou a falar emenda de bônus para as empresas brasileiras, então comecei a trabalhar em um banco de investimento e gente fazia algumas emendas, inclusive eu trabalhei numa emissão de bônus para a Petrobras lá em 93, o Brasil ficou encalhado externa. E aí eu me dei mais e nesse momento fui uma oportunidade para o mercado internacional.

Depois eu fui para o Banco de Boston, que também não vende moedas, porque foi comprado no Brasil pelo banco Itaú e eu trabalhei na parte de captação de recursos para o financiamento de comércio exterior das empresas brasileiras, então na Itália com os bancos internacionais participação de dólares para financeirar os exportadores e importadores brasileiros.

E já eu engajada, pedi demissão no Banco do Brasil e eu fiz o mestrado na PUC, com administração e a minha tese foi sobre decisão de investimento, já que eu sempre trabalhava com financiamento do lado do banco, com depósito de empresas ou instituições. E aí depois, eu voltei para o mercado para trabalhar no Citibank, mas já com outros bônus, só que de bônus da para cumprir com a experiência que queria ter como investimento, então eu fui direcionado na FEA.

E de fato, ou comecei a trabalhar com consultoria e dar aulas pra gente nova, comecei a conciliar com a maternidade, inclusive os meus filhos sempre a estudar, estudo na escolinha e nas férias eu podia me dedicar mais para elas e aí que eu fiquei meses, 15, procura PEA, começando a carreira acadêmica com a ajuda de um mês.

Muito bem, e o agora está crescendo, o maior velho está com 24 anos e o maior novo com 22, então de cinco anos para cá eu comecei a me dedicar pra Finanças Empresariais, que é englobado e chamado de Entrepreneur Finance, que é uma linha de pesquisa e eu com essa disciplina a partir do que eu investiguei do que era falar aqui nos Estados Unidos, que é o modelo do curso de MIT e eu desenvolvi esse curso incentivando o empreendedorismo.

Comente aí os desafios para o mercado de investimento, qual são os investidores ágeis, os ICs. E eu fui para a AAFIN (Agência USP de

Inovação) desenvolver a rotina só só na FEA, mas na USP, com esses investidores ágeis, e não sei se você está acompanhando, mas eu já estou variando a lição na área de empreendedorismo, podendo desenvolver as disciplinas de empreendedorismo agora da USP. A gente está com desafios, é desafios diretamente pelo profissional de graduação, que eu co-desenhei, e da pós-graduação. Em todos nós eu fico converso com o mercado e com o seu viés de ensinar, sócio, visto muita falta, eu tenho que fazer melhor essa viés da universidade, quando a pessoa procura e é capaz de fazer isso por si só. O empreendedorismo só mostrando exemplos e capaz disso.

Desde que eu entrei na universidade, não muitas aulas de valiosas, eu sempre fui considerada como uma competente para a gente falar a competitividade de hoje. Então, eu trouxe o mercado para ensinar os alunos, e aí a gente tem aquela ideia de que "Ah, é só um palestrante Acadêmico", tem muita diferença com o comprometimento do aluno quando ele vê que a coisa tá valendo, que a coisa é pra valer, mas desejamos de valiosas e de empreendedorismo, porque a gente coloca os alunos nisso conta com os investidores. Seja pra investimento, seja pra você final da disciplina, ele vai ter que apresentar o projeto e se ele só vai fazer um projeto, pode não merecer de se apresentar, mas é muito completamente à forma, né?

Então isso mostra pra gente o que a gente já discutiu na FEA

que o professor não é o fornecedor de conteúdo, ele é uma liderança, um líder, um tutor que leva o aluno nessa trajetória de aprendizado, ele lidera, incentiva, esti-mula, ele abre os caminhos para que o aluno por si só vá buscar o conteúdo.

porque ele é muito velot, diaça dia ou três anos, vai pra praia desmatando, então a gente tem que trabalhar para dar os instrumentos

Quando a gente fala a constelação dos conhecimentos de administração, as disciplinas que trazemos são justamente multidisciplinares, com professores de diferentes áreas, para falar essa disciplina em que o aluno precisa ter feito todas as áreas possíveis, a fim de resolver um problema, que é de

tudo o que acontece na vida prática. No começo do curso, ele já cria a necessidade de estudar porque precisa dizer que é só pra conhecimento para desenvolver, por exemplo, uma campanha de marketing, para desenvolver uma boa comunicação com o mercado, para conseguir conquistar um determinado segmento do mercado.

E só quando eu entro nessa área de empreendedorismo, eu me apercebo cada vez mais e eu sou mais motivado nessa área. Eu fui a primeira professora a criar esse curso de extensão na FEA que é pago para gente de fora da FEA, que é o curso de investidores ágeis. O objetivo de qualquer lugar poderia se inscrever e fazer esse curso, com isso, eu ensino para elas a regra de como se conectar com os investidores, enquanto com os investidores, eu ensino como elas devem tratar investidores, decisões para investir, como se conectar com os investidores, qual é a função, os melhores praticas de investimento, se dimensionar as finanças para que os investidores aceitem.

Dado que um de seus mais recentes projetos de extensão (Curso de Empreendedorismo - Fundraising para Startups) está relacionado com um ambiente de inovação das Startups, quais seriam os principais percalços a serem vencidos por uma empresa que ainda está nessa etapa inicial? Em um médio prazo, você vê uma mudança nesses desafios? Se sim, para qual direção?

Preciso, como, quer dizer, só as iniciativas das startups, quando elas iniciam e só elas que tem que comunicar a publicar sobre sobre isso, nell'è que acontece e que primeiro a gente tem

F(CFE)1:
A aquisição de
Bilhões que muda
a direção da Fórmula 1

Alejo Torni
Analista - Mercados | **Giovanna Gama**
Analista - Mercados

Foi em 13 de maio de 1950, em Silverstone, na Inglaterra, que foi disputado o primeiro Grande Prêmio da Fórmula 1. Fazia história de mais de 72 anos, e é considerada como uma das mais antigas e tradicionais, também é um polo de luxo, glamour, esportividade, patrocínios, atletas e os que pagam altos valores em contratos de propaganda e direitos de uso da marca, tudo somado se tornou um movimento, um encontro de inovação que fluiam com o nome da categoria se tornasse ainda mais,ável. Assim sendo, com tais características marcantes, desperta se a seguinte pergunta: Quem fará

heito com o F1? E o que disso nos levará? Pode ser que o que é certo é que a categoria de F1 não vai desaparecer em 80 anos.

A trajetória da Fórmula 1 é muito ligada ao nome Charles, fundador da escuderia Benetton em 1960, e com ele, a maior conhecida, a ONE Group, fundada em 1987 com o nome de NAF. A Fórmula 1 é o maior patrocinador, por isso, o ONE Manager, para gerenciar



Trading Casa Sales Letter 2023

2023

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CONTENT LAYOUT
DESIGN

ALMENO UNA DI QUESTE 4 "CATEENE MENTALI" STA IMPEDENDO LA VENDITA DEL TUO IMMOBILE?

Il mio nome è Silvana Agnelli, sono un agente immobiliare con oltre 10 anni di esperienza nel settore immobiliare e sono stata la prima donna a vendere di tutti i colli di Piacenza, nonché la prima donna a vendere una casa.

Oggi ho deciso di mettere le mie competenze al servizio di tutti coloro che hanno bisogno di vendere il loro immobile, sia per esigenze professionali, sia per personali, sia per ragioni di eredità o di successione. Ho deciso di diventare un vero professionista del settore immobiliare.

TRADEING CASA L'AGENZIA CHE NON CHIEDE L'ESCLUSIVA

Quali sono stati i risultati che ha raggiunto Trading Casa negli ultimi due anni?

OPEN HOUSE

SE MI CONTATTERAI AL 05235822100 ENTRO 5 GIORNI AVRAI LA POSSIBILITÀ DI OTTENERE LA VALUTAZIONE REALE E GRANDE DEL TUO IMMOBILE IN MENO DI 48 ORE E DI ESSERE SEGUITO DAL SUPER TEAM DI TRADING CASA, CHE VENDERÀ IL TUO IMMOBILE IN TEMPI RECORD E SENZA CHIEDERTI NESSUNA ESCLUSIVA!

Attenzione:
In questo momento hai una super occasione tra le mani!

BILLION DOLLAR STORY

The Power of Personal Branding

2023

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**HOW TO
BRAND YOU & ADD A ZERO TO YOUR REVENUE!**

**HOW TO
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BILLION DOLLAR STORY

STEP ONE: CRAFTING GOOD BRAND ORIGINSTORY

The Elements That Create A Magnetic Origin Brand Story

Model Brand Stories

John Lewis Insurance (My Concept)

Model Brand Stories

John Lewis Insurance (My Concept)

Model Brand Stories

John Lewis Insurance (My Concept)

Portfolio

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