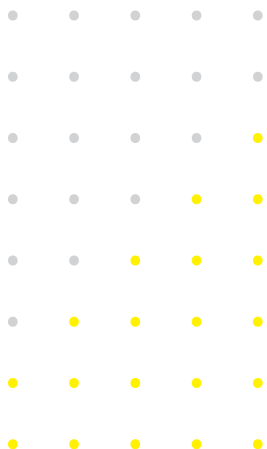




**NATASHA MARCELIA**

GRAPHIC DESIGNER

2016



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# Introduction

## Hello!

My name is Natasha Marcelia,

but you can call me Nat.

I was born and raised in Jakarta.

I'm a freshly graduated graphic designer,

who have so much interests,

and always love to try something new.



/ name / **Natasha Marcelia**



/ date of birth / **March, 16th 1994**



/ address / **Taman Alfa Indah F7 #12, West Jakarta**



/ phone / **0818787221**



/ email / **m.natasha.marcelia@gmail.com**



/ line / **natashamarcelia**



/ facebook / **www.facebook.com/natasha.marcelia**

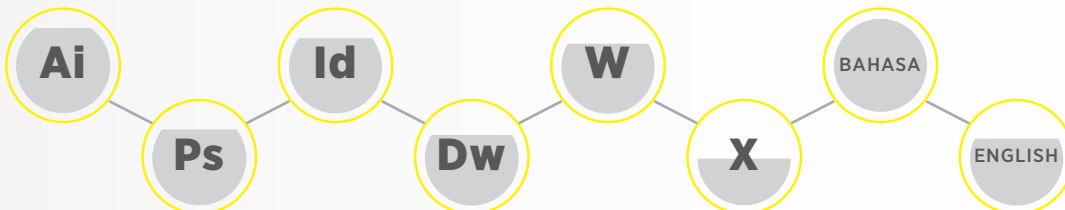
## Education

- 1997 - 2009 **BPK Penabur Jakarta**  
Formal Education
- 2009 - 2012 **SMAK 1 Penabur Jakarta**  
Natural Science Major
- 2012 - 2016 **Bina Nusantara University**  
Visual Communication Design Major

## Work Experience

- 2015 - 2015 **DM-ID Group, WIR Group**  
Creative Team Internship
- 2015 - 2016 **DM-ID Group, WIR Group**  
Part Time Junior Brand Designer
- 2016 **Freelance**  
Freelance Graphic Designer

## Ability



## Experience

- 2013 **Programme Committee**  
Malam Keakraban DKV  
Bina Nusantara University
- Consumption Committee**  
"KREARTERA" Temu Keakraban  
Himpunan DKV Bina Nusantara  
University
- 2014 **Consumption Coordinator**  
"WIZCRAFT" Temu Keakraban  
Himpunan DKV Bina Nusantara  
University
- Volunteer**  
Fresh 'n Brite Exhibition ASEAN  
DKV Bina Nusantara University
- 2015 **Exhibition Coordinator**  
"AN.ACT.DOTE" Plaza Desain  
DKV Bina Nusantara University
- Participant**  
"AN.ACT.DOTE" Plaza Desain  
in Art:1 Gallery & Museum,

Design is  
thinking  
made  
visual

/ saul bass /

## Visual Identity

Golden Age Perfumery / **06** /

Fanny Salon & Day SPA / **08** /

Old & New / **11** /

# Golden Age Perfumery



/ ? /

Golden Age perfumery is a perfume and cosmetic store located in Melawai Plaza, South Jakarta, Indonesia. Since 1983, this store has been serving customers, from young ladies to old men. Beside selling perfume and cosmetics, this store also serve ear and nose pearcing.

The original visual identity was meant to make the store look elegant, luxurious and trendy, and it all worked in its time. But these days, it looks old and no longer has its perks. So, I decided to make the new visual identity for this store.



/ 1 /

Shopping bag design  
for Golden Age  
Perfumery new visual  
identity.



/ 2 /

Stationery design for  
Golden Age Perfumery  
new visual identity.

# Fanny Salon & Day SPA



/ ? /

Fanny Salon & Day SPA is a salon located in Gandaria, South Jakarta. This salon doesn't have an identity, and it doesn't really matter at the first decade. Nowadays, with the gigantic amounts of competitor everywhere in town, the owner started to consider the need of a visual identity in a brand.

So, the owner wanted to rebrand her salon into a female-only salon with feminine touches and cozy feeling to earn more customers trust and value. I decided to help her make the new visual identity with the new concept and strategy for Fanny Salon & Day SPA.





/ 1 /

Stationery design for  
Fanny Salon & Day SPA  
new visual identity.

/ 2 /

Brochure design for  
Fanny Salon & Day SPA  
new visual identity.



/ 3 /

Website design for  
Fanny Salon & Day SPA  
new visual identity.





/ 1 /

Membership design for  
Fanny Salon & Day SPA  
new visual identity.

/ 2 /

Pricelist design for  
Fanny Salon & Day SPA  
new visual identity.



/ 3 /

Shopping bag design  
for Fanny Salon & Day  
SPA new visual identity.



# Old & New

---



/ ? /

Old & New is a well known antique store located in Bandung, West Java. Since 2006, this store has been serving antique collectors and decorators in Indonesia by selling old things, and also new things. The store doesn't have an

identity so the original logo and visual can't represent the character of the store. So, I decided to make a new visual identity for this antique store, by showing the antique character in elegant ways.



/ 1 /

Stationery design for Old & New Antique new visual identity.



/ 2 /

T-shirt uniform design for Old & New Antique new visual identity.

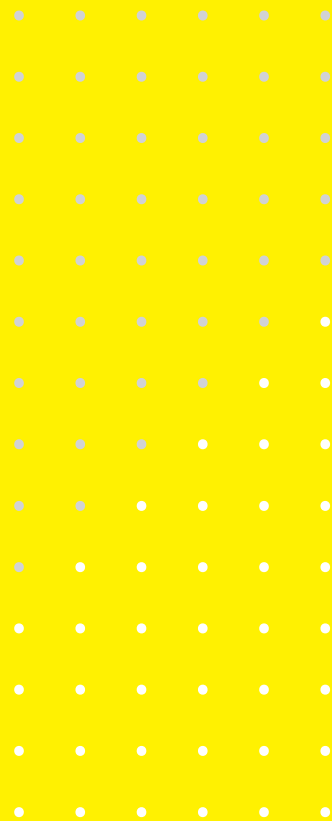


/ 3 /

Shopping bag design for Old & New Antique new visual identity.

Simplicity  
carried to  
an extreme  
becomes  
elegance

/ jon franklin /



## Packaging

Vaseline Lotion / **14** /

Ketoprak Bang Roni / **15** /



# Vaseline Lotion



/ ? /

Vaseline is an international well known skin treatment brand. This brand has many products, such as lotion, petroleum jelly, lip balm, and face soap. The original packaging design of Vaseline Lotion is too healthy, without any touch of beauty.

It supposed to show a touch of gentle and softness for skin. So, I decided to make a new design for Vaseline Lotion Total Moisture Packaging, with three new fragrances; Green Tea, Sweet Vanilla, and Creamy Coffee in tubes.

# Ketoprak Bang Roni



/ ? /

Ketoprak Bang Roni sells Indonesian traditional food called “ketoprak” in Kemanggisan, West Jakarta. The customers are mostly young people who live or work near the area. I decided to make the packaging to help the owner attract more customers and to make it look more fun. I hope the new packaging design can be efficient, fun and unique to attract more young customers.

Designers  
are meant  
to be loved,  
not to be  
understood

/ fabien barral /

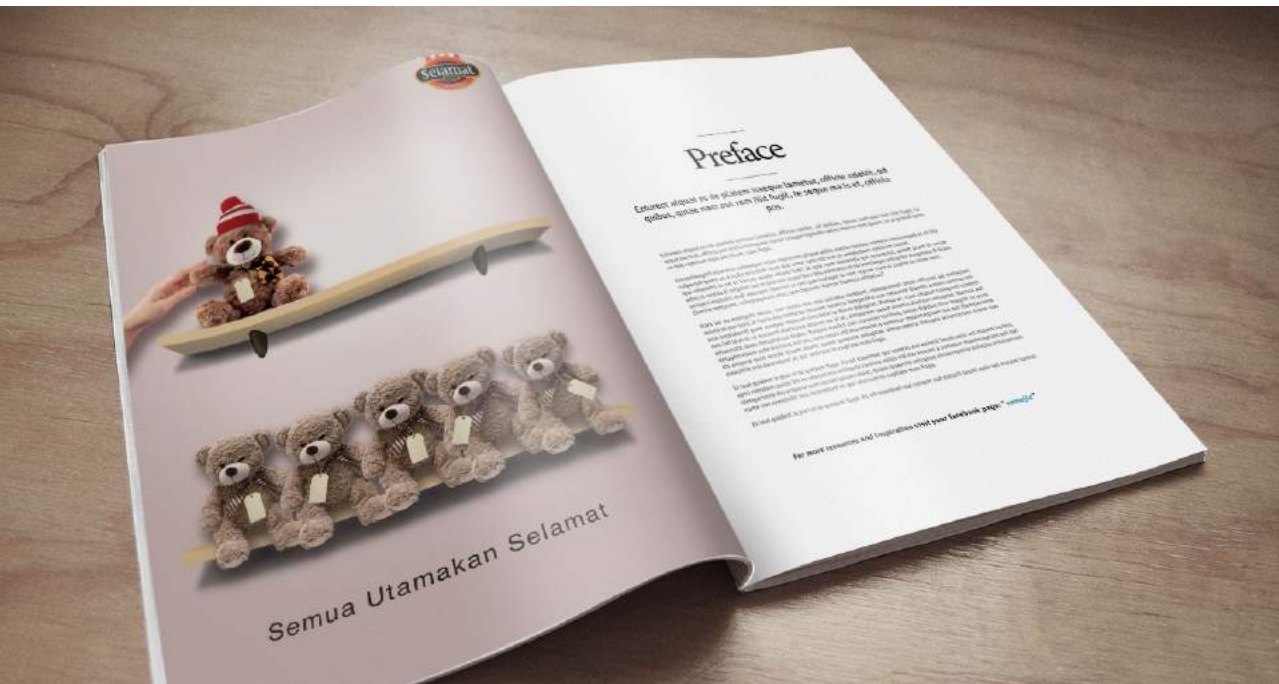
## Advertising

Selamat Biscuit / 17 /

Indomie / 18 /



# Selamat Biscuit



/ ? /

Selamat Biscuit is an old well known brand of chocolate sandwich and wafer in Indonesia. The customers of this brand are mostly in their mid 40s or even older and most young people in Indonesia choose another brand, which is newer and more popular in the society.

I decided to make this series of side-by-side print ad to compare Selamat Biscuit with other brands and let public know that this brand is for every generation, not just the older ones. I symbolized Selamat Biscuit as the original color of this brand to remind the public how attractive and good this brand really is.

# Indomie



/ ? /

Indomie is a very popular instant noodle (ramen) brand in Indonesia. Indomie has many different flavors and it was really tempting at first. But lately, public realize that even with those many flavors, Indomie is still just an instant noodle. Nothing special. So that's a negative side of the brand.

I made this Indomie negative-to-positive print ad to show public that this common instant noodle can be modified into other nice foods with creativities. It can be special if you want it to be. So I gave three simple recipes to modify Indomie into something else, something healthier and delicious.



thank  
you

/ portfolio / 2016 /