

YOHANES IIVONI AVE

CREATIVE

PORTFOLIO



INTRODUCING,

AVE

GLASSES TO COVER
EYE BAGS



AMBITIOUS, ENTHUSIAST,
OPEN Minded



22 YEARS OLD
(STUDENT OF
BAKRIE UNIVERSITY)

"FUNNY, HANDSOME, KIND-HEARTED"
-SELF CLAIMED



"LOVELY"
-MY GF



IPK 3,8



TEAMWORK, COMMUNICATIVE,
HAPPY (OPTIONAL)



MAIN SKILLS

DIRECTOR // COPYWRITER

*No more
Fear,*



**Aue's
Here!**



Here are the
projects
I have
directed.

IVONI AVE

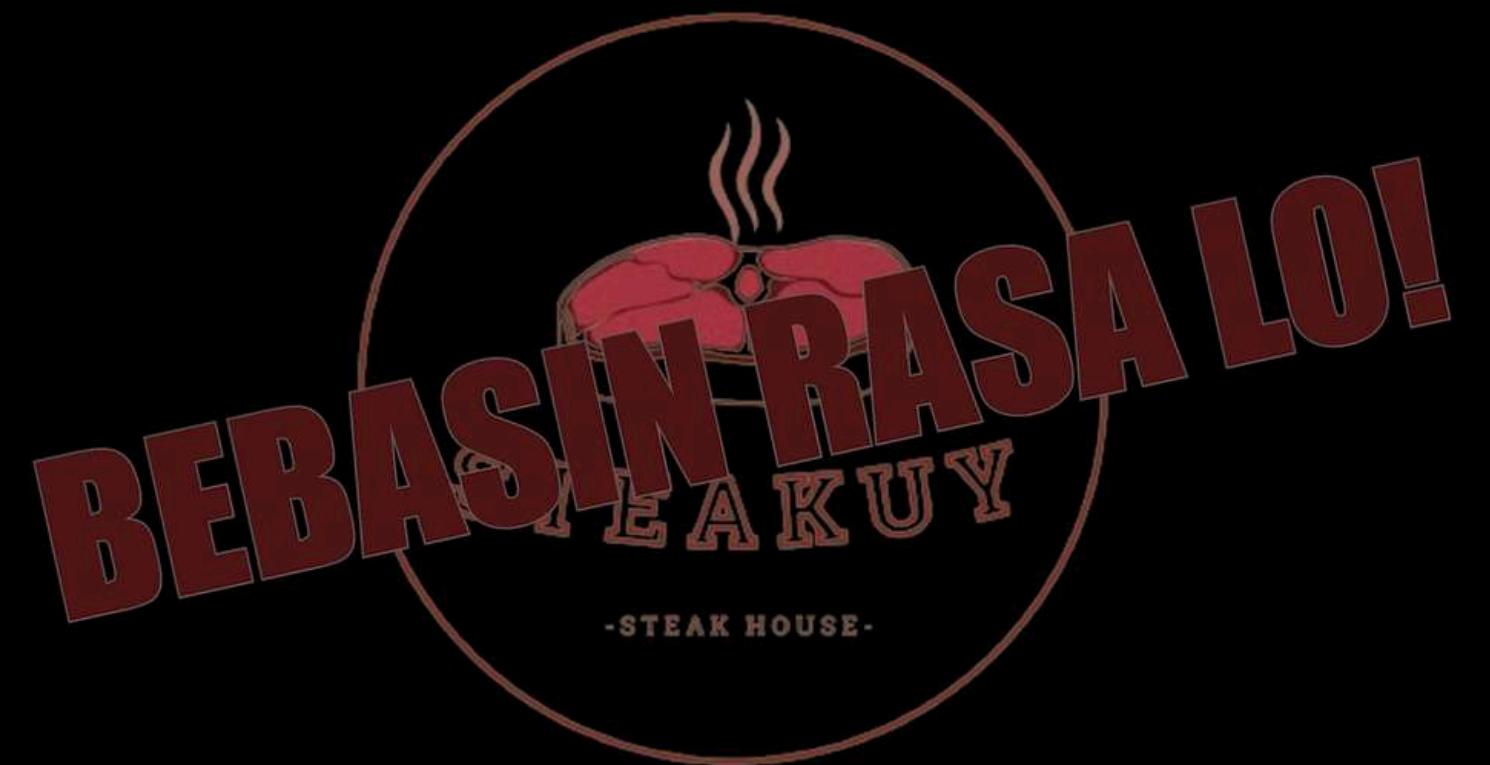
short Movie



Project of May-July 2023



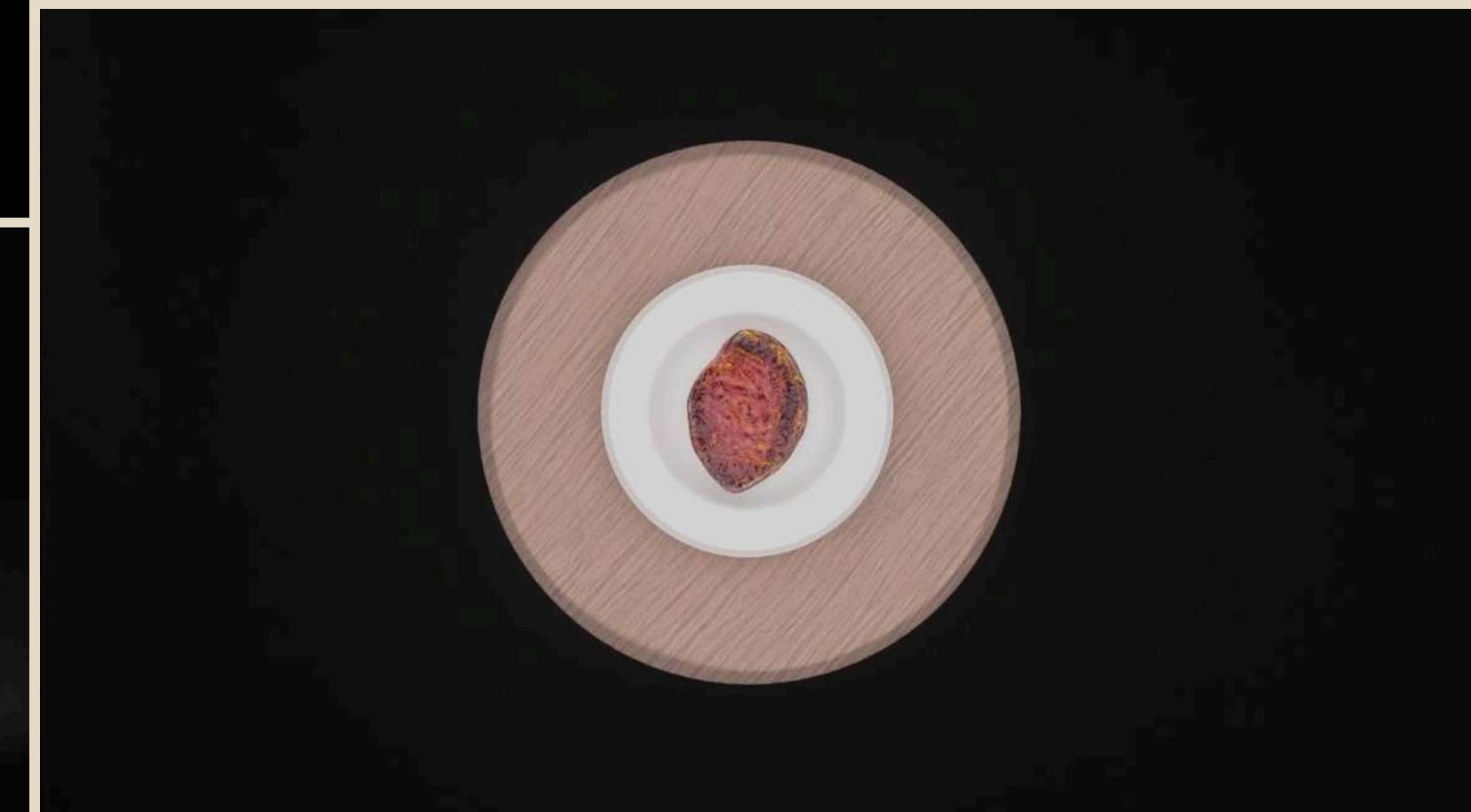
Channel: Chatabella Salsa



STEAKUY

was our client which is a steak house located in Kota Wisata Ciangsana, Gunung Putri, Bogor Regency. Steakuy wanted to increase their sales and brand awareness, so they hired us.

4 Months Project
Project of Oct-Dec 2023



3D Advertisement Video

Project of November 2023



“Kehidupan Dibalik Teriakan dan Keringat ‘Pak Ogah’”

Documentary

1 Month Project

Rhino is one of the “Pak Ogah” who lives at Pondok Surya Mandala Regency. We discover what stories untold behind all of his screams and hardwork on the road to control the traffic.

Kehidupan Dibalik Teriakan dan keringat Pak Ogah

• Jl. Perumahan Pondok Surya Mandala, Bekasi Selatan (jalan alternatif jalan raya cikunir-jalan raya pekayon

DOCUMENTARY



***Padukan Rasa
di setiap suasana***

PADURASA Brand Introduction

is an imaginary brand that produced many variant of donuts, which each variant stands for customers' feelings and moods.

2 months project

Project of Nov-Dec 2023



Collaboration Project

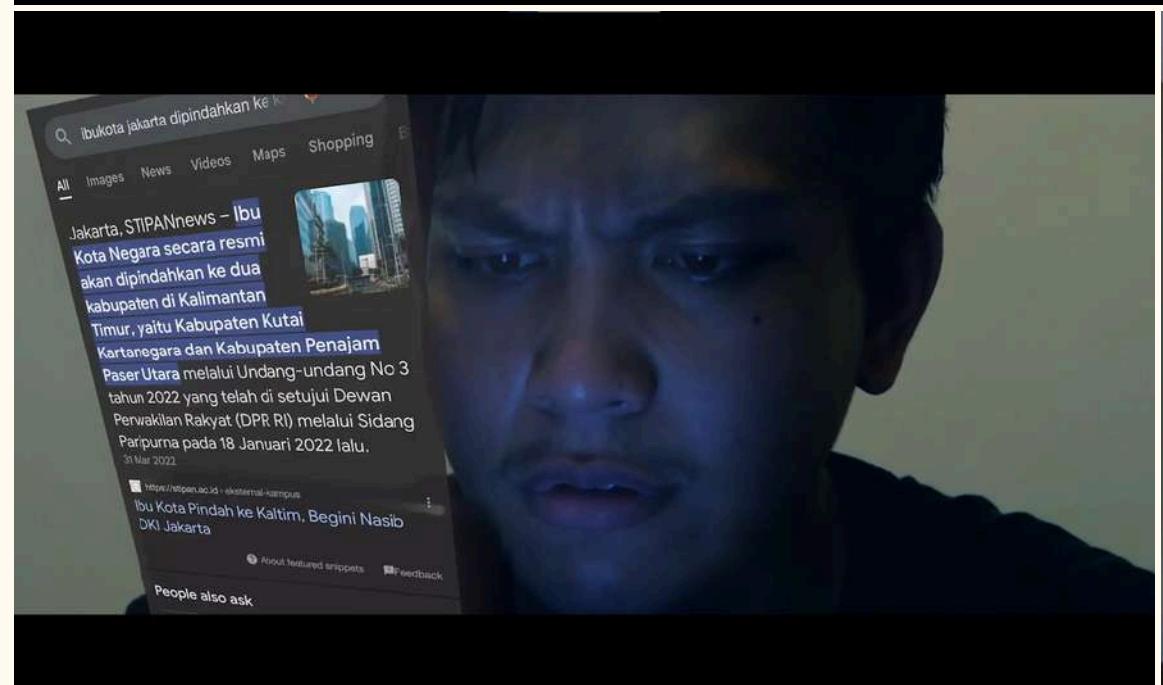
Project / June 2024



Director
Yohanes Iponi Ave

Assistant Director
Fajar Angkasa

Producer
Chatabella Salsa



JAKARTA TETAP JAKARTA

Even though Jakarta is no longer capital of Indonesia, nothing's going to change.

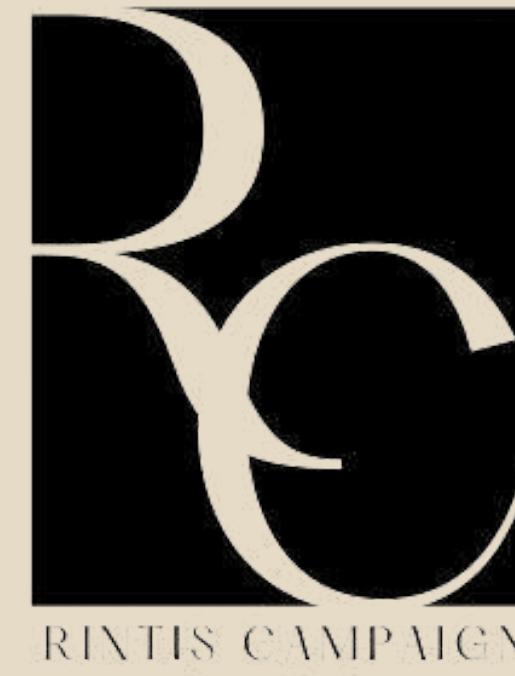
Collaboration between:





**It's time to see my
copywriting
projects**

and a little bit of design.



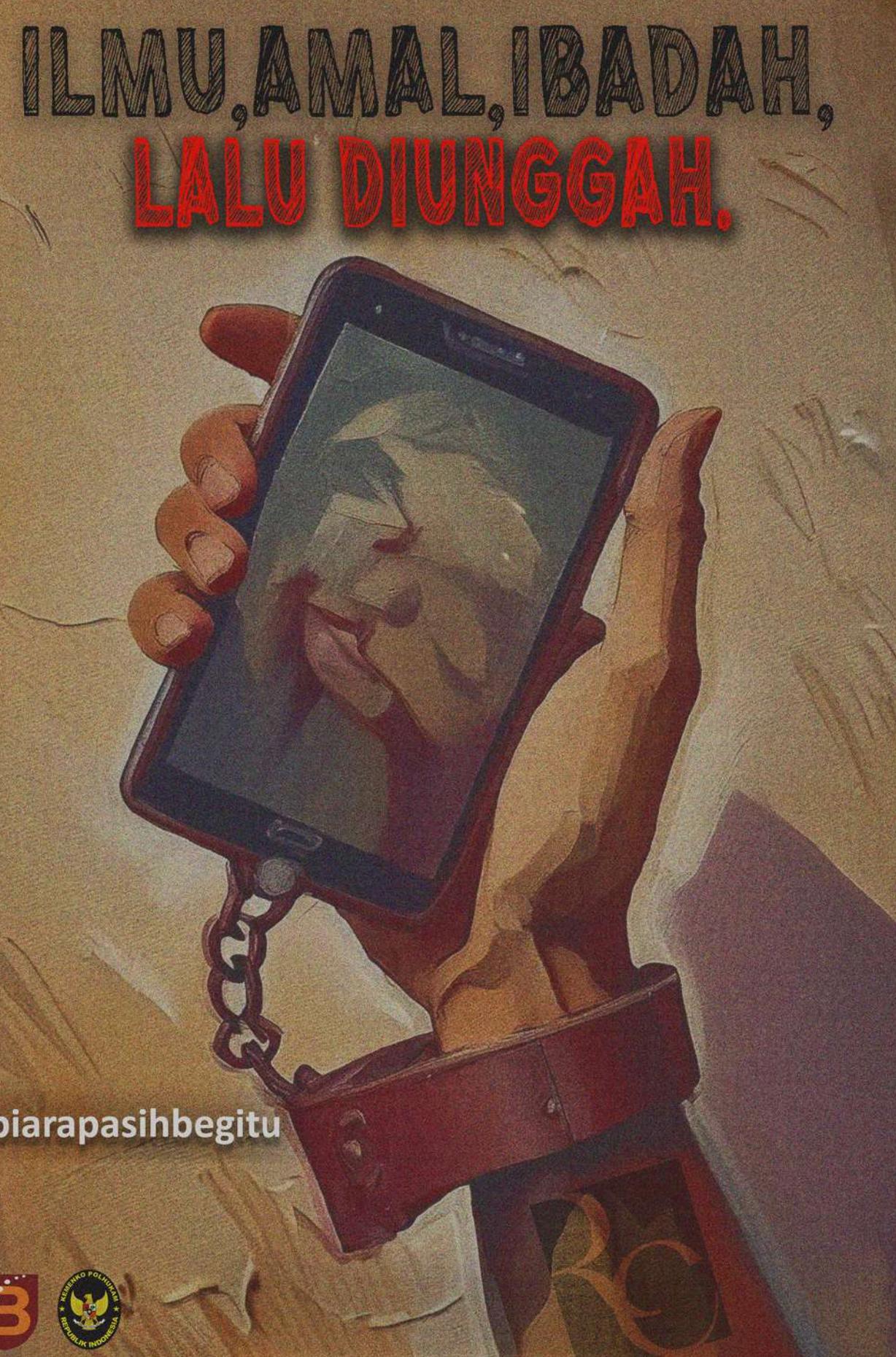
RINTIS stands for “Revolusi Internal Ketimpangan Sosial” is a social media campaign that talks about social inequalities and social issues which happened in the city of Jakarta.

We are very aware that some of the folks in Jakarta still underestimate many people's job/work in various ways. Also they always pretend to do something to feel better about themselves. So we came up with a slogan

“Biar Apa Sih Begitu?”

Hopefully, after seeing some of our content they feel inspired and be a better human being.

BiarApaSihBegitu





Project of October 2023

Billboard



STEAKUY

Strong Copy,
Strong Visual,
Good Execution.



Social Media Carousel

The slide features a background illustration of a map of Indonesia with a pink-to-white gradient overlay. At the top left, there's a red square with the text "kok-bisa?", the logo of the Komisi Pemilihan Umum (KPU), and a yellow letter "B". On the left side, there's a cartoon illustration of three people at a voting booth, with one person holding a small Indonesian flag and another holding a sign that says "#PEMILU DAMAI". The main title "MEMBUAT KEPUTUSAN DALAM PEMILIHAN" is on the left, and a sub-question "NAMUN BAGAIMANA BILA MERASA TIDAK COCOK DENGAN SEMUA CALON KANDIDAT?" is in the center. A speech bubble from a man in a suit says: "Kita harus rajin melakukan RISET dan EVALUASI terhadap calon kandidat". Below this is a button labeled "Next slide untuk cara-caranya". On the right side, there's a vertical list of four steps with icons: 1. Saksikan debat dan lacak rekam jejak (with a debate stage icon), 2. Cari info valid di berbagai sumber media (with a magnifying glass icon), 3. Komunikasi dengan banyak orang terkait pandangan politik secara terbuka dan kepala dingin, jangan lupa crosscheck validitas argumennya (with a group of people icon), and 4. Pertanyakan ide-ide dan kebijakan dari masing-masing calon kandidat (with a podium icon). The slide is attributed to "Reference: KokBisa?" at the top right.

MEMBUAT
KEPUTUSAN
DALAM
PEMILIHAN

NAMUN BAGAIMANA BILA MERASA
TIDAK COCOK DENGAN SEMUA
CALON KANDIDAT?

#PEMILU
DAMAI

Kita harus rajin melakukan RISET dan EVALUASI terhadap calon kandidat

Next slide untuk cara-caranya

- 1 Saksikan debat dan lacak rekam jejak
- 2 Cari info valid di berbagai sumber media
- 3 Komunikasi dengan banyak orang terkait pandangan politik secara terbuka dan kepala dingin, jangan lupa crosscheck validitas argumennya
- 4 Pertanyakan ide-ide dan kebijakan dari masing-masing calon kandidat

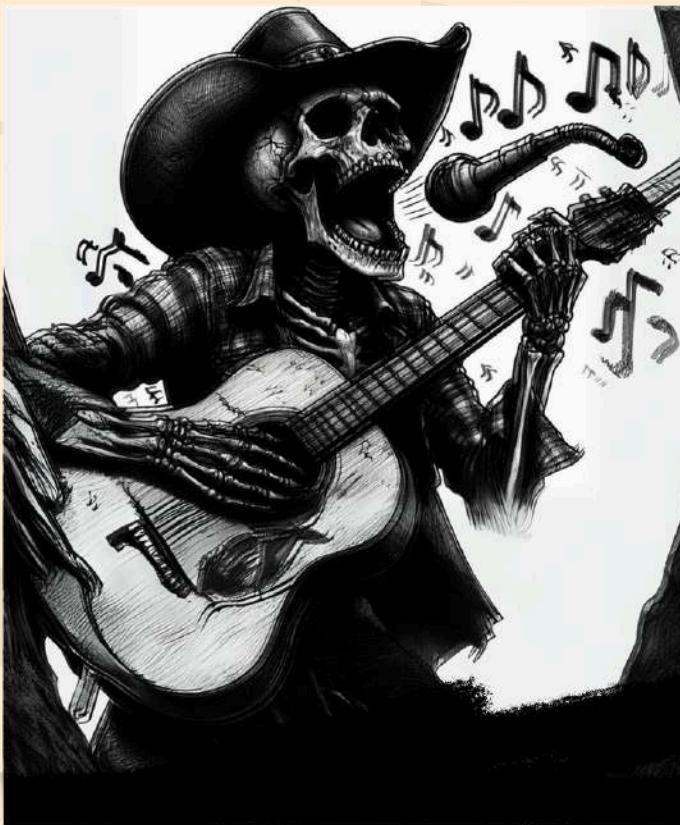
Project of February 2024

Personal Campaign about Indonesia's
President Election 2024

Merchandise Design

*totebag design

SUNDOWN SERENADE

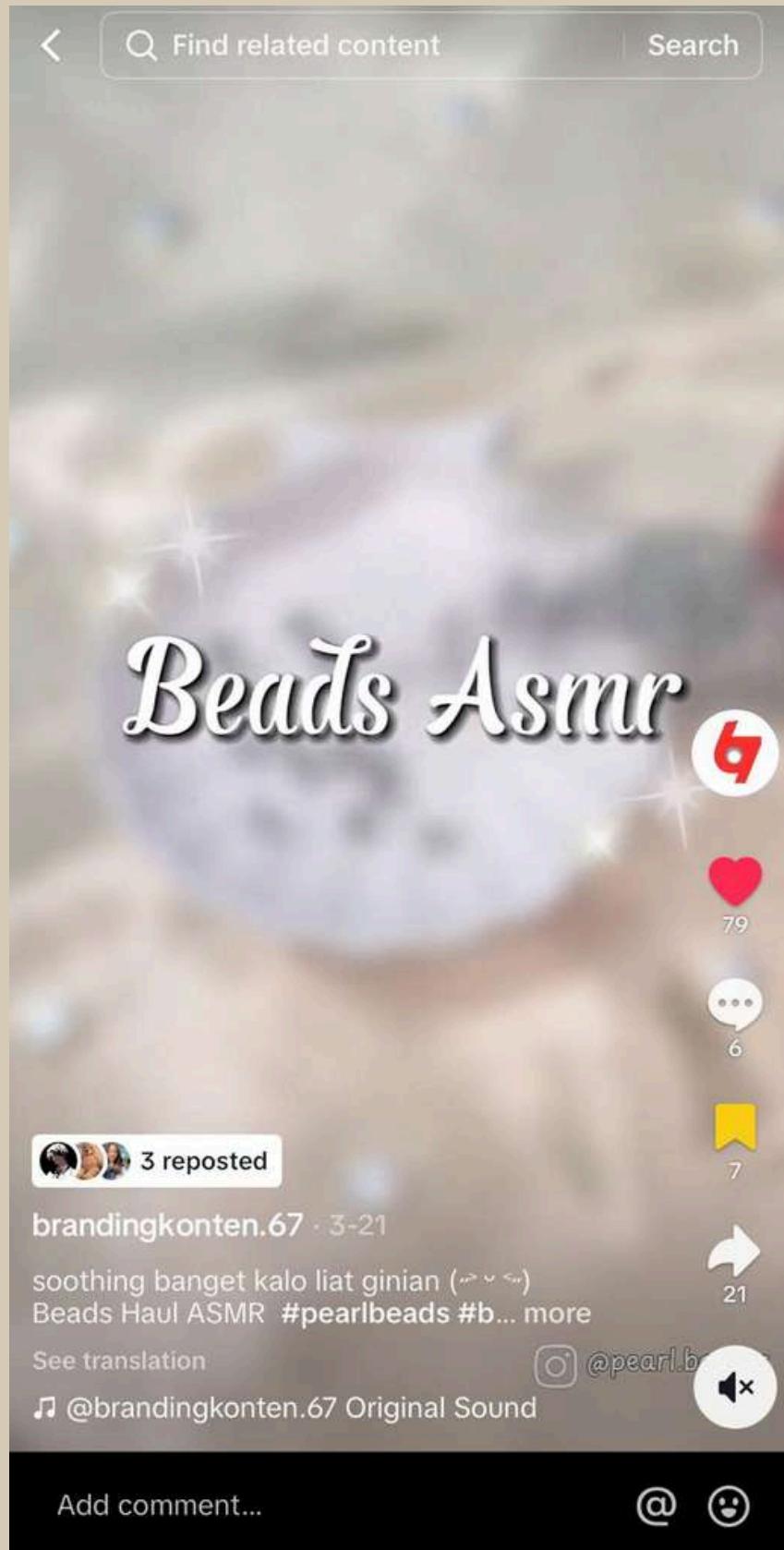


Komunal Diagnosetic never shuts,
so keep the noise coming!



Komunal Diagnosetic is a yearly gigs music event held by Students of Bakrie University. My role is to make copy and design for the merchandise such as; Totebag, T-shirt, and lighter.





Social Media Content

of @pearl_beacccs Video Contents at
@67.kmh (TikTok and Instagram Reels)

PADURASA Logo & Slogan

Project of Nov-Dec 2023



DONAT DAN KOPI

*Padukan Rasa
di setiap suasana*

Logo represents a chef with friendly and soothing persona,
Slogan empower the brand persona and positioning.

FEELING STUCK IN FASHION?

STEP UP YOUR STYLE WITH
CHARLES & KEITH

Don't Settle for Ordinary. Our Collection Empowers You to Step Out with Confidence. Elevate Every Outfit For Every Occasion.

Visit Our Nearest Store. Your Perfect Pair Awaits!

Remake Charles & Keith's
Print Ad on class project

Print Ad

Not real Charles & Keith



www.charleskeith.co.id

THANK YOU



PLEASE
HIRE ME

or I will be homeless :(

just kidding





**You can see all of my
works through this
attachment below**

<https://drive.google.com/drive/folders/1jgSBDZzeEZ-QhnIf5o0HPfWgY9cxzgwI?usp=sharing>