

# Jaq Aileen

Jaq creates **digital experiences**. Forging emotions through design, she blends creativity with technology to captivate, connect, and communicate.

## About

Jaq's aim in design is to intrigue, entice, and emotionally move people through her work, fueled by her curious nature that thrives on experimentation and exploring various mediums. Her meticulous and playful demeanor is evident in her design approach, as she pursues a **Bachelor of Fine Arts** degree at **Parsons School of Design**.

## Clients

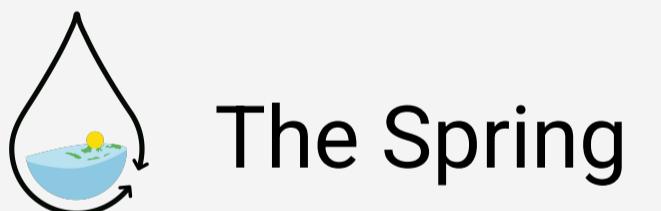
**Proenza Schouler**

**ILLUMINATIONPR**

**ciao pappy®**



**7.AM**  
Bakers.



## Experiences

**Proenza Schouler**

Jan 2025 - May 2025

*Graphic Design and Production Intern*

Assist graphic design projects (image retouches, partner website image uploads, web page design) and competitive research projects. Production intern for all e-commerce photoshoots. Help with art direction and general photoshoot management.

**Illumination PR**

Jan 2025 - May 2025

*Graphic Design Intern*

Design press graphics for social media, ensuring alignment with client branding. Collaborate with the team to develop creative and consistent branding materials such as presentations, menus, and social calendars.

**Ciao Pappy**

Nov 2023 - Feb 2024

*Graphic Designer*

Rebranded the company's identity: created their brand guidelines and a cohesive system for their packaging design and social media kit.

**Ichi Group**

Summer 2023

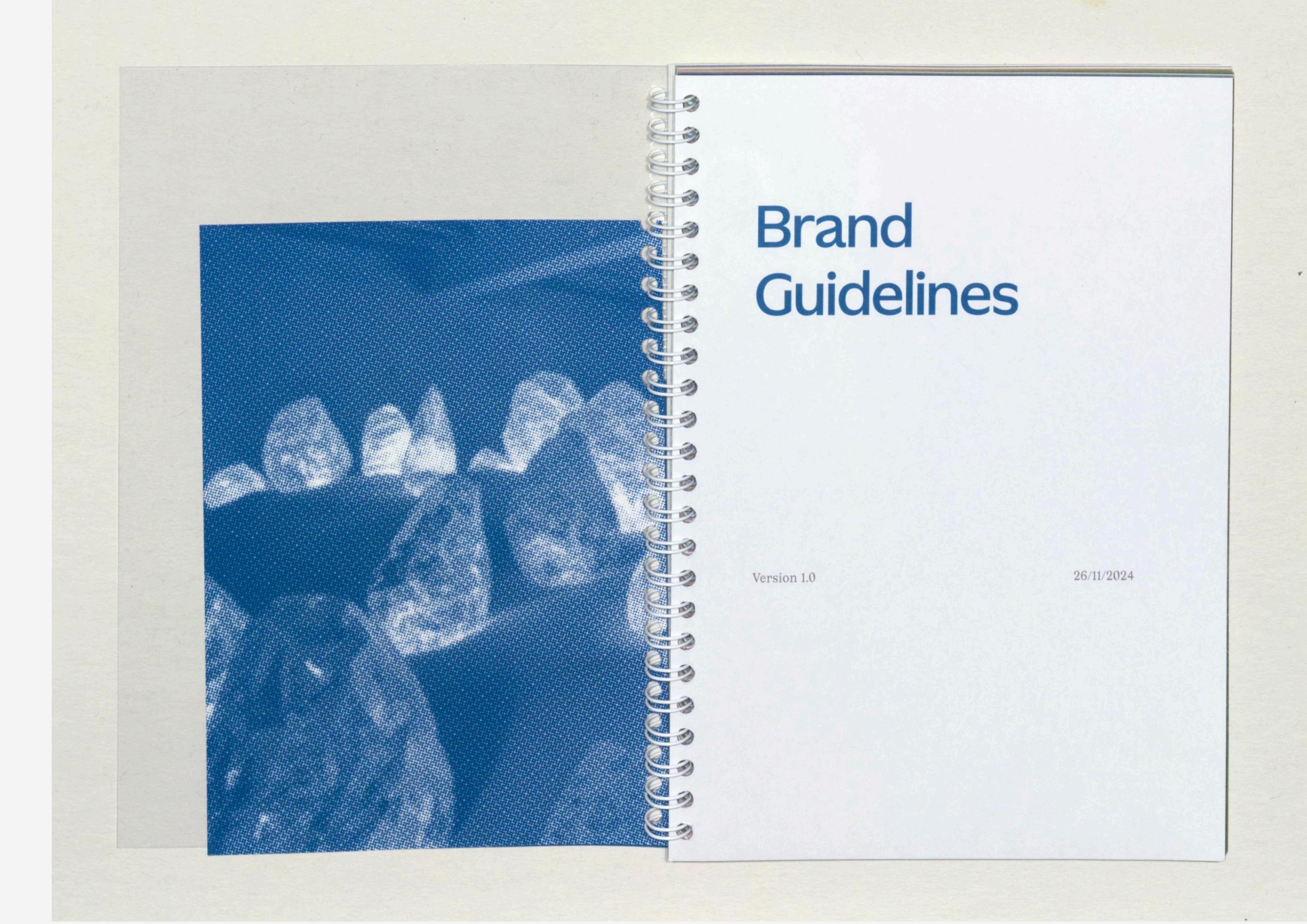
*Graphic Design Intern*

Designed window displays for Hermés Indonesia for Fall and Winter displays. Created menu designed for 7A.M. cafe.



Brand Identity

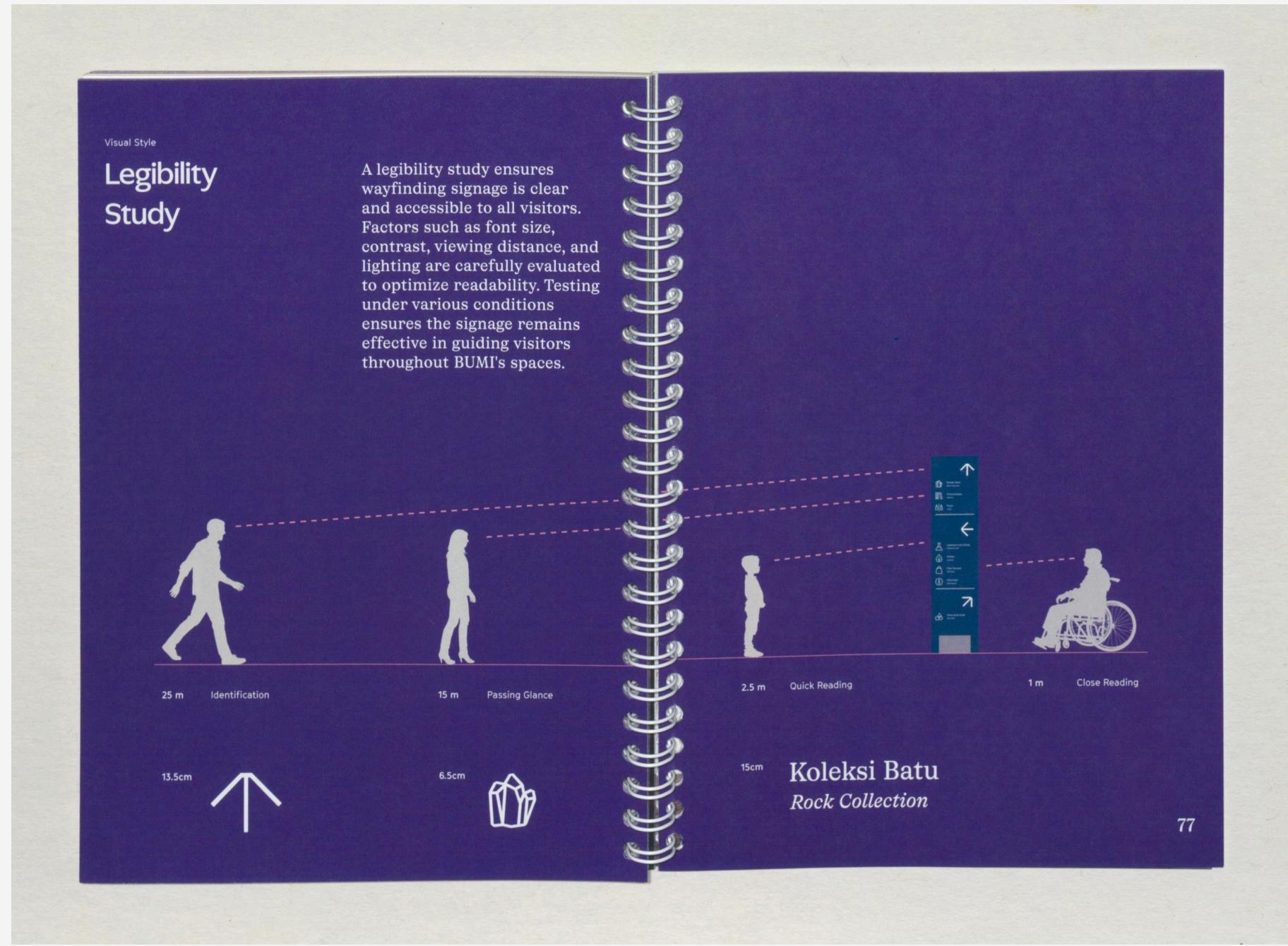
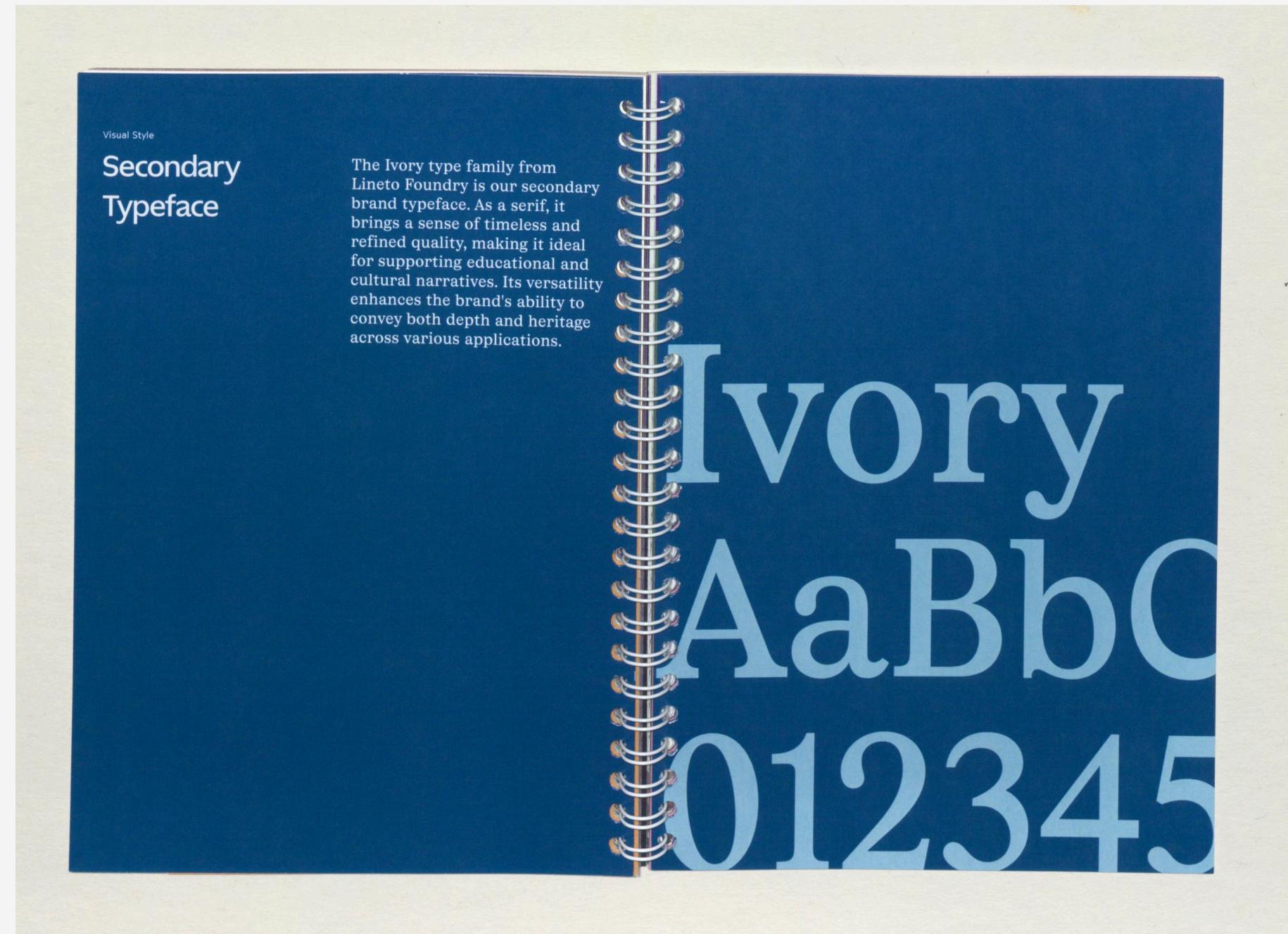
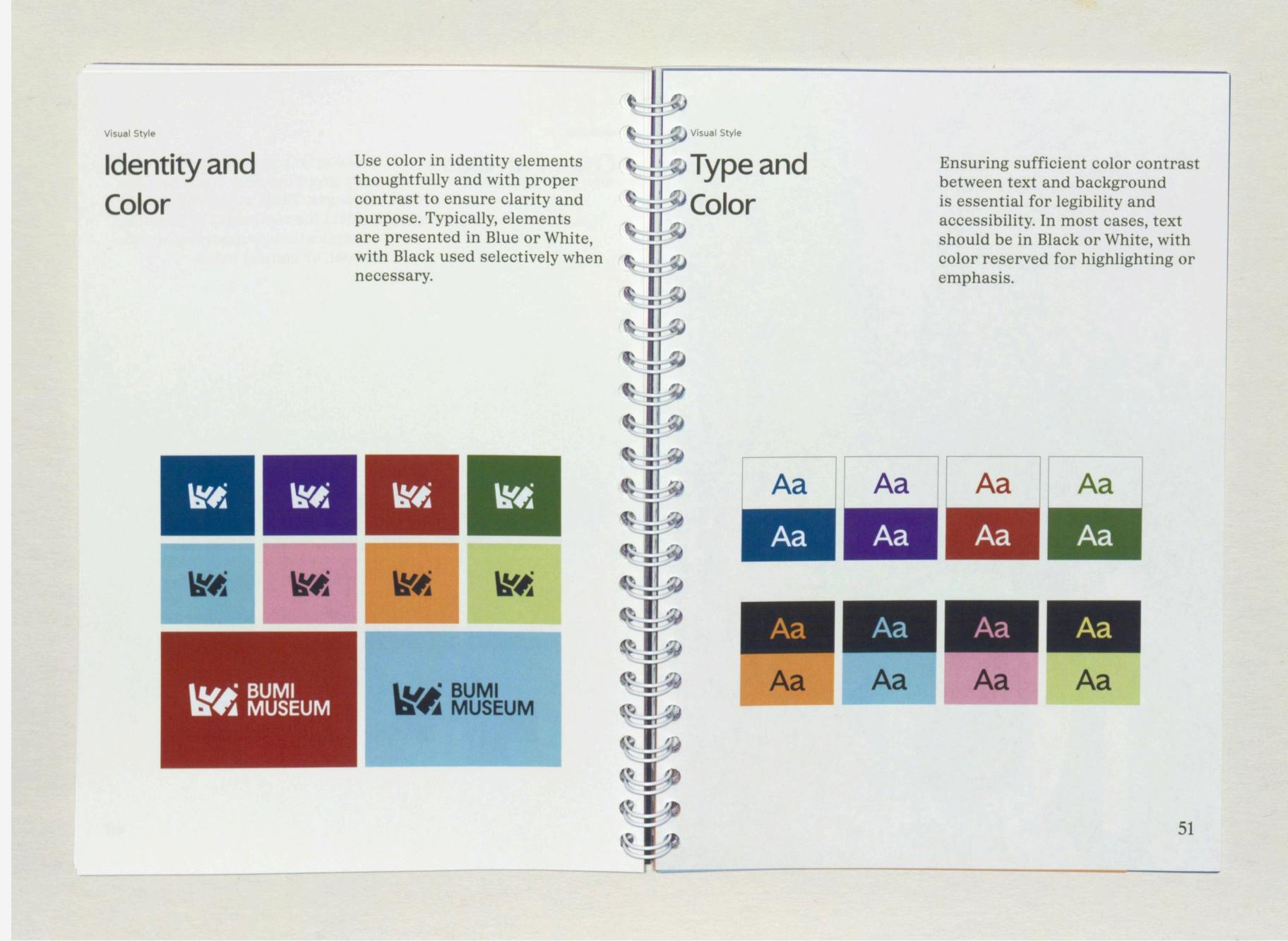
# BUMI Museum

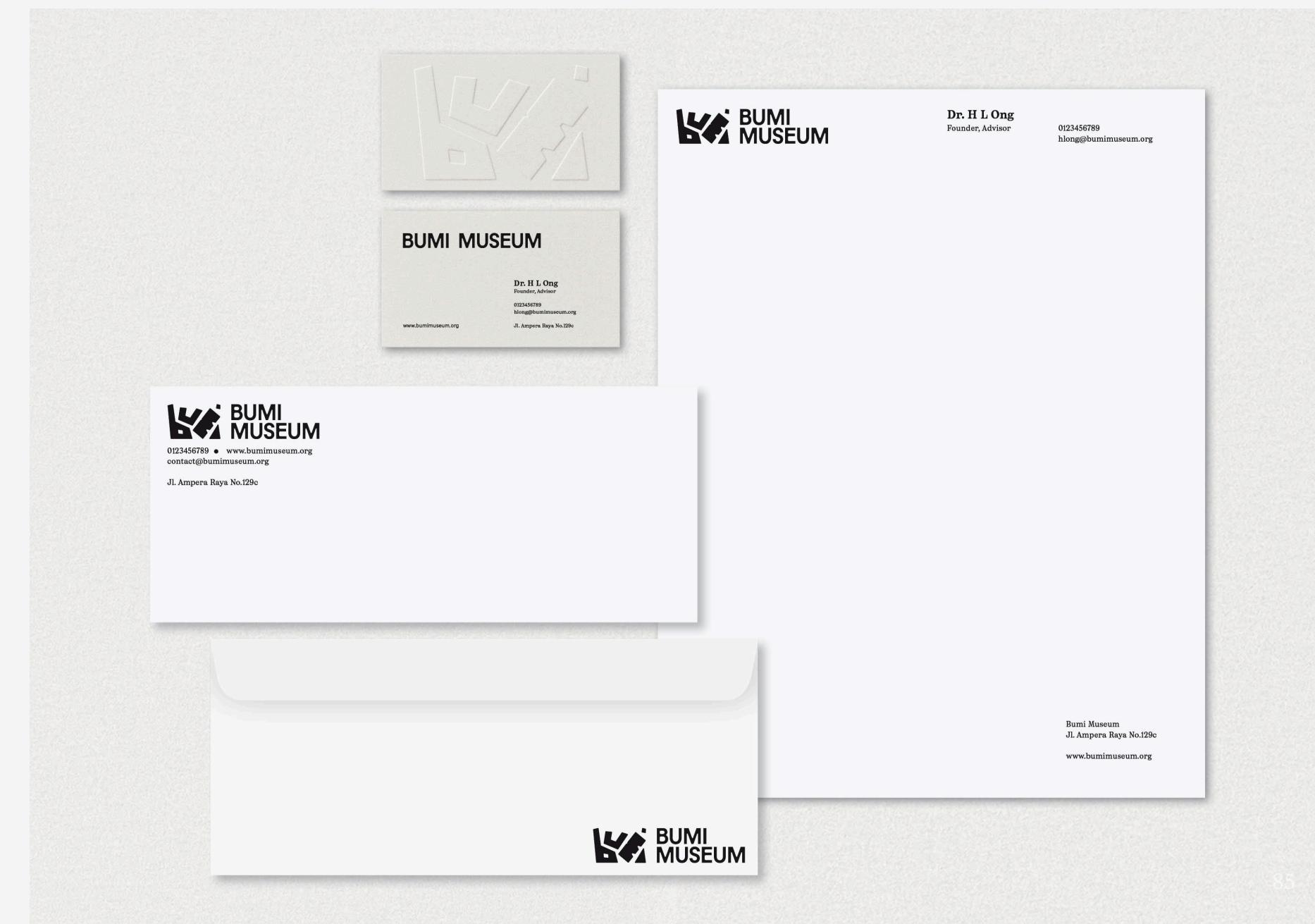


Version 1.0

26/11/2024

Brand Strategy





BUMI MUSEUM



**Under  
The Surface**

The BUMI Museum was founded to bridge the gap between science, art, and cultural heritage, offering visitors a deeper understanding of the geological history of Indonesia. BUMI Museum seeks to inspire a sense of wonder and responsibility toward preserving the earth's geological treasures for future generations.

[ABOUT THE MUSEUM →](#)




MENU 

BUMI MUSEUM



[Filters](#)

01	<b>DIAMOND</b>	Mineral
02	<b>QUARTZ</b>	Mineral
03	<b>CORUNDUM (VAR. RUBY)</b>	Gemstone
04	<b>CORUNDUM (VAR. SAPPHIRE)</b>	Gemstone
05	<b>BERYL (VAR. EMERALD)</b>	Gemstone
06	<b>QUARTZ (VAR. AMETHYST)</b>	Gemstone
07	<b>TOPAZ</b>	Gemstone
08	<b>CHALCEDONY (VAR. AGATE)</b>	Gemstone
09	<b>GARNET</b>	Gemstone
10	<b>OPAL</b>	Gemstone



MENU 

CLOSE 





**QUARTZ**

[Mineral](#)

<b>COMPOSITION</b> SiO <sub>2</sub> (Silicon dioxide)	<b>COLORS</b> Clear, white, pink, etc.
<b>HARDNESS</b> 7	<b>VARIETIES</b> Amethyst, Citrine, Rose, Smoky, Milky, etc.

BUMI MUSEUM



[MENU](#) 



CLASSIC EMBROIDERED GREY HOODIE

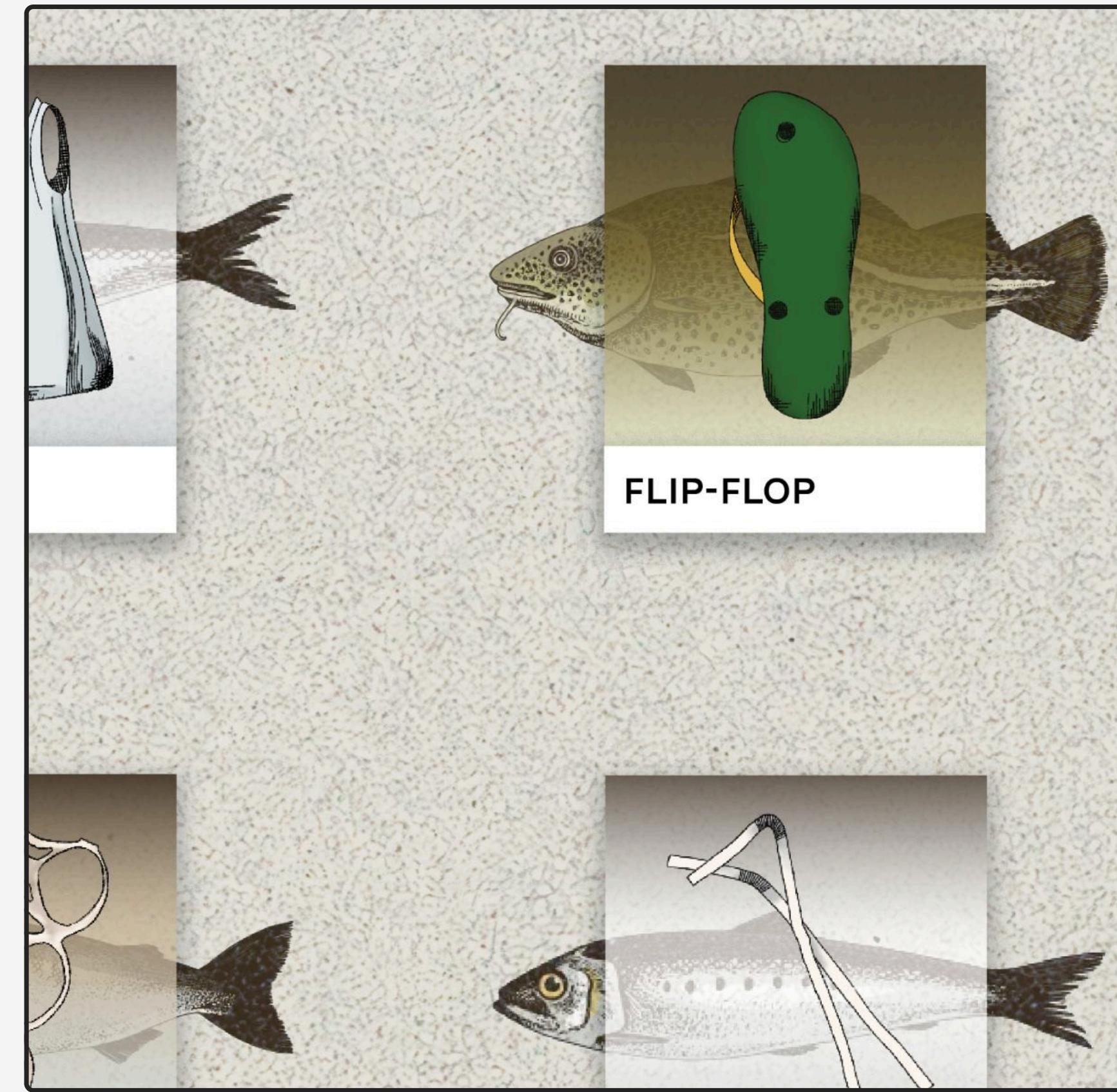
RP. 450 000 →



DEEP GREEN LOGO TEE

RP. 200 000 →

YOU EAT, WHAT THEY EAT.

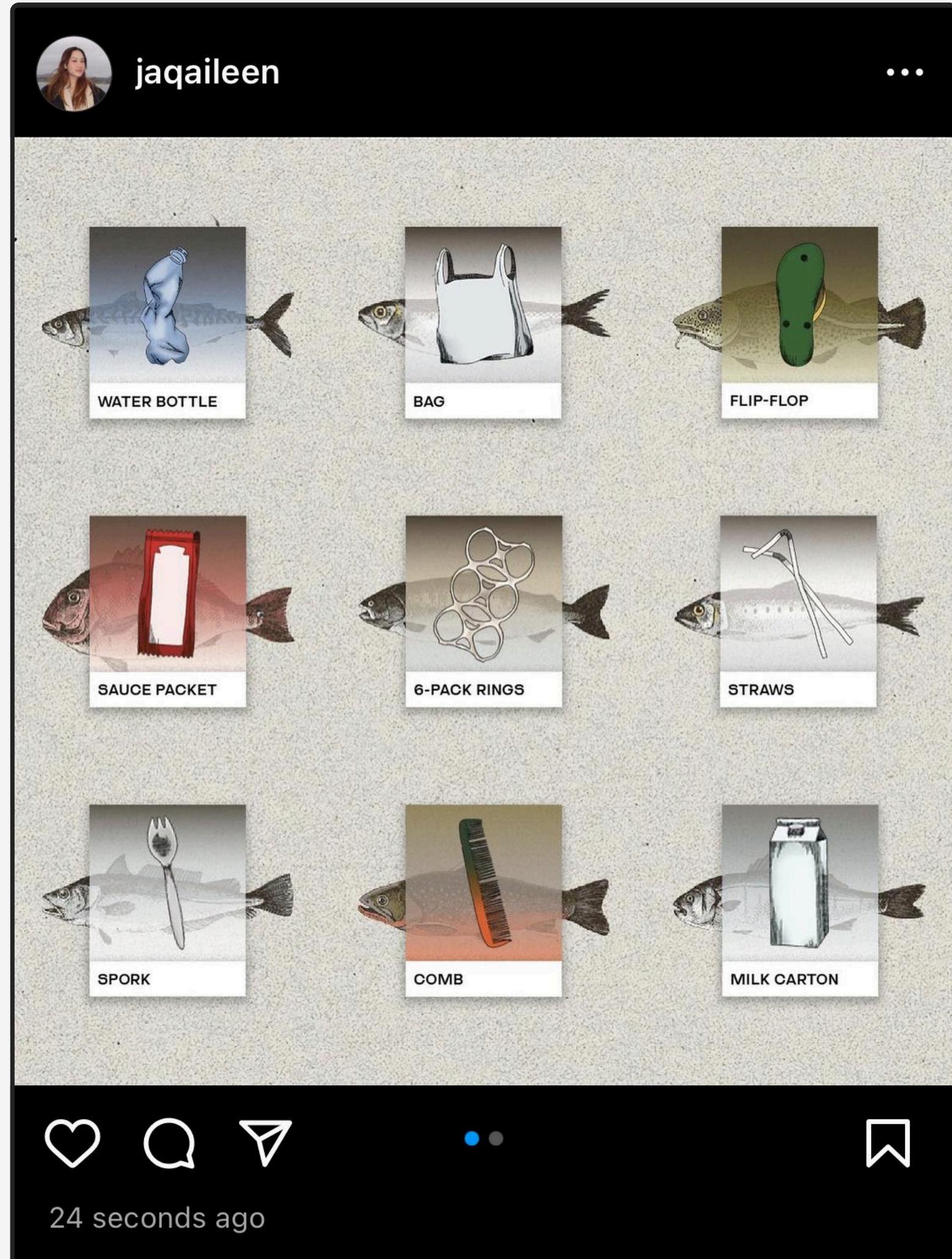


POSTER DESIGN

SOCIAL CAMPAIGN

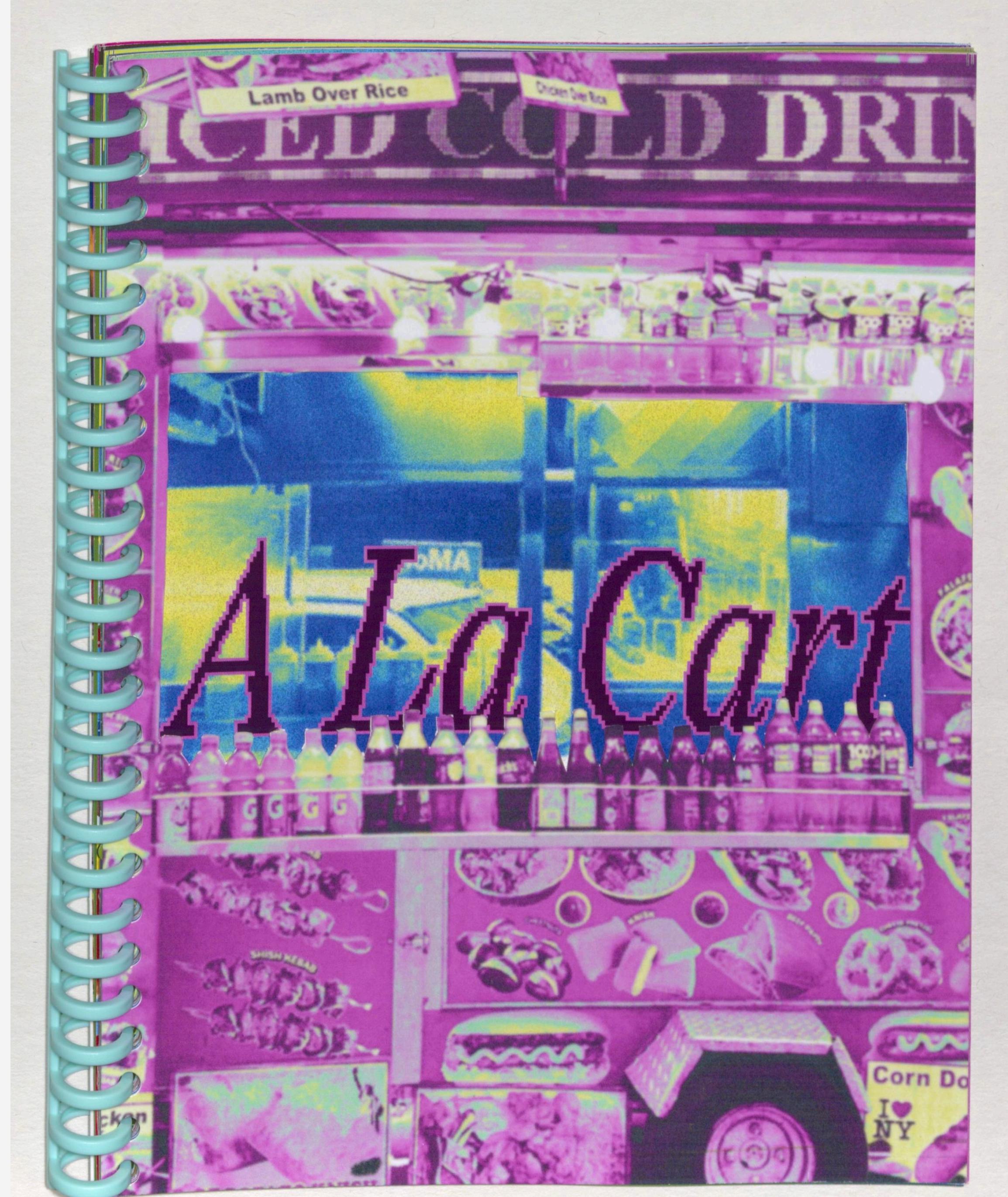
**YOU EAT, WHAT THEY EAT**

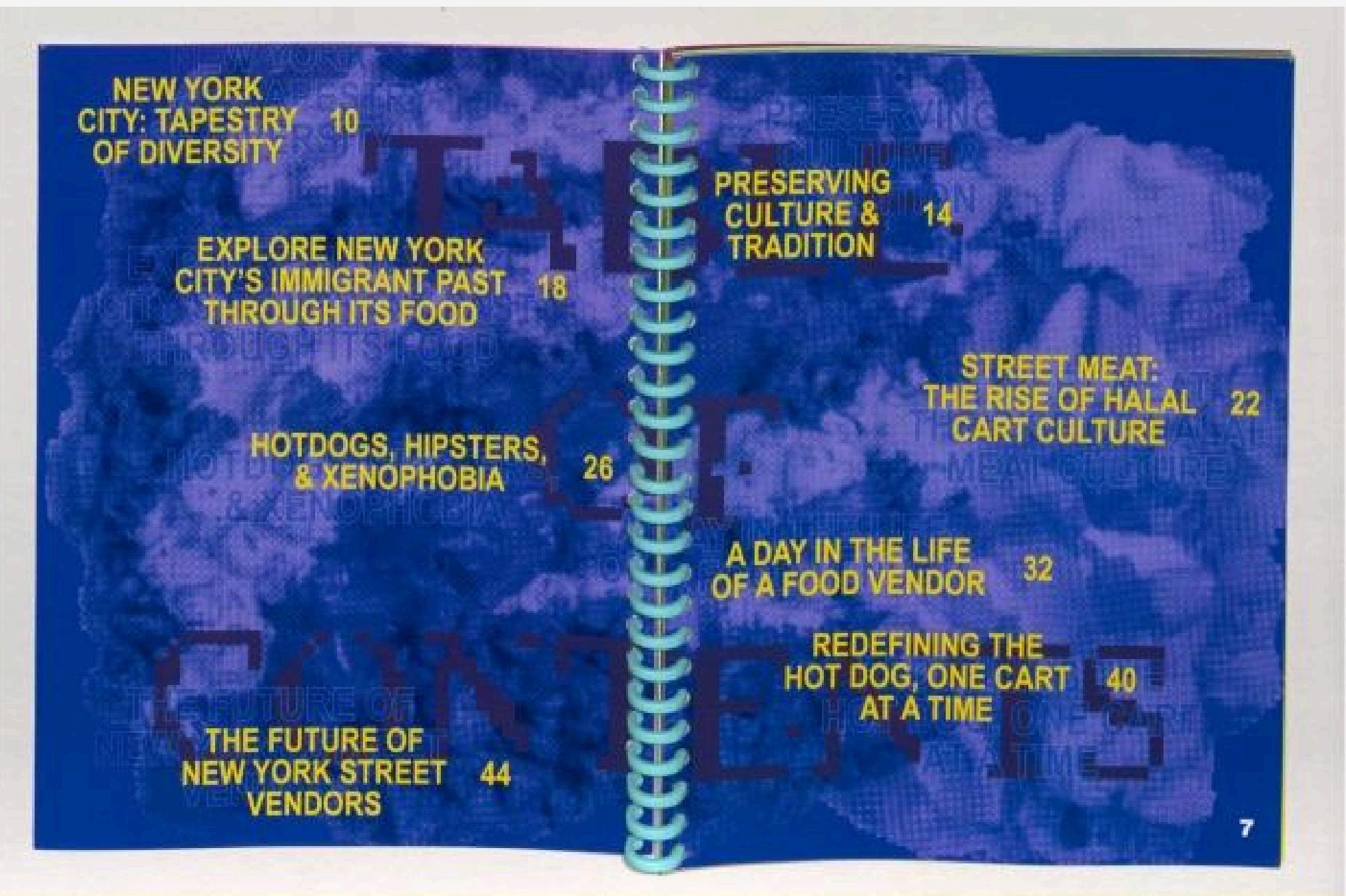
YOU EAT, WHAT THEY EAT.



# A La Cart

Book Design





# 4 DAY IN THE LIFE OF A FOOD VENDOR

**Mr. Ahmad's Story**

The 25-year-old immigrant from Jordan has been selling food in New York since he was 18. He started his cart in Brooklyn, but now he's moved to Manhattan, where he's been running his cart for three years. He's seen his business grow from \$10,000 to \$15,000 per month.

**Food Cart Culture**

Like many cart owners, Mr. Ahmad loves the freedom to choose his own hours. "I can work whenever I want," he says. "I don't have to wake up at 5 AM like most people do."

**Mr. Ahmad's Day**

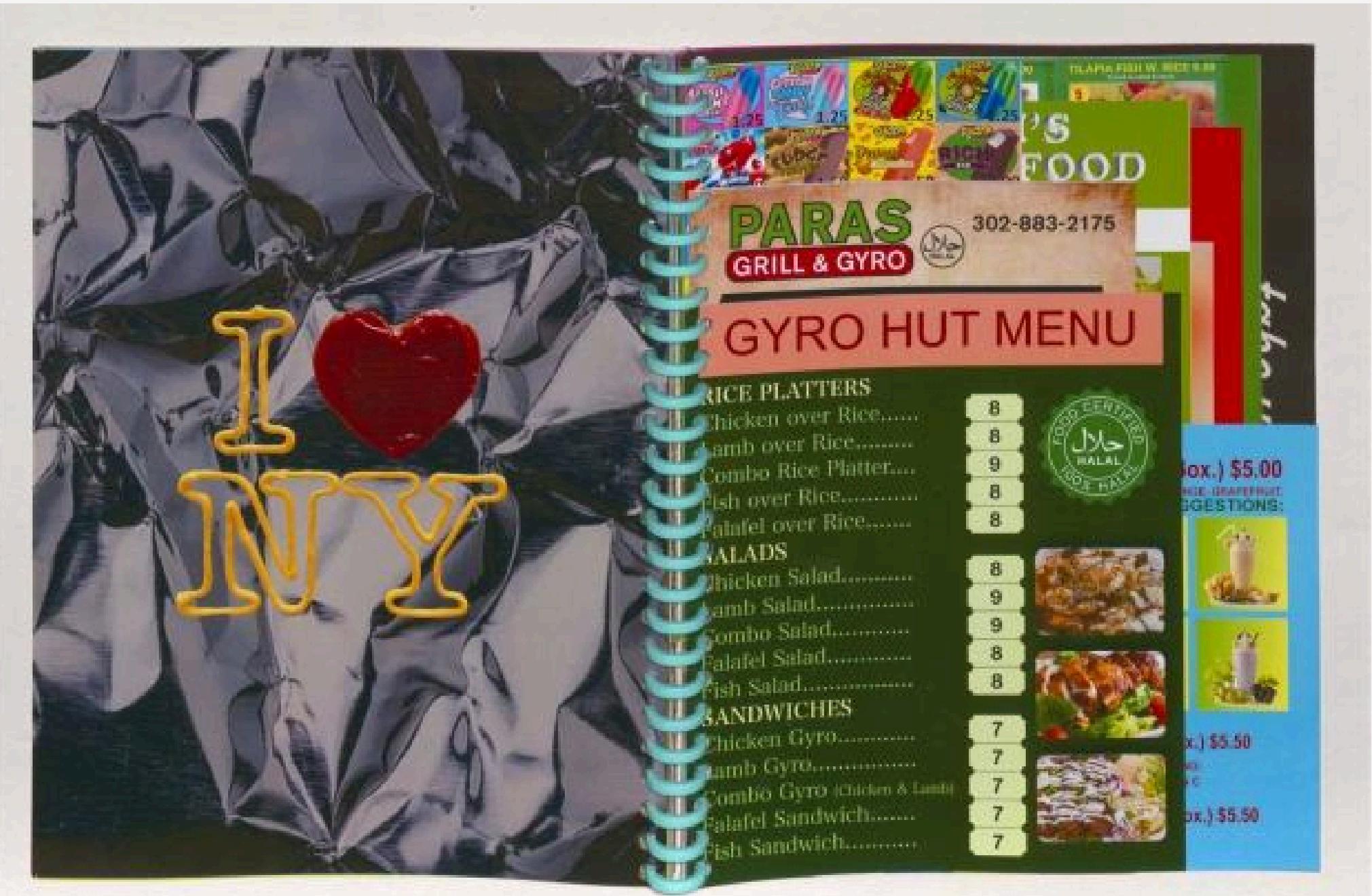
Mr. Ahmad starts his day by getting ready. Then he drives to his cart, which is located in a busy intersection in Manhattan. He sets up his stall and begins to sell food to passersby. He's been doing this for three years, and he's seen his sales increase over time.

**Mr. Ahmad's Future**

Mr. Ahmad's goal is to open a restaurant one day. He's currently looking for a location in Manhattan, and he's considering opening a shop in the West Village. He's also thinking about expanding his business to include more food carts.

**Conclusion**

Mr. Ahmad's story is a reminder that even the smallest food carts can have a big impact. By providing a place for people to eat healthy, affordable meals, food carts are helping to change the way we think about food.





POSTER DESIGN

INFOGRAPHIC

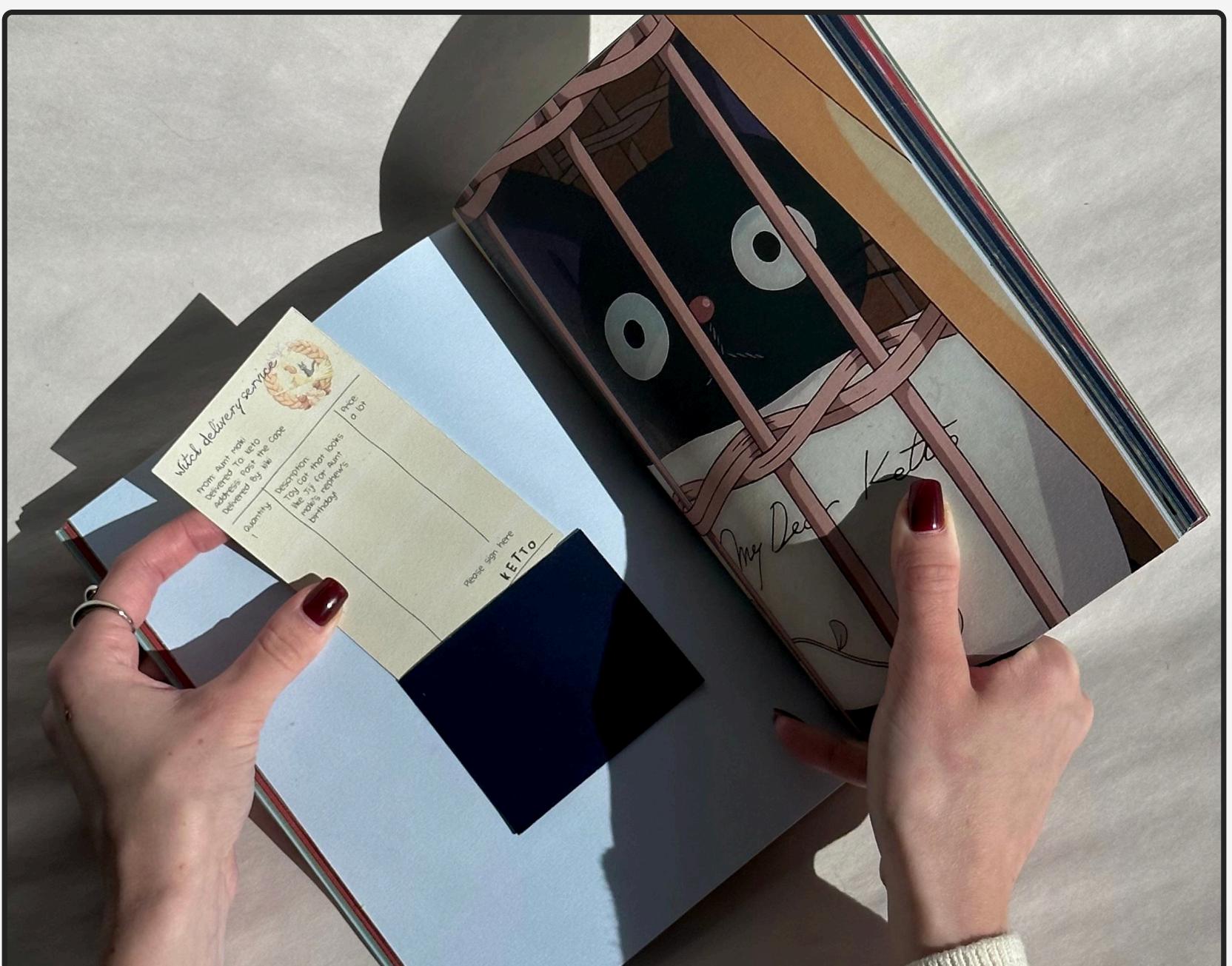
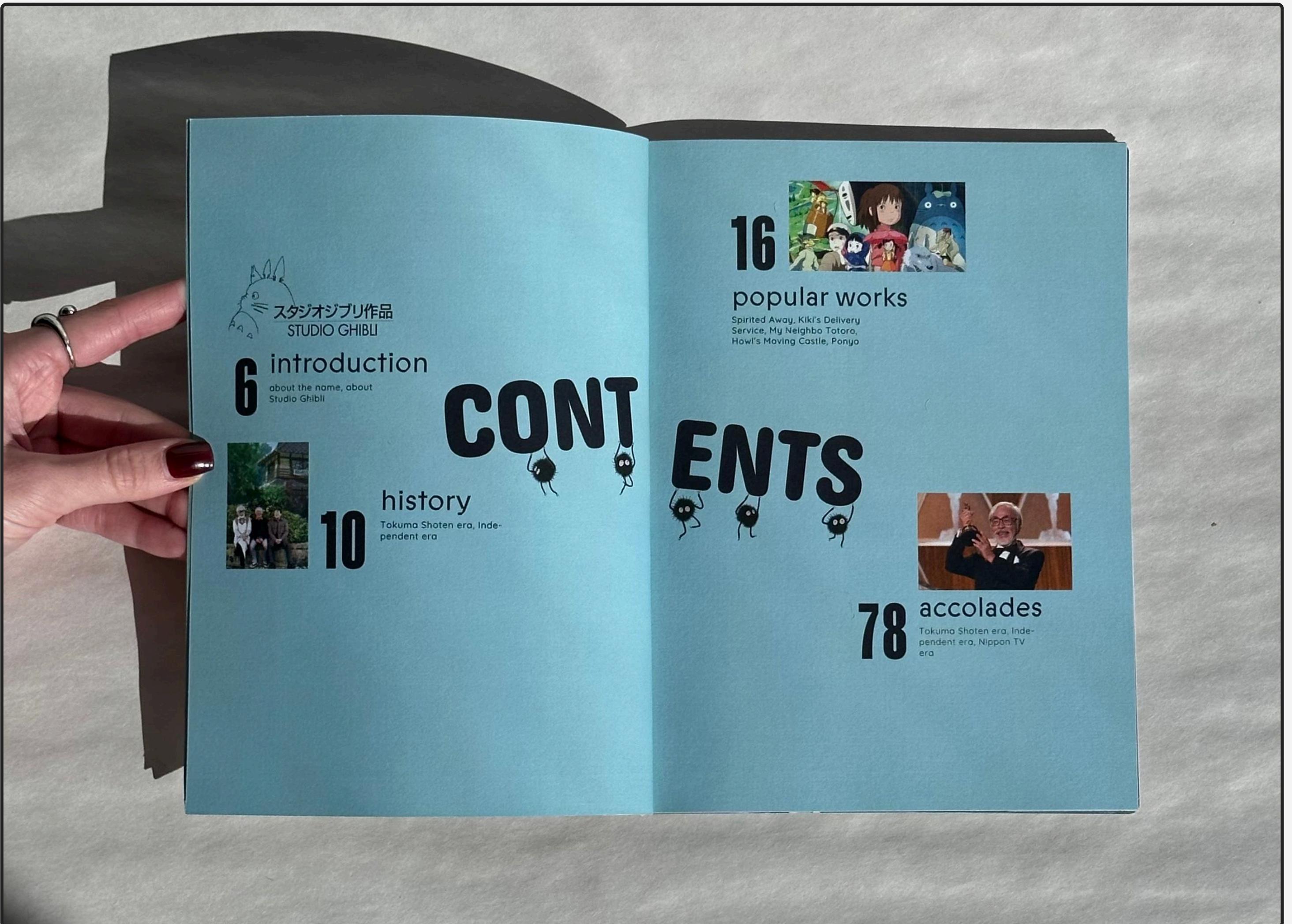
# NYC Air Rights



BOOK DESIGN

INTERACTIVE DESIGN

# Studio Ghibli





@gmail

jaqaileen.com

instagram & linkedin