

Jaqaileen

CONTACT

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EDUCATION

Communication Design BFA
Creative Entrepreneurship BBA
Parsons School of Design
2022-present

SKILLS

Digital Software
Adobe Suite
Illustrator, Photoshop, AfterEffects, InDesign, Premiere Pro
Figma
Procreate
Canva

Programming Languages
HTML
CSS
JavaScript

LANGUAGES

English
Indonesian

EXPERIENCES

Graphic Designer

Nov 2023-Feb 2024

Ciao Pappy
Los Angeles, United States

As the lead Graphic Designer for Ciao Pappy, I work closely with the founder to rebrand the company's entire identity. This includes creating their brand guidelines and a cohesive system for their packaging design and social media kit.

Graphic Design Intern

2023 Summer

Ichi Group
Jakarta, Indonesia

I collaborated closely with Felix Tjahjadi to design window displays for Hermes Indonesia, actively contributing to both the Fall and Winter 2023 displays. Additionally, I played a key role in shaping the branding of 7 a.m. Cafe Jakarta through menu design.

President & Head of Designer

Sept 2016-2022

The Spring NGO
Jakarta, Indonesia

As President, I ensured the teams were on track in meeting weekly goals. Head Designer who handles engagement, promotion, and outreach of the non-profit. This includes monitoring the Instagram account, branding, marketing, and fundraising campaigns. Currently, a senior advisor who oversees and supports the current team.

Marketing Strategist Intern

2021 Summer

Kawan Lama PT
Jakarta, Indonesia

Managed and evaluated efficiency of website product line to optimize efficiency and customer engagement by working closely with a small team.