

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.

Currently, she finds particular passion in packaging design, branding, and UI/UX.

Clients

ciao pappy®



7.AM
Bakers



Experience

Ciao Pappy

Graphic Designer

Nov 2023 - Feb 2024

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

Ichi Group

Graphic Design Intern

2023 Summer

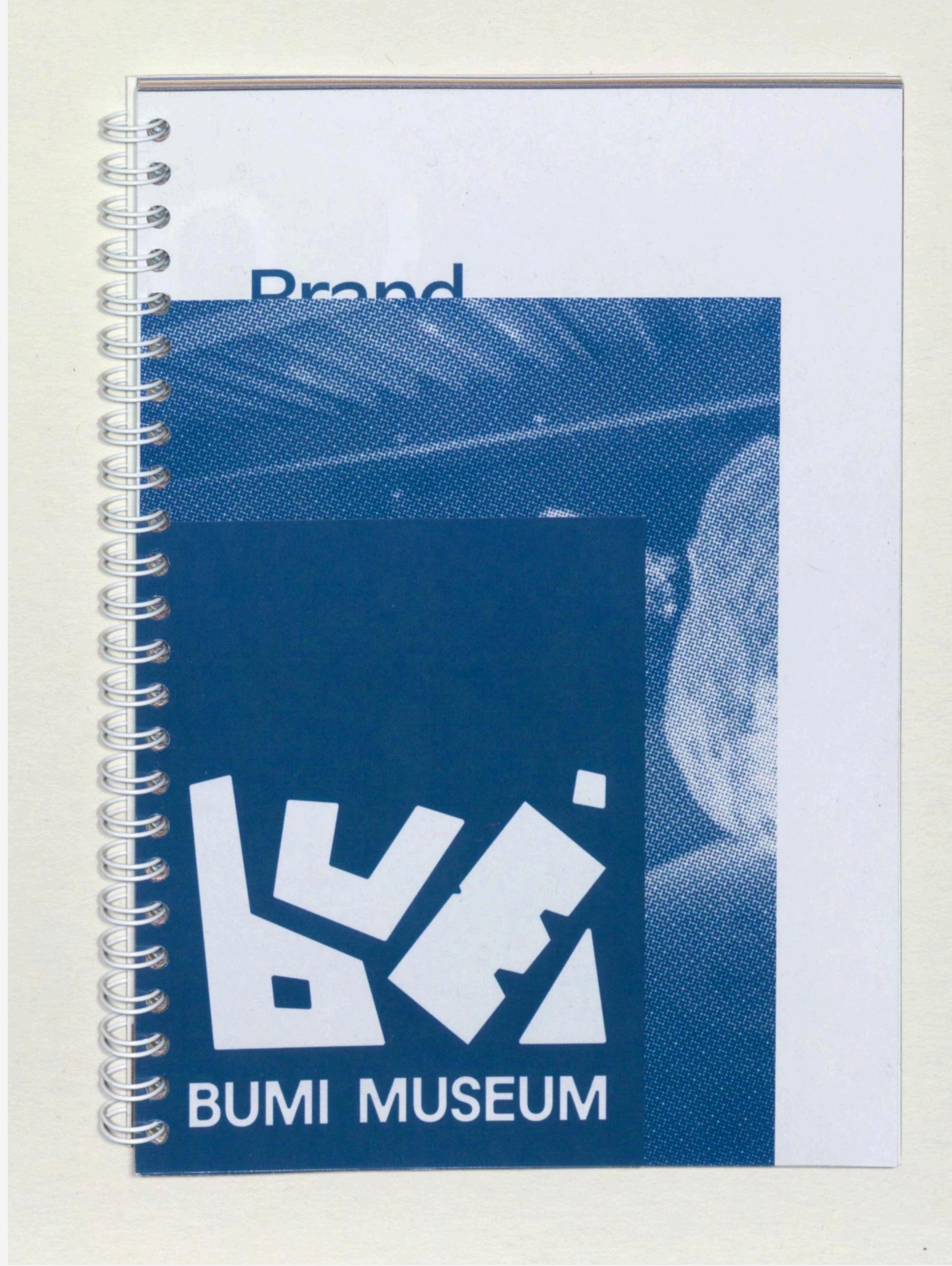
Designed window displays for Hermès Indonesia for Fall and Winter displays. Created menu designed for 7A.M cafe.

The Spring NGO

President & Head Designer

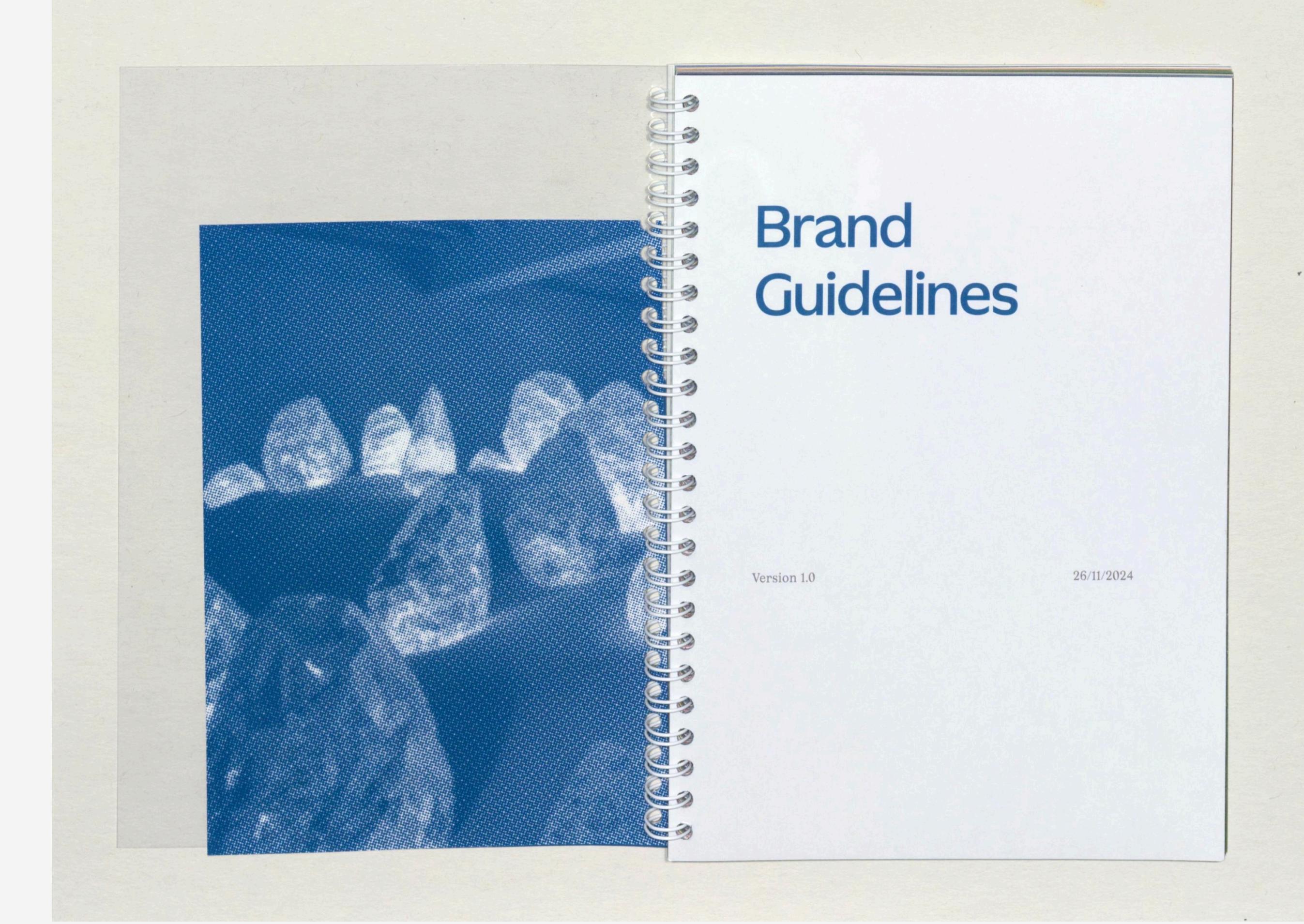
Sept 2016 - 2022

Focused on outreach through design. In charge of social media designs, merchandise, web design.

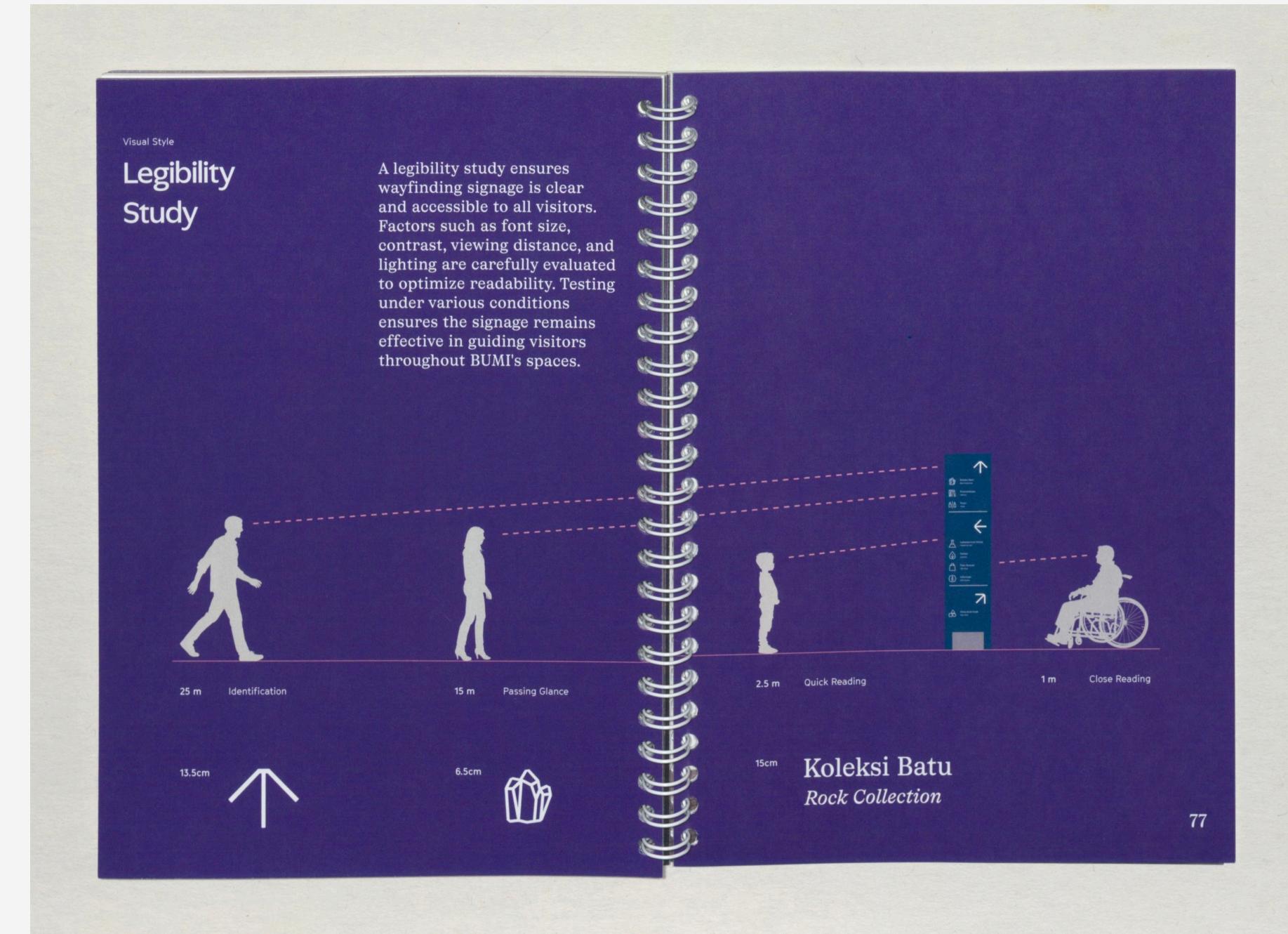
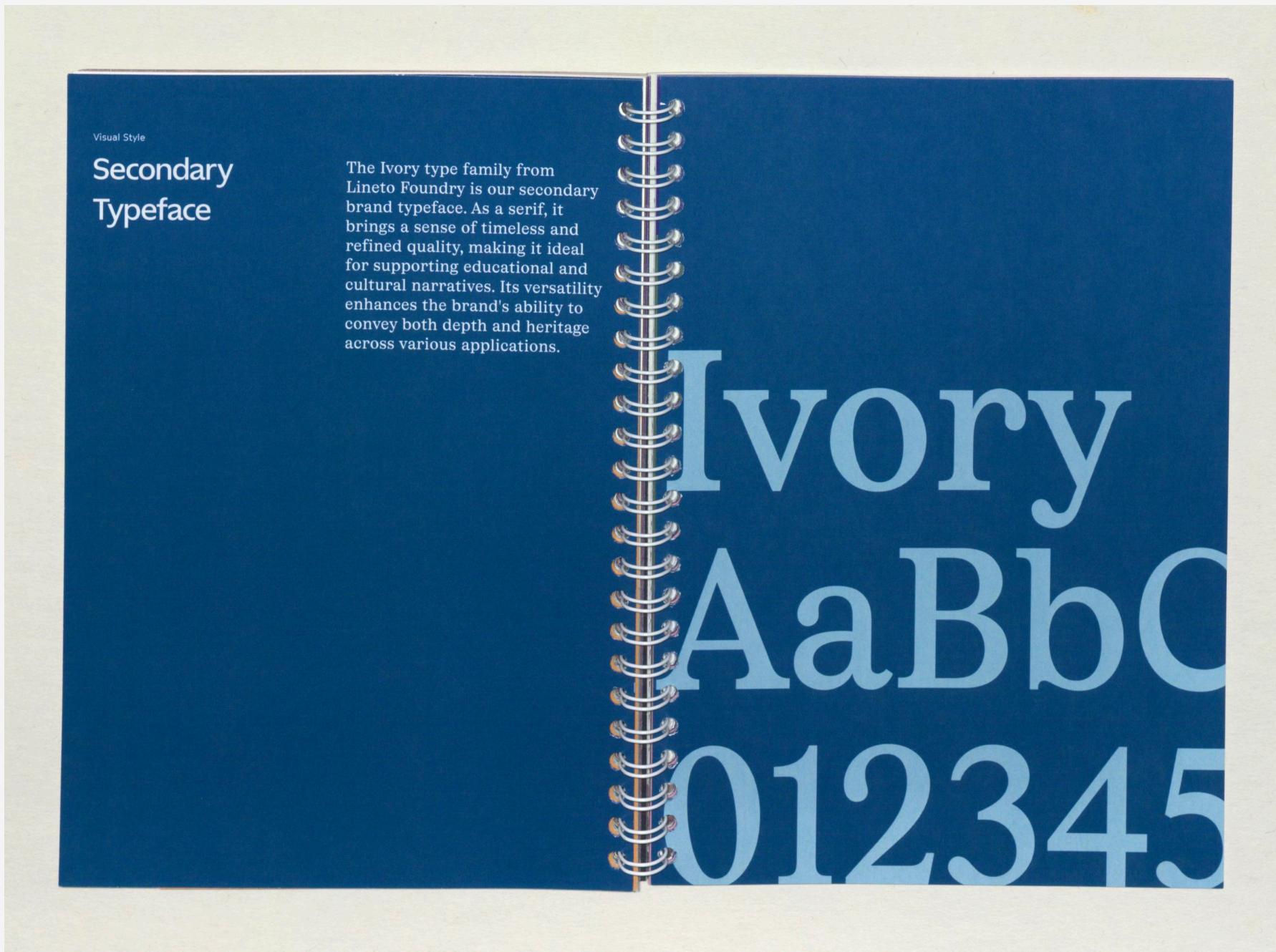
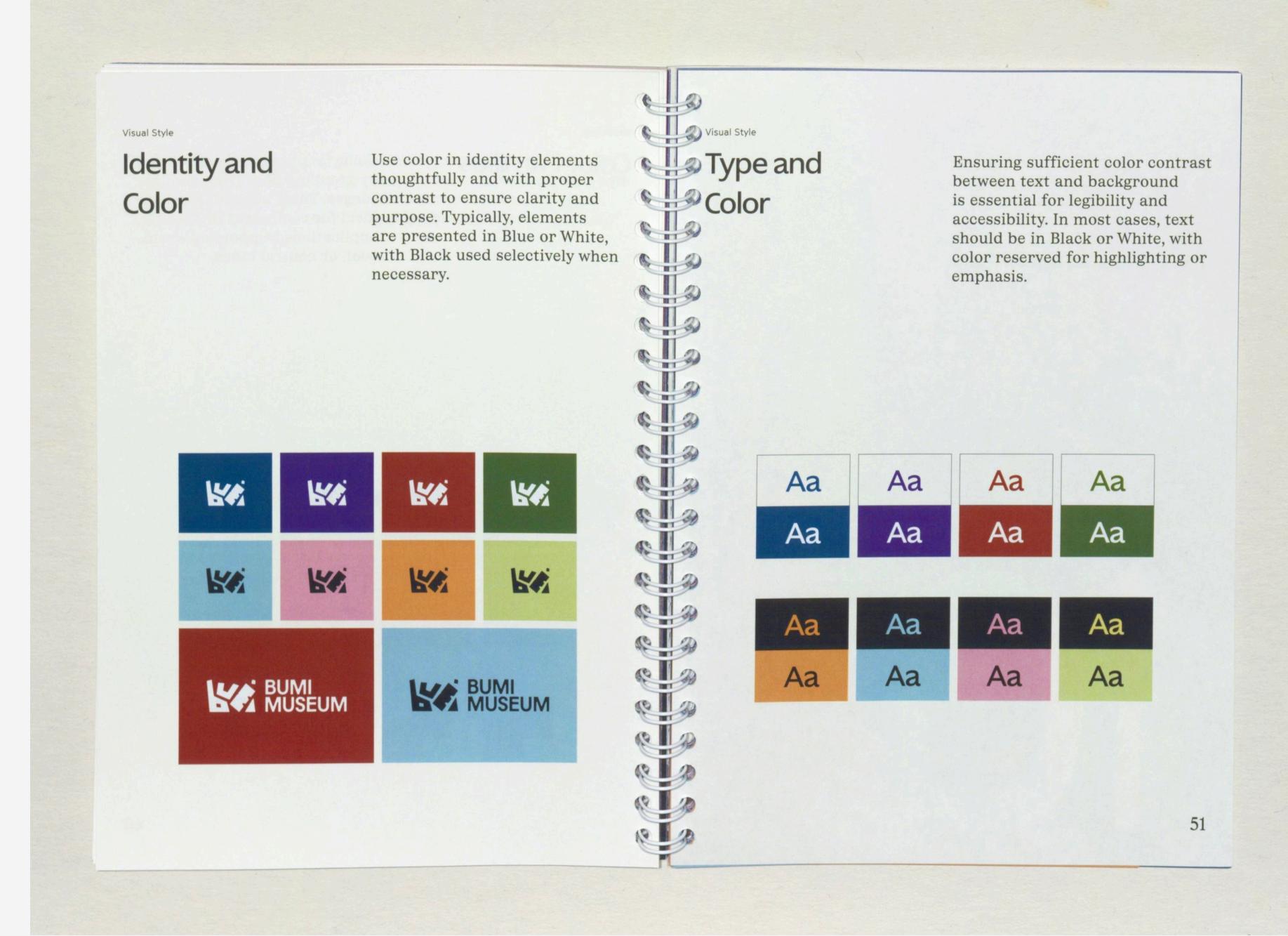


Brand Identity

BUMI Museum



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 →](#)




BUMI MUSEUM



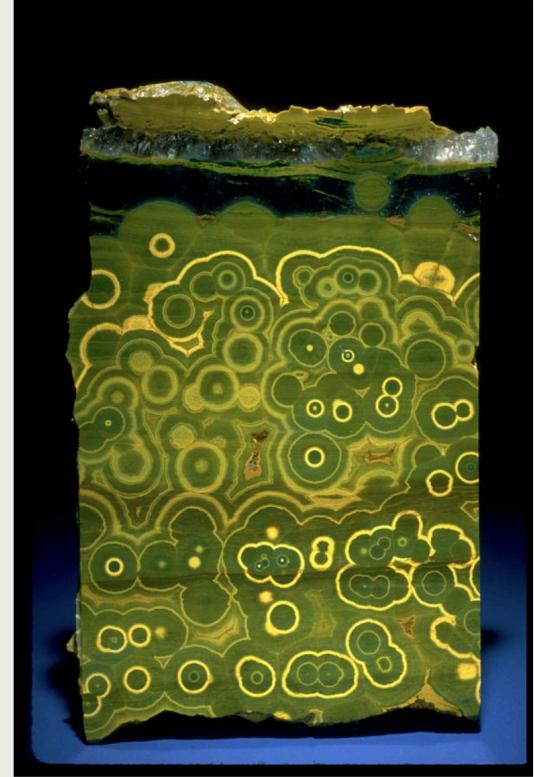
MENU 

Filters

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



CLOSE 

QUARTZ

Mineral

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



BUMI MUSEUM



MENU 



CLASSIC EMBROIDERED GREY HOODIE

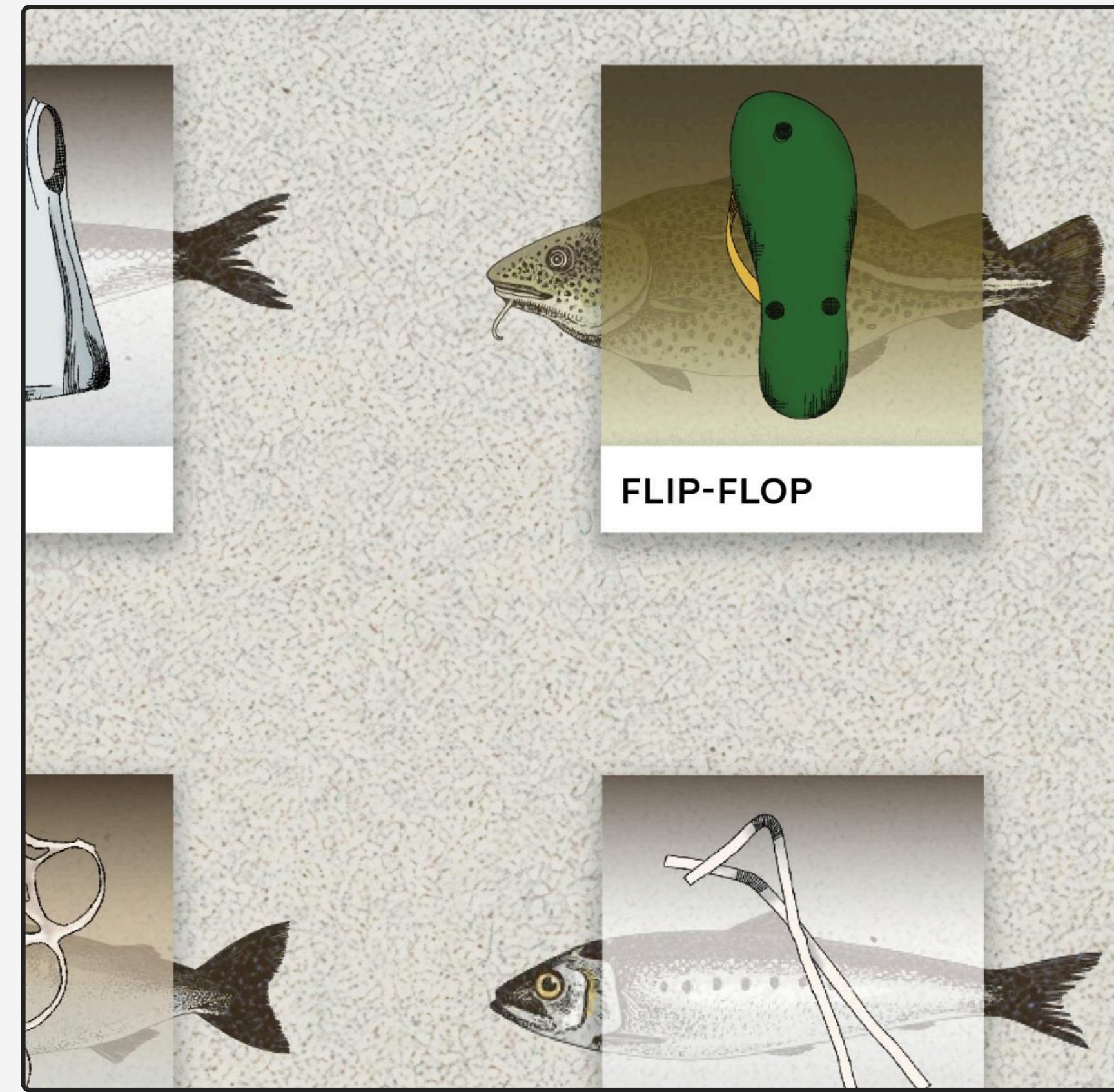
RP. 450 000 →



DEEP GREEN LOGO TEE

RP. 200 000 →

YOU EAT, WHAT THEY EAT.

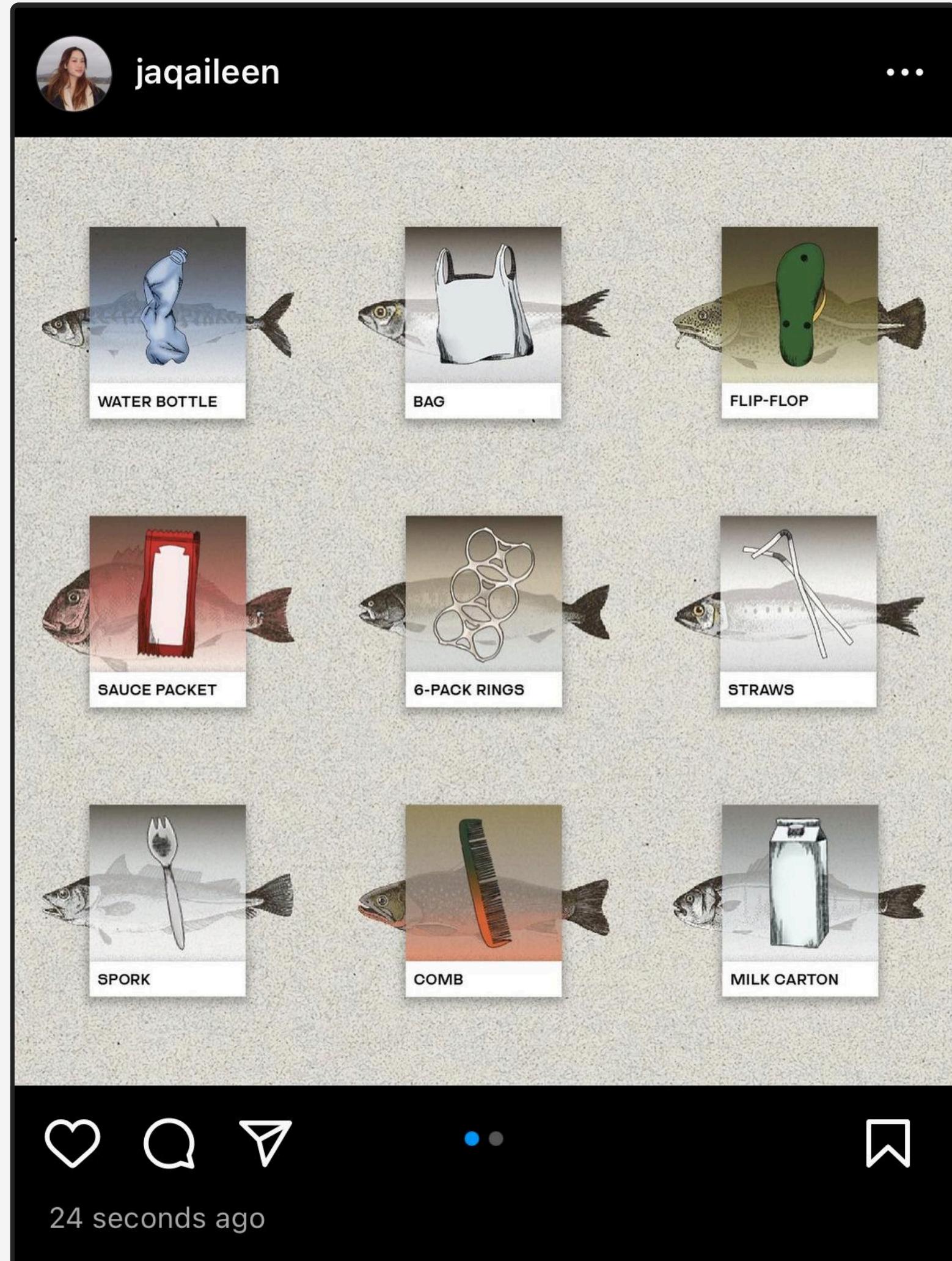


POSTER DESIGN

SOCIAL CAMPAIGN

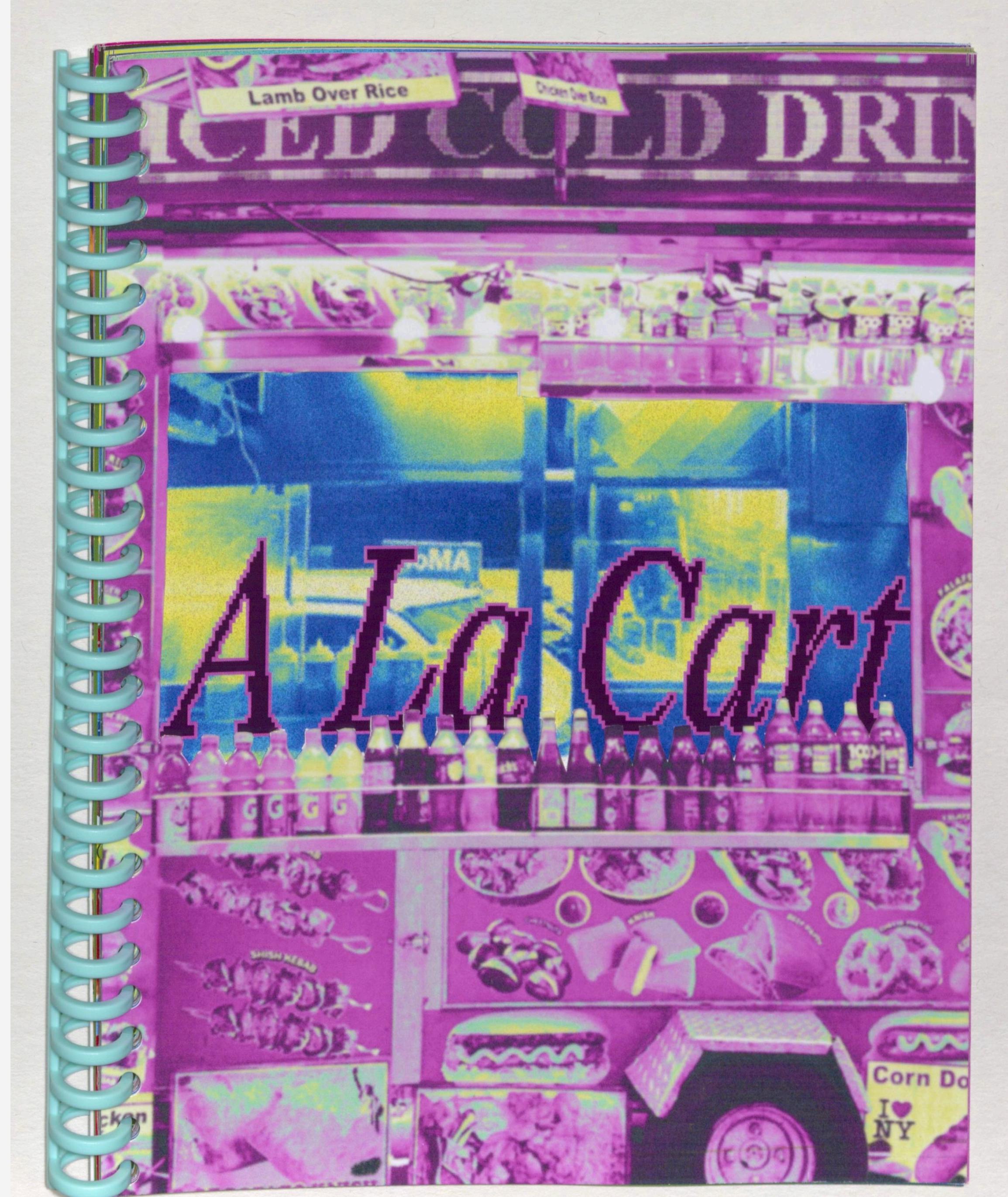
YOU EAT, WHAT THEY EAT

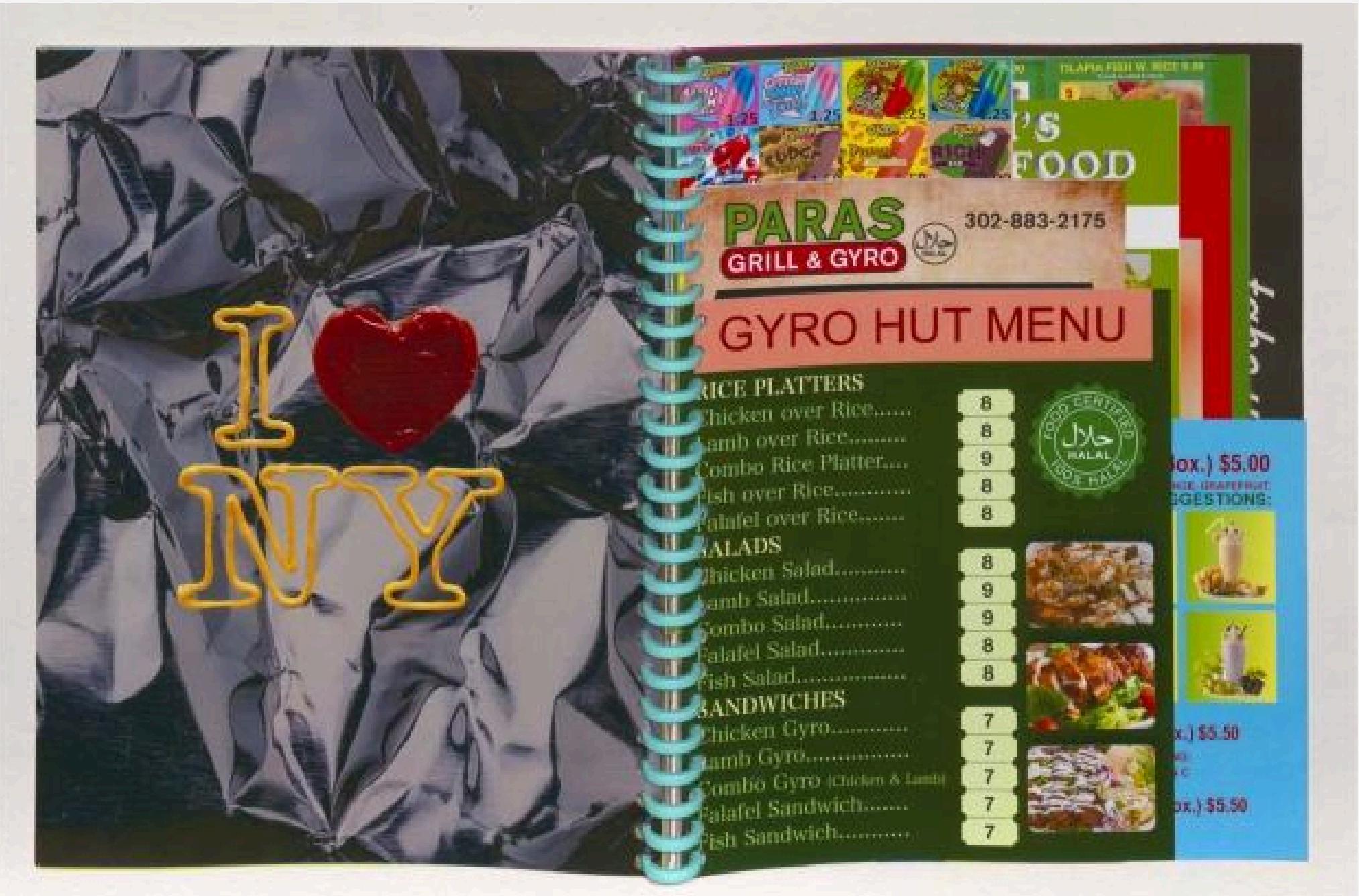
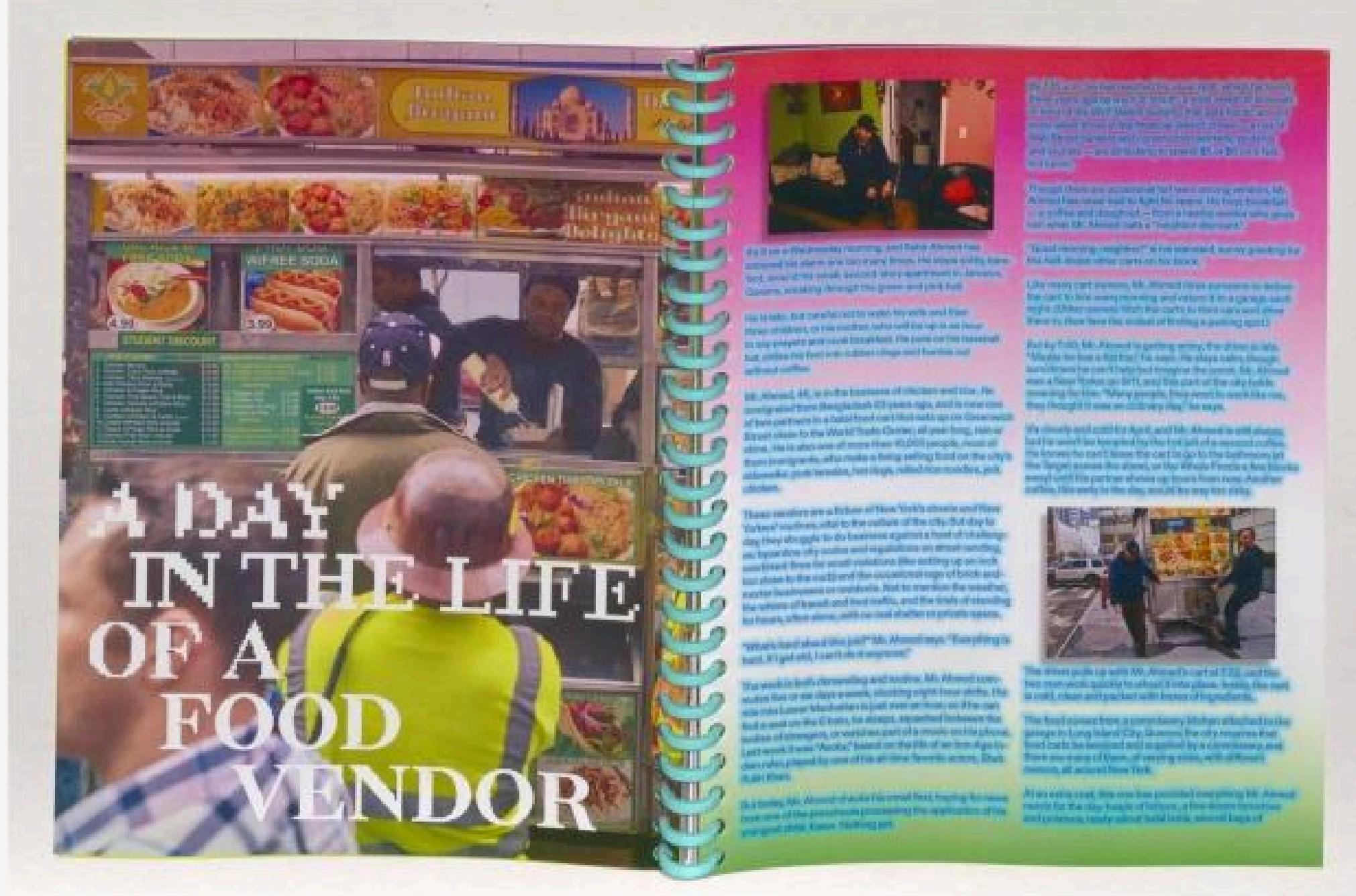
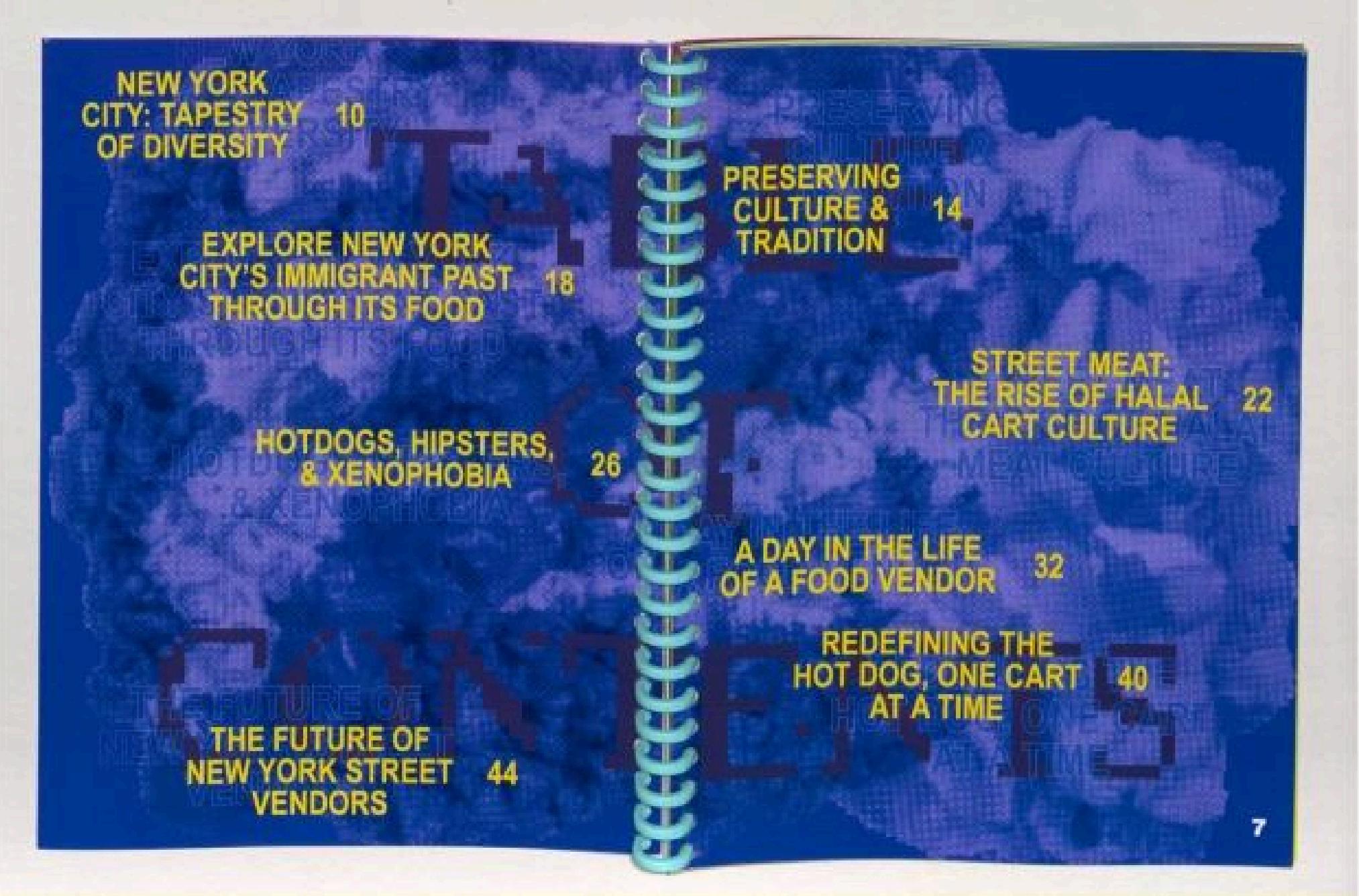
YOU EAT, WHAT THEY EAT.



A La Cart

Book Design







POSTER DESIGN

INFOGRAPHIC

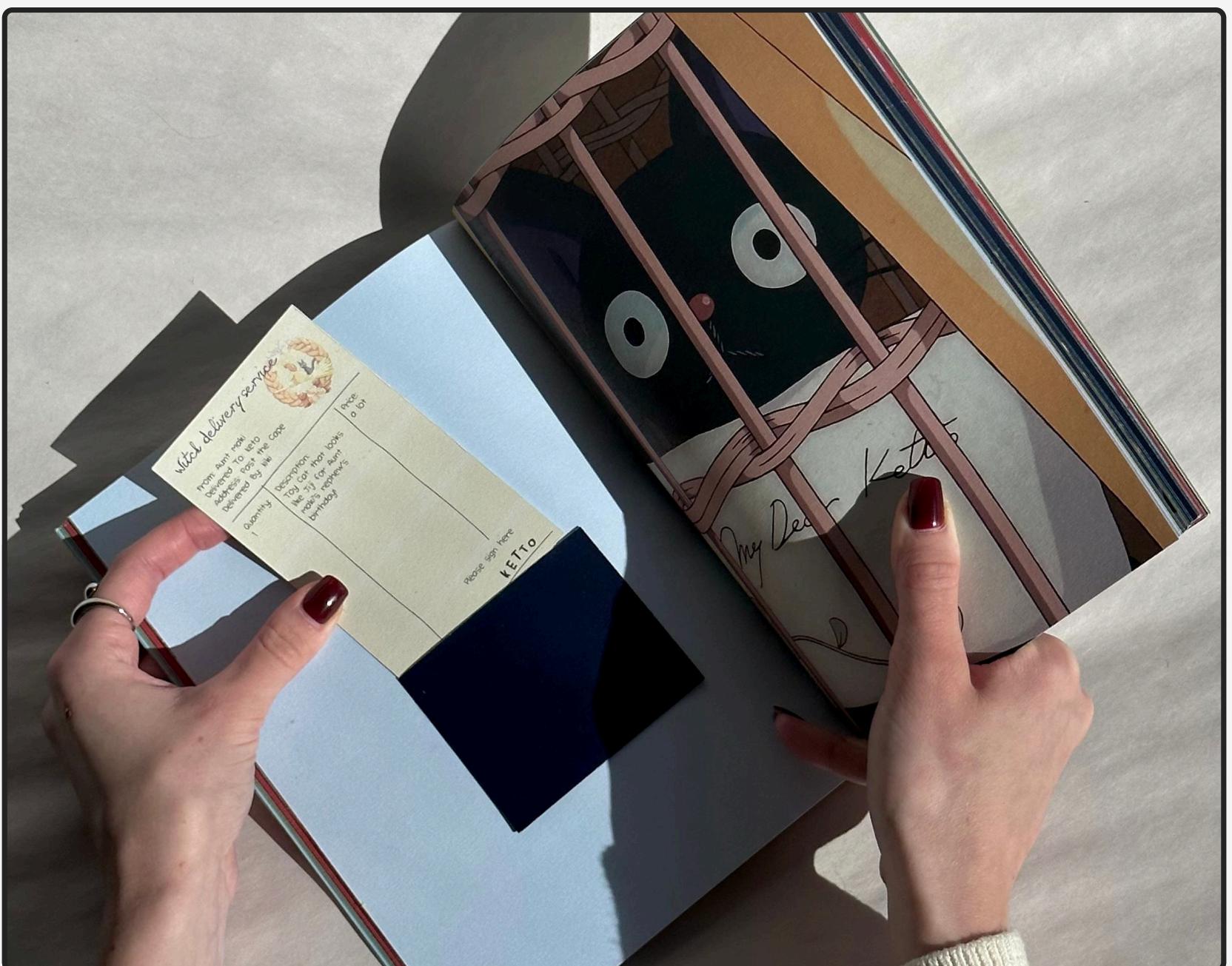
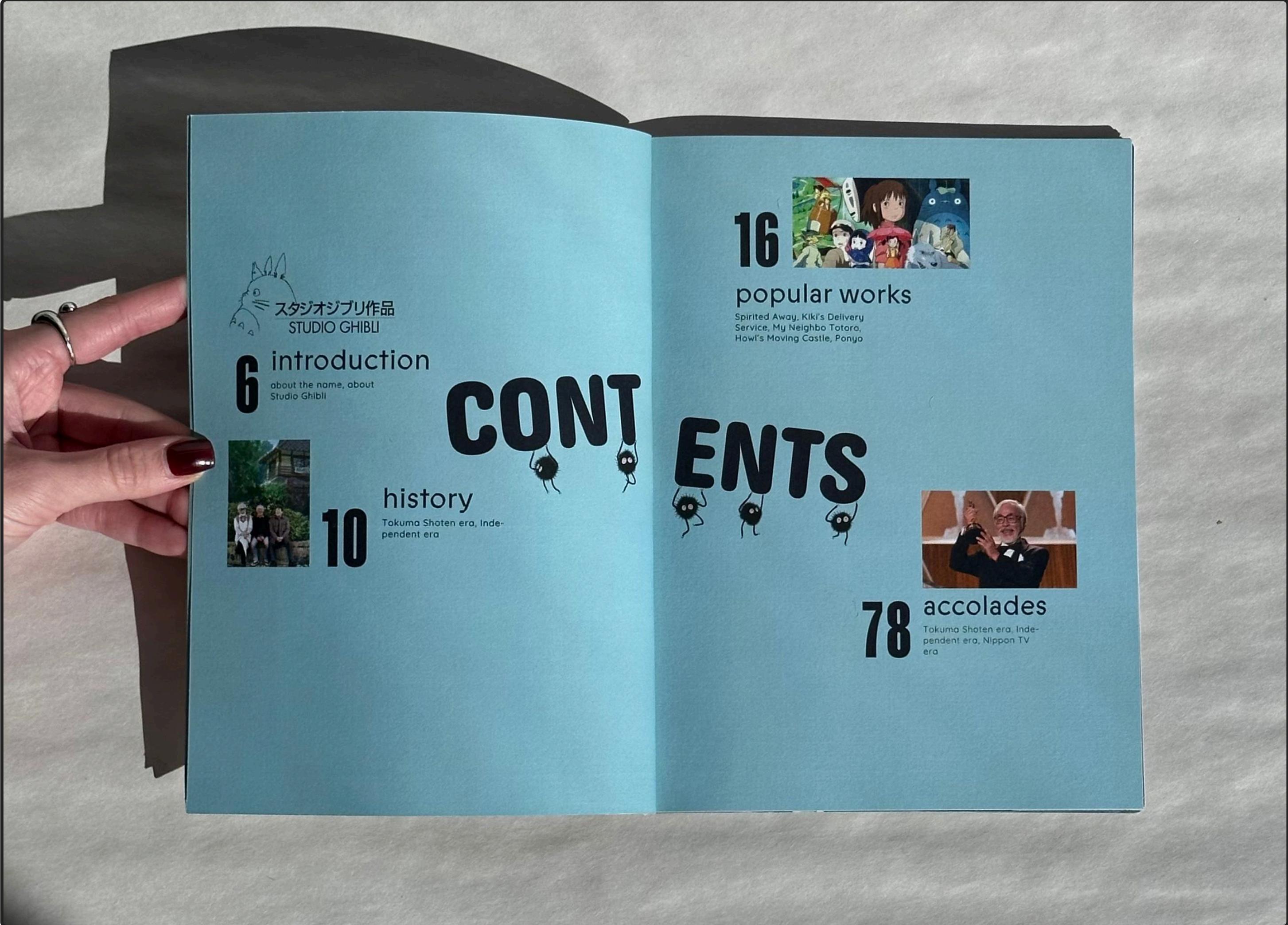
NYC Air Rights



BOOK DESIGN

INTERACTIVE DESIGN

Studio Ghibli





@gmail

jaqaileen.com

instagram & linkedin