

Hiya 🙌 I'm Renno (reh.now), a multidisciplinary *designer* and this, is my portfolio.

CAN I PULL YOU FOR A CHAT? 🤖

Introduction & Resume

Meet the reality TV enthusiast behind this
overly designed document.

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PRODUCT DESIGN

Checkout Hero

Promoting best practices in eCommerce to
customers worldwide.

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RESEARCH-LED • AWARD-WINNING

BLNK

Investigation of the evolution of creative
media, what it is today, and what it could
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MULTIDISCIPLINARY

Glanbia

Working with the award-winning internal
agency on the market-leading global
nutrition group.

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BRANDING & IDENTITY

FÍS

An identity representing the future within
the creative hub of DKiT.

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Featuring client and conceptual work for
Auntie Anne's ID alex[a]lexa ID
After Five ID Bank Central Asia ID
BUSS MDiT ID Dundalk Bay Brewery IE
Dundalk Business Improvement District IE
Dundalk Institute of Technology IE
Every Body Health IE Finelindo ID Jade ID
Happyfit ID Name Clothing ID
NLT Limo SG Sagacase ID Studio Lengua ID
SOE Jakarta ID Tama Hehanussa ID
Tea & Co. ID Tongs Access ID
Warung Menteng ID and more.

Named after a character from a 90's TV show , pronounced similarly to a French car . Hailing from a land with over 10,000 islands , just a regular lad passionate about storytelling, processes and beautiful, accessible design.

Hiya 🙌 I'm Renno (reh·now)  ,
an Indonesian  multidisciplinary
designer previously worked with
award-winning agencies, *Fortune 500*
companies, *established* businesses, and
exciting startups worldwide 

Skills

Affinity Diagram, Augmented Reality, Branding & Identity, Business-to-Business (B2B), Business-to-Consumer (B2C), Competitive Benchmarking, Customer Journey Mapping, Design Thinking, Digital Display Advertising, Email Marketing, Graphic Design, HTML & CSS, Motion Graphics, Product Design, Project Management, UI Design, Usability Testing, UX Design, UX Research, Social Media Marketing, Survey, Stakeholder Relations, Wireframing, Workshops



Education

JAN 2023 -
EXPECTED JUN 2023

UX Design Institute ↗

Dublin, IE

Accredited by Glasgow Caledonian University, Scotland

Modules taken: Introduction to UX design, user research, analysis techniques, structure and navigation, interactions, design principles, design patterns, mobile, workflows, prototyping and handover.

SEP 2015 -
JUN 2019

Dundalk Institute of Technology ↗
BA (Hons) Communications in Creative Media

undalk, IE

1:1 - 1st Class Honours (4.0 GPA)

Courses taken: Advanced web and
communications, audio visual te

communications, audio-visual techniques, sound design, media & society, social context of technology, human-computer interaction.

JAN 2013 -
DEC 2013

Taylor's College ↗ Ontario Secondary School Diploma

ENG4U, functions 11, advanced functions, media arts, economics, business studies,
business leadership

Experience

SEP 2022 - PRESENT	Creative Developer <u>Glanbia</u> ↗	Dublin, IE	FEB 2018 - MAR 2018	Digital Media Associate <u>Dundalk Business Improvement District</u> ↗	Dundalk, IE
	Designed and executed digital marketing campaigns, rebranding and corporate refresh efforts, and developed key B2B collaterals and creative assets for Glanbia and Tirlán while exploring XR technologies to drive future growth and innovation.			Produced marketing materials and video content to promote local businesses and attractions in Dundalk, conducted a UX audit of the website, and revitalized the brand identity of the Dundalk Tourist Office.	
FEB 2020 - AUG 2022	Creative Associate <u>Glanbia</u> ↗	Dublin, IE	JUL 2015 - DEC 2015	Graphic Designer Intern <u>SOE Jakarta</u> ↗	Jakarta, ID
	Worked in a cross-functional, award-winning agency executing successful B2B and B2C marketing campaigns and delivering creatives for global brands in the Glanbia portfolio, utilising diverse mediums such as AR, digital, print, motion, video, and interactive web experiences.			Developed and created the initial branding & identity for SOE Jakarta, a sustainable clothing brand using traditional Indonesian handwoven textiles. As seen at Paris, Jakarta, Seoul, and London Fashion Weeks.	
JUL 2019 - OCT 2019	Product Design Intern <u>Global Payments</u> ↗	Dublin, IE	JUN 2015 - SEP 2015	Graphic Designer Intern <u>alex[a]lexa</u> ↗	Jakarta, ID
	Contributed to the development of Index, Global Payments' engineering and product design system. Designed and Developed Checkout Hero, a B2B product promoting best practices in eCommerce to customers worldwide.			Designed and developed social marketing assets and t-shirt designs for the summer 2015 collection launch of alex[a]lexa.	
JUL 2017 - JUN 2019	Freelance Graphic Designer <u>Studio Lèngua</u> ↗	Jakarta, ID			
	Designed, developed, and executed social media marketing campaigns and delivered various creative assets for clients in various industries, including construction, healthcare, FMCG, F&B, finance, fashion, and event management in the greater Southeast Asian region.				

Certifications

Google Ads Display Certification by Google	2023	Certified Associate in Project Management by Trigraph Intelligent Learning	2022
Fundamentals of Digital Marketing by Google	2022	International Student Ambassador by Education in Ireland	2019
Enterprise Design Thinking Practitioner by IBM	2022		

Awards & Acknowledgements

Awards	Exhibitions
Best in Show BLNKDISRUPTION FÍS 2019	Jakarta, ID BLNKDISRUPTION FÍS 2019
	Types of Danger Kells Type Trail

globalpayments

Promoting best practices in eCommerce to customers worldwide.

ROLE	PROJECT TIMELINE	PROJECT TOOLKIT	PROJECT CONTRIBUTION
Product Designer	10 Weeks	Sketch, Figma, & InVision	Design Systems, Research, Wireframes, Prototyping & Product Design
COLLABORATOR			 James Heffernan ↗ Senior Design Manager, Global Product Design

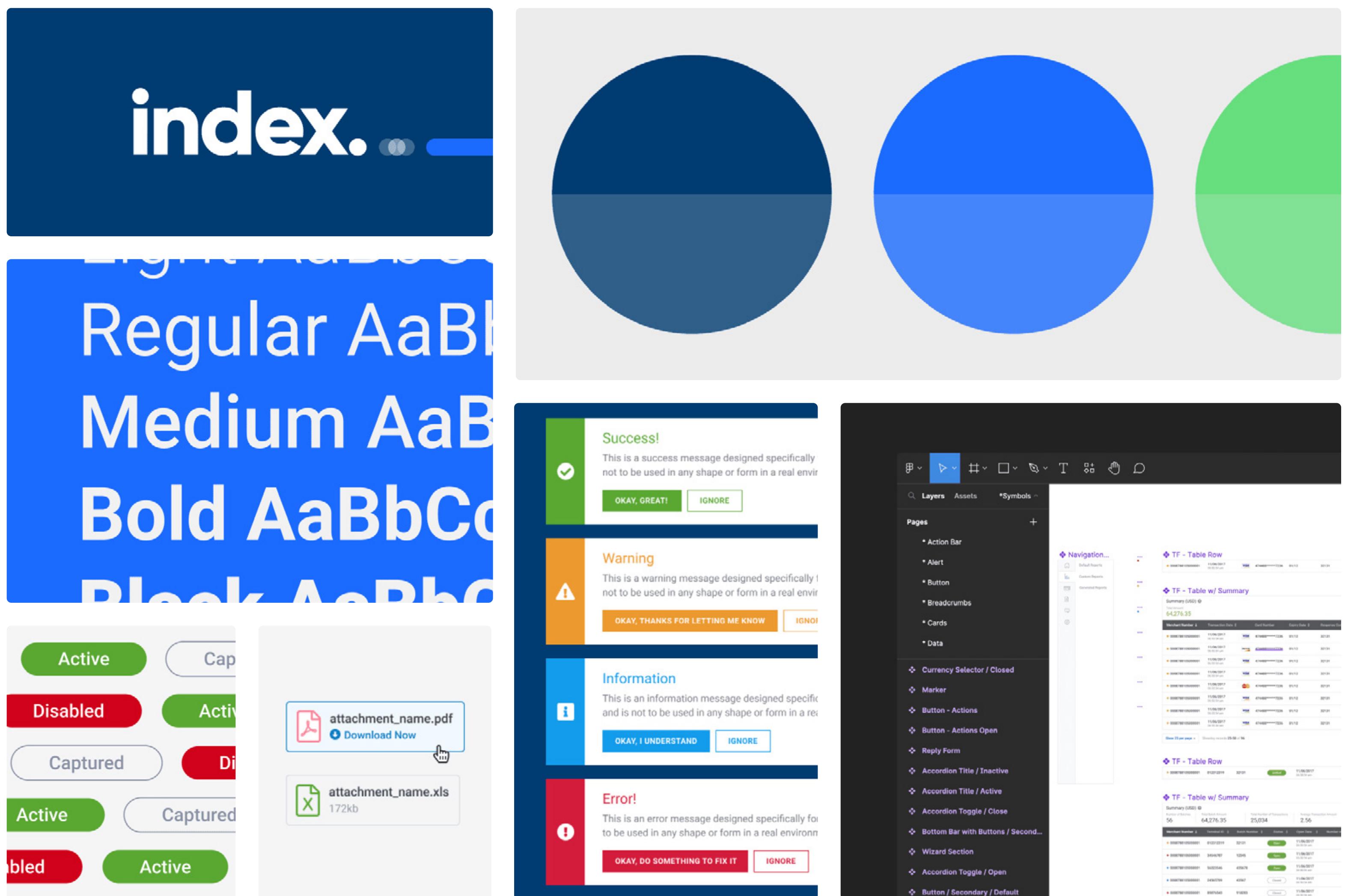
Checkout Hero is a B2B product that promotes best practices in eCommerce to its customers worldwide. It acts as a central hub that hosts articles curated and made by the experts at Global Payments, currently categorised into four pillars; security, UX, conversion, and mobile.

Checkout Hero was previously a Realex Payments product prior to its acquisition by Global Payments in 2015. I was delegated as the sole designer and participated in the whole UX design process of redesigning and improving the product in tandem with the work I'm doing for Global Payments' design system.

Contributing to the Design System

At Global Payments, I was heavily involved in the development of [Index](#), Global Payments' engineering & product design system.

I did an initial audit of all the products within the Global Payments portfolio, identifying and exporting key patterns and elements which would later be hosted on an internal microsite that gives a high-level overview to further the development of the design system.



Defining the Problem

Going Through the Hoops

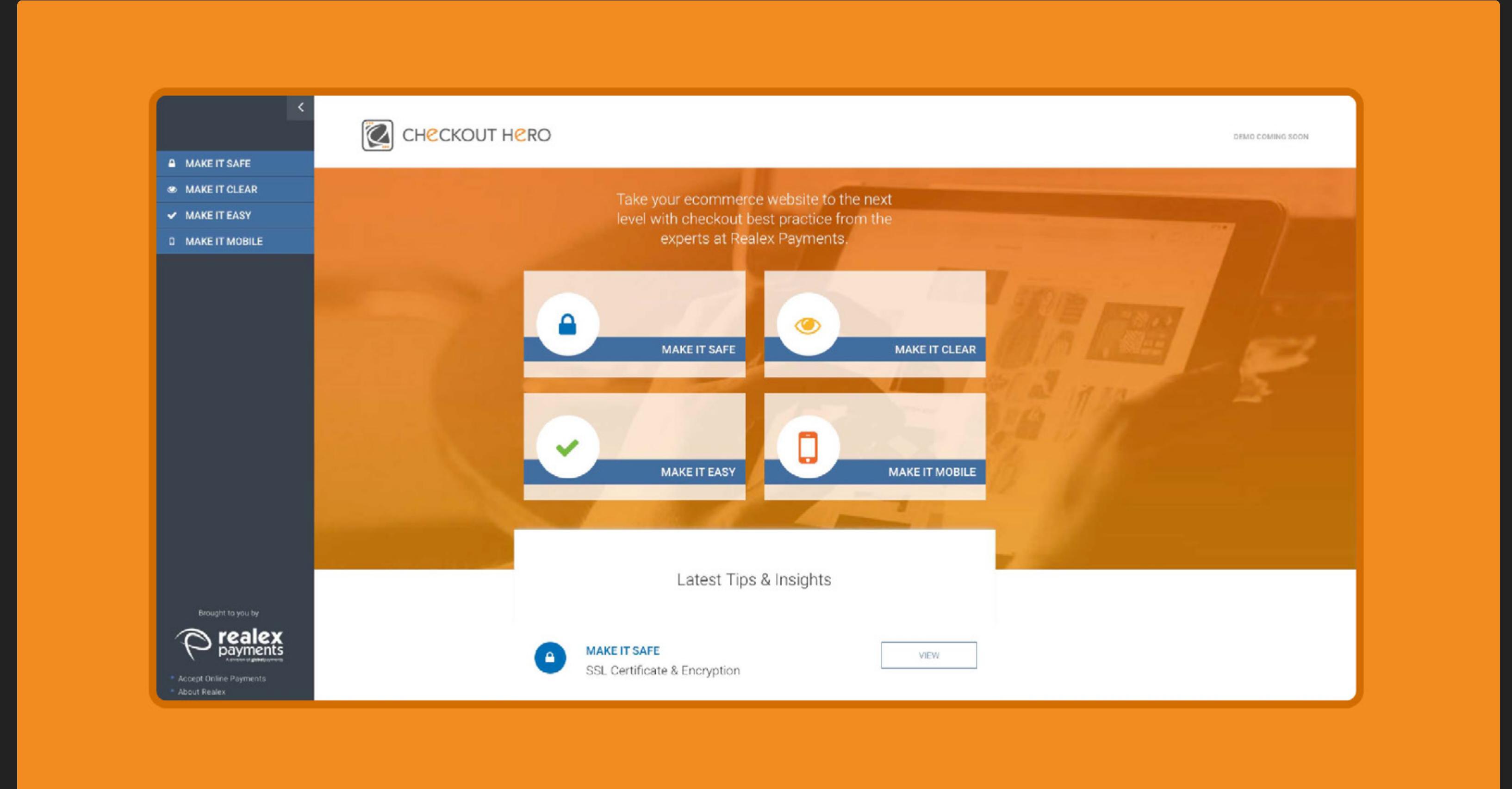
Though the product contains multiple articles, these are not separated into their own individual pages. Users would have to *go through the hoops* to get to the content their looking for.

Legacy Design

The website has not been redesigned since Global Payment's acquisition of Realex Payments, and currently does not follow the current brand guidelines.

Where am I supposed to go?

The lack of an indexing system causes restrictions and requires users to take extra steps to get to the content most relevant to them.



• CHECKOUT HERO LEGACY BUILD [2019]

Solutions

Fresh Coat of Paint, And a Whole Load of Work

With a brand-new look, Checkout Hero is visually overhauled with a responsive web design approach and variable typography.

Putting Ourselves Front and Centre

We know payments, and we are here to take you along the journey to bring your business to the next level.

Putting Things in Context

Revamped navigation and the implementation of a search, filter, tagging and recommendations system.

Introducing Chapters

Chapters are our solution to categories. All your articles are now in their respective spaces.

Process

Person Development and Analysis

We've identified and refined a persona on which we will shift focus on for our project. We put ourselves into their shoes and try to understand their needs, pain points, scenarios, and identifying the key goals of the users when using the product.

Competitive Benchmarking

Looking at similar products on the market highlighting their overall information architecture, navigation system, managing multiple mediums of information, use of multiple colours and typefaces, and its relationship to its parent if any.

Considerations & Recommendations

CONSIDERATIONS

Our Persona wants to make his business feel trustworthy & build credibility through association. At a glance, the content seems relevant to them, but they are still determining how this will benefit them in the long run.

RECOMMENDATIONS

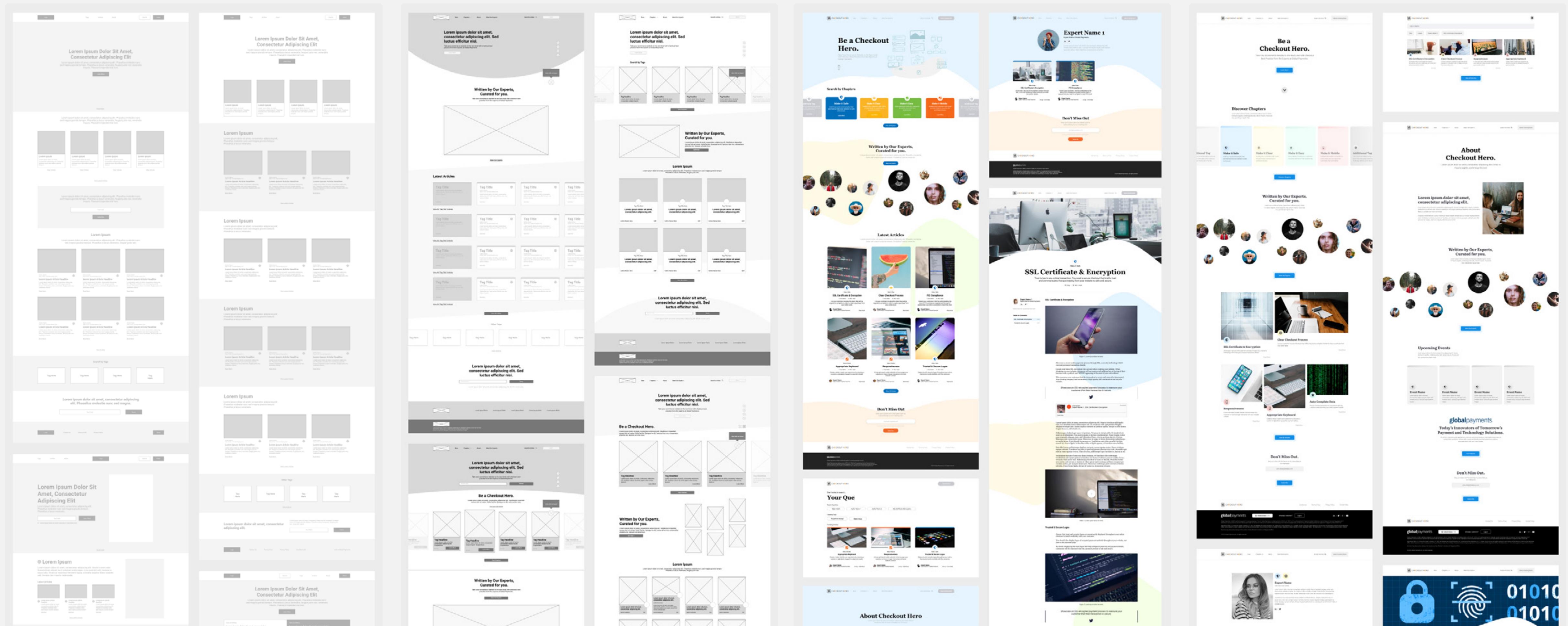
Have the product be visually aligned with the other products within the portfolio. Putting the most relevant content front and centre.

CONSIDERATIONS

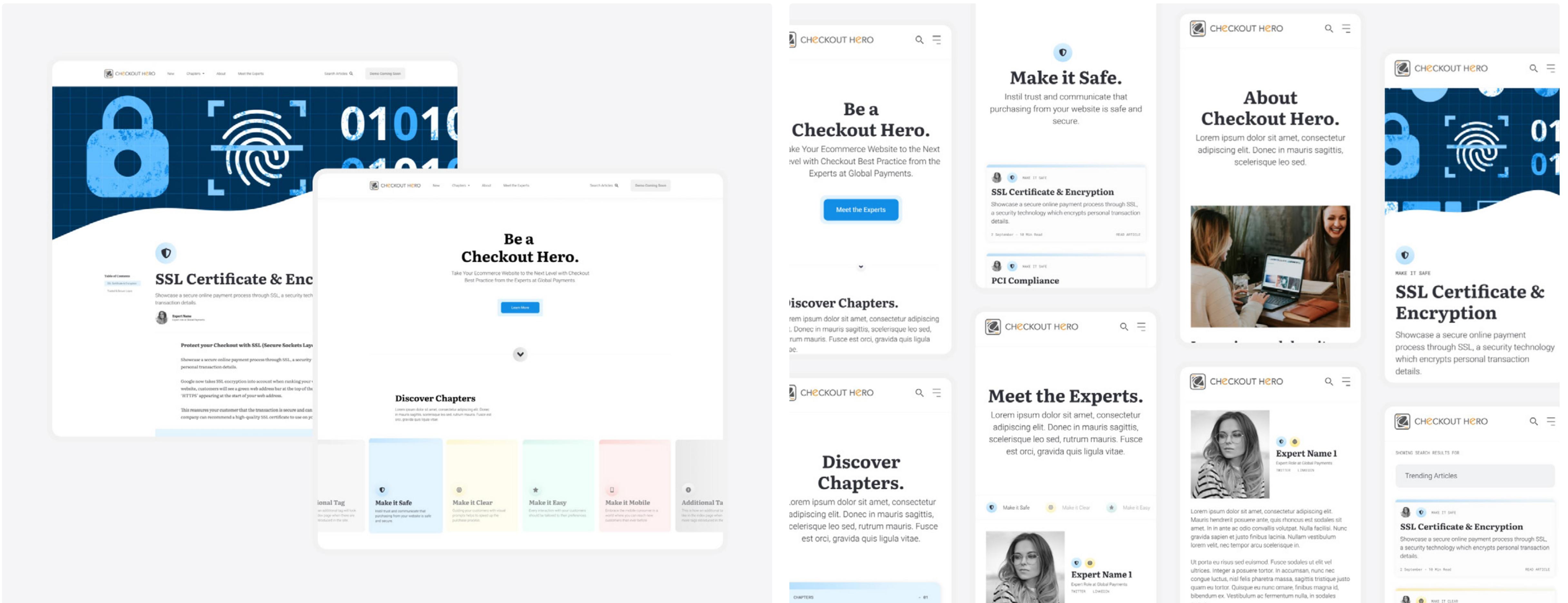
As a business owner, our Persona understands that trust is key to running a successful business. They are also very wary of things they see on the internet and feel much more comfortable if they can speak to someone on the topics they've read.

RECOMMENDATIONS

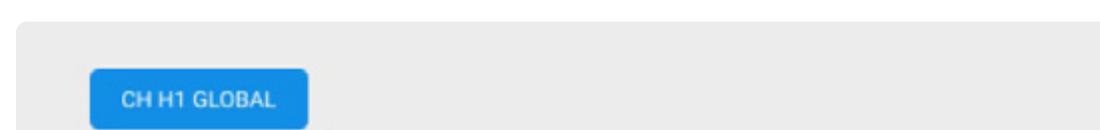
Allow users to connect with the experts through social media or email. Provide references and reading recommendations, similar to a dissertation.



Design Iterations



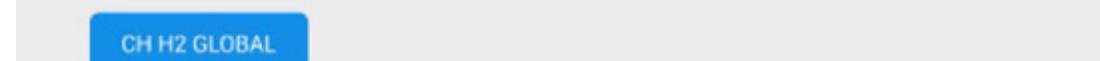
The newly redesigned Checkout Hero features an all-new colour palette from Index, with its subtle use of tints, and the introduction of Literata to the library.



Typography styling for H1 components on Checkout Hero. Used on hero sections globally.

My H1 would look something like this.

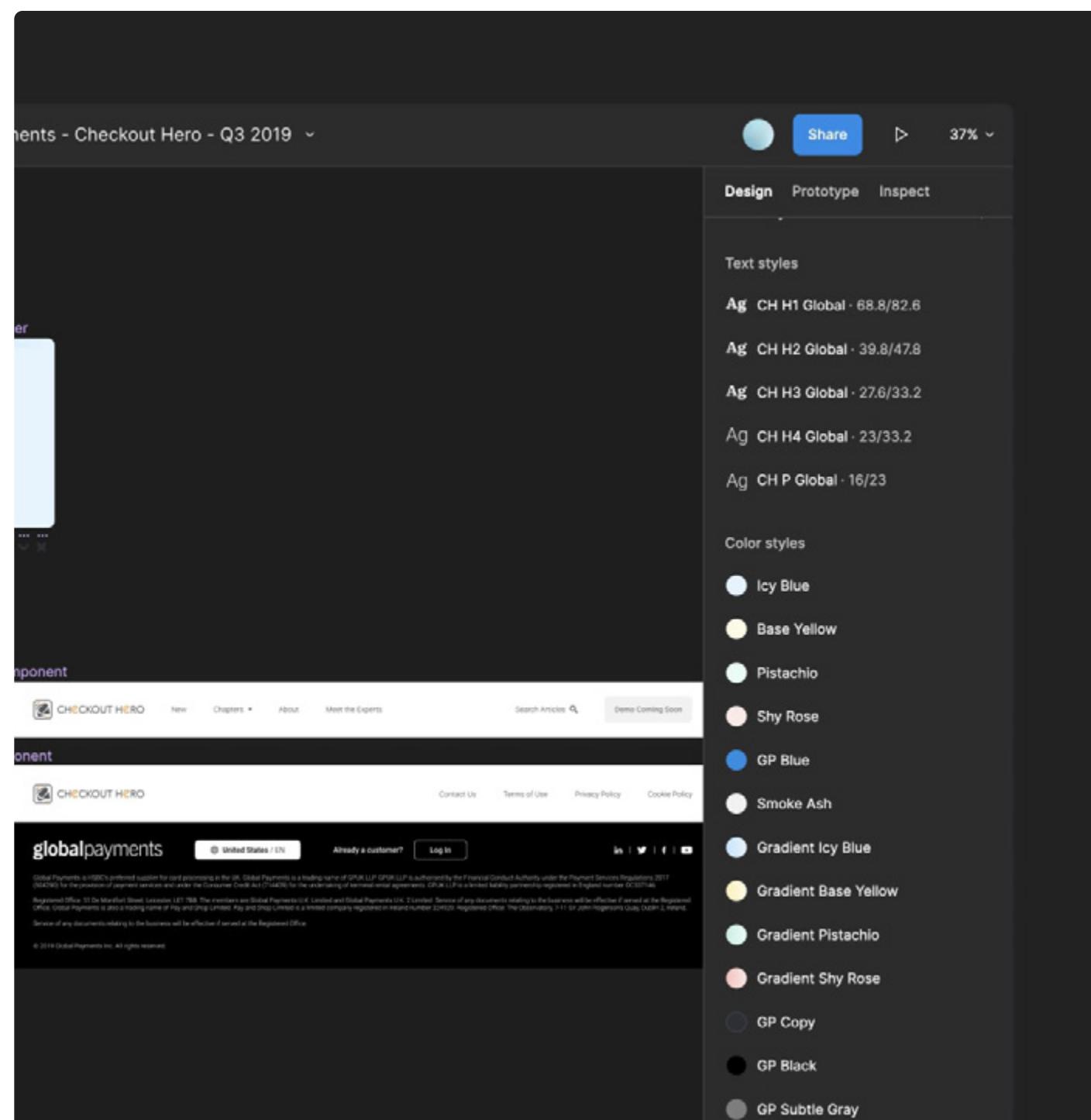
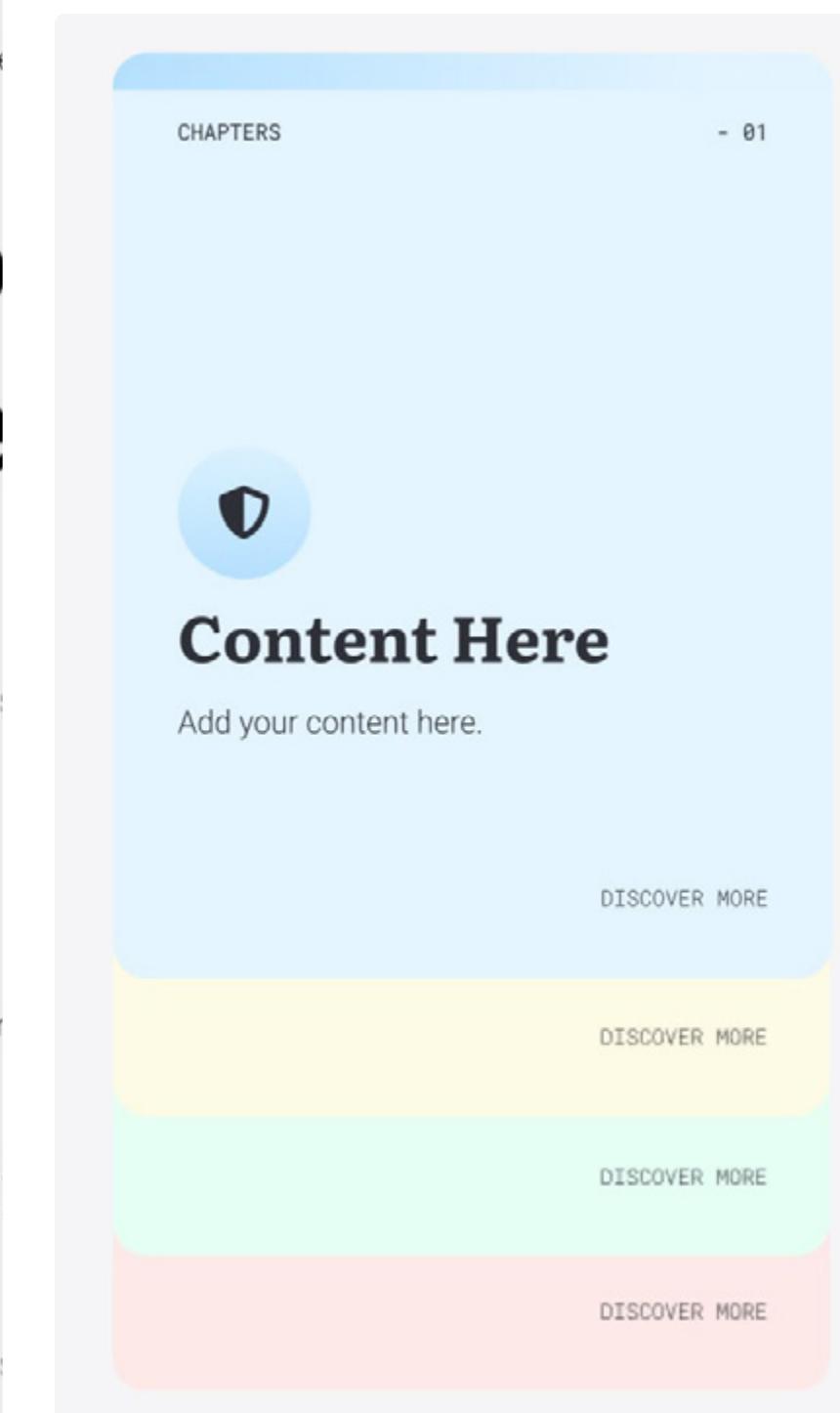
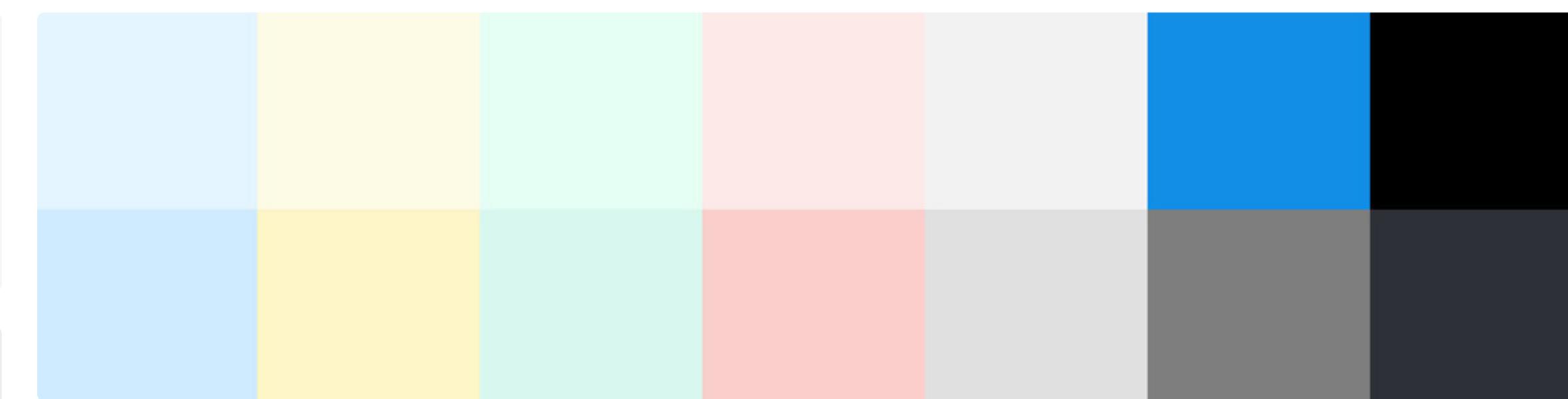
Literata Bold - 68px Font Family



Typography styling for H2 components on Checkout Hero. Used on section containers globally.

My H2 would look something like this.

Literata Bold - 39.81px Font Family

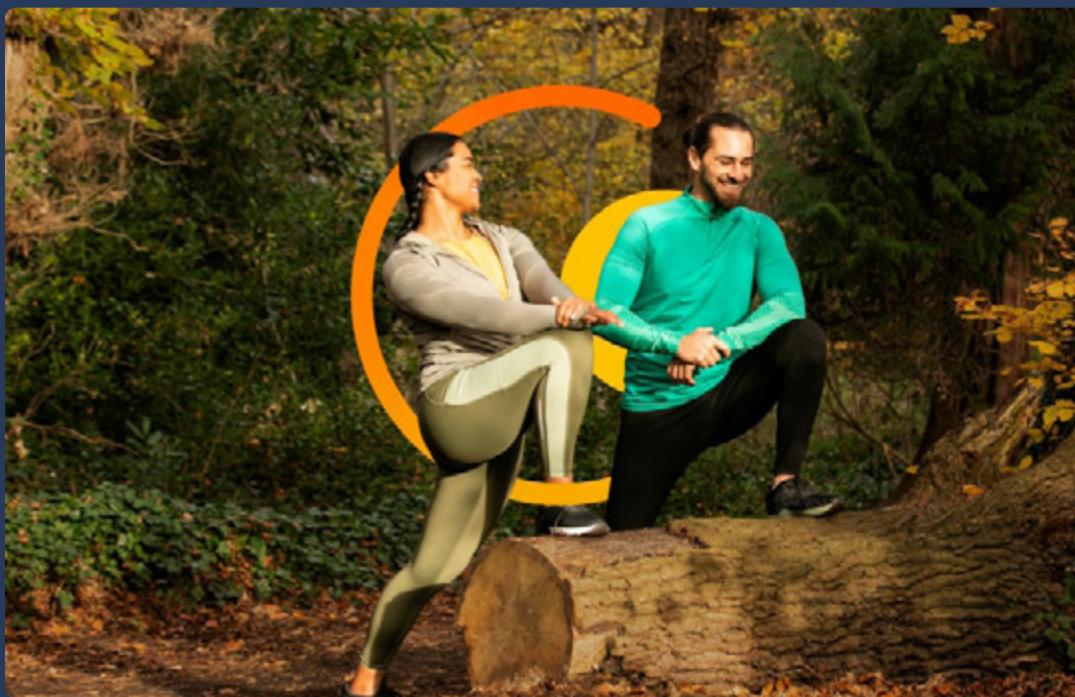
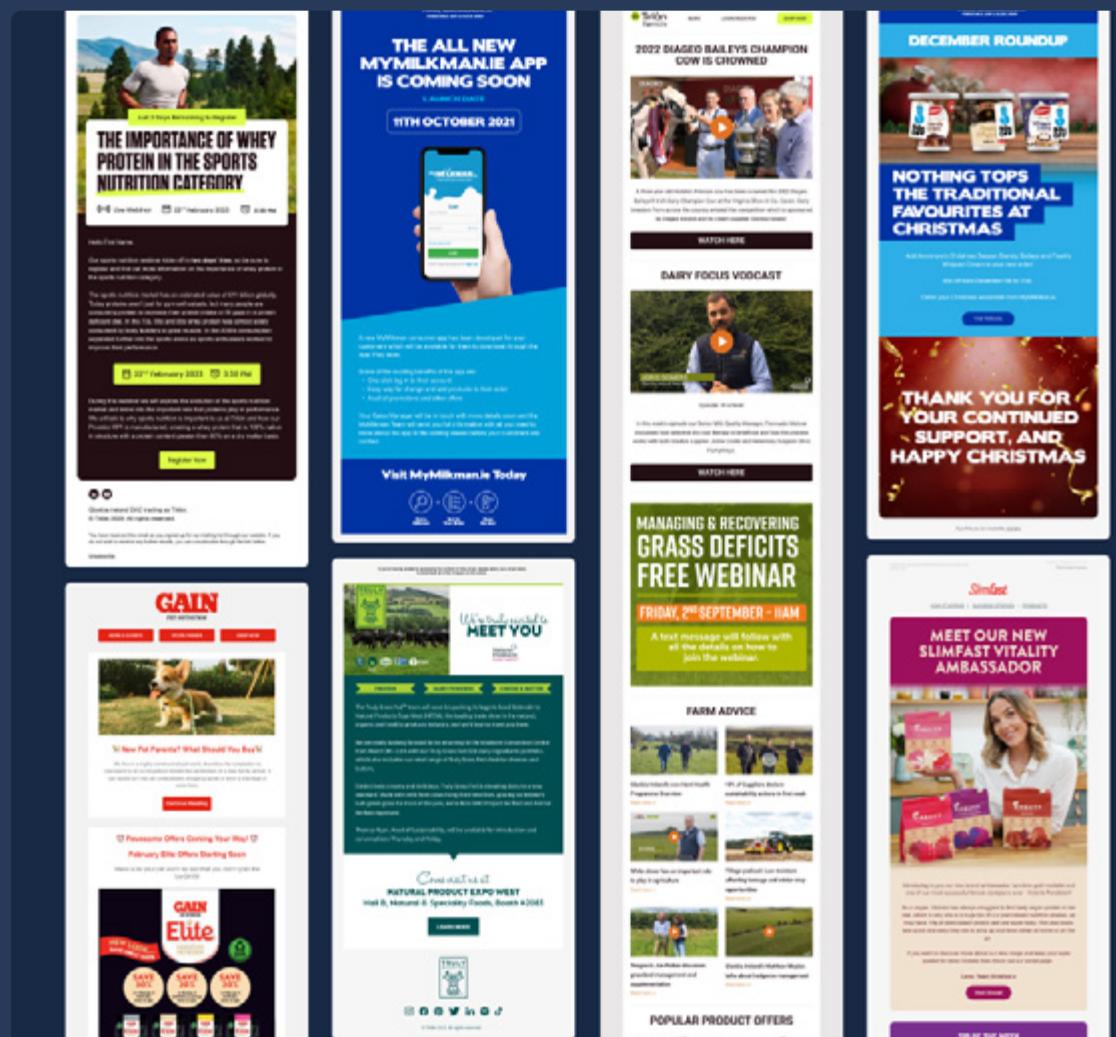
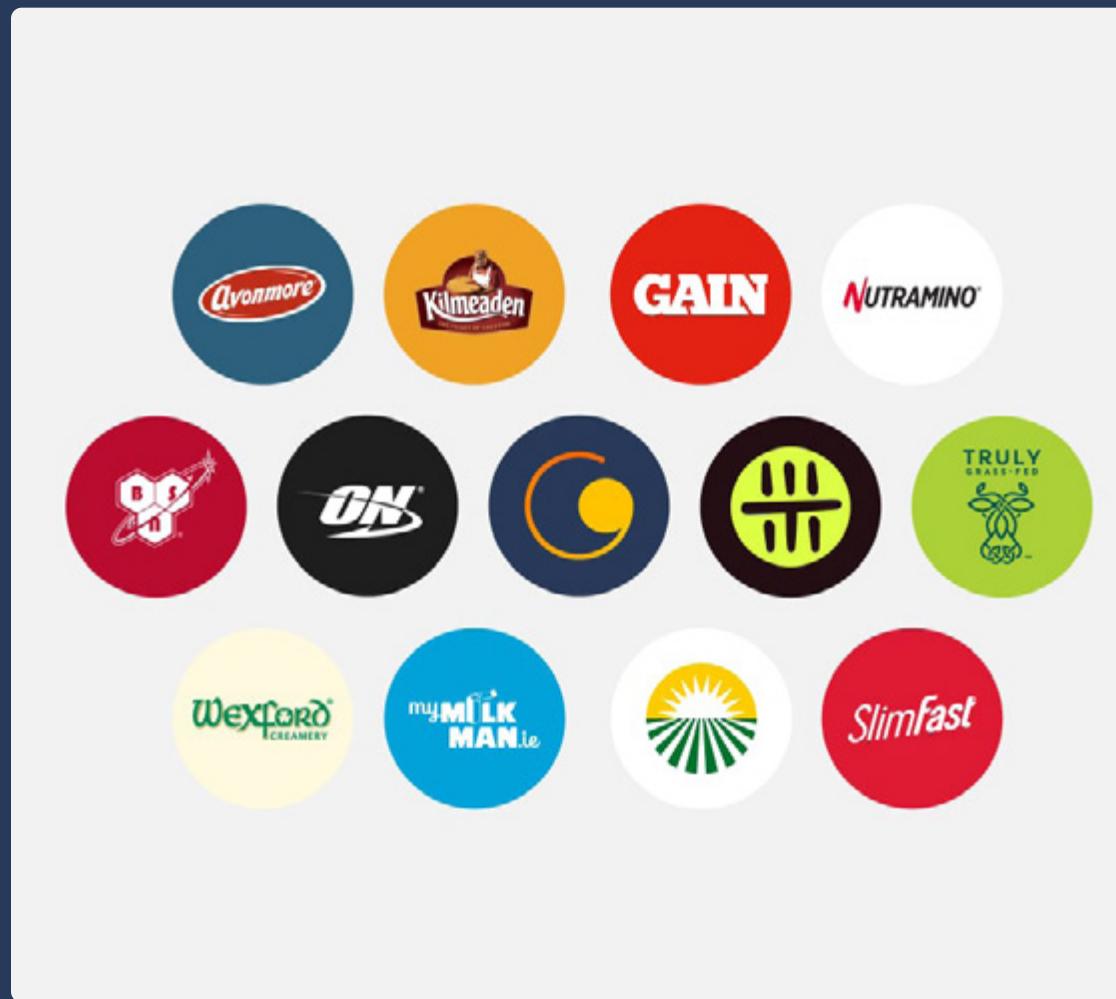


One For the Future.

This project does not end with me, however.

I've created various text styles, colour styles and components for repeating assets, ensuring a smooth handover to future collaborators of the project.

These are all customisable, and a supporting document is also provided for reference.



Working with the award-winning internal agency at Glanbia.

ROLE

Creative Associate & Developer

CREATIVE TOOLKIT

Adobe Creative Suite, Figma, HTML & CSS, Mural, Spark AR, Ceros, Google Web Designer

DISCIPLINE

Branding & Identity, Digital Design, Print Design, Campaign Development, Corporate Branding, Social Media Marketing, Motion Design, Email Marketing, Digital Display Advertising, UI Design, Front-End Development, & Extended Reality (XR)

Glanbia is a global nutrition company with a mission to help people lead healthy, active lives. With its products sold in over 130 countries worldwide, Glanbia is home to industry-leading brands and possesses a leading market position in sports nutrition, dairy and non-dairy ingredients, vitamins, and mineral premixes.

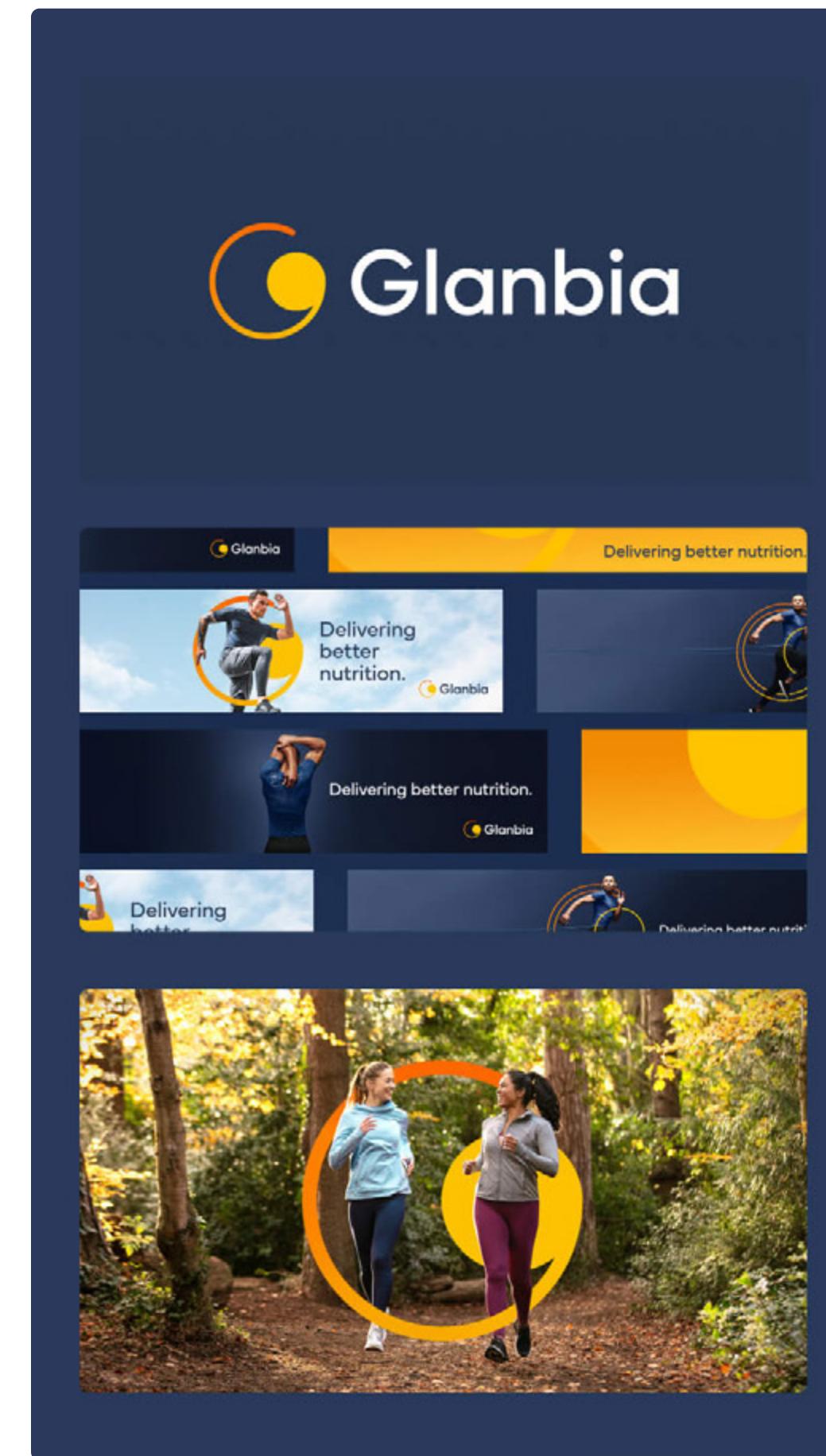
I work with the Digital+ team, the award-winning internal agency at Glanbia consisting of digital strategists and marketers, social media experts, creatives, videographers, UX experts, and web developers, all working on projects within the Glanbia brand portfolio.

As a Creative Associate & Developer, I worked on ideating and developing creatives and executing marketing campaigns for both B2B and B2C channels in various platforms while introducing new technologies and bringing key design collaterals development in-house.

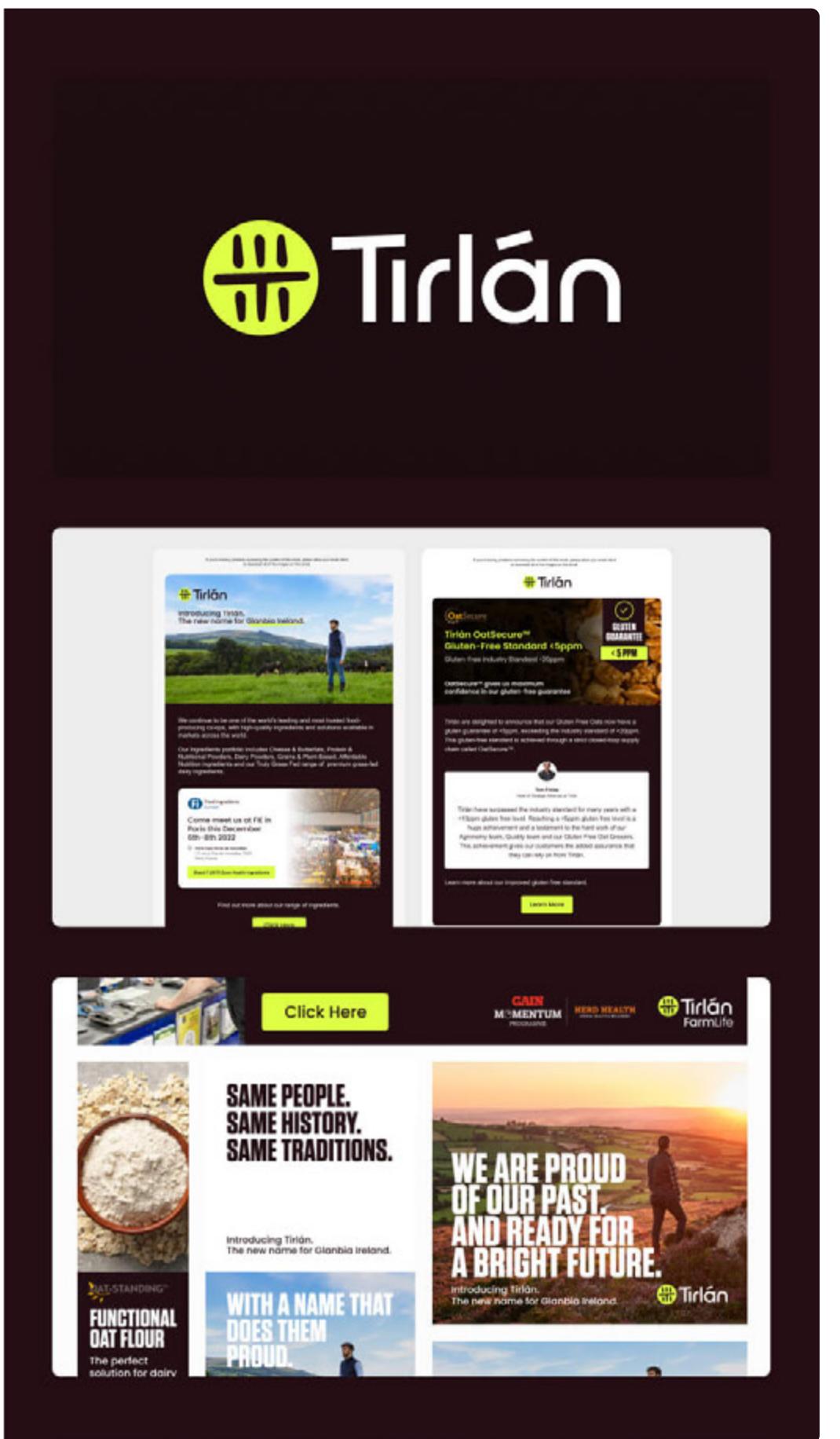
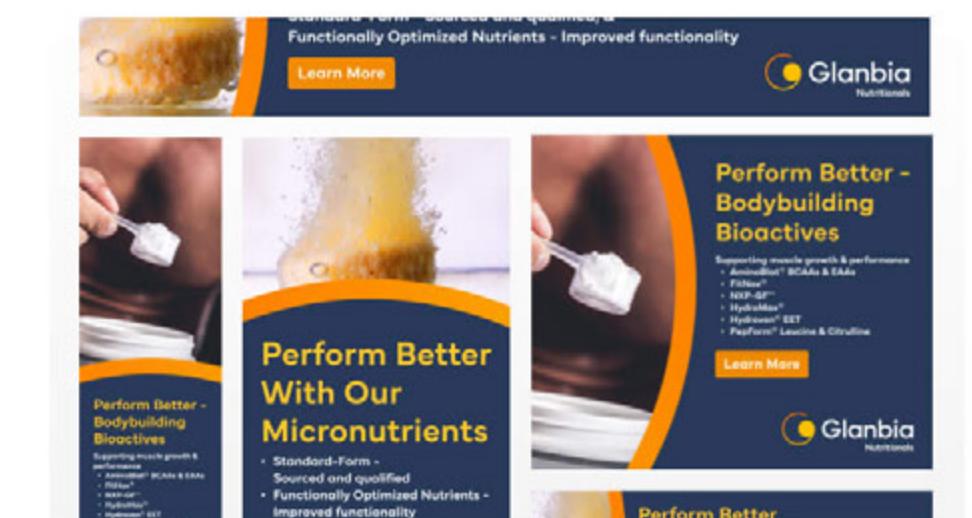
Working with Globally Recognised Brands

I've enjoyed working with all the brands within the Glanbia portfolio for both B2B and B2C channels.

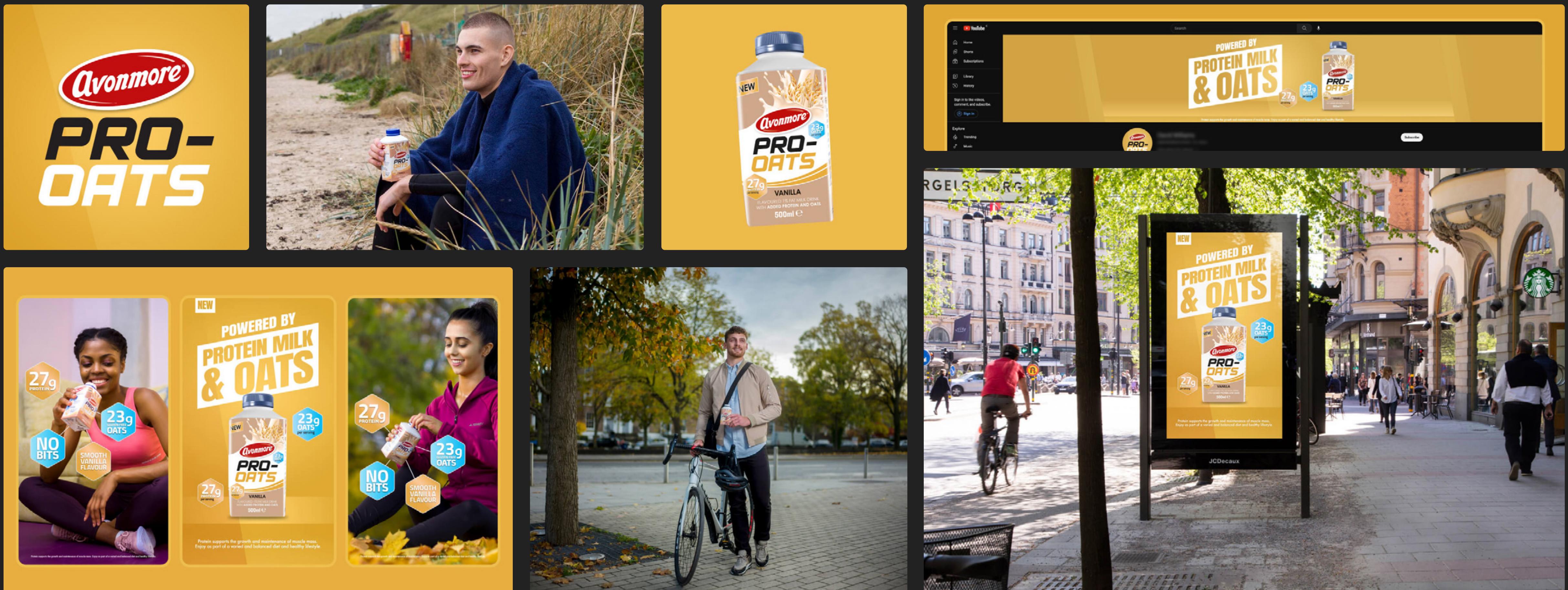
Whether it's digital, motion or print. Social, display, or email. All mediums. All platforms. From awareness, to conversion.



A New Look Towards the Future



I've supported the rebranding of Glanbia, Glanbia Nutritionals, and Tirlán, dealing with various creative assets and collaterals, working in tandem with key stakeholders in-house and externally from development to launch.



Bringing Ideas and Pitches to Life

Involved throughout the campaign life-cycle from initial brainstorming to launch. Worked on the overall styling and composition, and developed static and motion assets for social and DOOH.

• AVONMORE PRO-OATS [2021 - 2022]

Half of consumers choose snacks based on a craving – especially true for UK consumers¹

Irish consumers are more likely than UK consumers to regularly choose a healthy snack

On most days, which type of snack are you most likely to choose?

Click on the + and - buttons to view and hide categorisation based on region.

Snack Type	Percentage
Depends on what I'm craving	50%
Healthy Snack	46%
Indulgent Snack	33%
I do not snack	10%

Consumption of bars overall is slightly up compared to one year ago

Over the last year, has your consumption of these products increased, stayed the same, or decreased?

Click on the bars on the shelves to see the results

Snack Bar Category	Icon Description
Granola/Cereal/ Snack Bars	Granola Bar icon
Protein Bars	Protein Bar icon
Salty Snacks	Salty Snacks Bar icon
Sweet Snacks	Sweet Snack Bar icon
Candy Bars/ Chocolate	Chocolate Bar icon

Top Consumption Occasions by Snack

For What Occasions Do You Currently Consume The Products Below?*

Occasion	Snack Type	Percentage
Before/Roo/Instead of breakfast	Granola/Cereal/Snack Bars	24%
Mid Morning Snack	Protein Bars	33%
Before/During/After Workout (Any Time)	Candy Bars/Chocolate	42%
Afternoon snack	Sweet Snacks	43%
After Dinner/For Dessert	Salty Snacks	47%
Late Night/Middle of Night snack		

*Percentages do not add up to 100% as respondents could select multiple occasions.

Just 2 Days Remaining to Register

THE IMPORTANCE OF WHEY PROTEIN IN THE SPORTS NUTRITION CATEGORY

(1+) Live Webinar 22nd February 2023 3:30 PM

Hello First Name,

Our sports nutrition webinar kicks off in **two days' time**, so be sure to register and find out more information on the importance of whey protein in the sports nutrition category.

The sports nutrition market has an estimated value of €11 billion globally. Today proteins aren't just for gym enthusiasts, but many people are consuming protein to increase their protein intake or fix a protein deficient diet. In the 70s, 80s and 90s whey protein was almost solely consumed by body builders to grow muscle. In the 2000s consumption expanded further into the sports arena as sports enthusiasts worked to improve their performance.

22nd February 2023 3:30 PM

During this webinar we will explore the evolution of the sports nutrition market and delve into the important role that proteins play in performance. We will talk to why sports nutrition is important to us at Tivlin and how our Promilk® WP1 is manufactured, creating a whey protein that is 100% native in structure with a protein content greater than 90% on a dry matter basis.

Register Now

Globus Ireland DAC trading as Tivlin.
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Unsubscribe

GAIN
PET NUTRITION

NEWS & EVENTS STORE FINDER SHOP NOW

>New Pet Parents? What Should You Buy?

We live in a highly commercialized world. Therefore the temptation to overspend is all too frequent. Avoid the commitment of a new family pet, it can easily turn into an unnecessary shopping spree or even a shortage of resources.

Continue Reading

Pawsome Offers Coming Your Way!

February Elite Offers Starting Soon

Make sure your pet won't be sad that you didn't grab the bestGAIN!

GAIN
Elite

**THE ALL NEW
MYMILKMAN.IE APP
IS COMING SOON**

LAUNCH DATE

11TH OCTOBER 2021

A new MyMilkman consumer app has been developed for your customers which will be available for them to download through the App/ Play store.

Some of the exciting benefits of the app are:

- One click log in to their account
- Easy way for change and add products to their order
- Avail of promotions and other offers

Your Sales Manager will be in touch with more details soon and the MyMilkman Team will send you full information with all you need to know about the app in the coming weeks before your customers are invited.

Visit MyMilkman.ie Today

If you're having problems accessing the content of this email, please allow our email client to download content from the image on this email.

PROTEIN

Dairy Powders

CHEESE & BUTTER

The Truly Grass Fed™ team will soon be packing its bags to head Stateside to Natural Products Expo West (NPEW), the leading trade show in the natural, organic and healthy products industry, and we'd love to meet you there.

We are really looking forward to be returning to the Anaheim Convention Centre from March 9th - 11th with our Truly Grass Fed B2B dairy ingredients portfolio, which also includes our retail range of Truly Grass Fed cheddar cheeses and butters.

Did you know creamy and delicious, Truly Grass Fed is elevating dairy to a new standard. Made with milk from cows living their best lives, grazing on Ireland's lush green grass for most of the year, we're Non-GMO Project Verified and Animal Welfare Approved.

Thomas Ryan, Head of Sustainability, will be available for introduction and conversations Thursday and Friday.

*Come visit us at
NATURAL PRODUCT EXPO WEST*

Hall B, Natural & Speciality Foods, Booth #2083

The collage includes:

- A small logo for Tirlán Farmline.
- The headline "2022 DIAGEO BAILEYS CHAMPION COW IS CROWNED".
- A video thumbnail showing a cow being milked by a person, with a Diageo Bailey's banner in the background.
- A text box: "A three year old Holstein Friesian cow has been crowned the 2022 Diageo Bailey's Irish Dairy Champion Cow at the Virginia Show in Co. Cavan. Dairy breeders from across the country entered the competition which is sponsored by Diageo Ireland and its cream supplier Glanbia Ireland."
- A "WATCH HERE" button.
- The title "DAIRY FOCUS PODCAST" above a video thumbnail featuring a man in a vest, with a play button icon.
- A text box: "In this week's episode our Senior Milk Quality Manager, Fionnuala Malone discusses how selective dry cow therapy is beneficial and how the process works with both Glanbia supplier Jamie Costin and Veterinary Surgeon Chris Hampshire."
- A "WATCH HERE" button.
- The title "MANAGING & RECOVERING GRASS DEFICITS FREE WEBINAR" above a date box.
- A date box: "FRIDAY, 2nd SEPTEMBER - 11AM".
- A text box: "A text message will follow with all the details on how to join the webinar."
- The title "FARM ADVICE" above two video thumbnails.
- A video thumbnail showing two people walking in a field.
- A video thumbnail showing a group of people standing in a field.
- A text box: "Glanbia Ireland's new Herd Health Programme Overview" with a "WATCH HERE" button.
- A text box: "18% of Suppliers declare sustainability actions in first week" with a "WATCH HERE" button.
- A video thumbnail showing a man speaking.
- A video thumbnail showing agricultural machinery in a field.
- A text box: "White clover has an important role to play in agriculture" with a "WATCH HERE" button.
- A text box: "Tillage podcast: Low moisture affecting tonnage and winter crop opportunities" with a "WATCH HERE" button.

A New Look Towards the Future

Sometimes, a little bit of interactivity is just what we needed.

I've designed and built static microsites and interactive web experiences using vanilla HTML & CSS and Ceros.

Multidisciplinary *Designer* Portfolio Document

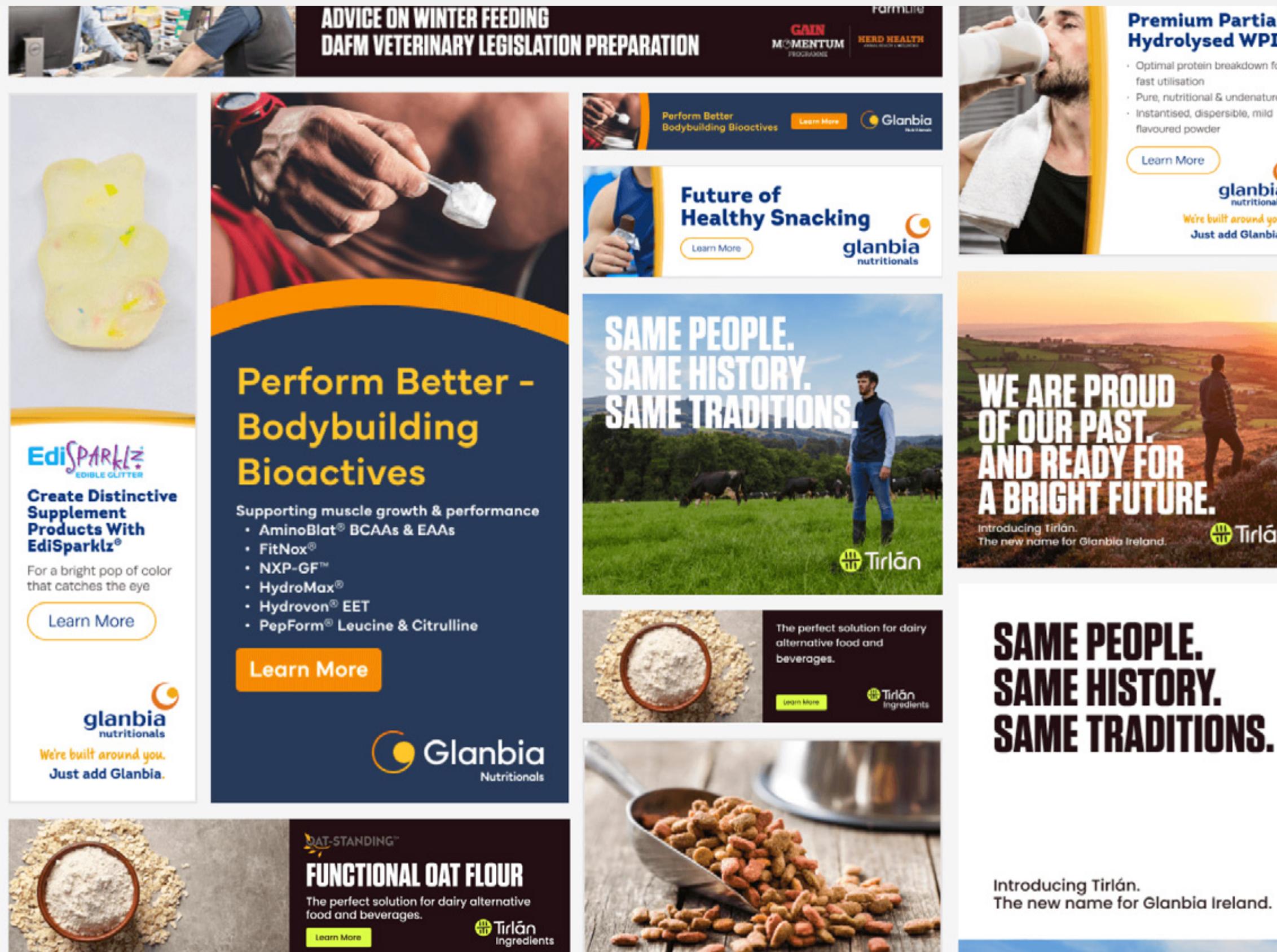
Selected Projects 2015 - 2023

Please forward any queries to
renno@riyadirenno.com ↗

You've got Mail

From `<div></div>` to `<table></table>`. From `<display:grid>` to `<td width=50%>`

I've designed and deployed responsive email marketing campaigns and templates with beautiful and formatted code using multiple marketing platforms tailored to the brand's needs.



A New Look Towards the Future

I've designed and developed digital display advertising banners through Google Web Designer (GWD) and successfully brought the production of digital display advertising in-house.



New Technologies, New Capabilities

With the rapid pace of standardisation in XR technologies, we've introduced AR capabilities through social for Kilmeaden and GAIN, opening a world of possibilities to the business.

BLNK

Investigation of the evolution of creative media, what it is today, and what it could develop in the future.

ROLE

PROJECT TIMELINE

PROJECT TOOLKIT

Designer
& Developer

12 Months

Adobe Creative Suite, Lens Studio,
HTML & CSS

PROJECT CONTRIBUTION

Research, Augmented Reality, Branding
& Identity, Web Design & Development
& Motion Design

COLLABORATOR

[Fiachra O'Cuinneagain ↗](#)
Project Supervisor[Dearbhla Brodigan ↗](#)
Project Manager & Videographer[Faye Flynn ↗](#)
Digital Marketer & Researcher[Mary McKeever ↗](#)
Designer & Researcher

BLNKDISRUPTION is a research-led project investigating the evolution of creative media, what it is today, and what it could develop into in the future. The project also examines the potential reaction of the community to the progression of creative media from traditional to contemporary through augmented reality (AR).

BLNKDISRUPTION was exhibited and awarded the best project in show at the annual FÍS Graduate Exhibition at DkIT in 2019.

The Tea

Inspired by adult colouring books, we've invited students and staff from Dundalk Institute of Technology (DkIT) to an interactive workshop where they partake in a collaborative artwork that would later be showcased through an experience powered by Snapchat Lens accompanied by a soundscape.

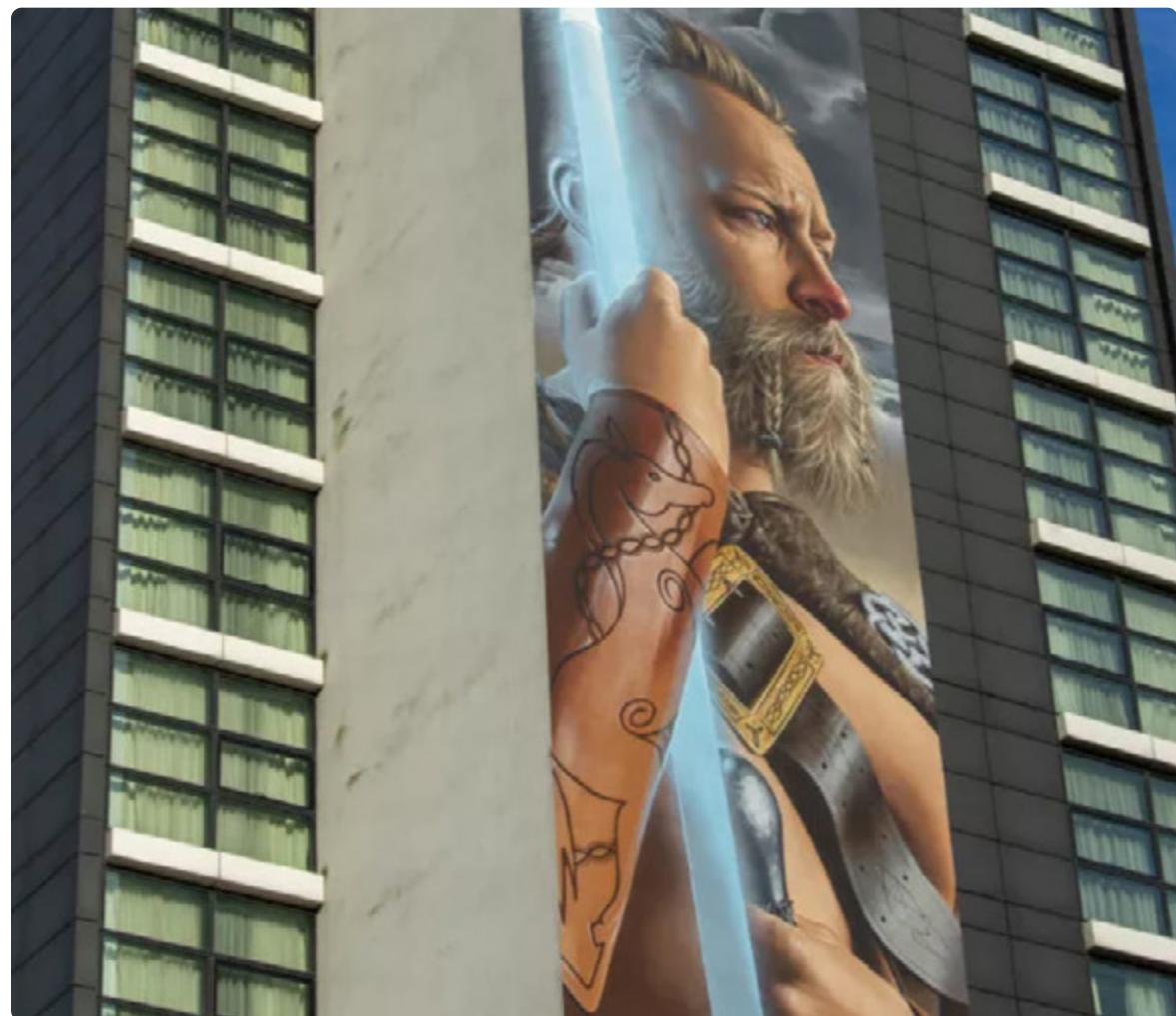
The team in BLNKDISRUPTION consists of 4 creative media graduates from DkIT tackling different disciplines and responsibilities throughout the project. I was delegated as one of the designers of the team, building design documents, collaterals, and the overall branding & identity with a combination of a developer role where I explored and applied the various extended reality (XR) technologies used in the project, and designing and building a microsite for the project.

BLNKDISRUPTION was exhibited and awarded the best project in show at the annual FÍS Graduate Exhibition at DkIT in 2019.

The project and the exhibition were also featured in the June issue of the Dundalk Democrat.



• THE DREAM TEAM - LEFT TO RIGHT - DEARBHЛА BRODIGAN, RENNO RIYADI, FAYE FLYNN, MARY MCKEEVER



Developing Our Research Question

The project was initially formed through our mutual fascination with street art. Ireland is no stranger to street art and its effect on the gentrification of its cities - Dundalk itself has seen a resurgence in street art thanks to [SEEK](#)↑ in 2019.

The way we perceive street art has changed in general society. Art has become more prevalent in public spaces than ever before, with communities incorporating them being normalised and seen as a way of expressing ourselves.

As the project evolved throughout the year, so has the research question. The word 'uplifting' comes up a lot in our discussions. We've hypothesised that people will have an additional affinity towards the artwork if they are directly involved in its development.

The evolution of technology is not something to be ignored, with the standardisation of XR and its lower barrier of entry. We've decided to explore this route further by investigating the evolution of different art mediums and their impact on the community.

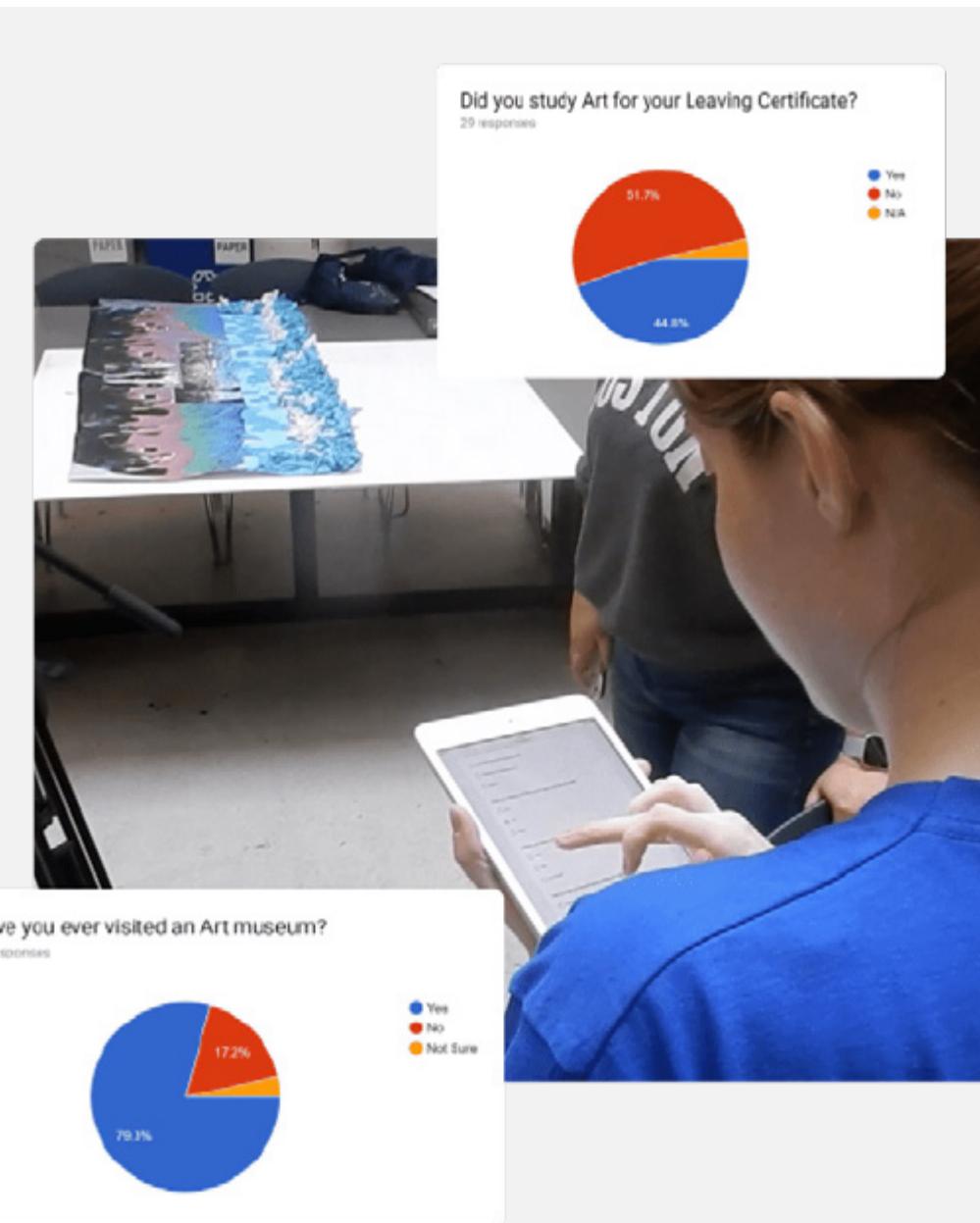
Exploring Audience Reactions to the Progression
from Traditional to Contemporary Creative Media

Research

Creative media falls under several headings, including but not limited to advertising, film, publishing, TV, radio, and interactive media. A common denominator towards all of the above is its evolution and how it's driven by technology.

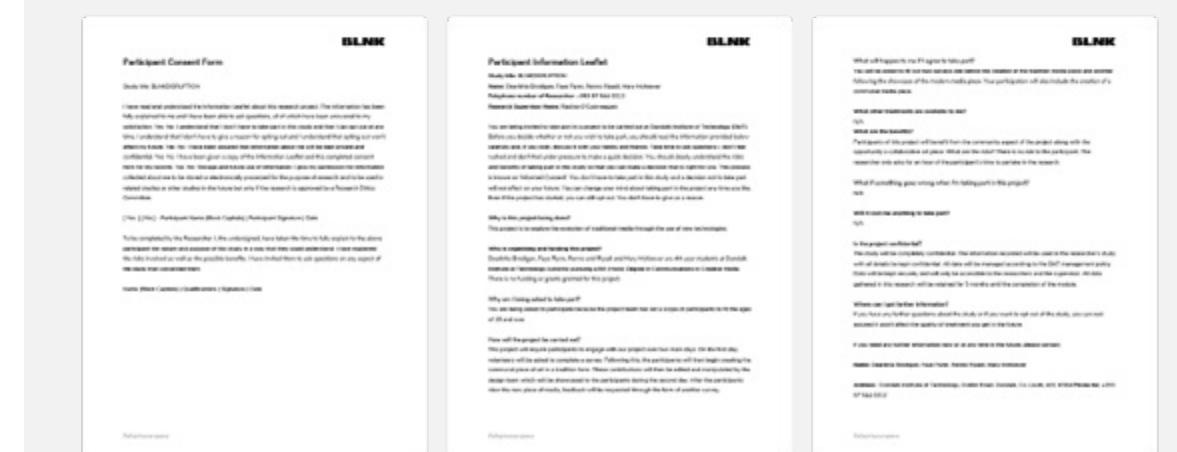
A key element to our project is the community and the impact of the technology on it. We invited students and staff throughout the institute to partake in an interactive workshop in which they are encouraged to paint and draw in an artwork our team has developed prior, which would then be brought up to life through AR.

Traditional to *contemporary*.



Online Surveys

An initial survey is distributed campus-wide to gather quantitative data about their familiarity with the research question and interest in participating in the workshops.



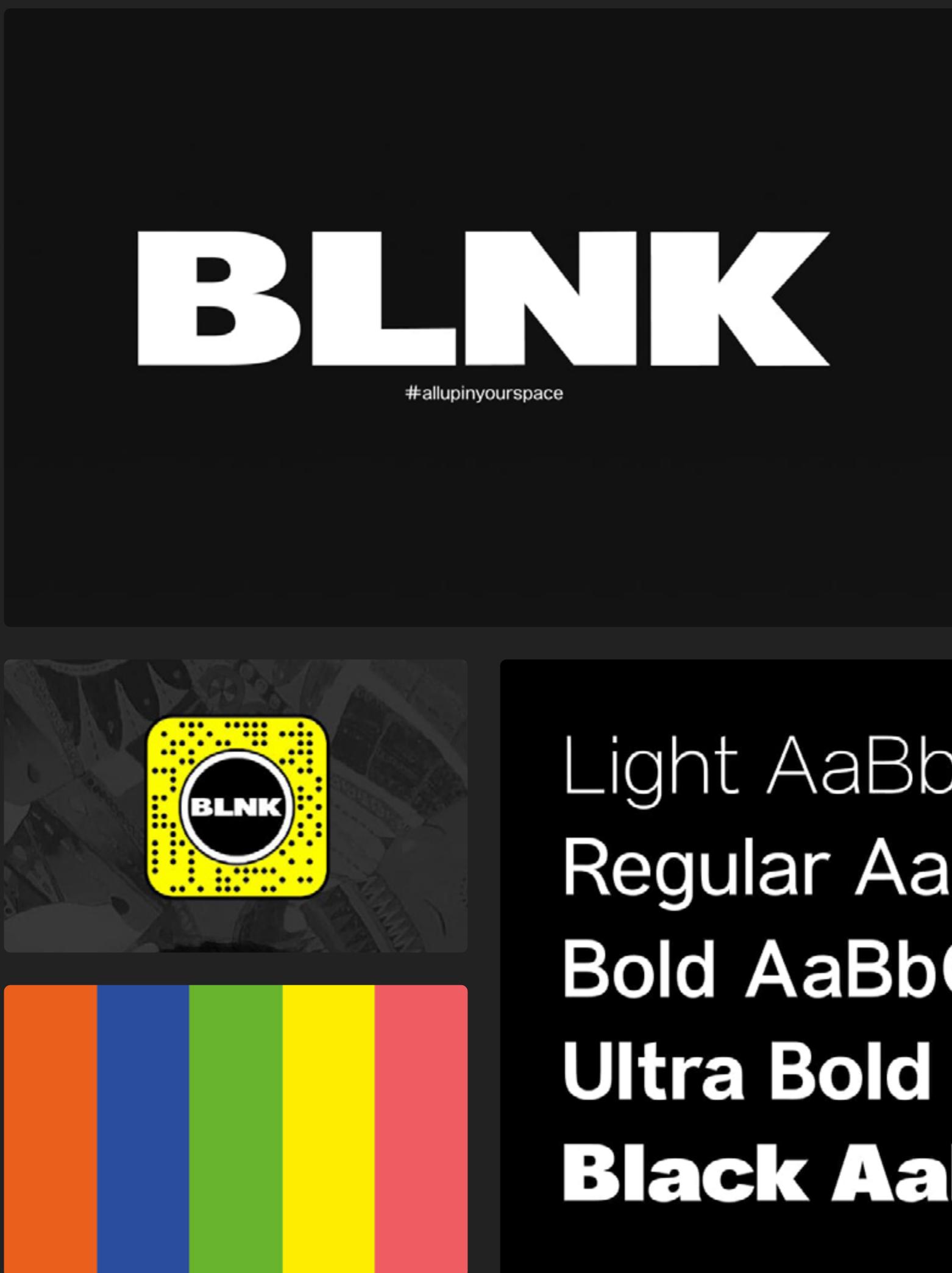
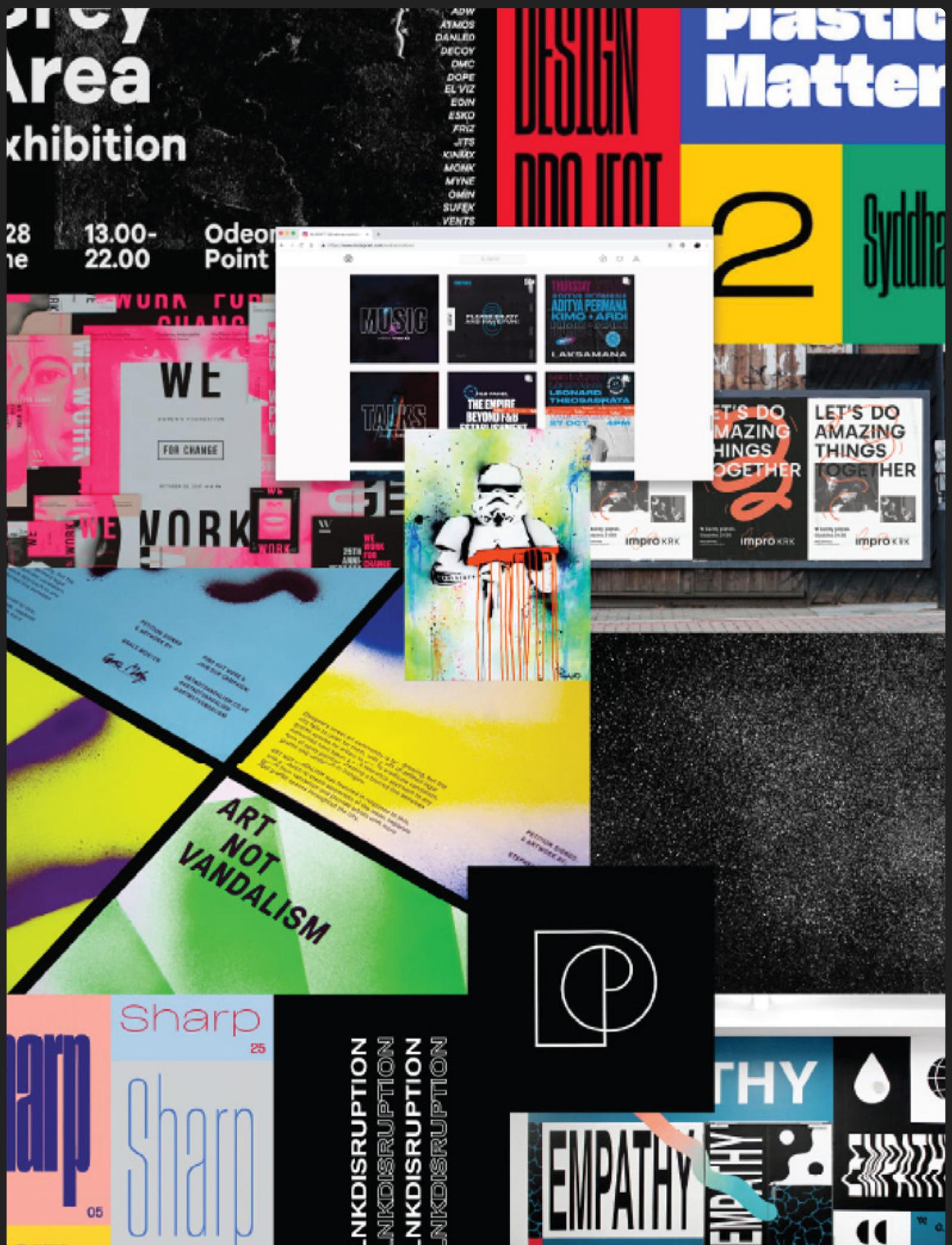
Focus Groups

A group of participants is invited to partake in a focus group session post-workshop discussing the session and overall satisfaction.



User Interviews

Participants are also invited to be interviewed to gather qualitative data with the potential of developing the research question further and gathering deeper insights and opinions.



**Light AaBb
Regular AaL
Bold AaBbC
Ultra Bold A
Black AaL**

Type to Go

Typography is a huge to our brand as it serves as another medium to showcase art. The term typography itself is the creation of art using letterforms.

We've used an altered version Anderson Grotesk four our identity, and adopted a selection of colours audited through a semiotic analysis.

#fullofourspace

BLNK

To Demonstrate the Evolution of 'Creative Media' Mediums And Its Ability to Uplift and Inspire a Community

Dundalk Institute of Technology VPP Presentation March 2019

#fullofourspace

Meet the Team

Dearbhla Brodigan - Project Manager and Videographer
Faye Flynn - Sound Designer and Researcher
Mary McKeever - Graphic Designer and Researcher
Renno Riyadi - Web Developer and Graphic Designer

Dundalk Institute of Technology VPP Presentation March 2019

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Research Question

"Can the Evolution of Creative Media Mediums Inspire and Uplift a Community?"

We wanted to explore the ideology that community based art can inspire and uplift people whether it be a traditional or a modern piece of art.

We plan to test our research question by creating a creative collaborative workshop with a community using traditional and contemporary art that will hopefully evoke feelings of inspiration.

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Research Question

Conduct primary research
Create a creative collaborative art piece with a community of people
Conduct our methodology strategies with our participants
Create a social media campaign
Create a mini documentary of our journey throughout the project
Create a website
Turn our traditional art piece into an augmented reality artwork
Display our final artwork at Fis

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Project Research

- Community Based Art
- Adult Colouring Books
- Powerful and Inspirational Art
- Evolution of Creative Media Mediums
- Augmented Reality

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Research Methodology

We are using quantitative and qualitative research methods for our project.
We will be conducting surveys with the participants of the creative collaborative workshop after they complete their part and also after they see the finished art piece.
We will also be conducting brief interviews with a few selected participants to get more detailed responses to enable us to test our hypothesis.

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Project Overview

Creative Collaborative Project with a community, incorporating both traditional and contemporary artistic elements.
Our aim is to create a powerful and uplifting art piece in both traditional and non traditional mediums with the contributions of a community of people.
Our traditional piece will be using paint and our contemporary piece will be Augmented Reality

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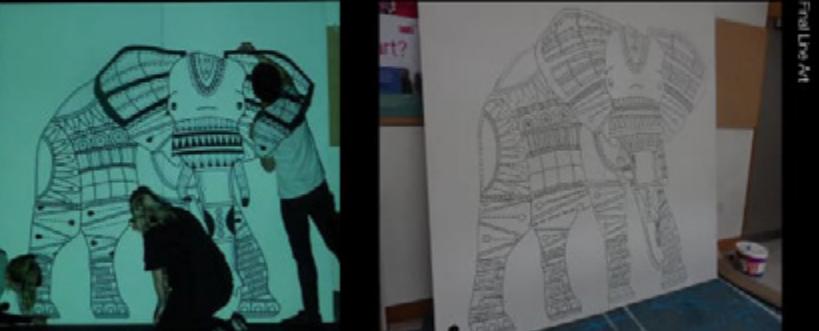
Project Overview

After investigating and developing our research we planned to have a creative collaborative workshop with a group of students on the 21st of March 2019.
We planned our workshop by starting a social media campaign, finalising our design, painting our boards, projecting our design to sketch and booking out filming equipment.

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User Journey



Day 2, March 2019 Dundalk Institute of Technology VPP Presentation March 2019

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Creative Collaborative Workshop



Workshop, March 2019 Dundalk Institute of Technology VPP Presentation March 2019



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Documentary

Experimental Style
Content;Time Lapse
Social Media posts, Interviews



Workshop, March 2019 Dundalk Institute of Technology VPP Presentation March 2019

#ALLUPINYOURSPACE

Exploring Augmented Reality's Progression from Traditional to Contemporary Creative Media

Our Project

BLNKDISRUPTION is a project which aims to investigate the evolution of creative media, what it is in its traditional form and what can develop into with the assistance of modern technologies.

The core of the project is to explore the progression of creative media from traditional to contemporary. The project also examines the potential reaction this could have on an audience.

BLNKDISRUPTION encourages everyone to take part since the progression between the two media is a collective one. To do this we have created a Snapchat Lens that allows anyone with a camera over our Lens Code to unlock our unique lens. ¹⁷ How you're ready to bring our elephant to life!

Our ambition was to produce a powerful and inspirational project that will create an engaging user experience through the use of a Snapchat Lens, that highlights the progression of traditional to contemporary creative media and highlights the potential of technology on traditional media.

Can't make it to the exhibition? Try out the AR experience from the comfort of your home by scanning this image with the Snapchat app.

Project Findings

As part of our research question, we wanted to analyse people's reactions to using traditional vs using contemporary creative media. In order to obtain these results, we used both quantitative and qualitative research methods.

documentary documenting our process and our findings throughout the duration of the project.

This video includes a montage of the work the researchers did in order to prepare for the traditional painting day. This included painting the boards white, projecting the design onto the boards, sketching the design and reducing it with black marker.

The montage video also shows a snippet of the traditional painting day and the long process it took to complete the artwork. The image below is showing the artwork that was painted on the first day and the finished contemporary piece. The researcher had a lot of fun making the project and the montage hopefully reflects this.

#ALLUPINYOURSPACE

We always wanted our process to be as transparent as possible. We want you: yes, you! To get involved! View our posts on Instagram, personally curated by members of our team.

Use our Hashtag #ALLUPINYOURSPACE to get your post featured in our Instagram page!

View Our Instagram Feed



TRY NOW SCAN ME

Interact with the artwork by scanning the Lens Code via Snapchat.

Share your videos in Instagram using our hashtag #ALLUPINYOURSPACE to get your post featured in our page and website!

bitly/blnkfis19

Home for Ellie 🐘

BLNKDISRUPTION's website acts as a central hub of information for the project, consisting of project context, research results, and any further collaterals that were predetermined in the project deliverables. Built with HTML & CSS, deployed via Github.

Setting the Scene Right

Can't make it to the exhibition? Download the Snapchat app and scan the QR code to try out the AR experience yourself from the comfort of your home, featuring a bespoke soundscape putting Ellie near you.



An Identity representing the future within the creative hub of Dundalk Institute of Technology.

ROLE	PROJECT TIMELINE	PROJECT TOOLKIT	PROJECT CONTRIBUTION
Sole Designer	12 Weeks	Adobe Creative Suite	Branding & Identity, Social Media Marketing & Print Design

Derived from the word 'vision' in Irish.

FÍS (/fíːʃ/) is the annual graduate exhibition hosted by Dundalk Institute of Technology (DkIT) showcasing the work of students from BA (Hons) Communications in Creative Media, BA (Hons) Film and Television and Production, BA (Hons) Production of Music and Audio, and BA Media Arts and Technologies.

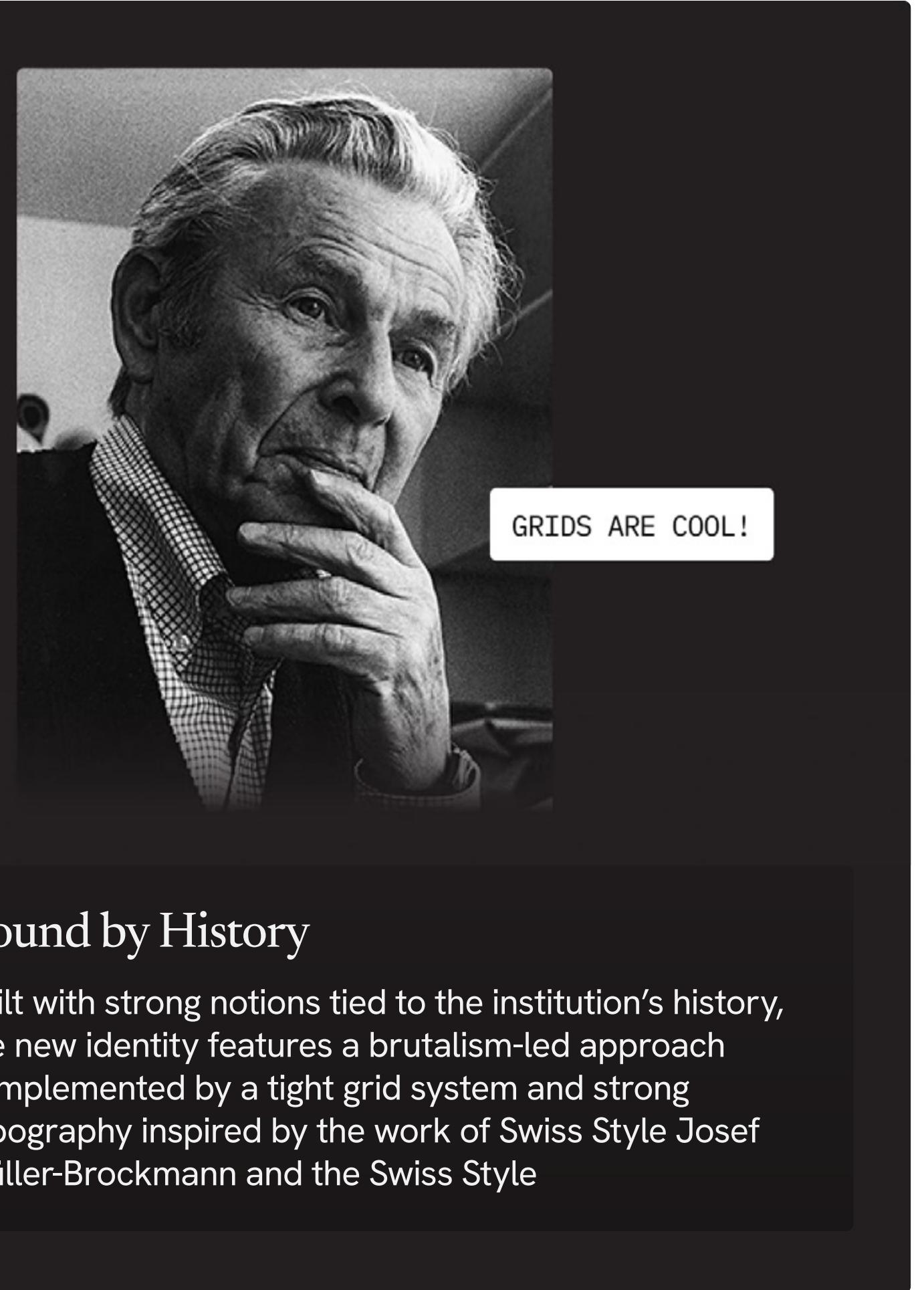


Design Rationale



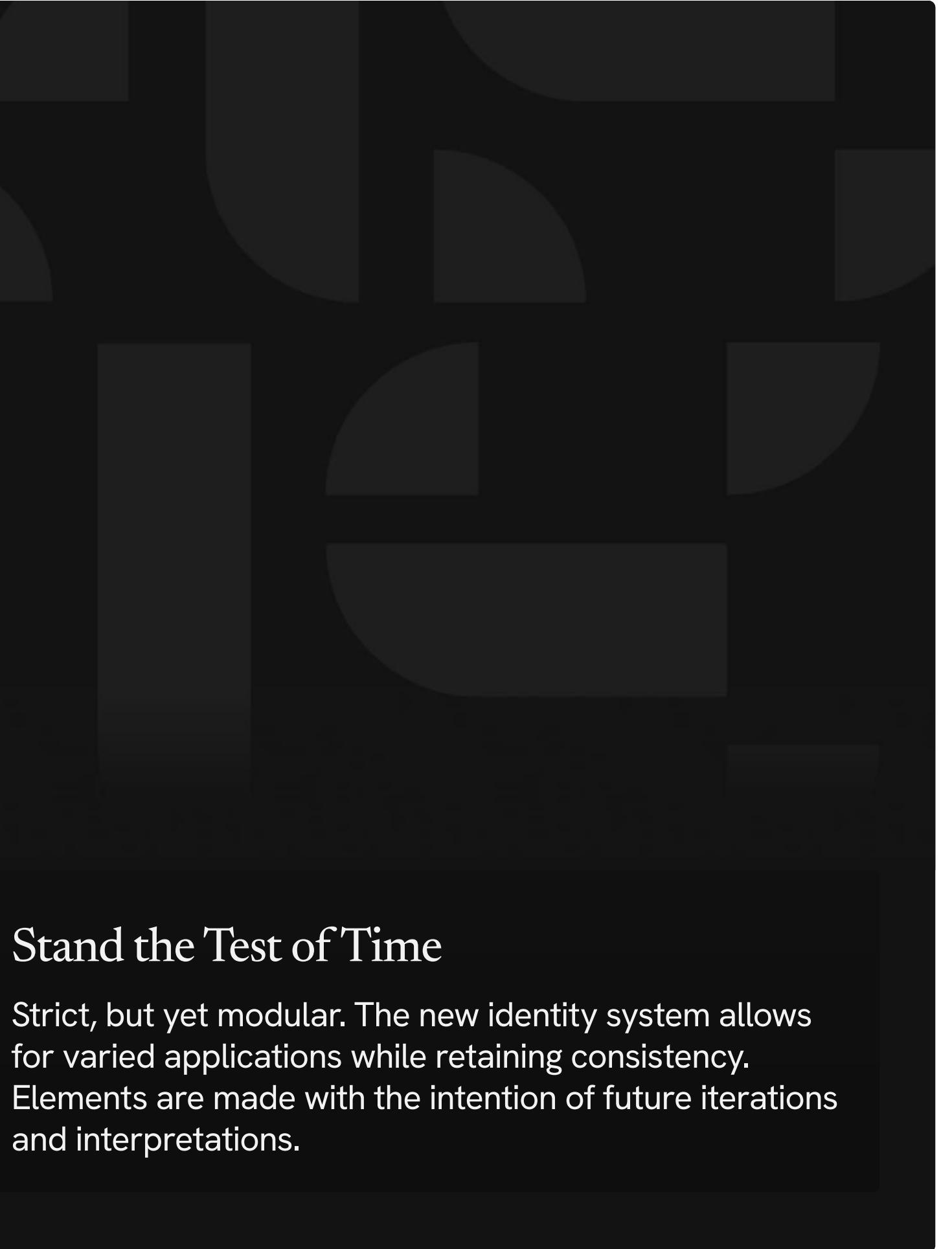
Built on It's Foundations

The Caroll's building currently houses the School of Informatics and Creative Arts at DkIT. Previously built as a cigarette factory for PJ Caroll's, it's commonly recognised as one of Europe's best examples of modern industrial buildings designed in Miesian style.



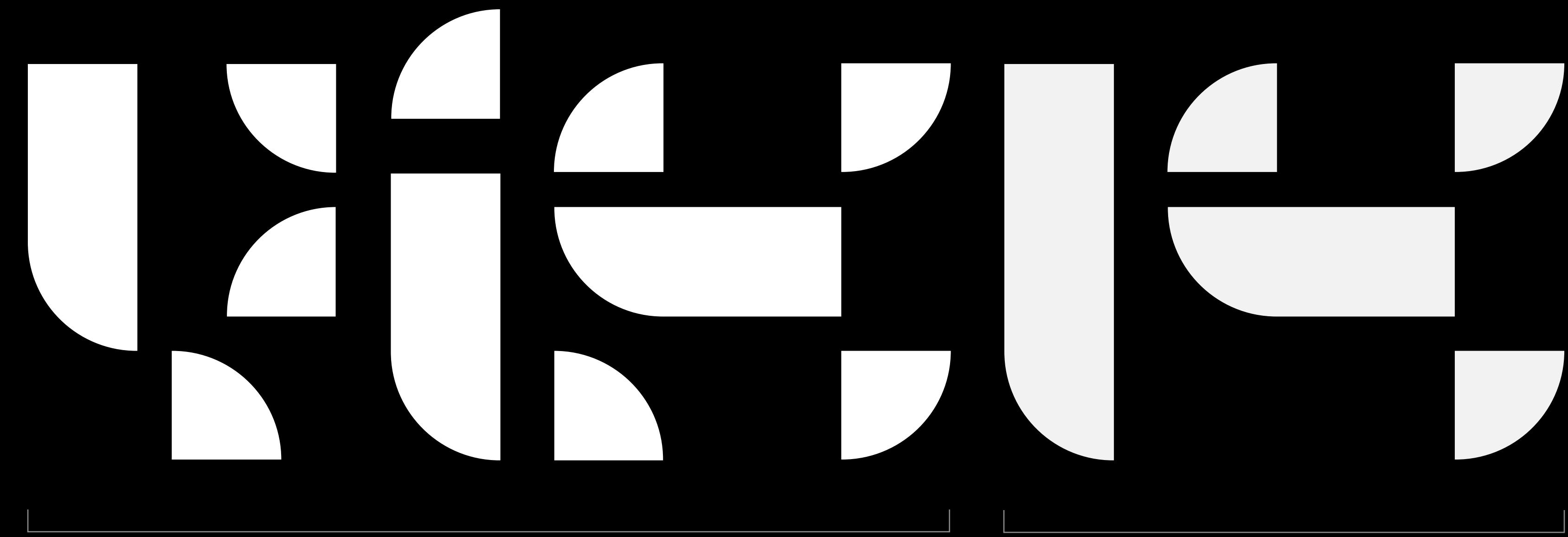
Bound by History

Built with strong notions tied to the institution's history, the new identity features a brutalism-led approach complemented by a tight grid system and strong typography inspired by the work of Swiss Style Josef Müller-Brockmann and the Swiss Style



Stand the Test of Time

Strict, but yet modular. The new identity system allows for varied applications while retaining consistency. Elements are made with the intention of future iterations and interpretations.







FÍS Graduate Exhibition



Multidisciplinary Designer
Portfolio Document

Selected Projects
2015 - 2023

Please forward any queries to
renno@riyadirenno.com ↗

[LinkedIn](#) ↗ [Showreel](#) ↗ [Resume](#) ↗





The developed brand guideline document provides visual cues, instructions and guidance to ensure consistency of usage within collaterals across all mediums.

Featured *Work*



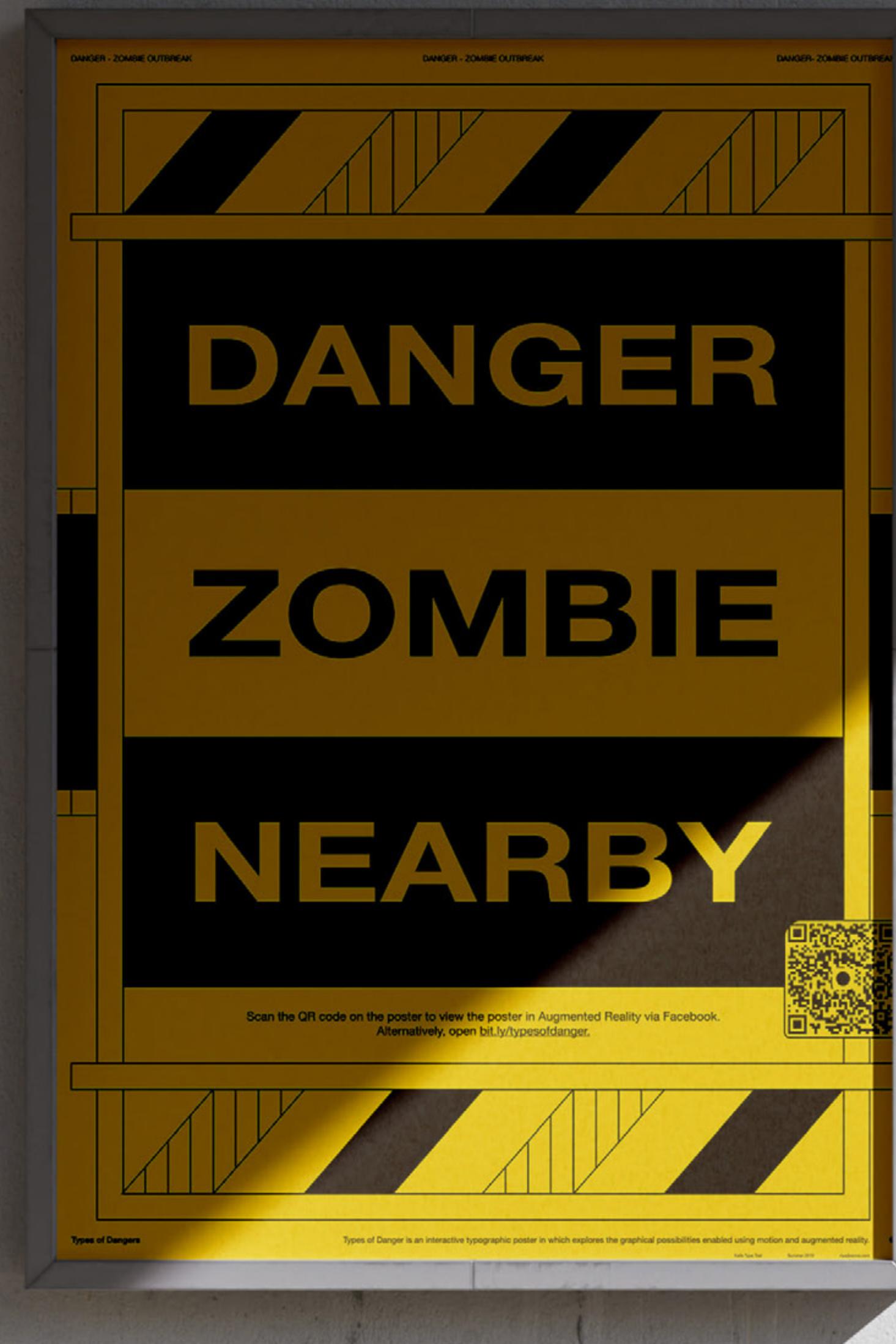
TΛΜΛΗΕΗΛΝУССΑ



SOE
JAKARTA

NLT Limo



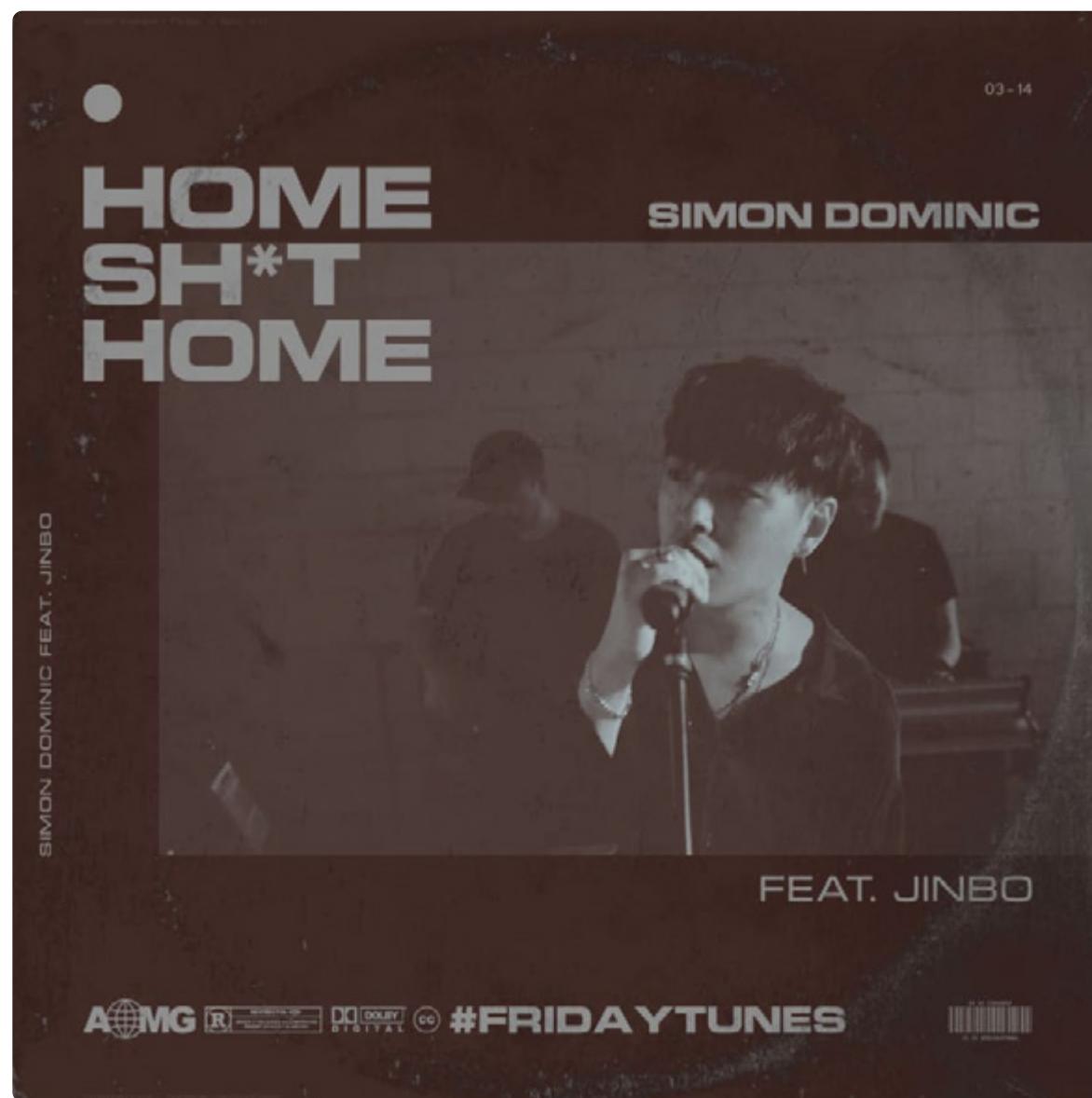


The website has a dark header with the text 'Swiss Style in Contemporary Web Design Research Exhibition'. Below the header, the word 'Swiss' is in large bold black letters, and 'Style' is in white outline letters. The text 'In Contemporary Web Design' is below 'Swiss Style'. The years '1920 - 2019' are prominently displayed. A large red square with a white cross is on the right. The text 'Analysing How the Movement Has Transitioned from Print to Digital' is present. The 'Notable Figures' section lists Ernst Keller, Armin Hoffman, Emil Ruder, and Josef Müller-Brockman. The text 'The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice.' is attributed to Josef Müller-Brockman (1981). The text 'Typography has one plain duty: to convey information in writing. No argument can ignore this duty. A printed work which cannot be read becomes a product without purpose.' is attributed to Emil Ruder (1967). The footer includes links to Dundalk Institute of Technology, Spring 2019, Help Centre, Privacy & Terms, and Copyright 2019.





• FAKE NEWS ZINE [2018]



- HOME SH*T HOME - SIMON DOMINIC FT. JINBO



- SUNFLOWER - COLDE



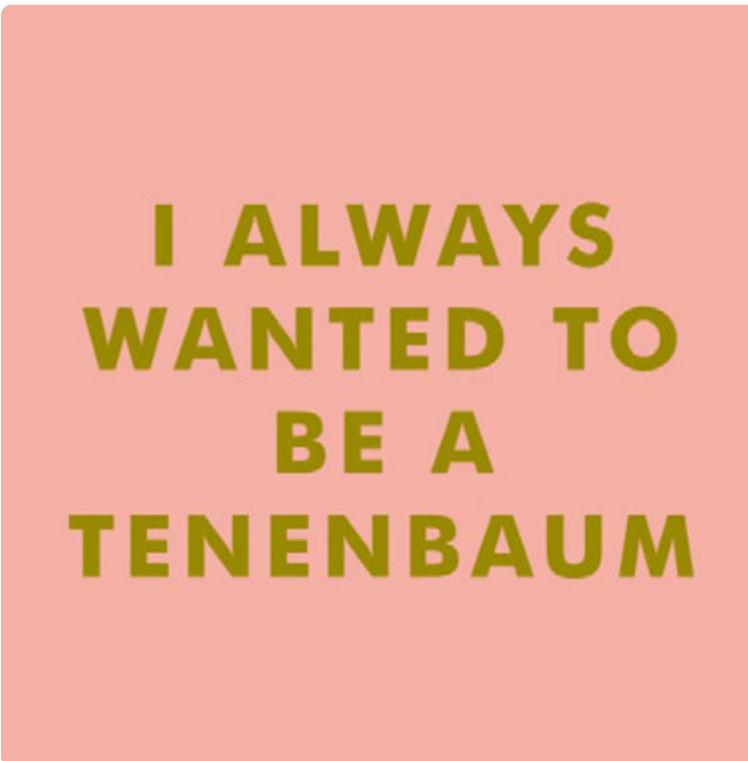
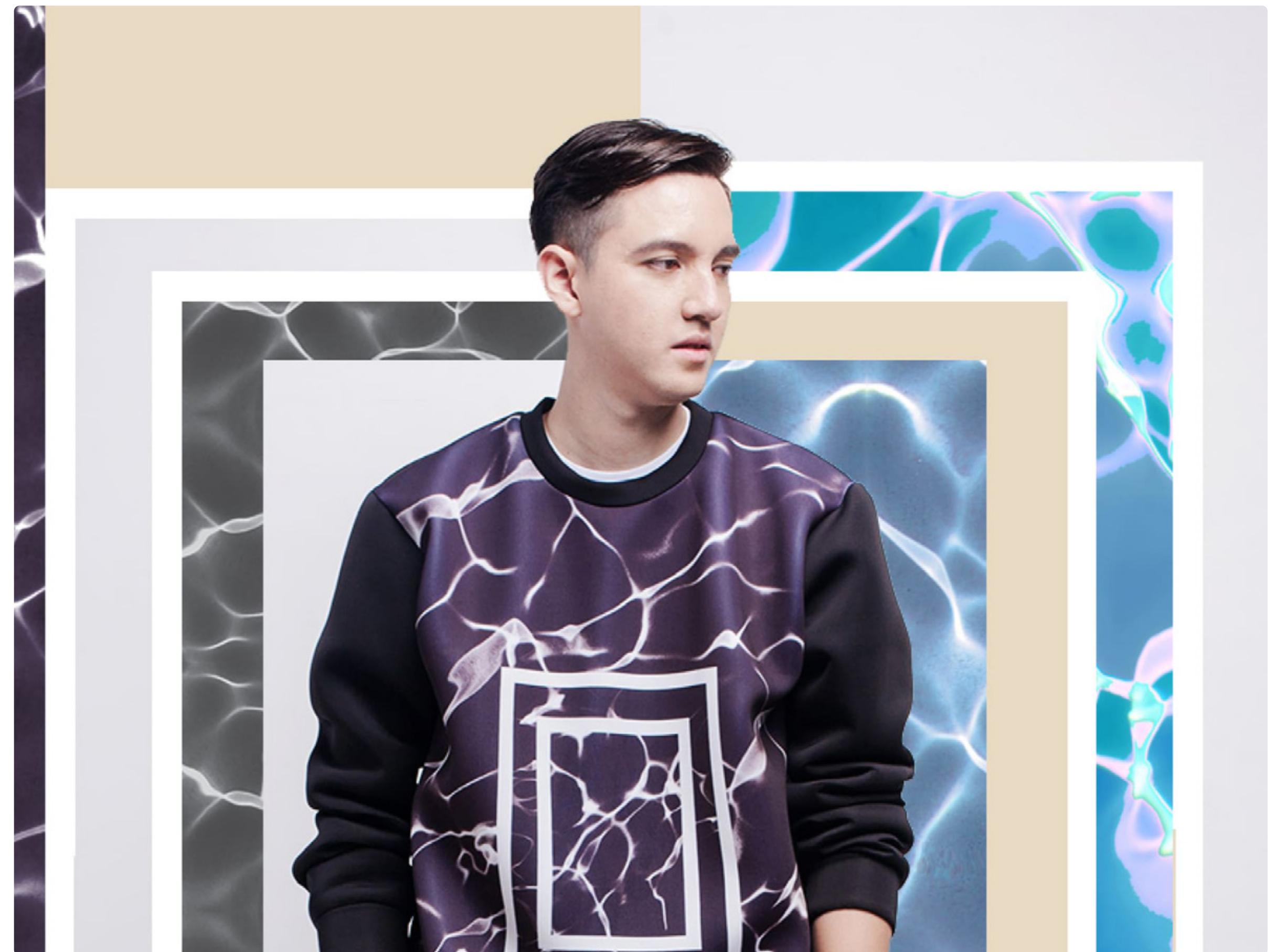
- GIRL INTERRUPTED - 2XXX! FT. MISO



- JOHNNY - PRIMARY FT. DYNAMIC DUO

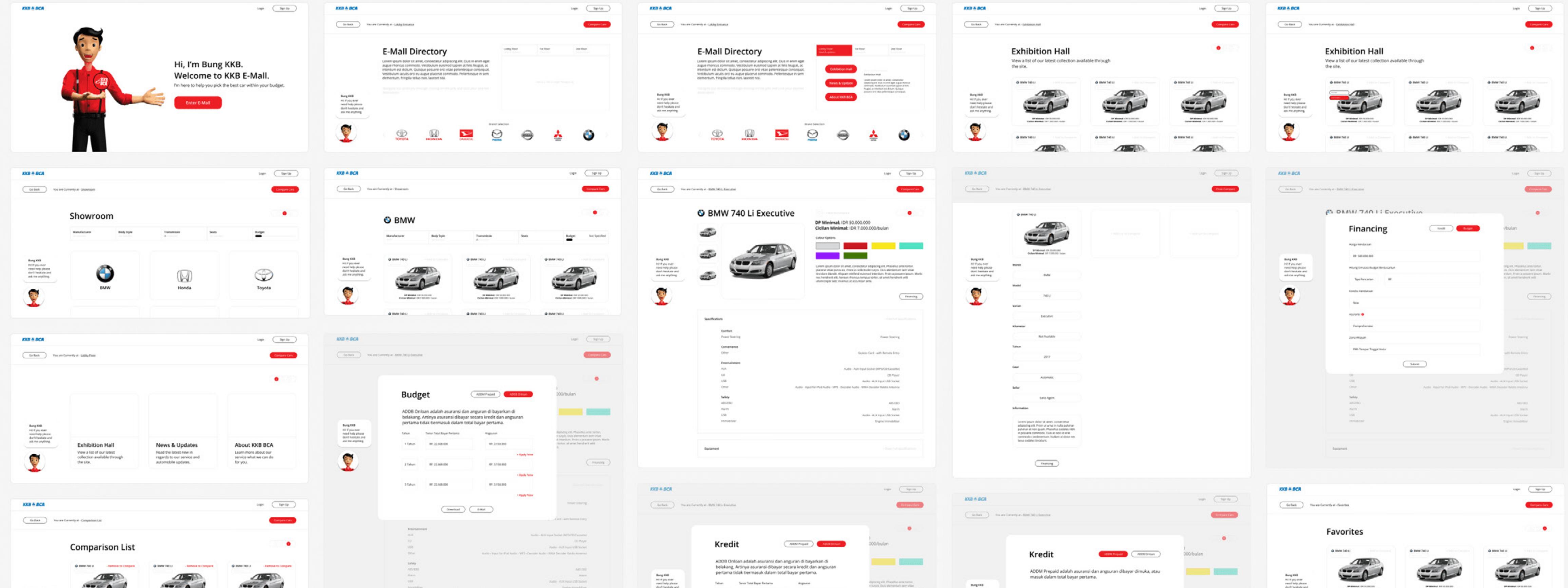


Social media designs for Auntie Anne's in collaboration with Studio Lèngua.



alex[a]lexa

alex[a]lexa is a fashion label with an emphasis on creating urban wear with a playful twist through injecting a sense of whimsicality in the form of prints, applications and modern silhouettes. Developed a range of creative assets for the launch of their summer 2015 collection.



Bank Central Asia

Bank Central Asia (BCA) is the largest privately owned bank Indonesia. KKB BCA is the car financing services provided by the bank. I developed the initial and low-fidelity wireframes for KKB BCA, in collaboration with Studio Lèngua.



Visit our website
everybody.ie

[@everybody_ie](#)

[f](#) [@](#) [t](#)

Brand Introductory Video ↗

Every Body Health

Every Body Health is an Irish, health & wellness company which brings a new range of unique, science backed, vitamin and mineral supplements to the market. Developed and produced various motion and static collaterals prior to the brand launch.

Boots
Every Body Health products displayed on a shelf.

Restful Sleep
A diagram showing four overlapping circles: Morning Exercise, Limiting Phone Use, Bed Time Ritual, and Sleep Schedule.

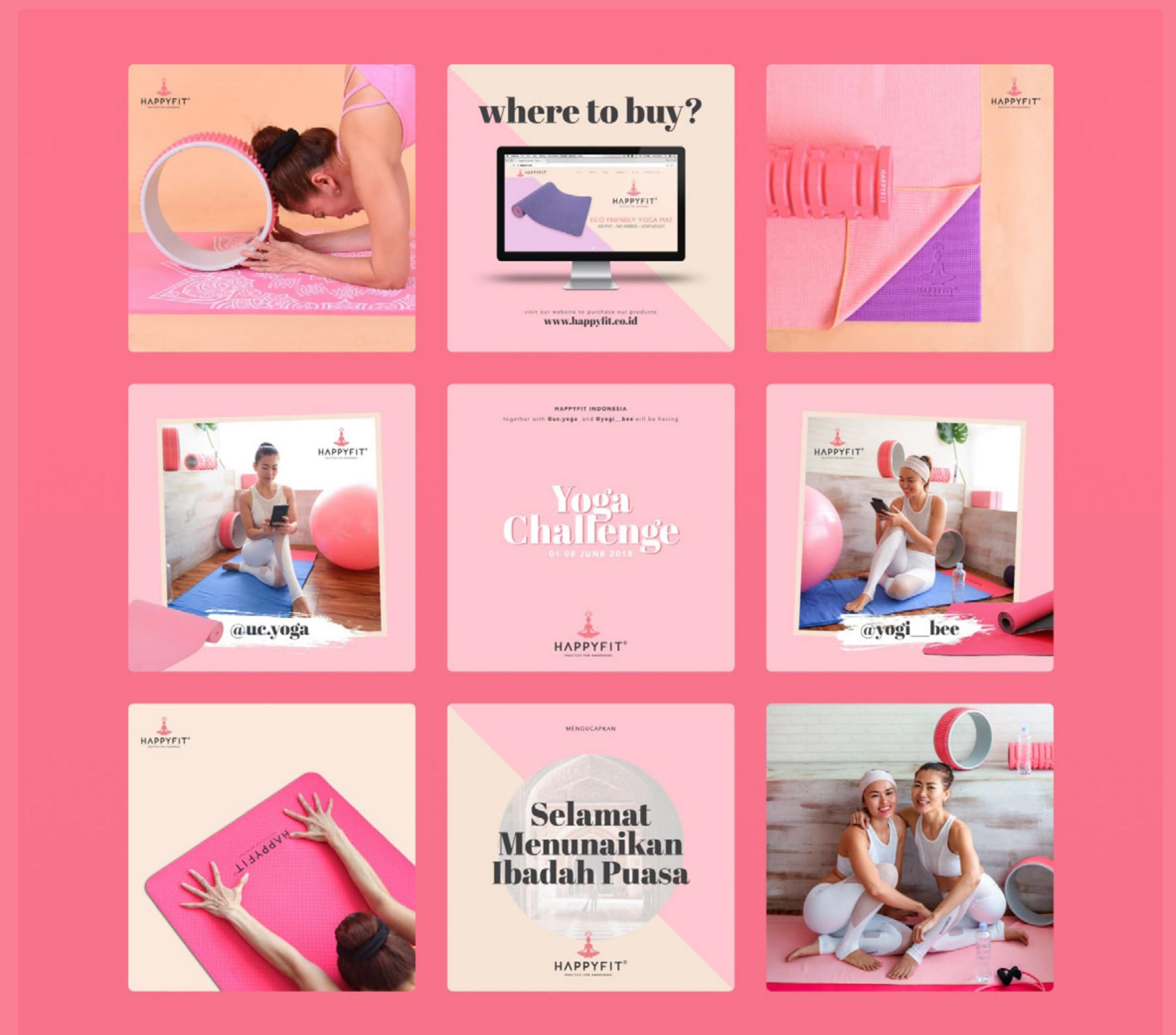
Effect of Sleep Deprivation on the Immune System
A woman sleeping, with text overlay: "Effect of Sleep Deprivation on the Immune System".

Adrian Dunne Pharmacy
Every Body Health products displayed on a counter next to a potted plant.

Pharmacy 100m
A hand holding a smartphone displaying the Adrian Dunne Pharmacy app interface.

Enjoy 20% OFF
christmas20
our vitamin range post-christmas.

Merry Christmas
from Every Body Health



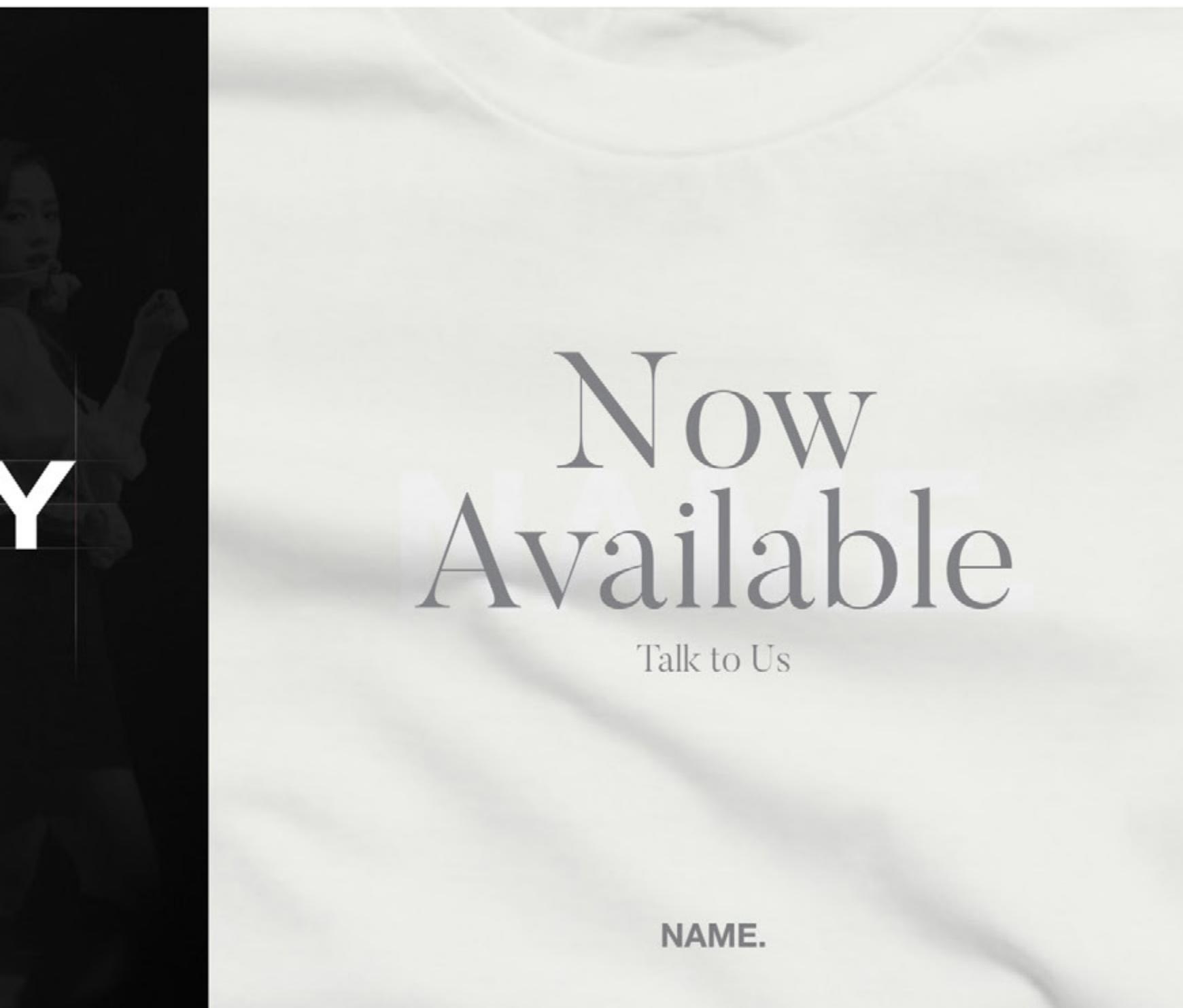


Jade

Jade is a premium aesthetic clinic based in Indonesia. I've designed multiple iterations of wireframes and facilitated the design handover to developers for build in collaboration with Studio Lèngua. Built and deployed via Wordpress.

Finelindo

Finelindo is a glass processor and distributor based in Indonesia. I've designed multiple iterations of wireframes and facilitated the design handover to developers for build in collaboration with Studio Lèngua. Built and deployed via Wordpress.

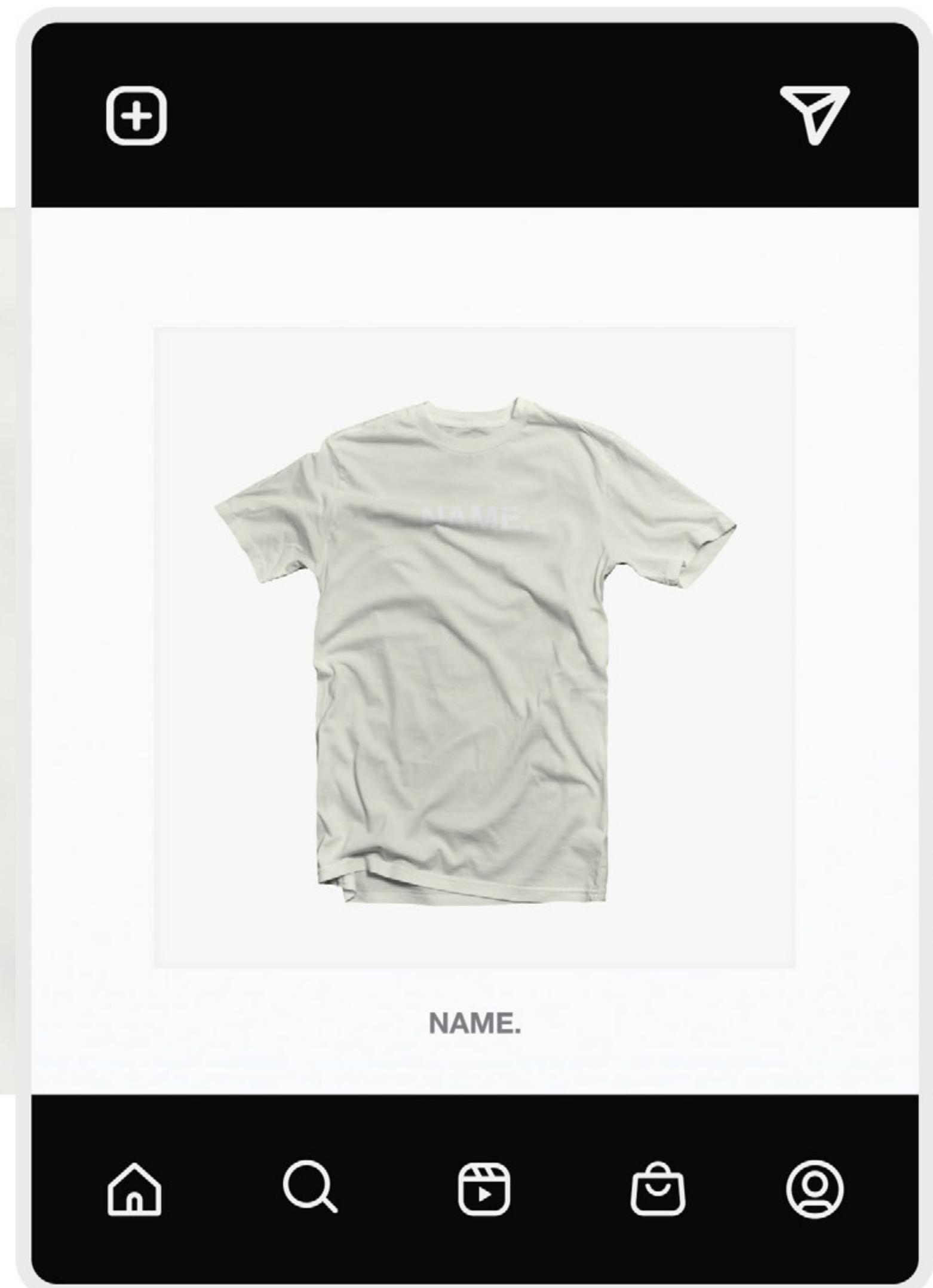


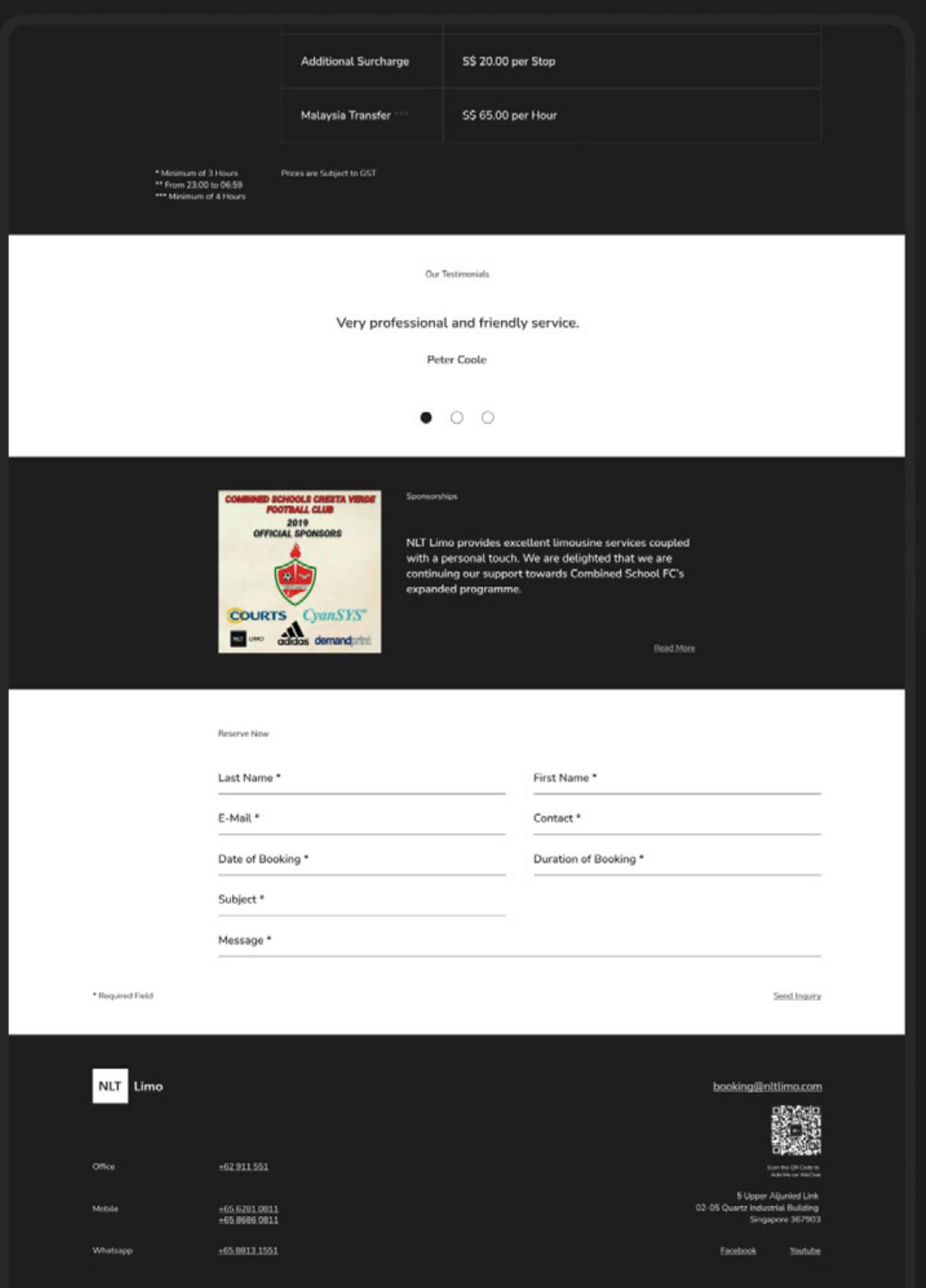
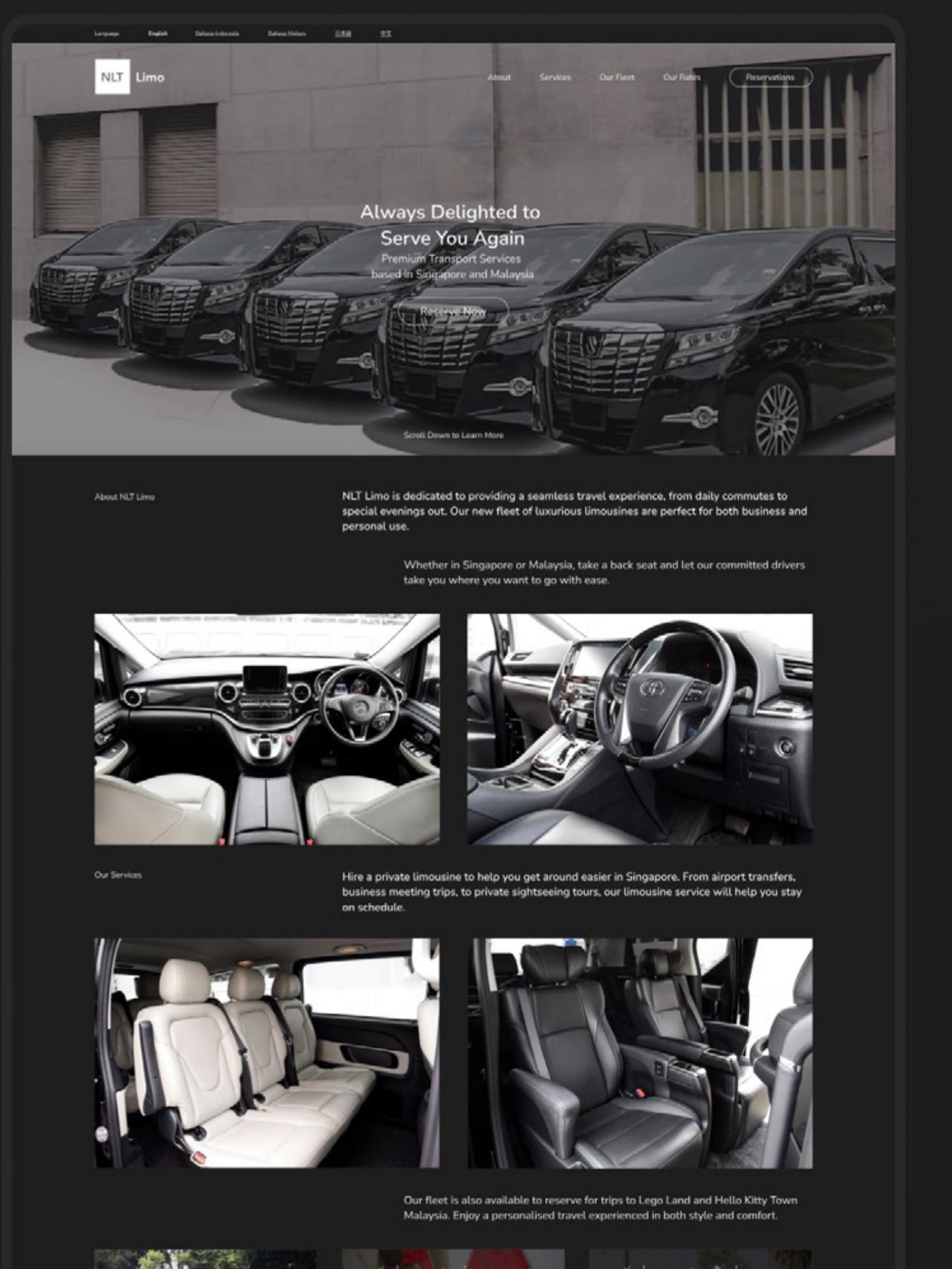
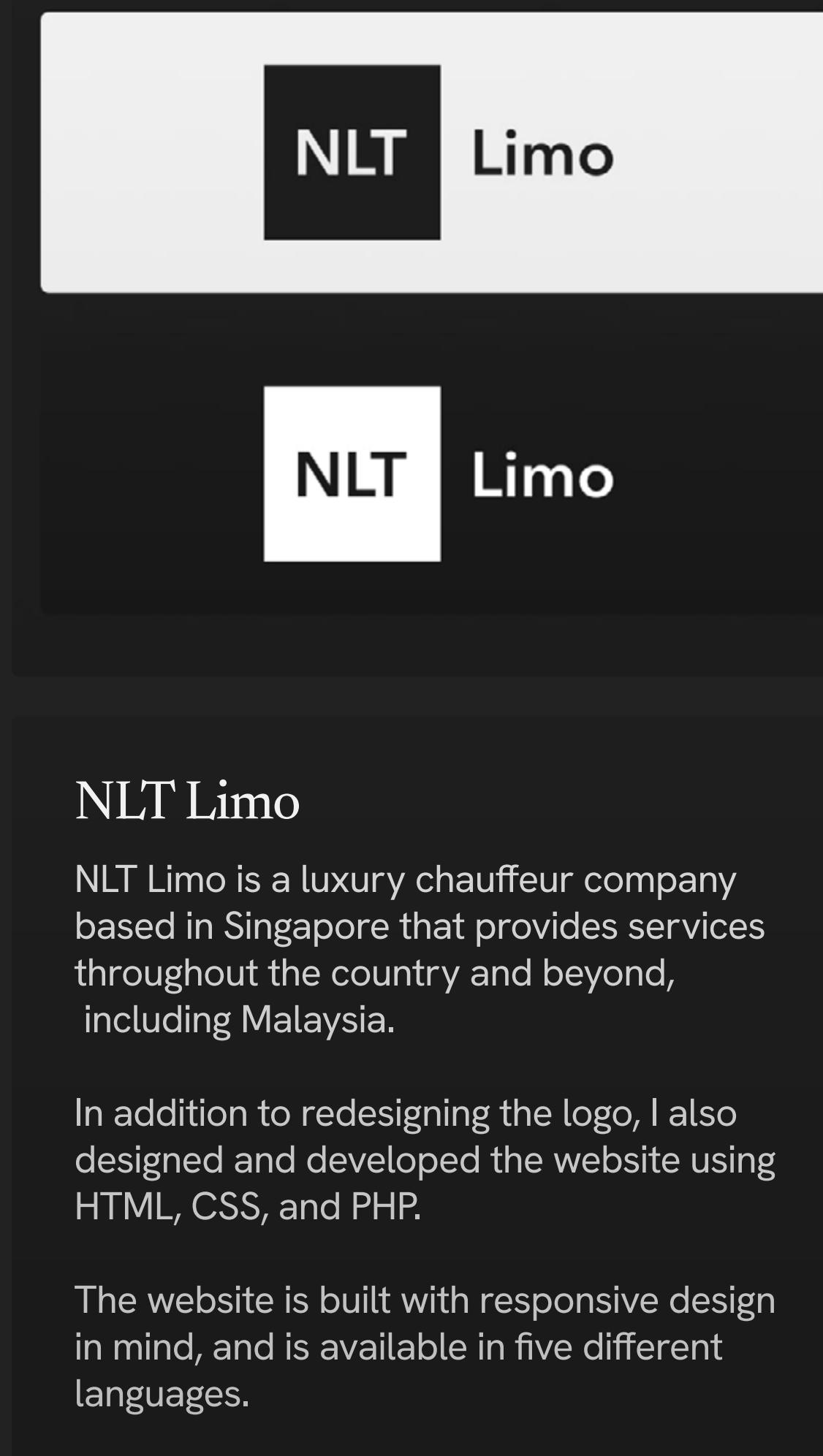
Now Available

Talk to Us

NAME.

Social media designs for Name Clothing.



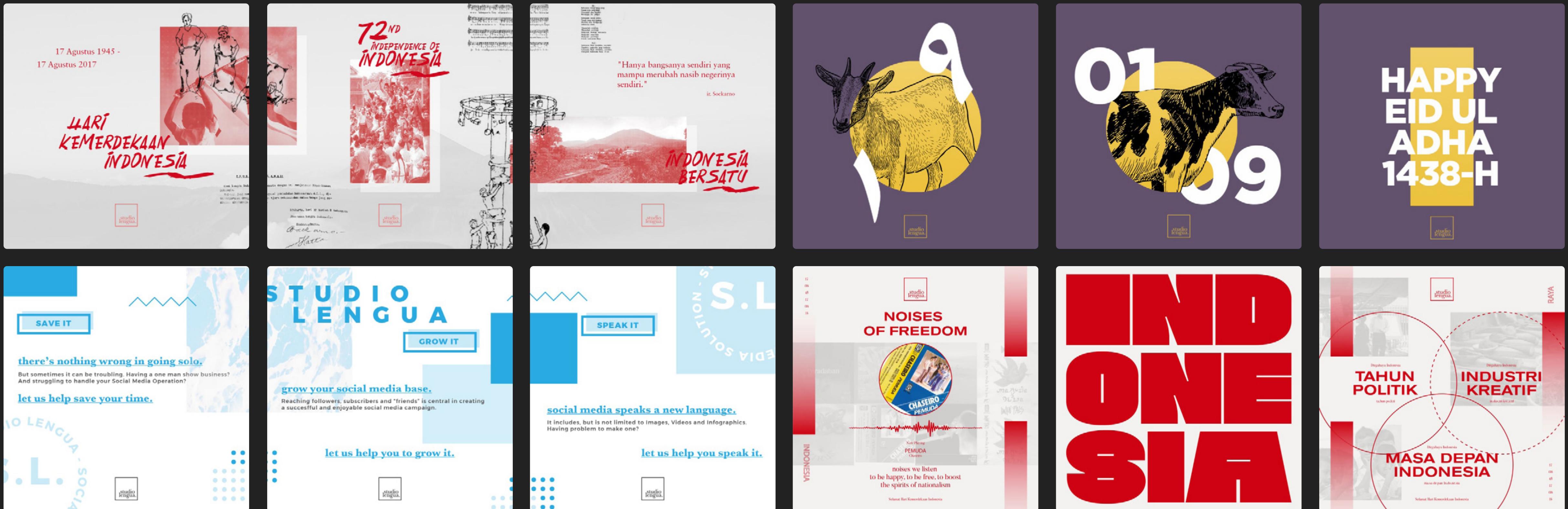






SOE Jakarta

SOE Jakarta is a sustainable clothing brand specialising in using traditional Indonesian handwoven textiles. As seen at Paris, Jakarta, Seoul and London Fashion Weeks. Developed the initial branding & identity and brand collaterals prior to the brand launch.



Studio Lèngua is a social media agency that bridges brands closer to their customers with clients such as UNIQLO, Gilette, OCBC NISP, DBS and Bagus among many more.



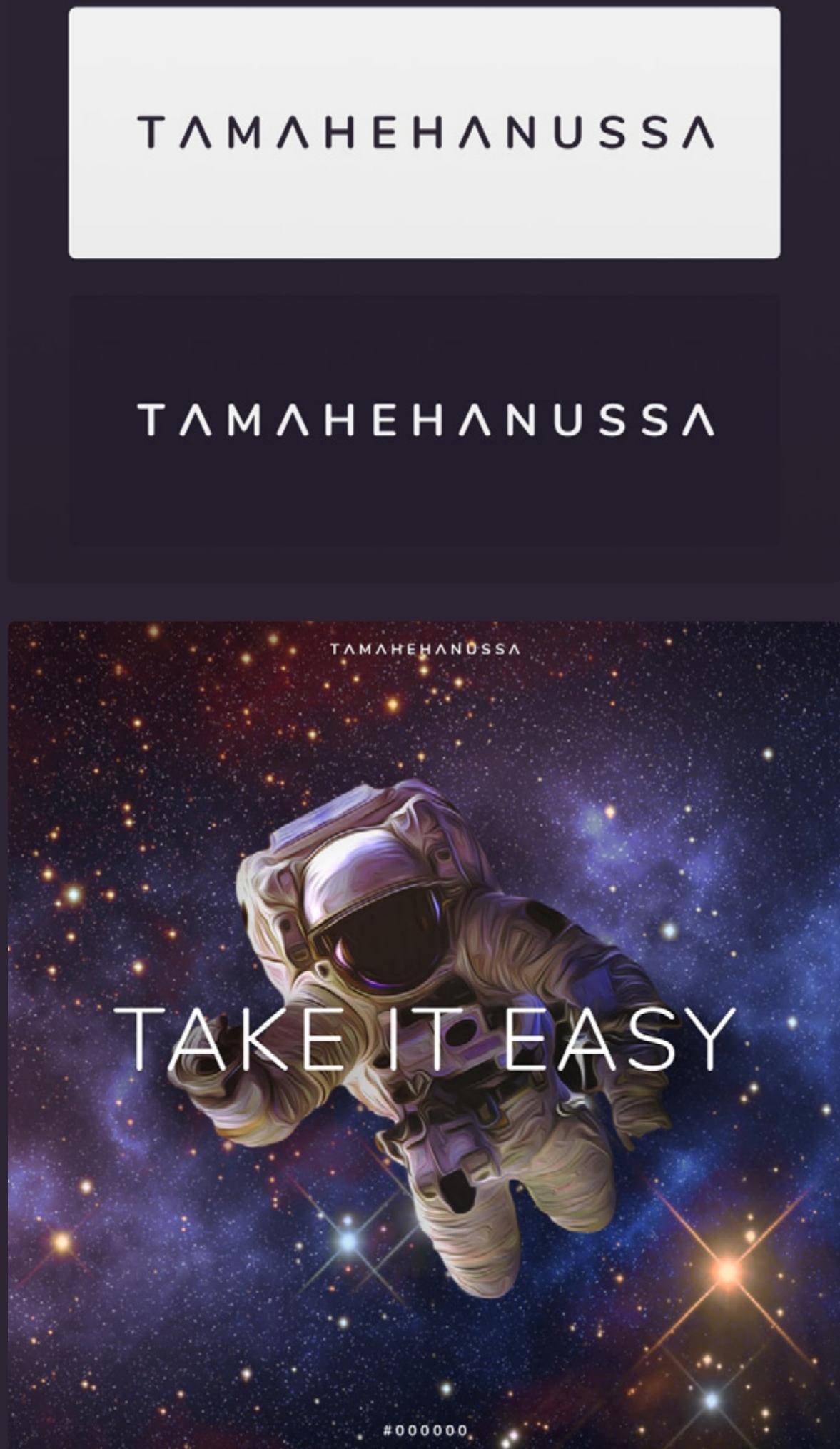
#PejuangIndonesia

Designed and produced a range of assets in celebration of the 2018 Asian Games held in Indonesia. Every medal winner from the games is given a bespoke creative, which is shared all across social media.



Sneak Peek to the Crew

Designed and developed a collection of bespoke icons and illustrations highlighting the different services offered by the agency, and a sneak peek to what life is like at Studio Lèngua.



Profile 1

Friend A
Let frie
you're l

Home

Search

Your Library

Create Playlist

Liked Songs

Your Episodes

Verified Artist

239 monthly listeners

FOLLOWING

TAKE IT EASY

TAMAHEHANUSSA

LISTEN ON Spotify

Popular

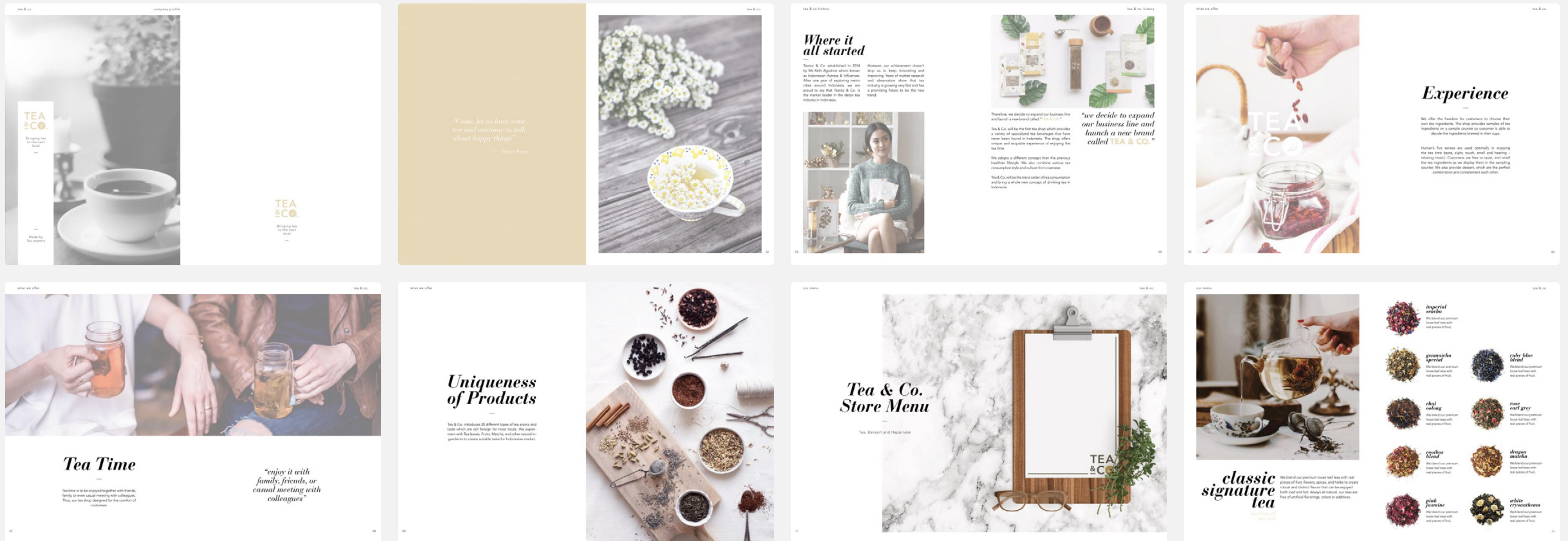
1 Take It Easy 29,839 3:47

2 Auld Lang Syne 2:50

Discography

Popular releases Singles and EPs

Go to S
listenin
at any t



Brand document development for Tea & Co. in collaboration with Studio Lèngua.

Tongs Access

Tongs Access is the sole official aluminium scaffolding dealer in Indonesia. I've designed high-fidelity wireframes and facilitated the design handover to developers for build in collaboration with Studio Lèngua. Built and deployed via Wordpress.

Warung Menteng

Warung Menteng is a restaurant specialising in Indonesian late-night staples based in Jakarta. I've designed various wall artworks which are showcased throughout the restaurant, in collaboration with Studio Lèngua.



Looking to work together, talk about the latest
on K-Pop, or just want to say hi? Get in touch
by contacting me at renno@riyadirenno.com↗

Chat soon!