

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
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develop in the future.

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Glanbia

Working with the award-winning internal
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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, Brading & 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](#) 
Professional Diploma in UX Design

Dublin, IE

SEP 2015 -
JUN 2019

[Dundalk Institute of Technology](#) 
BA (Hons) Communications in Creative Media

Dundalk, IE

JAN 2013 -
DEC 2013

[Taylor's College](#) 
Ontario Secondary School Diploma

Selangor, MY

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



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.

The collage includes:

- A large blue card with the word "index." in white.
- A blue card with text sizes "Regular AaBbCc", "Medium AaBbCc", "Bold AaBbCc", and "Block AaBbCc".
- A grid of buttons labeled "Active", "Disabled", "Captured", "Active", "Captured", "Disabled", and "Active".
- A card with a download button for "attachment_name.pdf" and a link to "Download Now".
- A card with a file icon for "attachment_name.xls" and the size "172kb".
- Four message cards: "Success!", "Warning", "Information", and "Error!".
- A dark-themed navigation interface with a sidebar containing categories like "Pages", "Components", and "Tables".
- A table row summary with columns for Merchant Number, Transaction Date, Card Number, Expiry Date, and Response Code.
- A table with 56 rows, showing transaction details for each row.

Defining the Problem

Going Through the Hoops

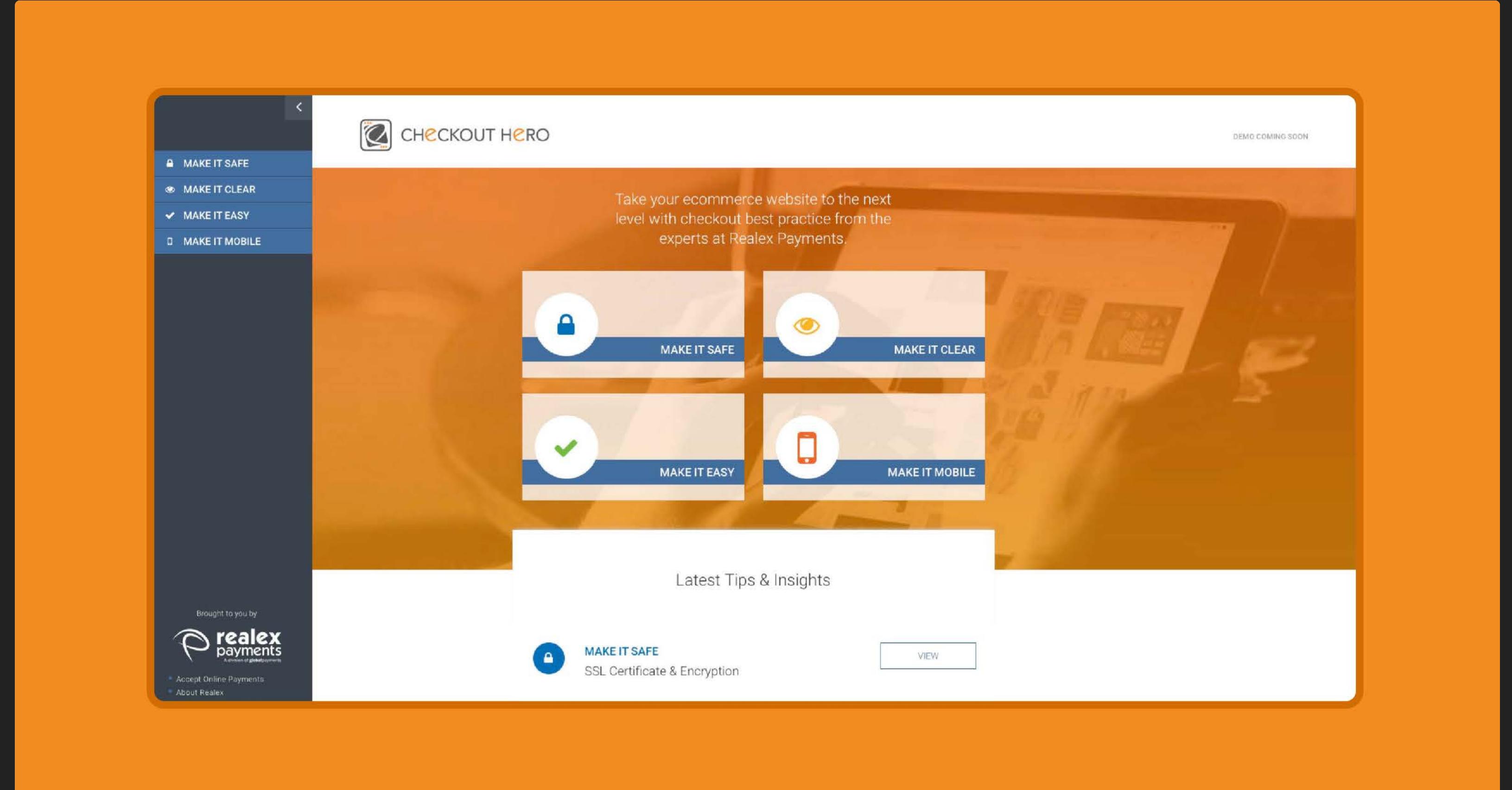
Though the product contains multiple articles, these are not separated into their own individual pages. Users would have to *go through the hoops* to get to the content their looking for.

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

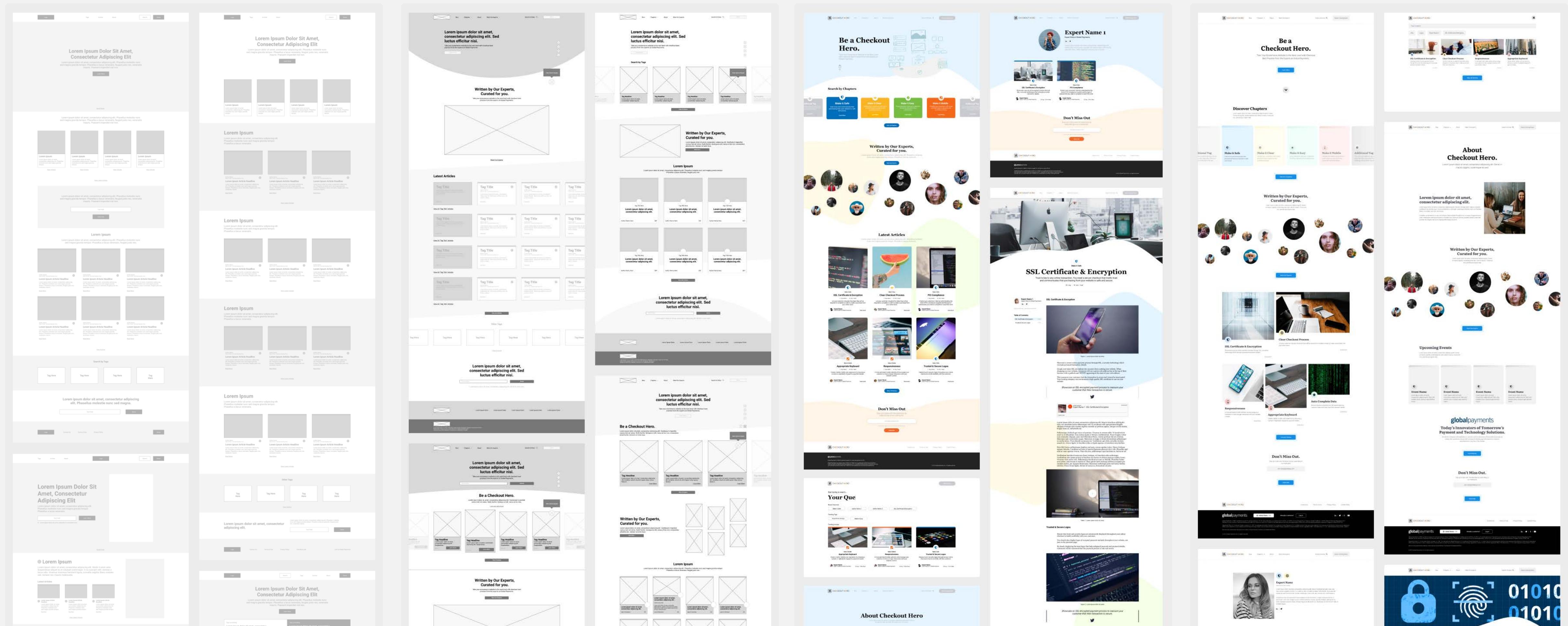
Have the product be visually aligned with the other products within the portfolio. Putting the most relevant content front and centre.

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

Multidisciplinary Designer
Portfolio Document

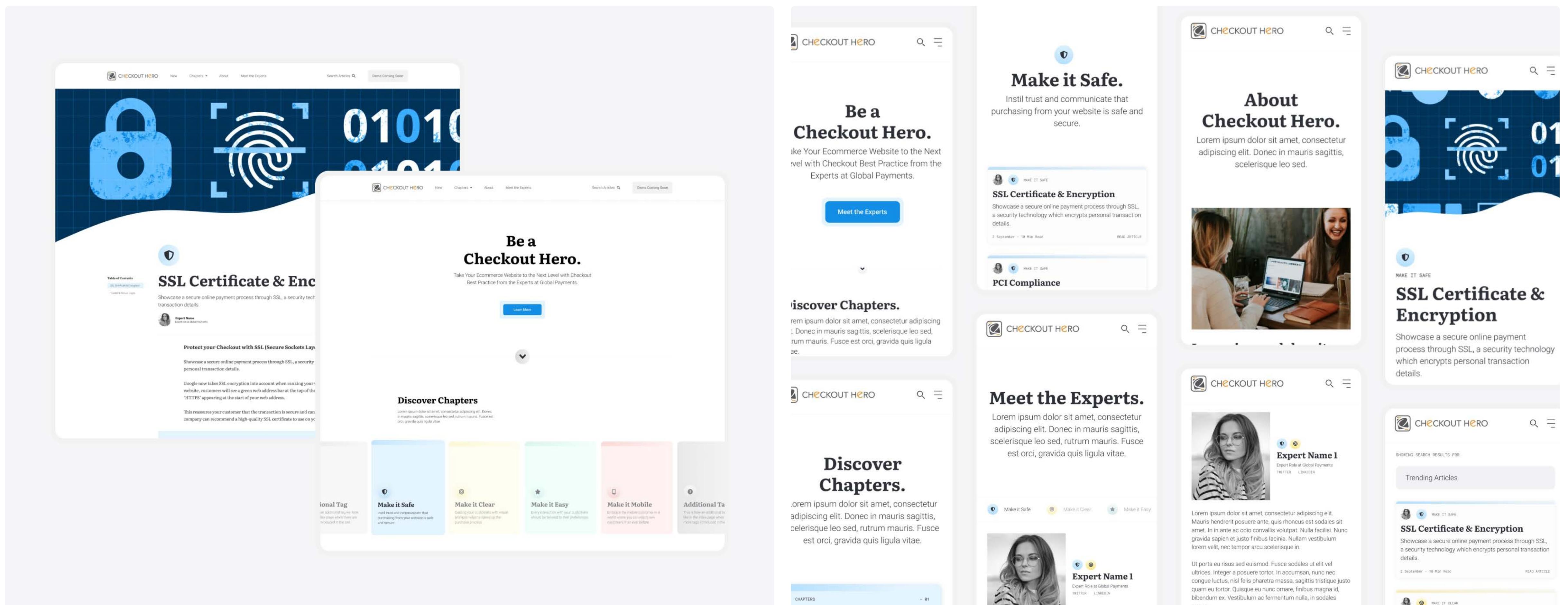
Selected Projects
2015 - 2023

Please forward any queries to
[renno@riyadirenno.com ↗](mailto:renno@riyadirenno.com)

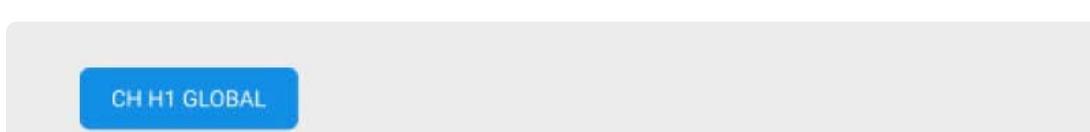
[LinkedIn ↗](#)

[Showreel ↗](#)

[Resume ↗](#)



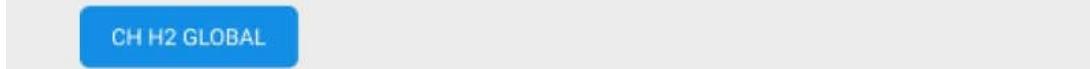
The newly redesigned Checkout Hero features an all-new colour palette from Index, with its subtle use of tints, and the introduction of Literata to the library.



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

My H1 would look something like this.

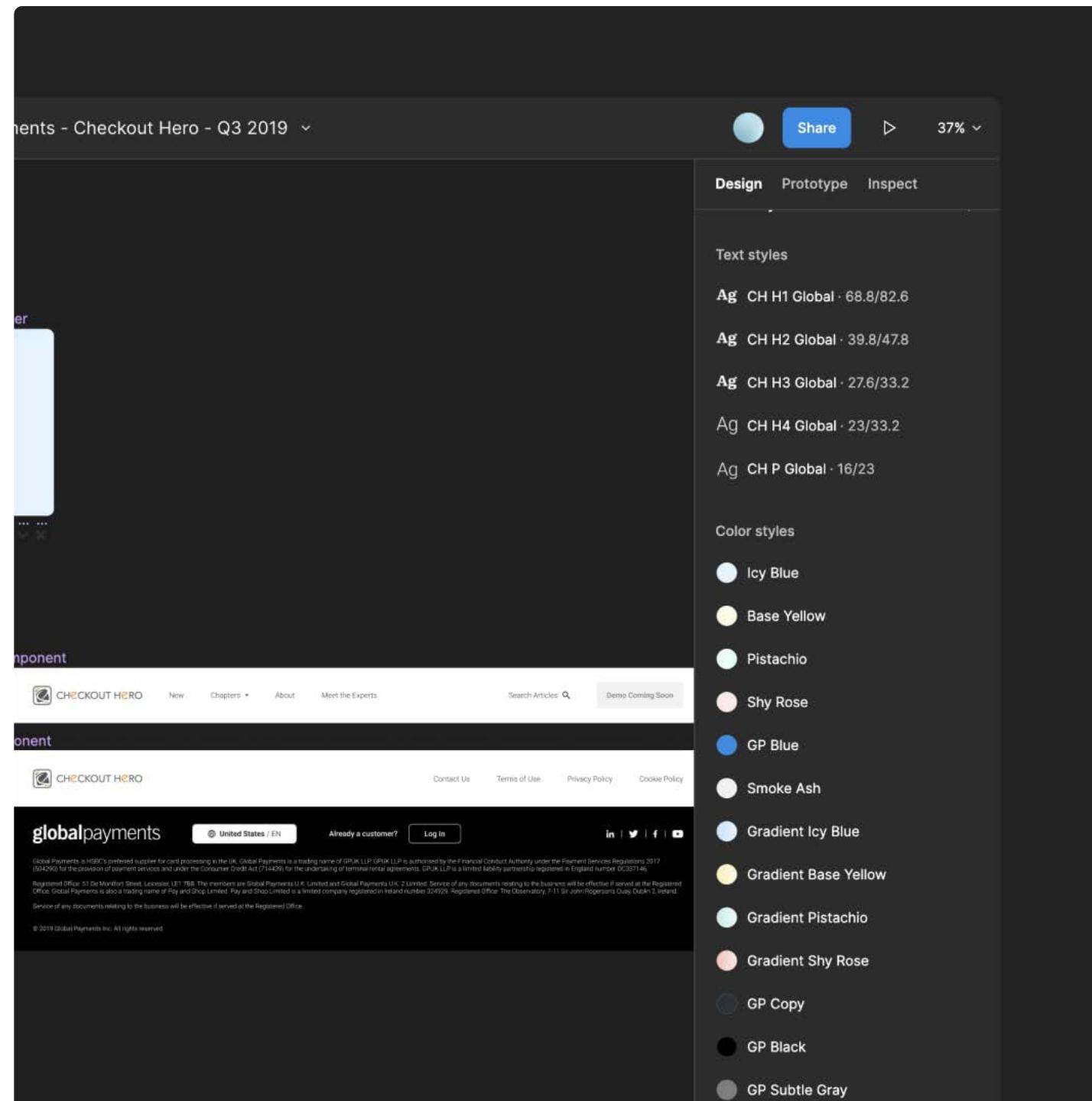
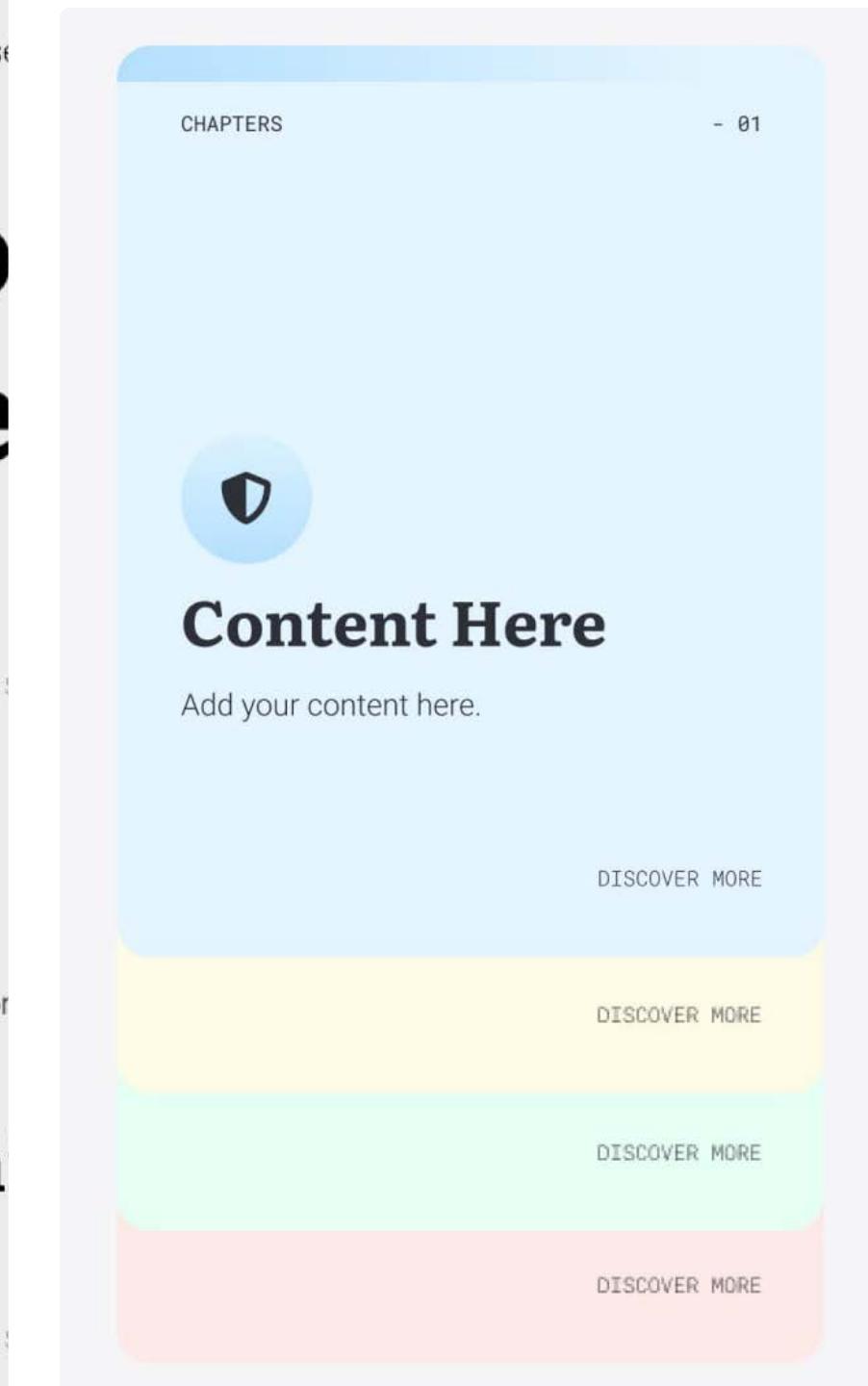
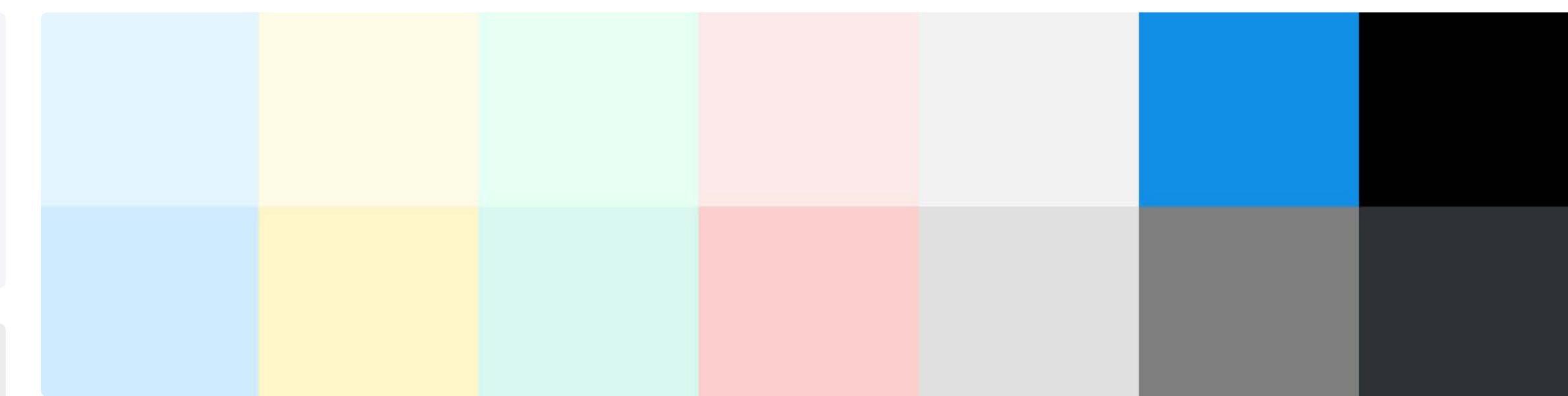
Literata Bold - 68px Font Family



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

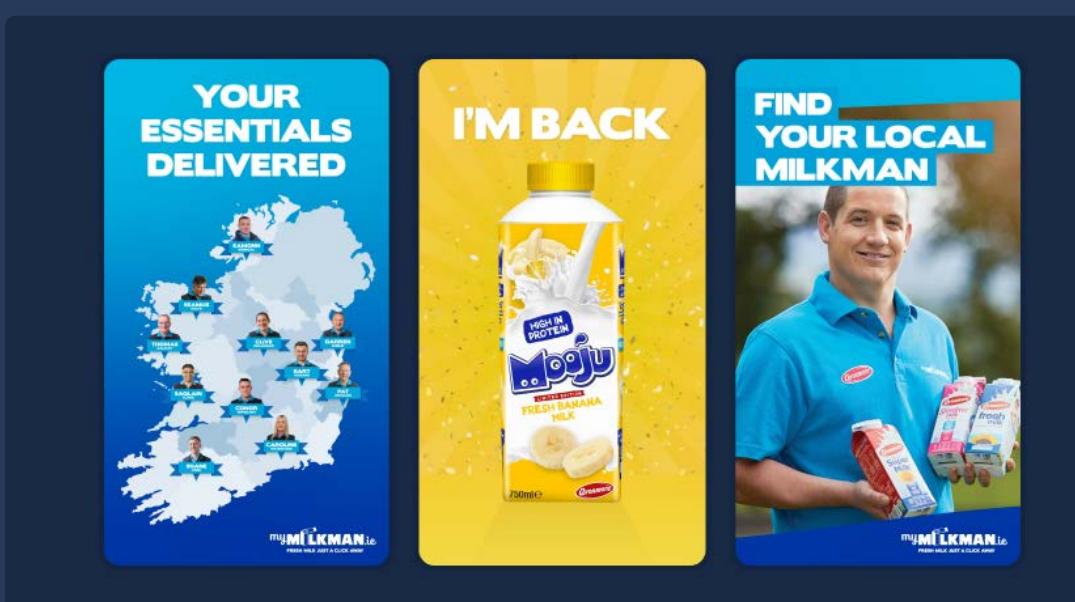
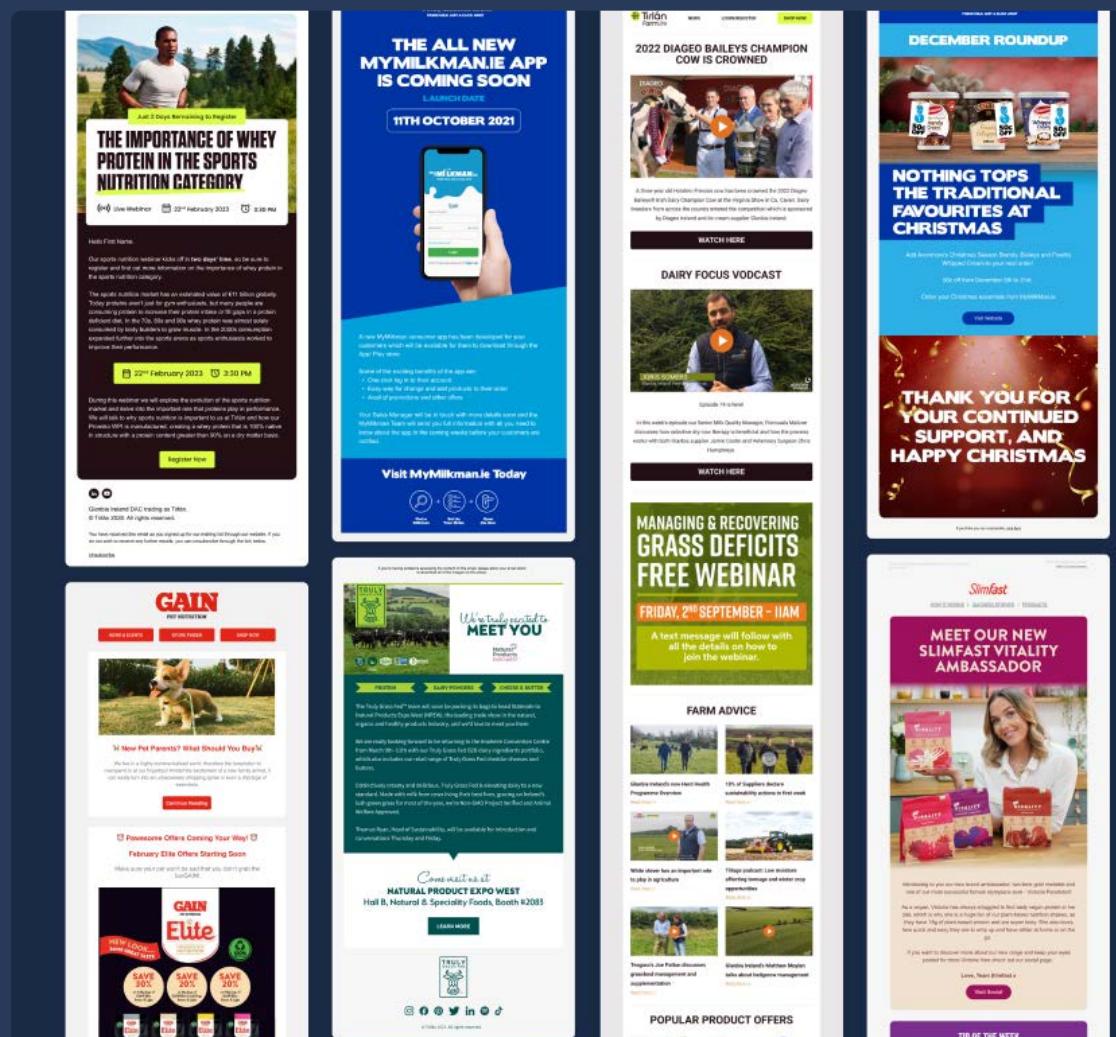
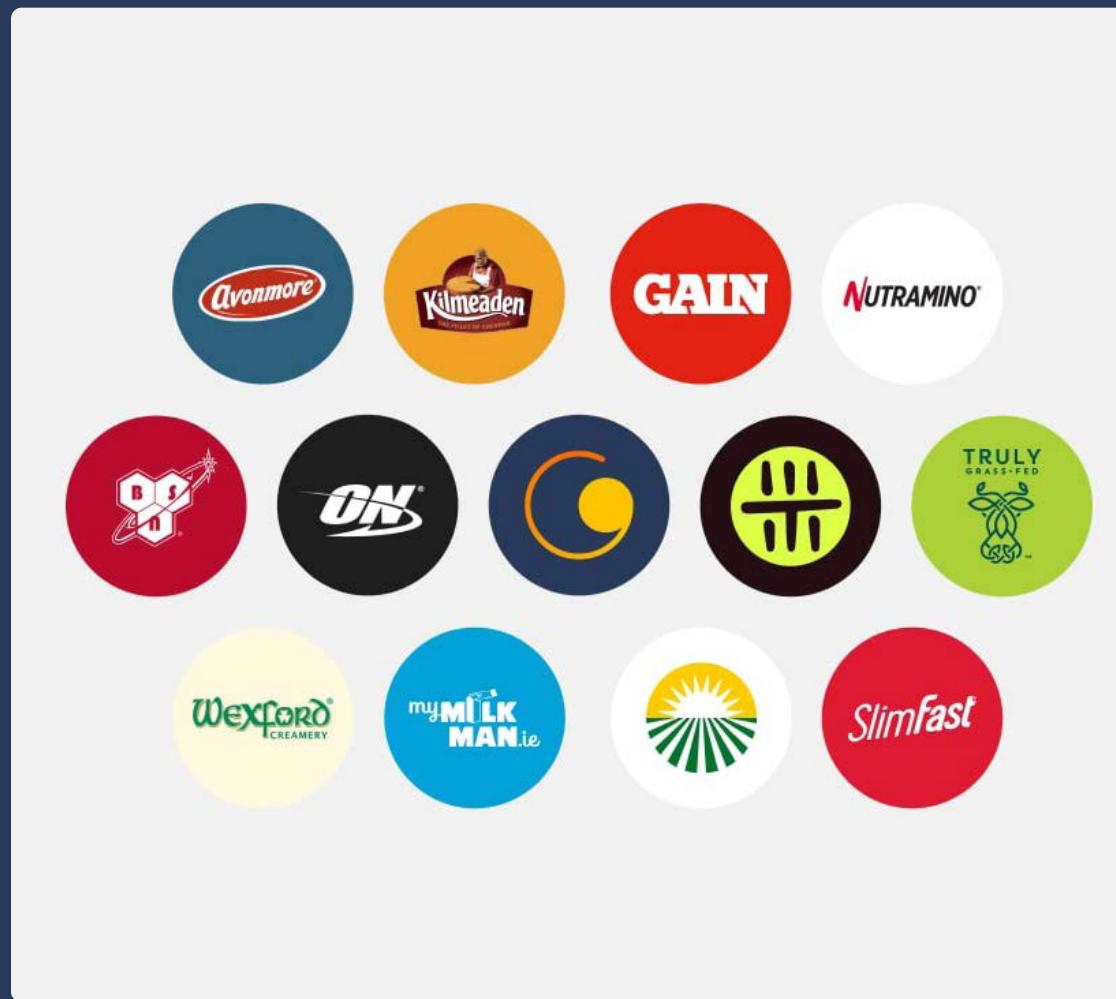


One For the Future.

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.

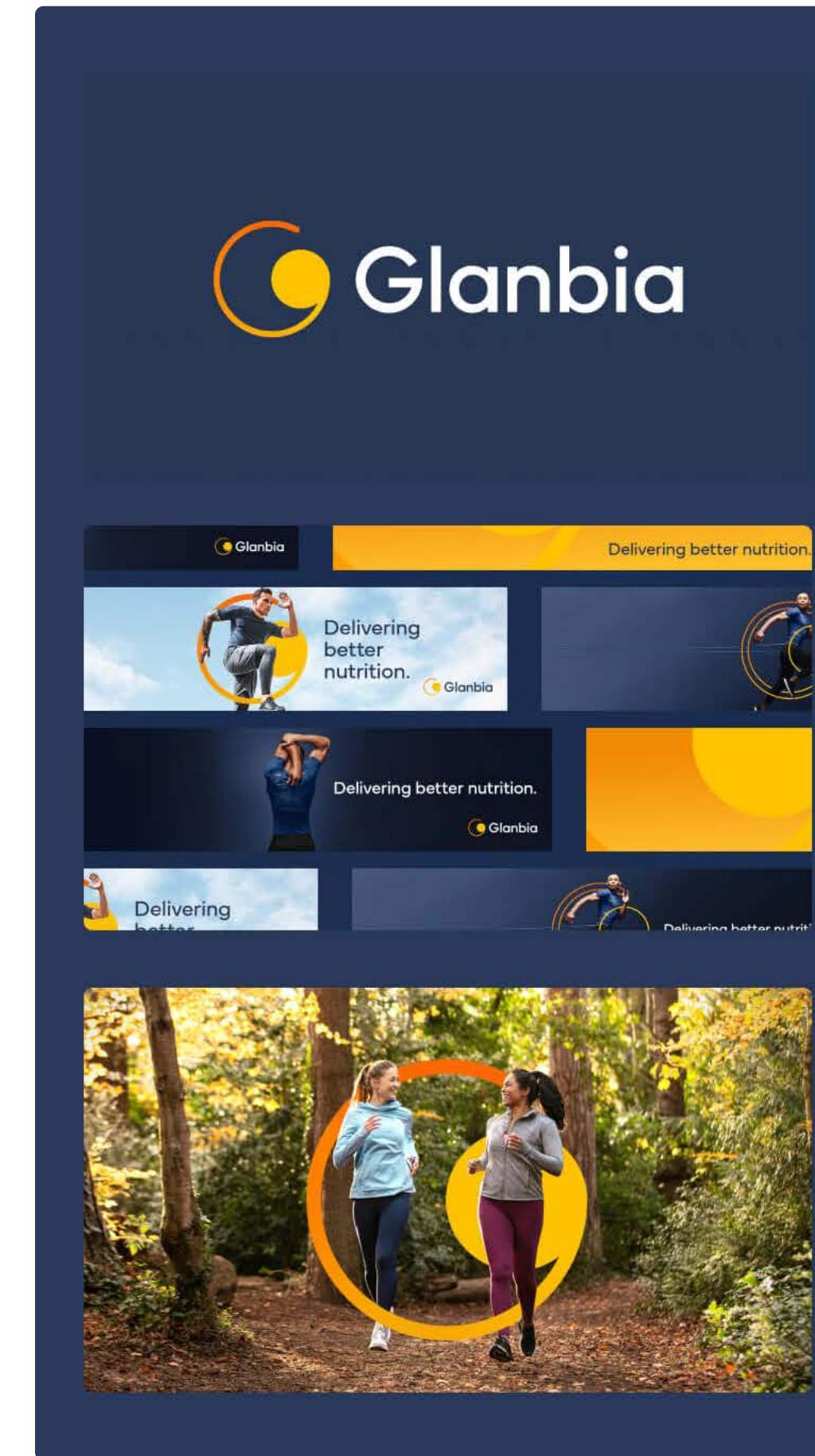
I work with the Digital+ team, the award-winning internal agency at Glanbia consisting of digital strategists and marketers, social media experts, creatives, videographers, UX experts, and web developers, all working on projects within the Glanbia brand portfolio.

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.

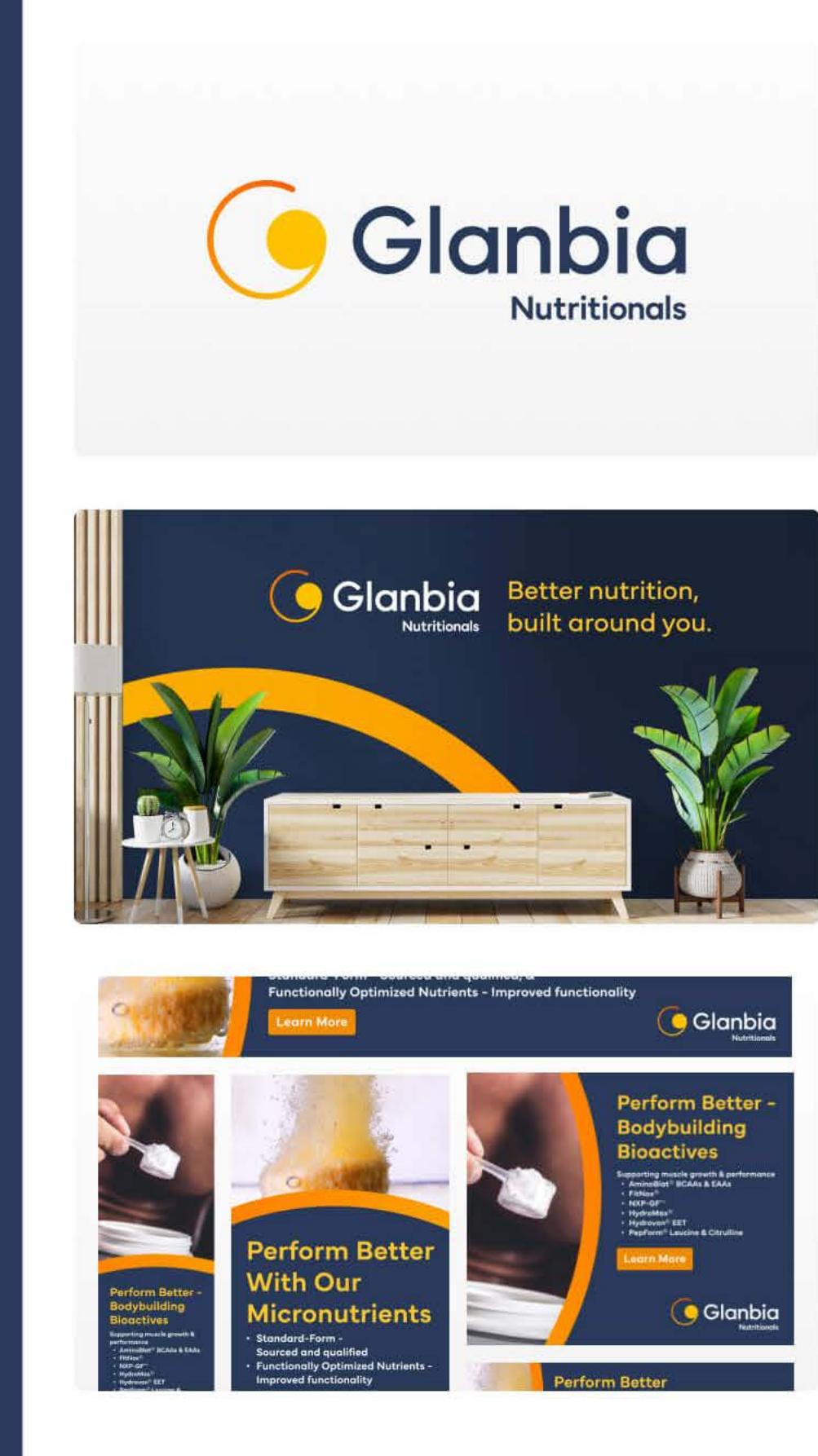
Working with Globally Recognised Brands

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

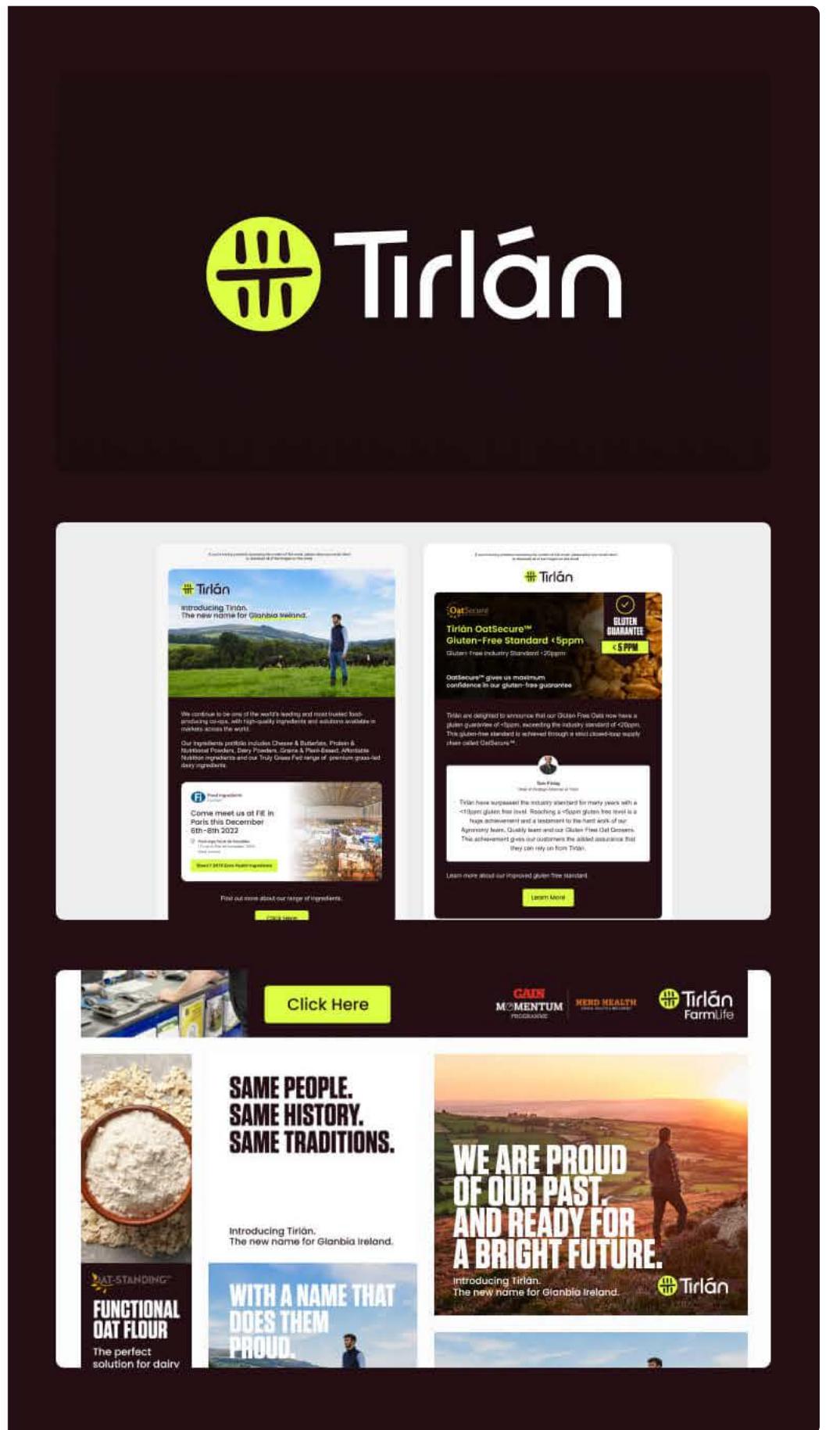
Whether it's digital, motion or print. Social, display, or email. All mediums. All platforms. From awareness, to conversion.

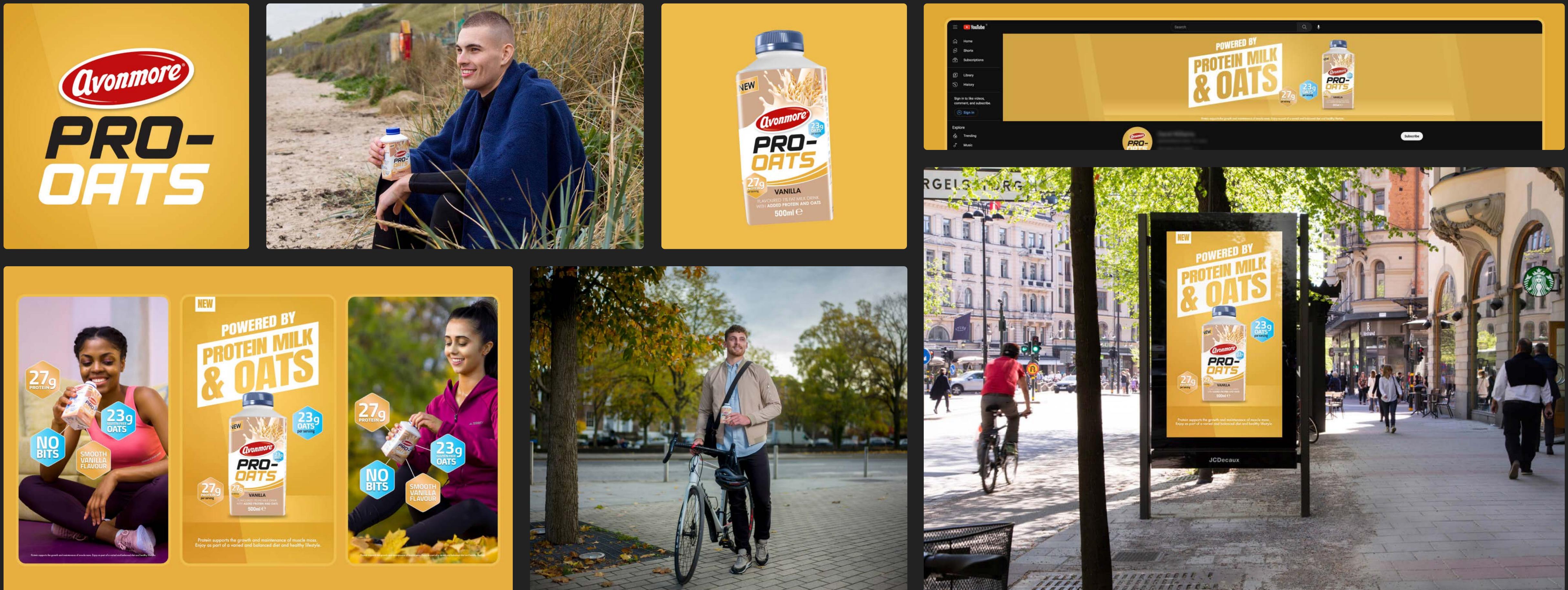


A New Look Towards the Future



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.

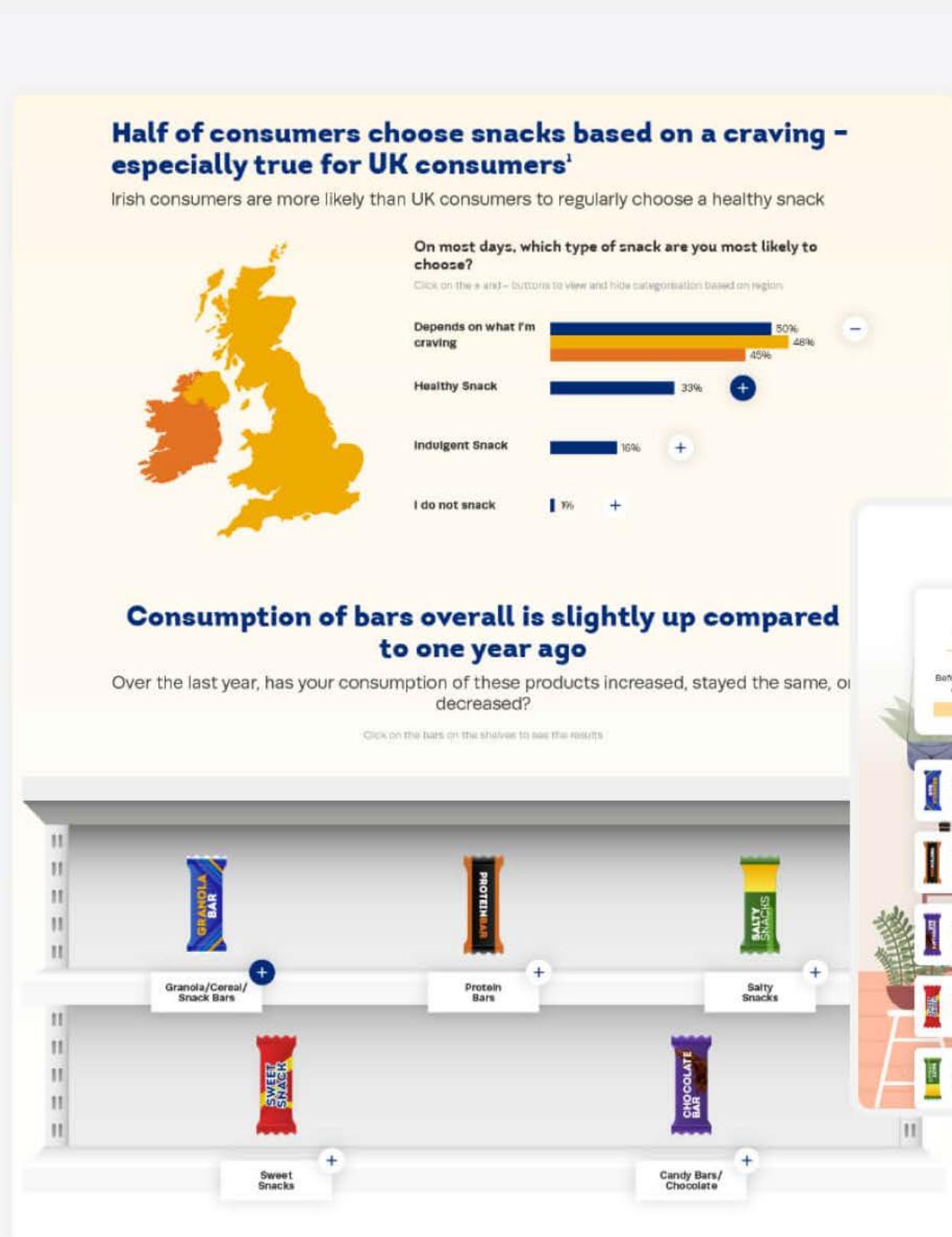




Bringing Ideas and Pitches to Life

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]



AVONMORE SWITCHES TO PAPER STRAWS FOR SCHOOL MILK SCHEME 2021

Dear Principal,
Avonmore is delighted to announce that we're now using paper straws on all of our School Milk supplies, removing the equivalent weight of two average-sized cars in plastic from landfill.

All Avonmore School Milk already comes in recyclable Tetra Pak cartons and is distributed to primary schools around the country through the School Milk Scheme. This provides a positive message to the consumption of milk amongst school children, cultivating healthy eating habits and giving pupils the opportunity to connect to agriculture.

We provide 7 million units of 180ml cartons of low-fat milk to primary schools nationwide every year. It is estimated that by switching from plastic to paper straws, Glanbia Ireland will prevent 2.7 tonnes of plastic from entering the environment each year. The new paper straws are certified fully recyclable and made with Forest Stewardship Council (FSC) material.

Sustainability and diversity are at the heart of our agenda. That is why Glanbia Ireland has pledged to cut 100% of our greenhouse gases by 2050 and to be carbon neutral by 2025. It is one of over a dozen science-based targets set out in our recently-launched 'Living Proof' sustainability strategy which charts our commitment to farming, food and the future and to becoming Carbon Neutral by 2050.

We aim to leave our planet in a better place for future generations such as the primary school students drinking fresh milk produced by our 6,000 plus family farm suppliers each day.

We want to thank you and your school for being part of the EU School Milk Scheme and for supporting Avonmore and Glanbia Ireland in our mission to create a more sustainable future for all of our communities. Attached is a poster which you might like to print and display in your school to celebrate our move to paper straws.

We're proud to be part of the School Milk Scheme which is managed by the National Dairy Council and funded by the Department of Agriculture, Food and the Marine with the support of the European Union.

Cara Millaney,
Glanbia Ireland Marketing Manager

6 things to know about Tetra Pak® paper straws

- Plant based = lower climate impact
- From responsibly sourced paperboard
- FSC™ certified paper
- Insert it in the package and reuse right away!
- They're recyclable!
- Less plastic waste

[DOWNLOAD POSTER](#)

You've received this email because you've previously consented to receive updates and information from [cooldrinkireland.ie](#). It is a site owned and controlled by Glanbia, Consumer Goods Division. Registered in Ireland.

Want to change how you receive these emails?

THE IMPORTANCE OF WHEY PROTEIN IN THE SPORTS NUTRITION CATEGORY

Just 2 Days Remaining to Register
THE IMPORTANCE OF WHEY PROTEIN IN THE SPORTS NUTRITION CATEGORY

11TH OCTOBER 2021

22nd February 2023 3:30 PM

Register Now

During this webinar we will explore the evolution of the sports nutrition market and drive into the important role that protein plays in performance. We will talk to why sports nutrition is important to us at MyMilkman.ie and how our product range can help you achieve your goals. Our whey protein is 100% native in structure with a protein content greater than 90% on a dry matter basis.

Visit MyMilkman.ie Today

Gláinéirí DAC trading as Tírlín.
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THE ALL NEW MYMILKMANIE APP IS COMING SOON

LAUNCH DATE
11TH OCTOBER 2021

Just 2 Days Remaining to Register
THE IMPORTANCE OF WHEY PROTEIN IN THE SPORTS NUTRITION CATEGORY

11TH OCTOBER 2021

22nd February 2023 3:30 PM

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During this webinar we will explore the evolution of the sports nutrition market and drive into the important role that protein plays in performance. We will talk to why sports nutrition is important to us at MyMilkman.ie and how our product range can help you achieve your goals. Our whey protein is 100% native in structure with a protein content greater than 90% on a dry matter basis.

Visit MyMilkman.ie Today

Gláinéirí DAC trading as Tírlín.
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Unsubscribe

2022 DIAGEO BAILEYS CHAMPION COW IS CROWNED

Diageo Baileys Champion Cow is Crowned

Three year old Holstein Friesian cow has been crowned the 2022 Diageo Baileys Champion Cow at the Virginia Show Co. Cows. Dairy breeders from across the country entered the competition which is sponsored by Glanbia Ireland and its cream supplier Glanbia Ireland.

WATCH HERE

DAIRY FOCUS PODCAST

Episode 74 is here!

In this week's episode our Senior Milk Quality Manager, Flórián Máline discusses how selective dry cow therapy is beneficial and how the process works with both Glanbia supplier Jamie Costello and Veterinary Surgeon Chris Humphreys.

WATCH HERE

DECEMBER ROUNDUP

Add Avonmore's Christmas Season Blend, Baileys and Freddo Whipped Cream to your next order!

Order your Christmas essentials from MyMilkman.ie

Visit Website

NOTHING TOPS THE TRADITIONAL FAVOURITES AT CHRISTMAS

Add Avonmore's Christmas Season Blend, Baileys and Freddo Whipped Cream to your next order!

Order your Christmas essentials from MyMilkman.ie

Visit Website

THANK YOU FOR YOUR CONTINUED SUPPORT, AND HAPPY CHRISTMAS

If you like our newsletter, click here

MANAGING & RECOVERING GRASS DEFICITS FREE WEBINAR

FRIDAY, 2ND SEPTEMBER - 11AM

A text message will follow with all the details on how to join the webinar.

GAIN PET NUTRITION

WE'RE TRULY EXCITED TO MEET YOU!

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'll love to meet you there! We are really looking forward to returning to the Anaheim Convention Centre from March 9th-11th with our Truly Grass Fed R2B dairy ingredients portfolio, which also includes our retail range of Truly Grass Fed cheddar cheeses and butters.

Distinctively 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.

Make sure your pet won't be sad that you didn't grab the bar@GAIN!

COME VISIT US AT NATURAL PRODUCT EXPO WEST HALL B, NATURAL & SPECIALTY FOODS, BOOTH #2083

FARM ADVICE

GLANBIA'S NEW HERD HEALTH PROGRAMME OVERVIEW

10% of Suppliers declare sustainability actions in first quarter

TILLAGE PRACTICE: LOW MOISTURE SEEDING MESSAGE AND WINTER CROP OPPORTUNITIES

Introducing to you our new brand ambassador, two-time gold medalist and one of our most successful female Olympians ever – Victoria Pendleton!

As a vegan, Victoria has always struggled to find tasty vegan protein and one of our most successful female Olympians ever – Victoria Pendleton!

Introducing to you our new brand ambassador, two-time gold medalist and one of our most successful female Olympians ever – Victoria Pendleton!

A New Look Towards the Future

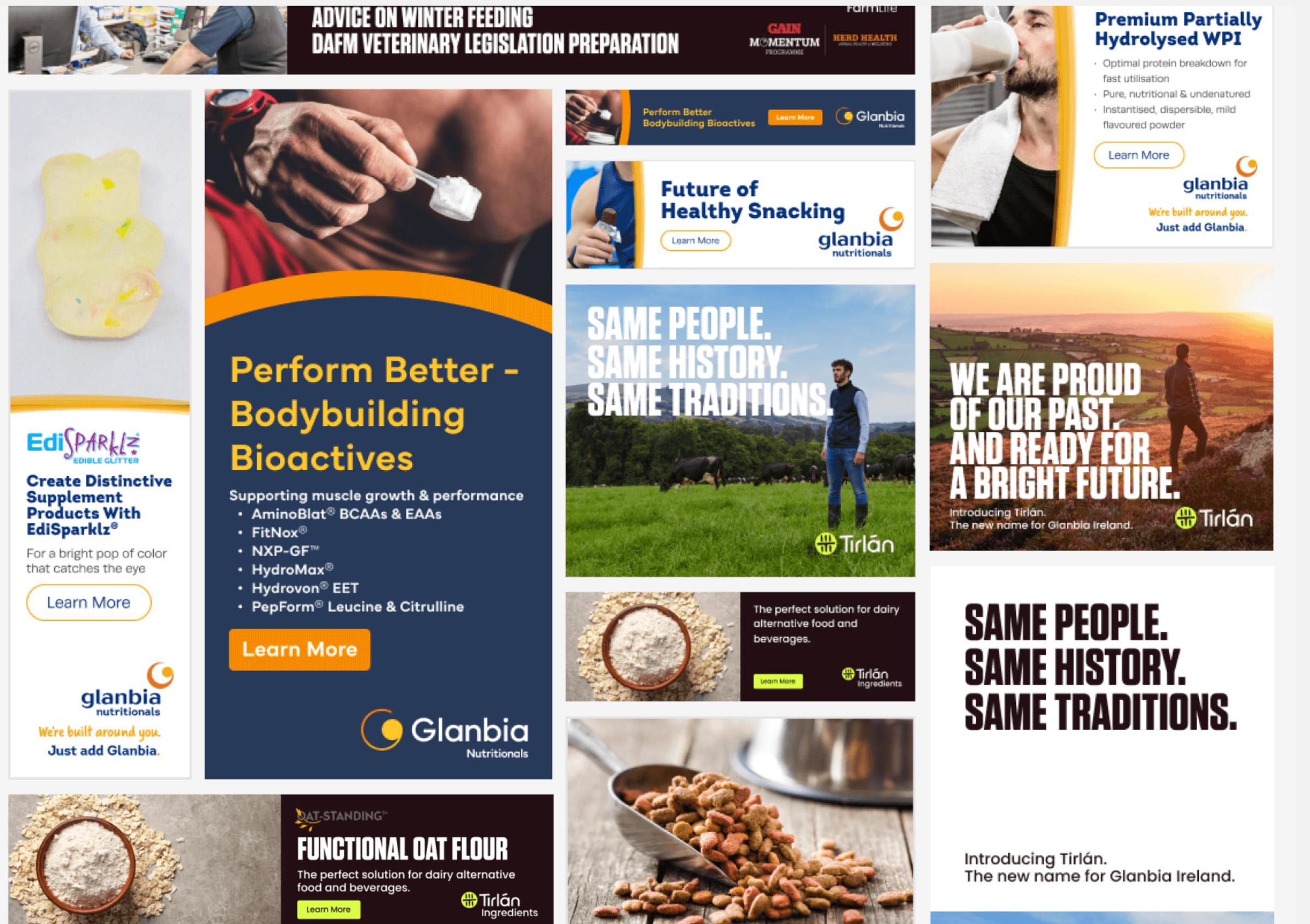
Sometimes, a little bit of interactivity is just what we needed.

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

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.

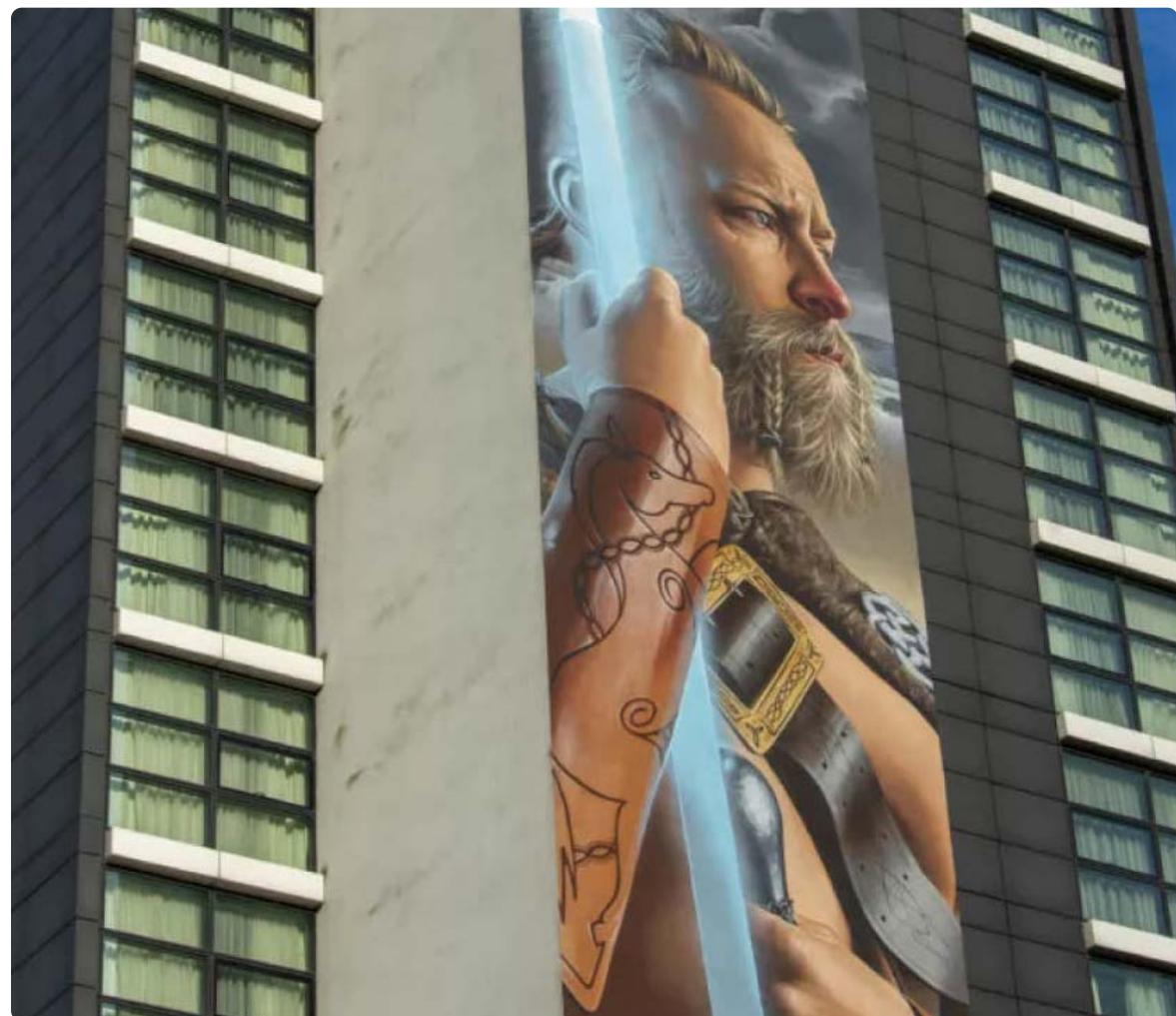
The team in BLNKDISRUPTION consists of 4 creative media graduates from DkIT tackling different disciplines and responsibilities throughout the project. I was delegated as one of the designers of the team, building design documents, collaterals, and the overall branding & identity with a combination of 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

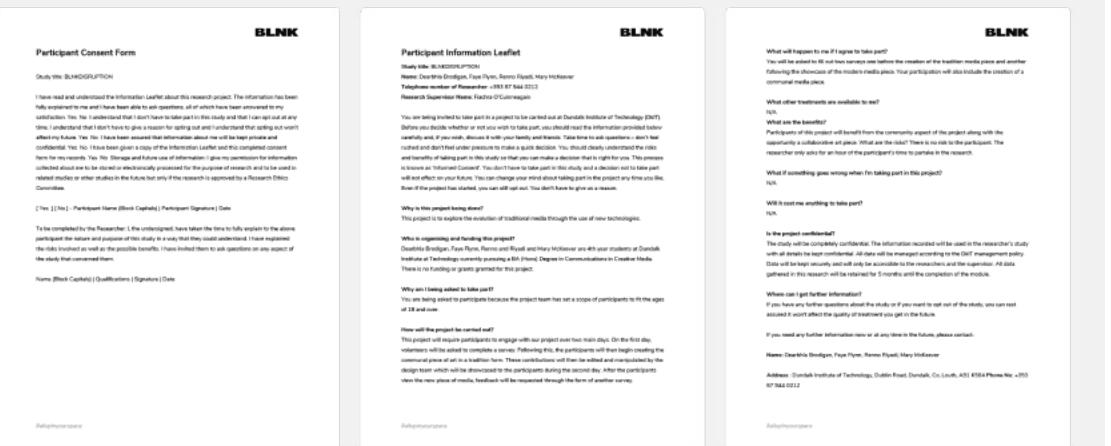
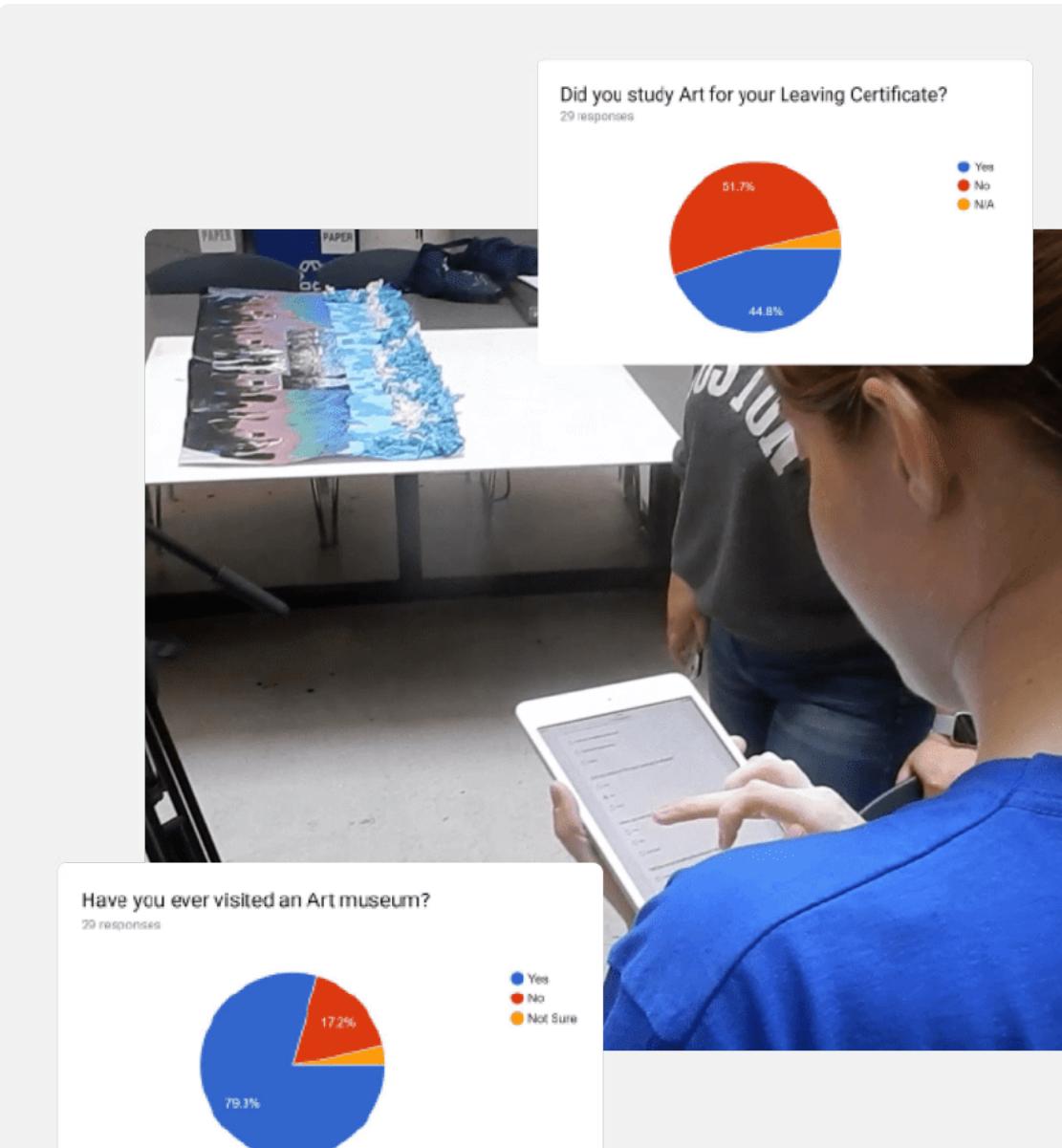
Creative media falls under several headings, including but not limited to advertising, film, publishing, TV, radio, and interactive media. A common denominator towards all of the above is its evolution and how it's driven by technology.

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.



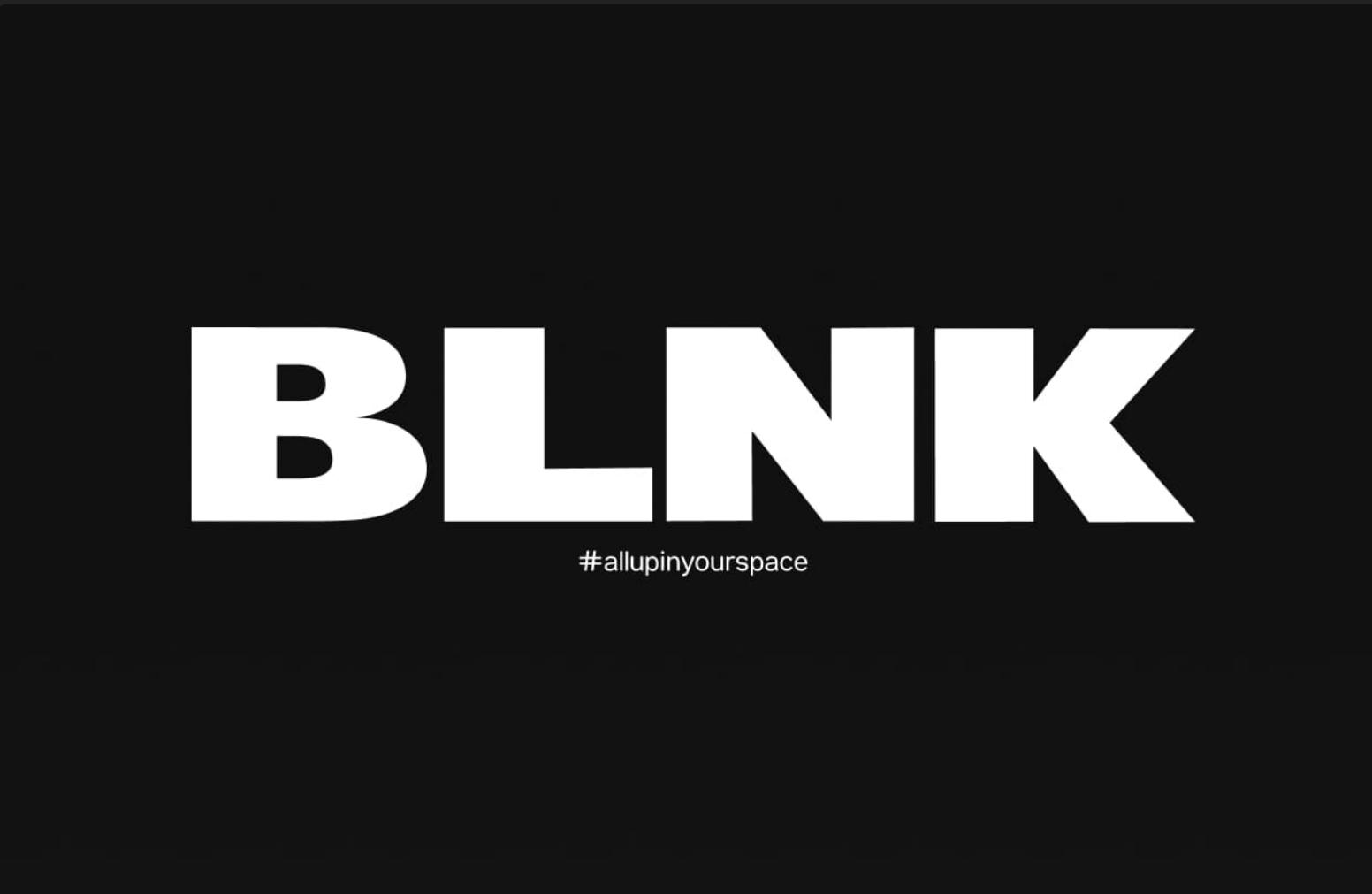
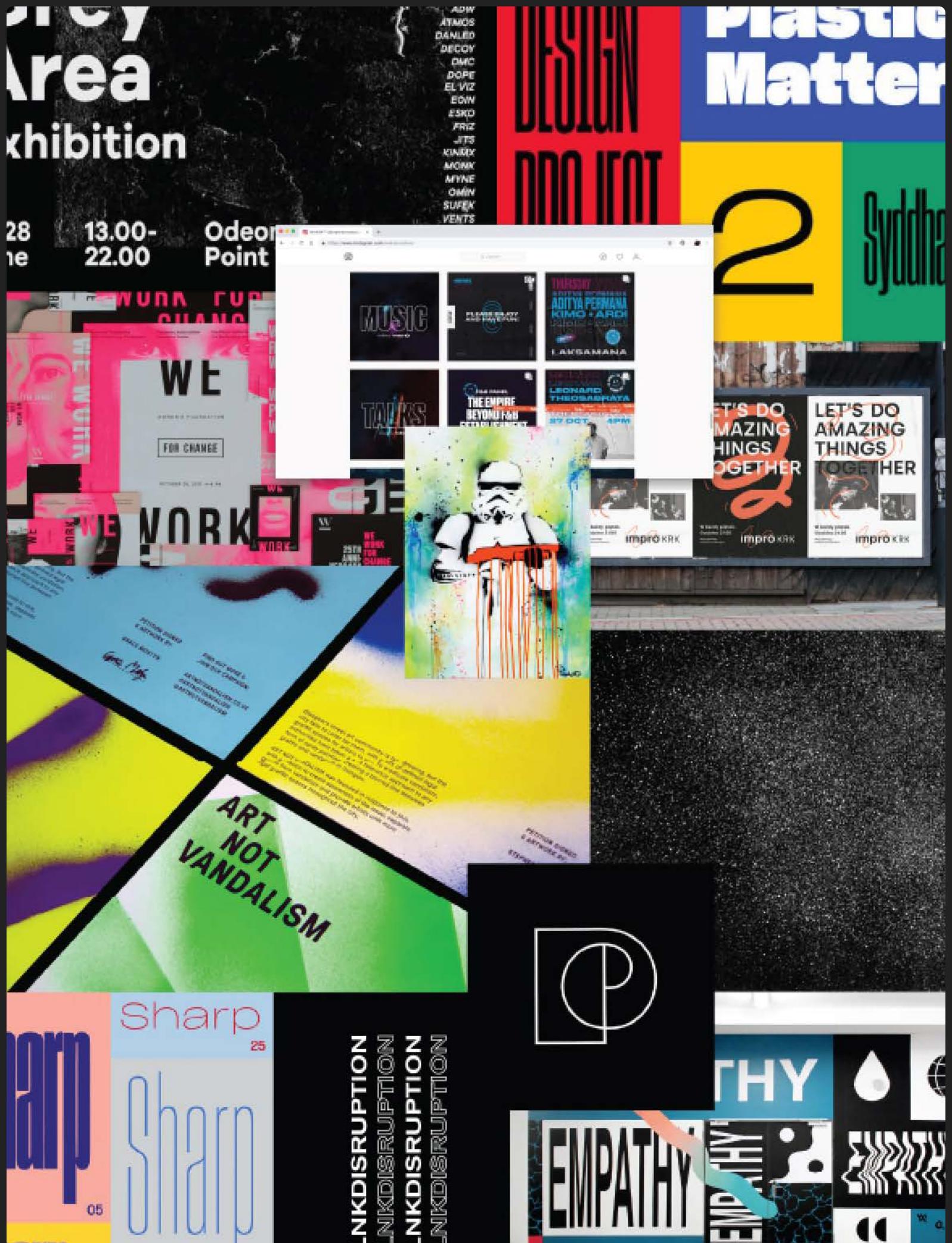
Focus Groups

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.

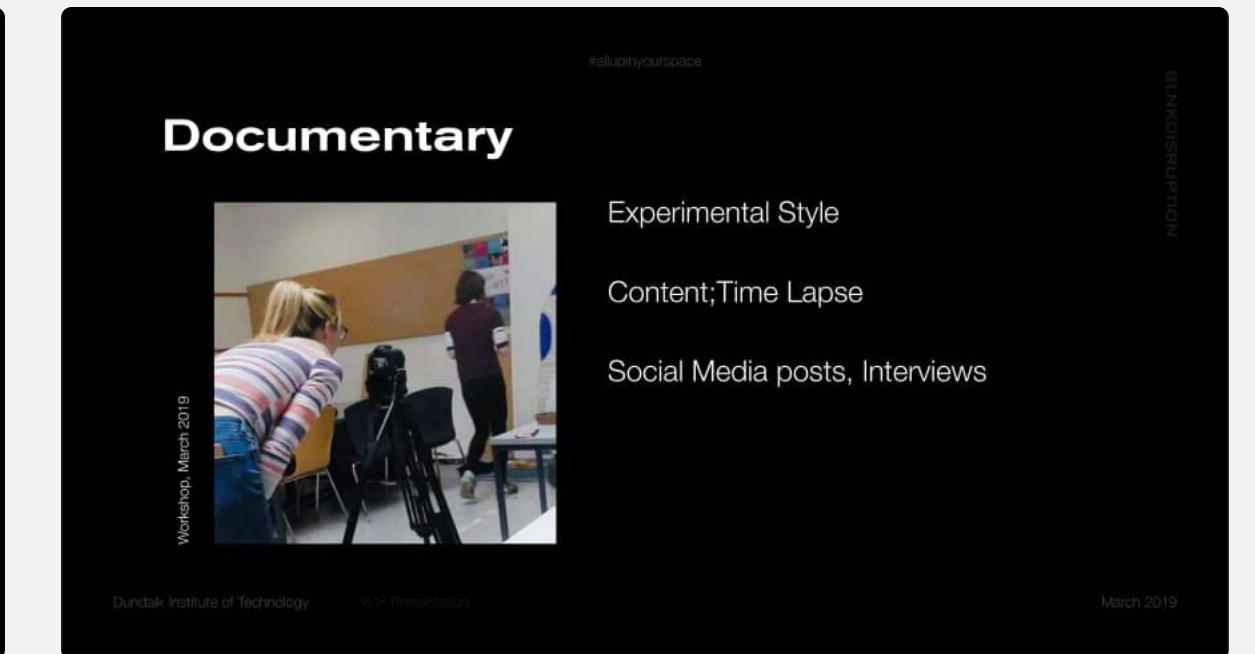
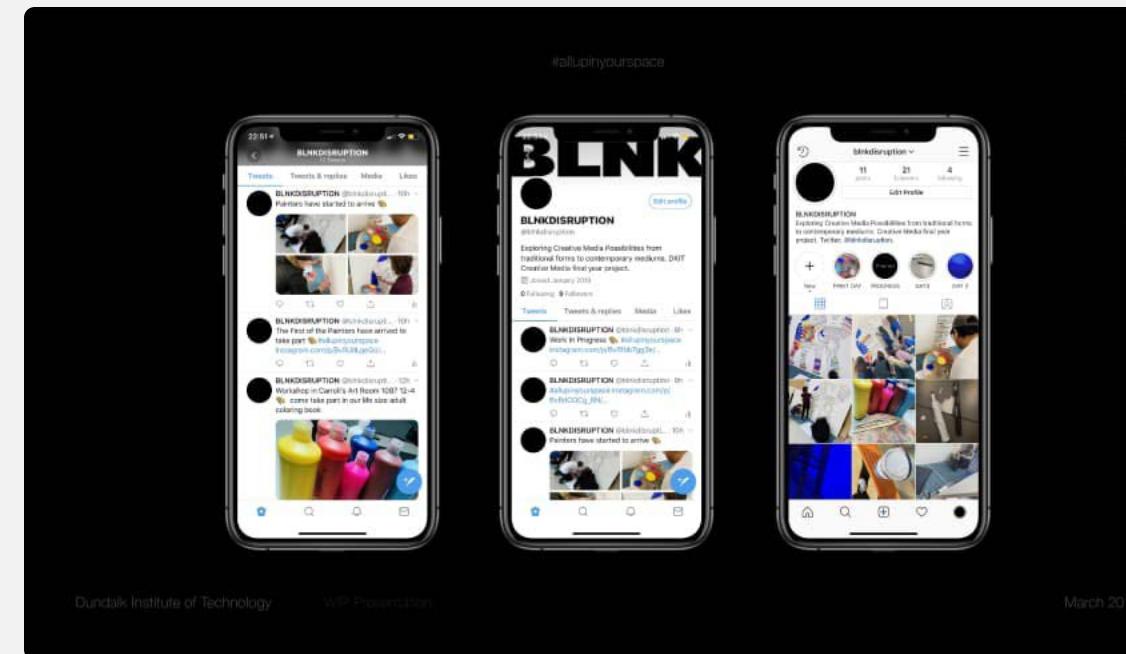
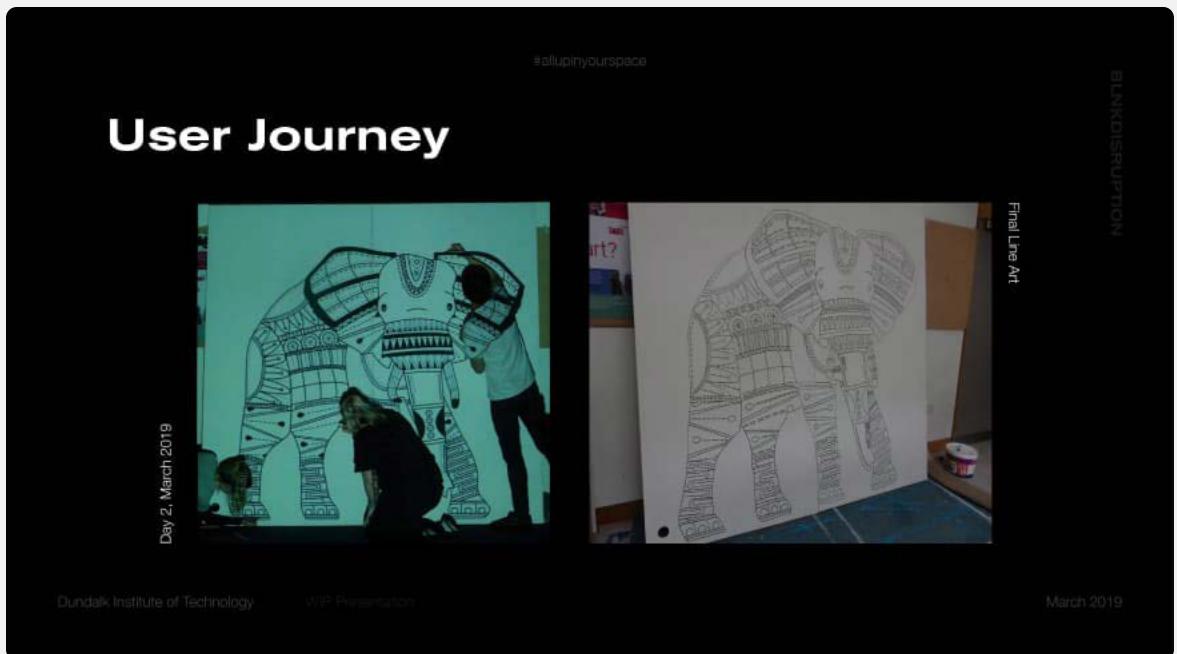
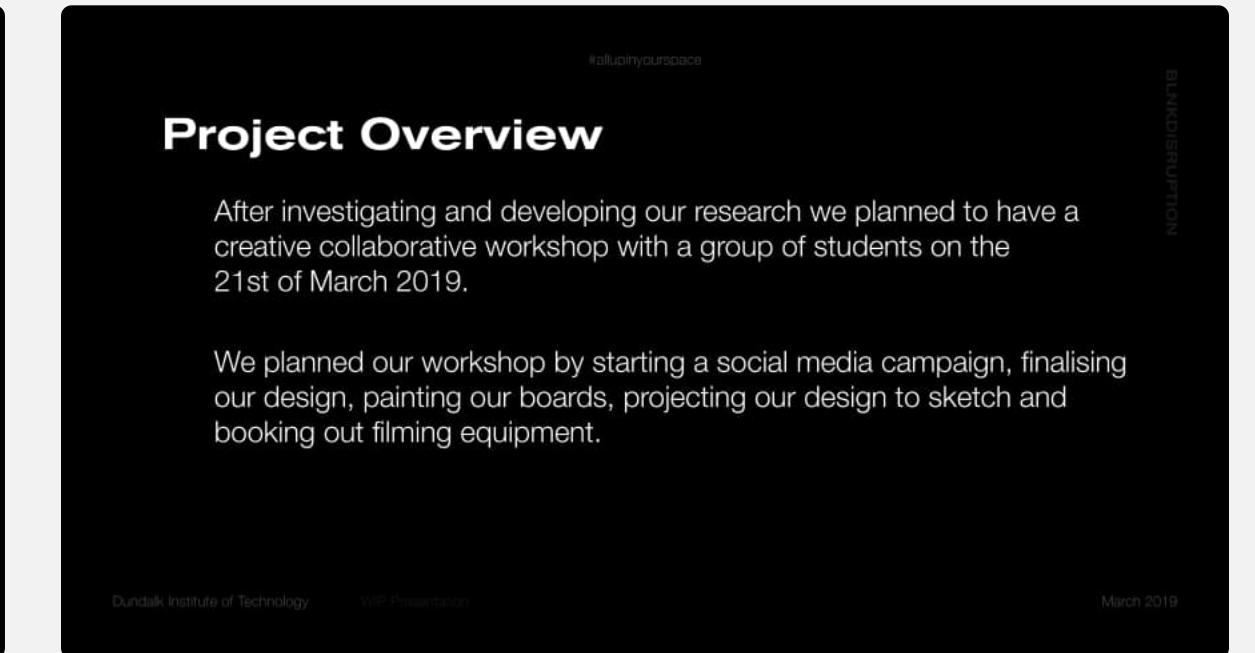
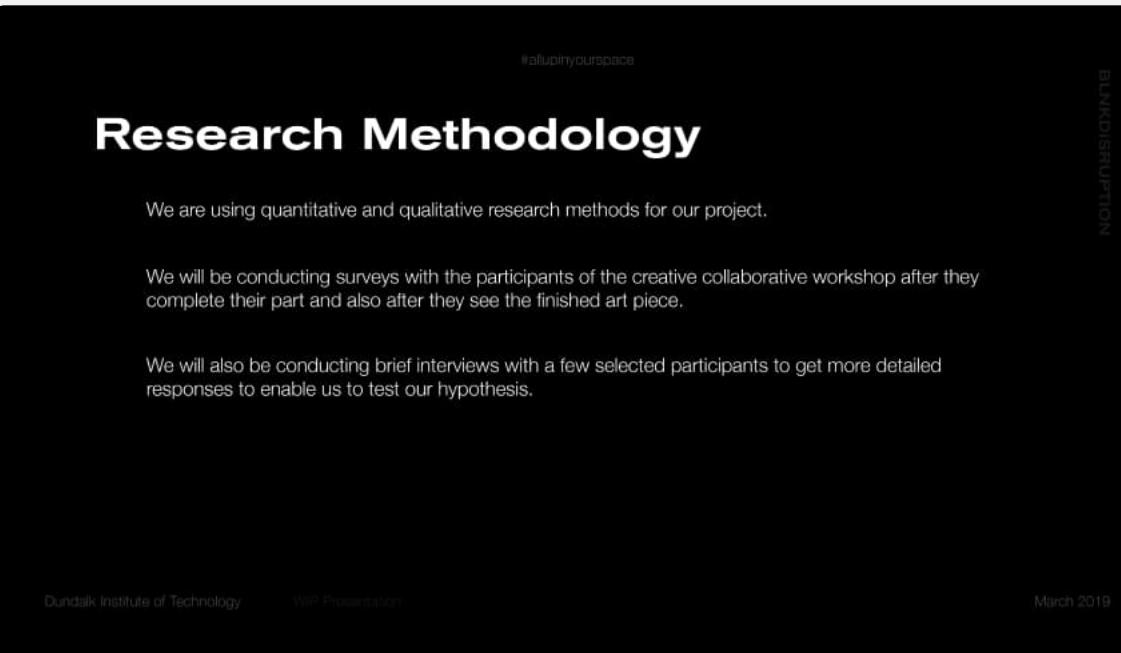
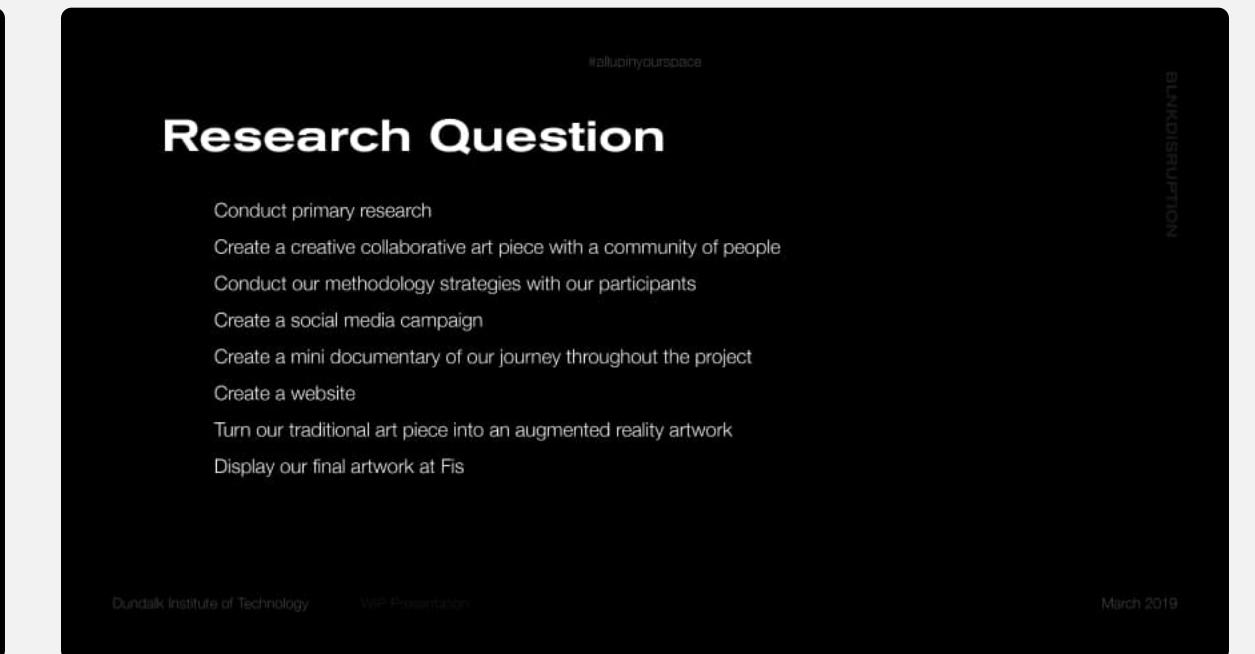
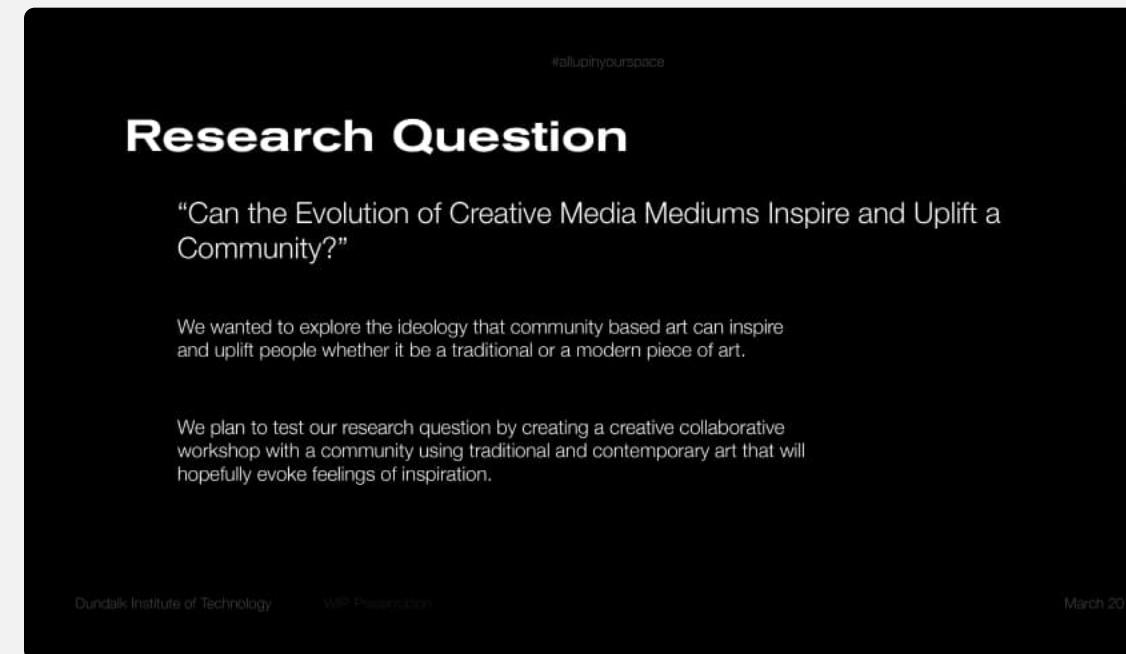


**Light AaBb
Regular AaL
Bold AaBbC
Ultra Bold A
Black AaL**

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.



BLNKDISRUPTION

#ALLUPINYOURSACE
Exploring Audience Reactions to Progression from Traditional to Contemporary Creative Media

Watch the Documentary

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 have on an audience.

BLNKDISRUPTION encourages everyone to experience the progression between the two media. It is the first time the Snapchat Lens Camera has been used to scan a piece of traditional creative media to unlock our unique lens. Now you're ready to bring our elephant to life!

Our ambition was to produce a powerful and inspirational project that will create an opportunity for a new level of digital interaction. This piece showcases the progression of traditional creative media to contemporary creative media and highlights the potential of technology on traditional media.

Come and see the exhibition! Try out the AR experience from the comfort of your home by scanning this image with your smartphone.

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.

Director: Dearbhla Brodigan
Editor: Dearbhla Brodigan, Faye Flynn
Sound: Faye Flynn
Camera: Dearbhla Brodigan, Mary McKeever
Video Duration: 2 Minutes
Share this Video Facebook and Twitter

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

This video includes a mini 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 tracing 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 piece. It also shows the researchers sketching the design onto the boards who painted on the first day the finished contemporary piece. The researchers had a lot of fun making the project and the montage hopefully reflects this.

#ALLUPINYOURSACE

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 #ALLUPINYOURSACE to get your post featured in our Instagram page!

View Our Instagram Feed



TRY NOW SCAN ME

bitly/binkfis19

RIS19

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

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

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.

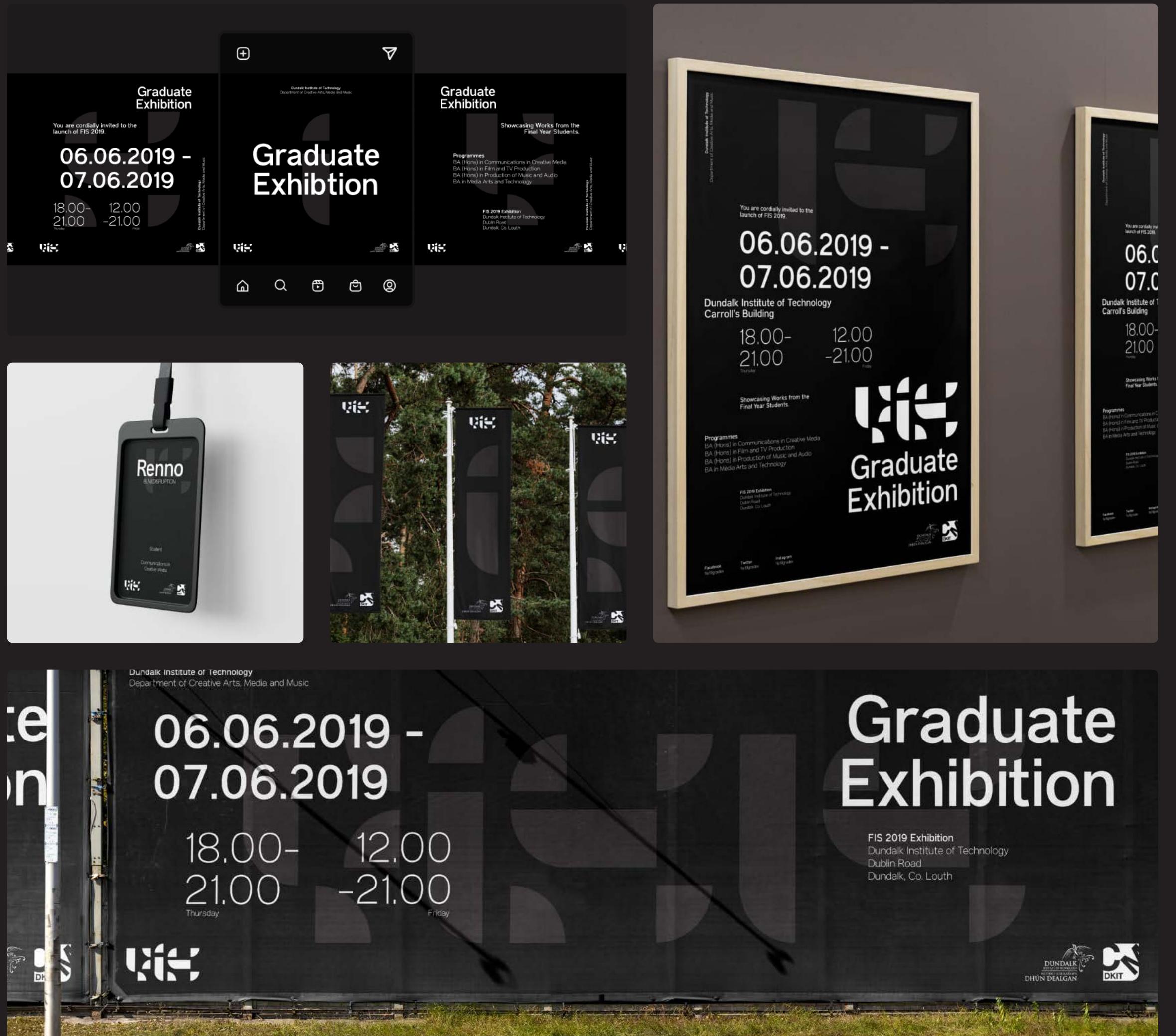


An Identity representing the future within the creative hub of Dundalk Institute of Technology.

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



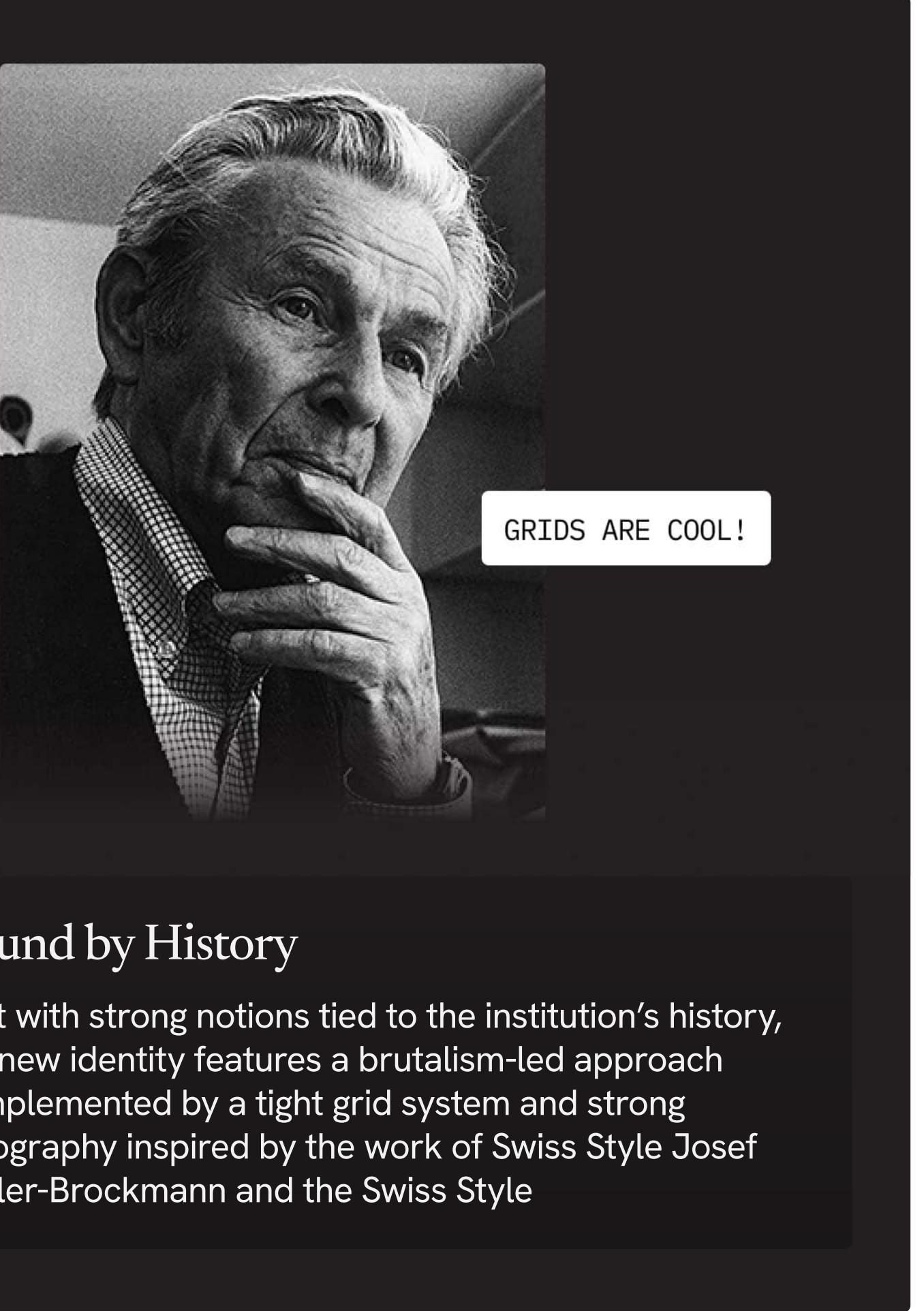
Built on It's Foundations

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

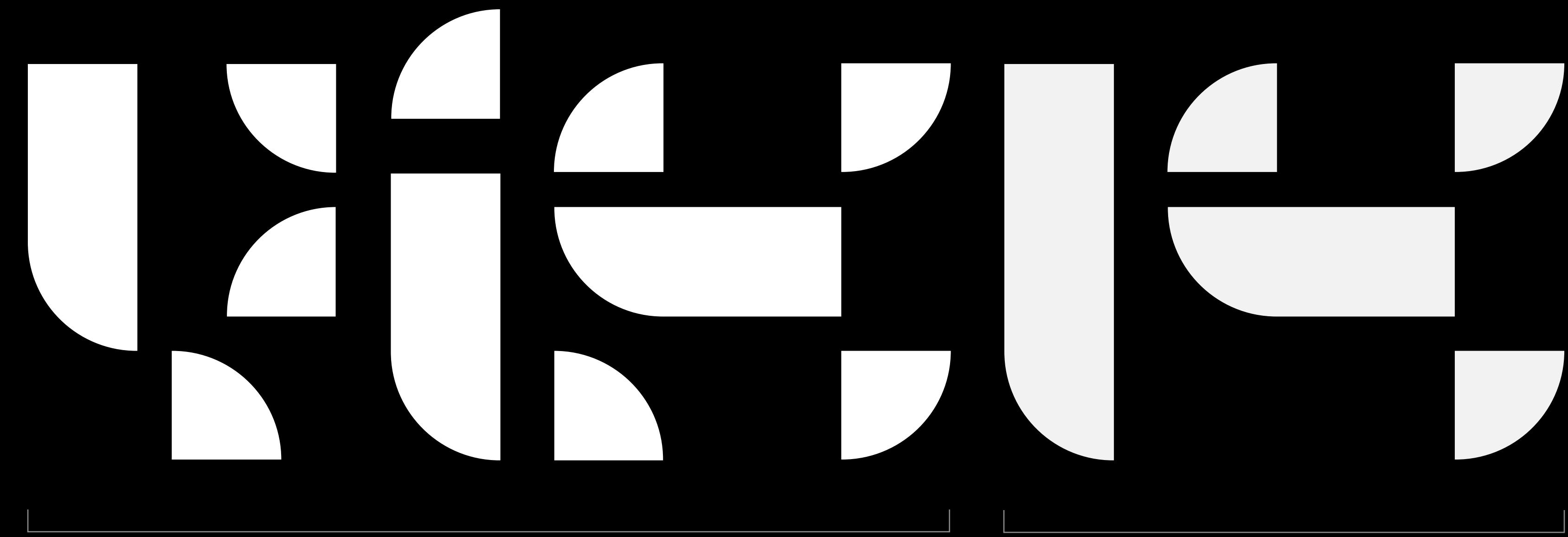
Built with strong notions tied to the institution's history, the new identity features a brutalism-led approach complemented by a tight grid system and strong typography inspired by the work of Swiss Style Josef Müller-Brockmann and the Swiss Style

GRIDS ARE COOL!



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.





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*



TΛΜΛΗΕΗΛΝУССΛ



SOE
JAKARTA

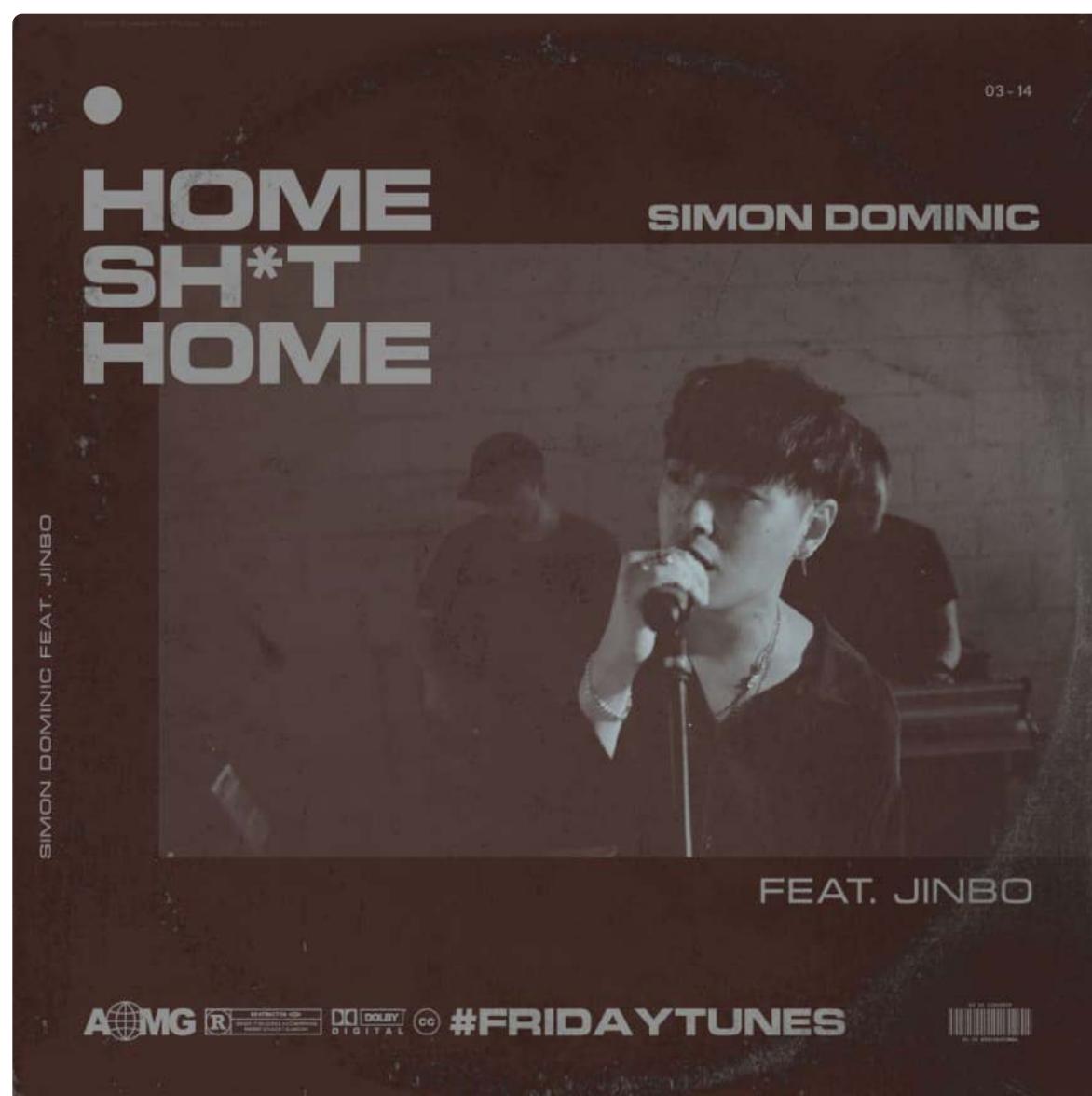
NLT Limo







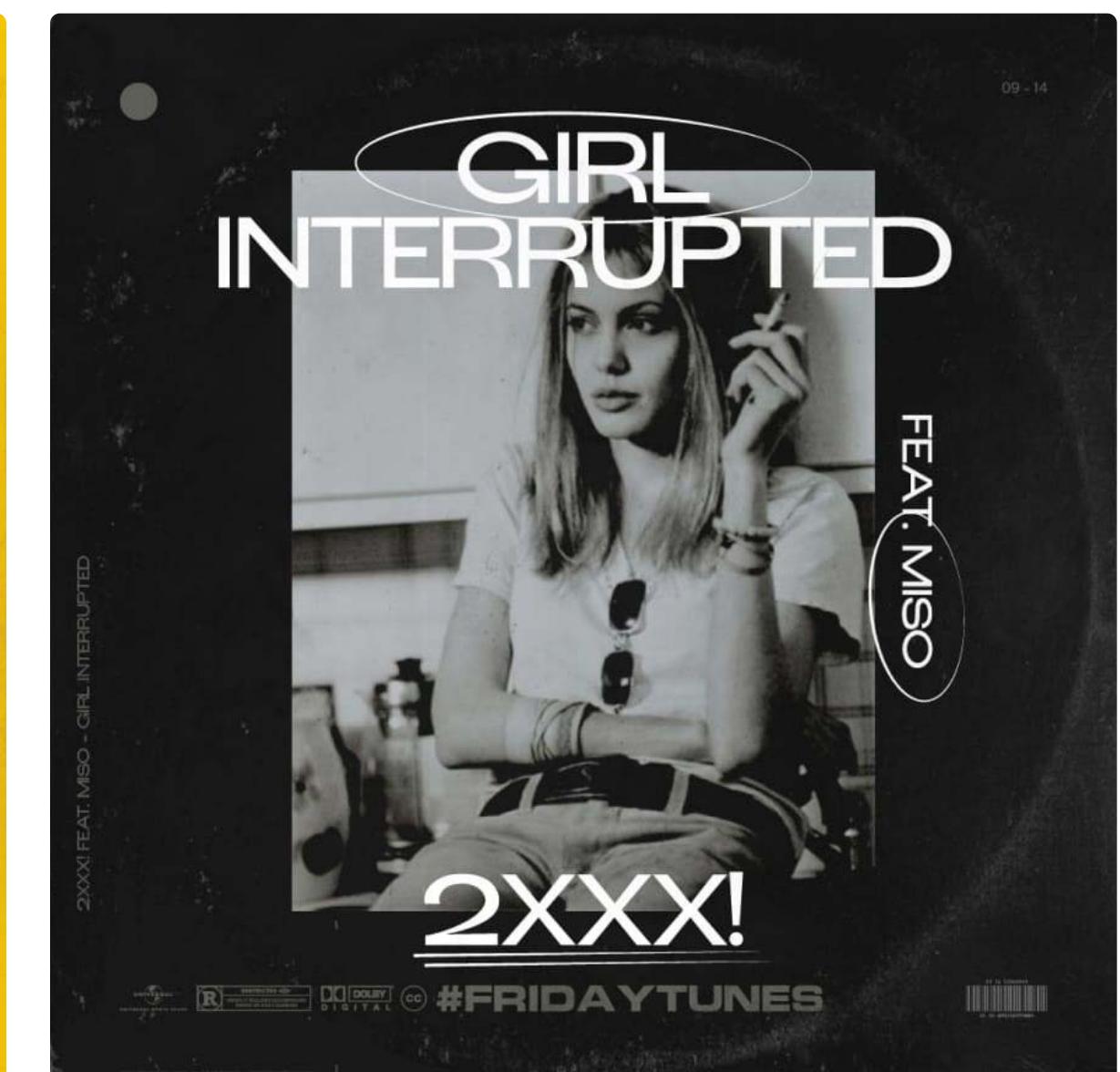




• HOME SH*T HOME - SIMON DOMINIC FT. JINBO



• SUNFLOWER - COLDE



• GIRL INTERRUPTED - 2XXX! FT. MISO



• JOHNNY - PRIMARY FT. DYNAMIC DUO

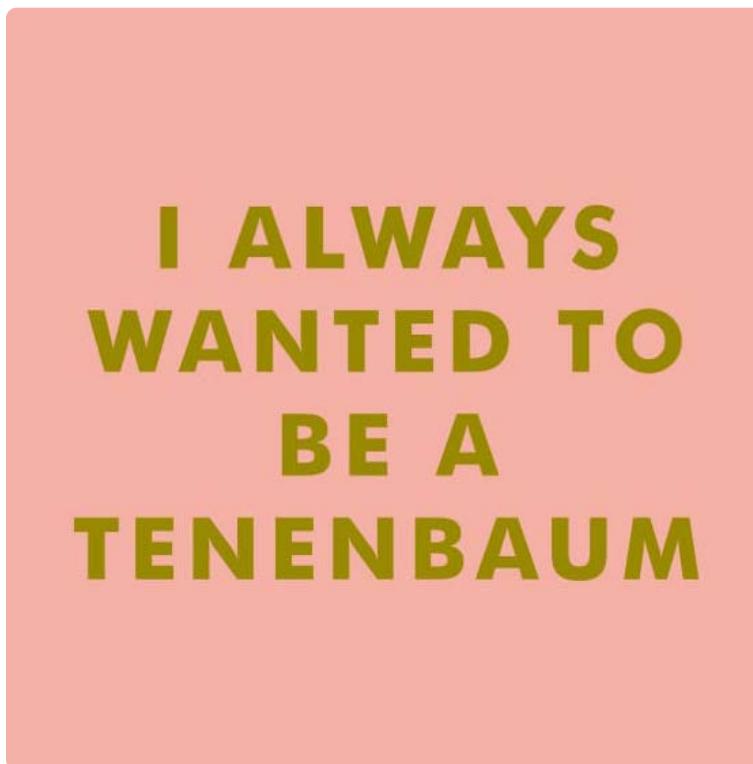
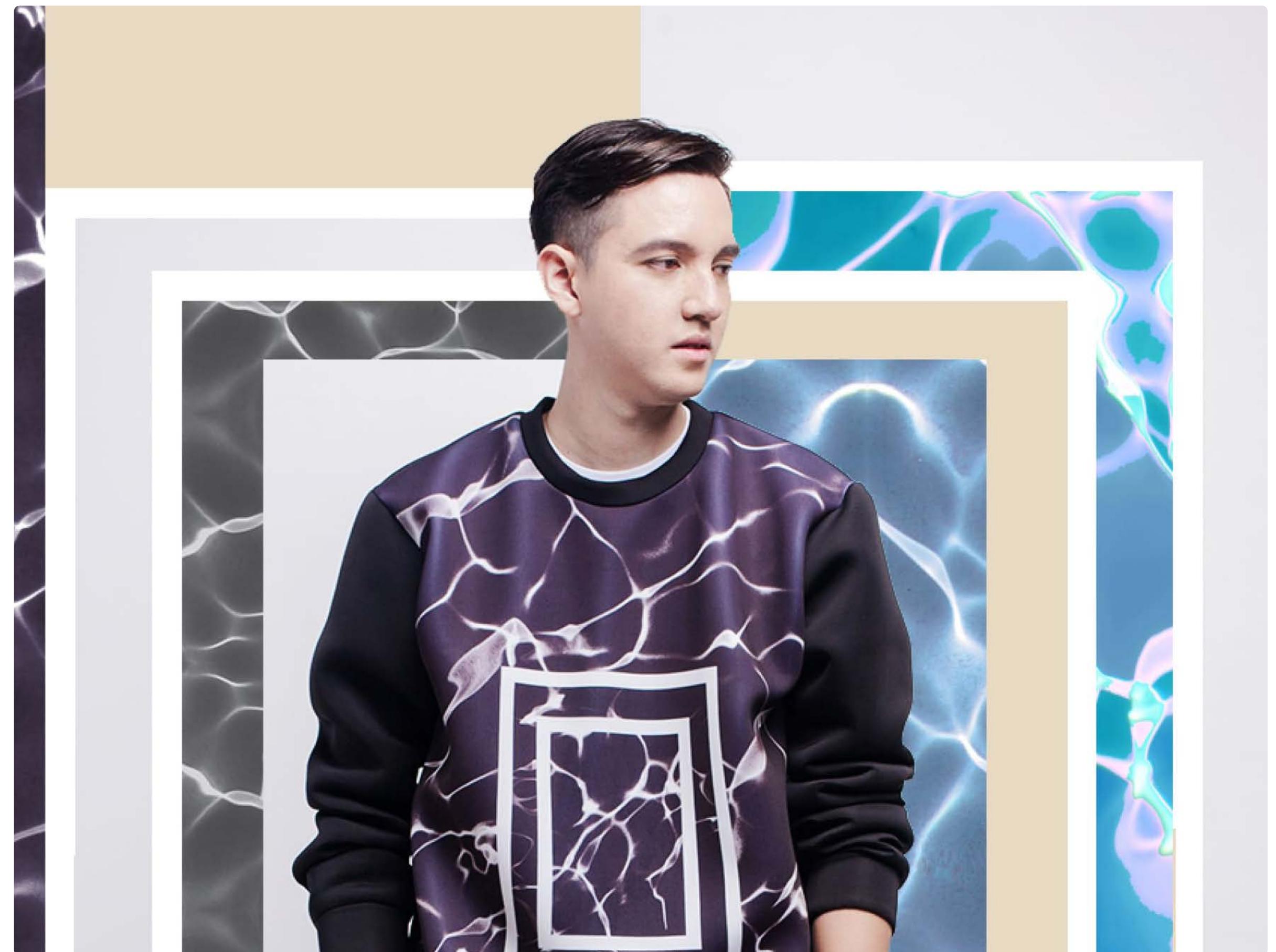
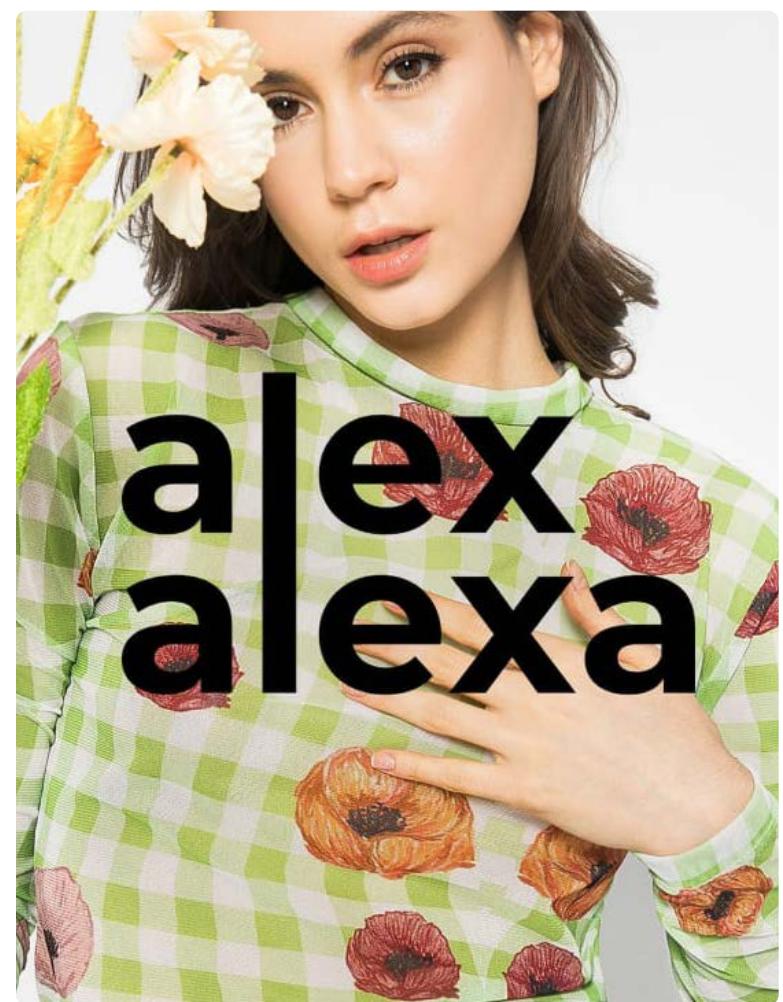


On Frame
Auntie Anne's Cinnamon Sugar Nuggets

An Instagram post featuring a yellow background with floating pretzel icons. In the center is a blue 'Pretzel Stamps' card with a large image of a pretzel. Below the card, the text reads 'COLLECT 7 STAMPS' and 'NEXT ONE ON US'. At the bottom, it says '#AuntieAnnesID #InfiniteBite'. The Instagram interface is visible at the top, showing a plus sign and a share icon. The bottom navigation bar includes icons for Home, Search, Videos, Bag, and Profile.

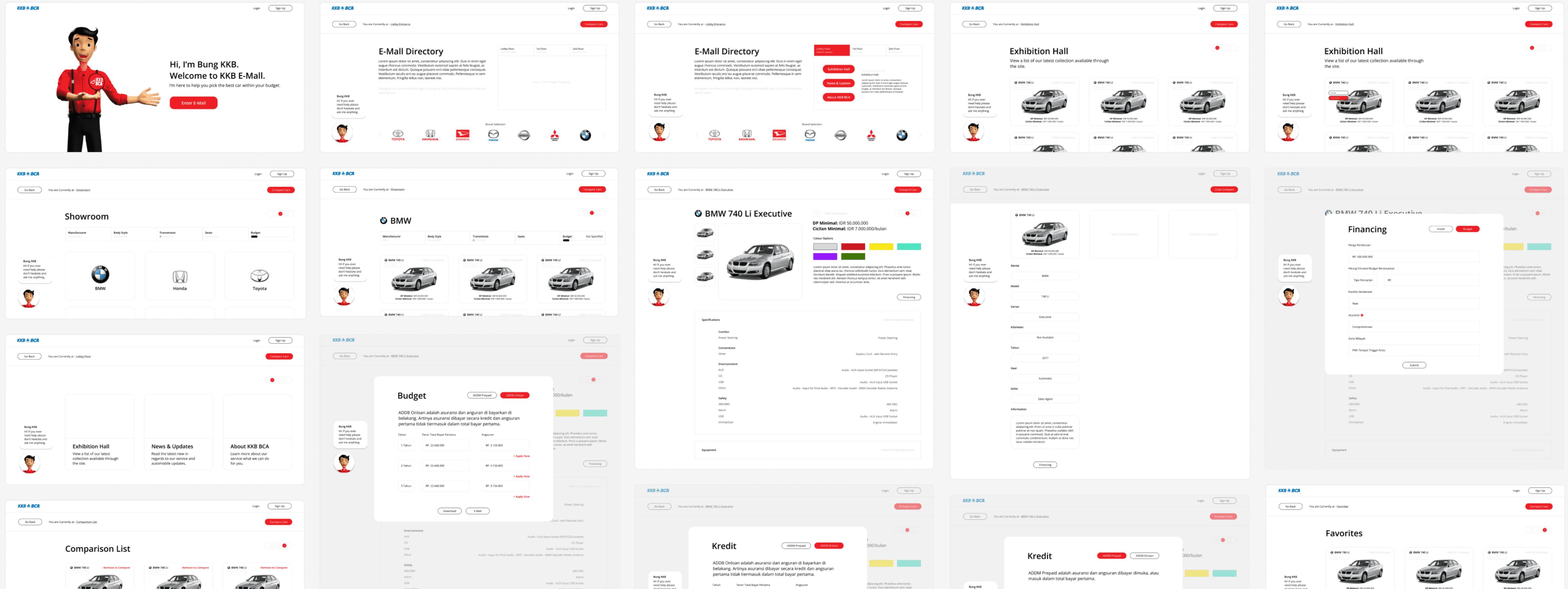


Social media designs for Auntie Anne's in collaboration with Studio Lèngua.



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.



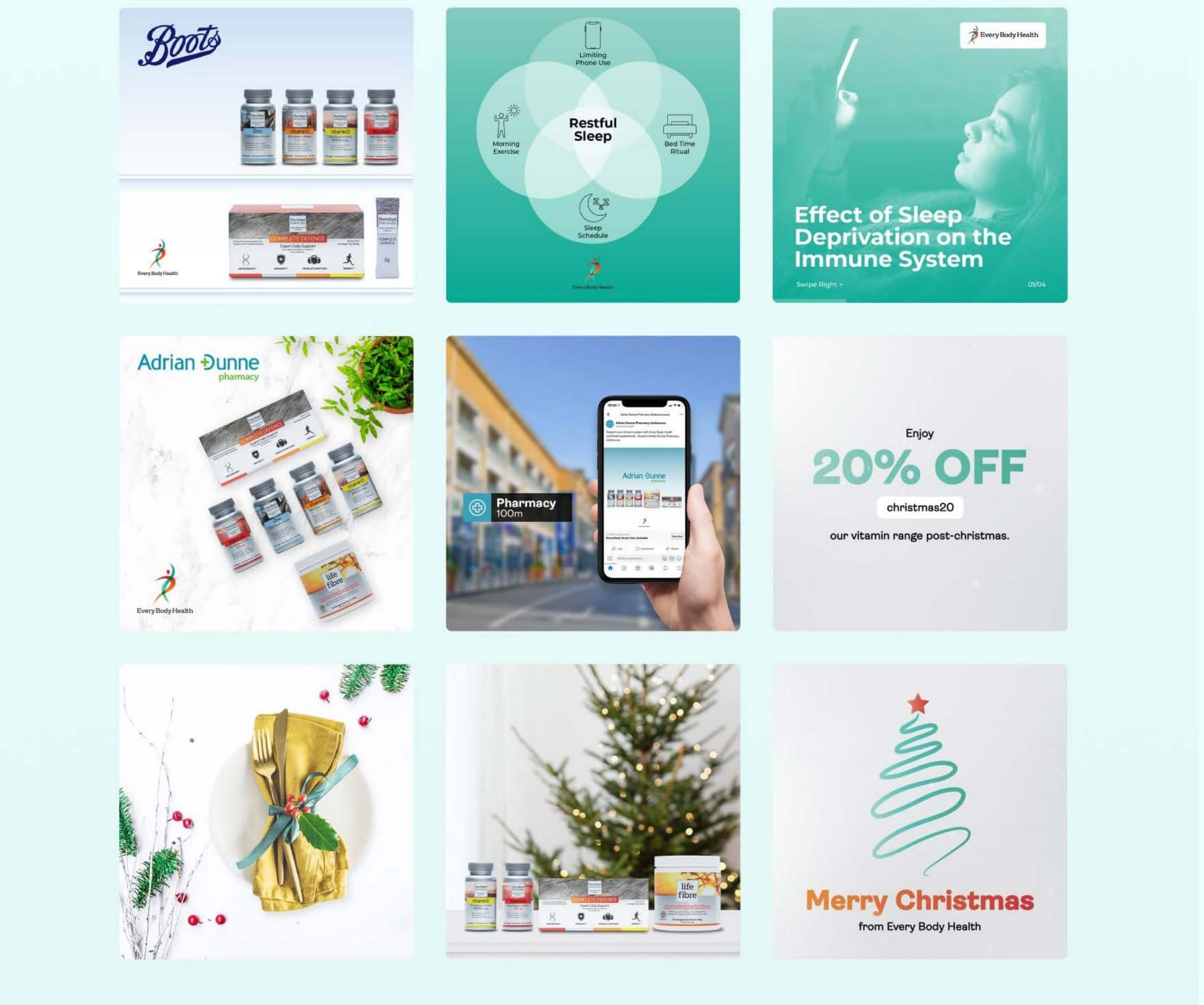
[Visit our website](#)

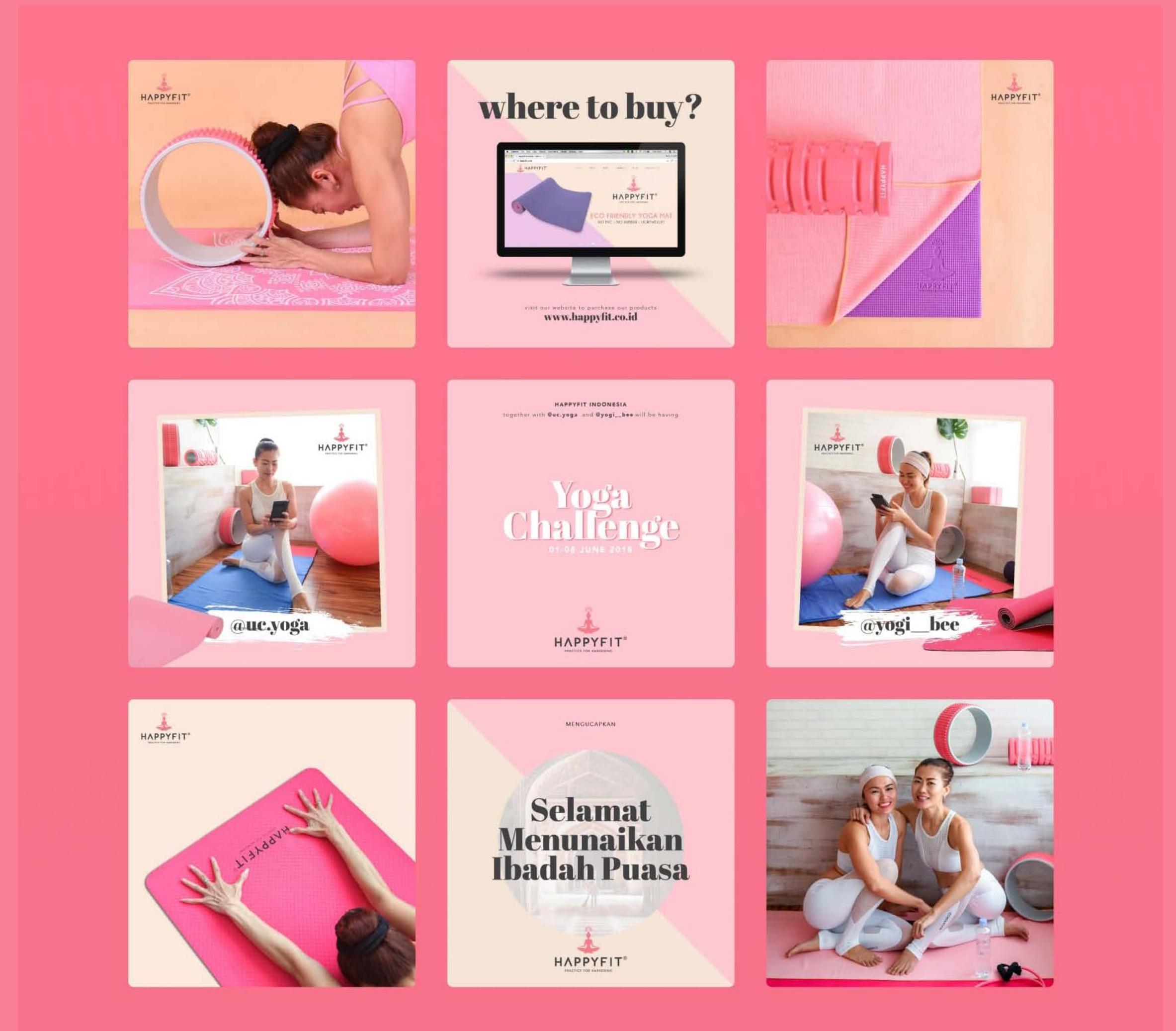
everybody.ie

[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.





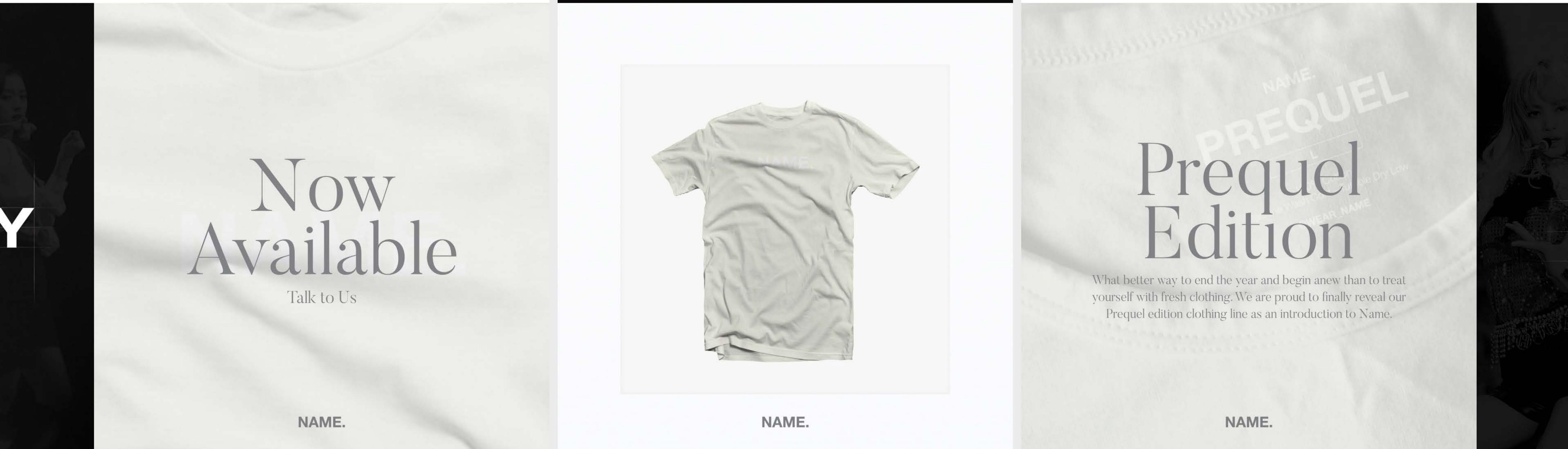


Jade

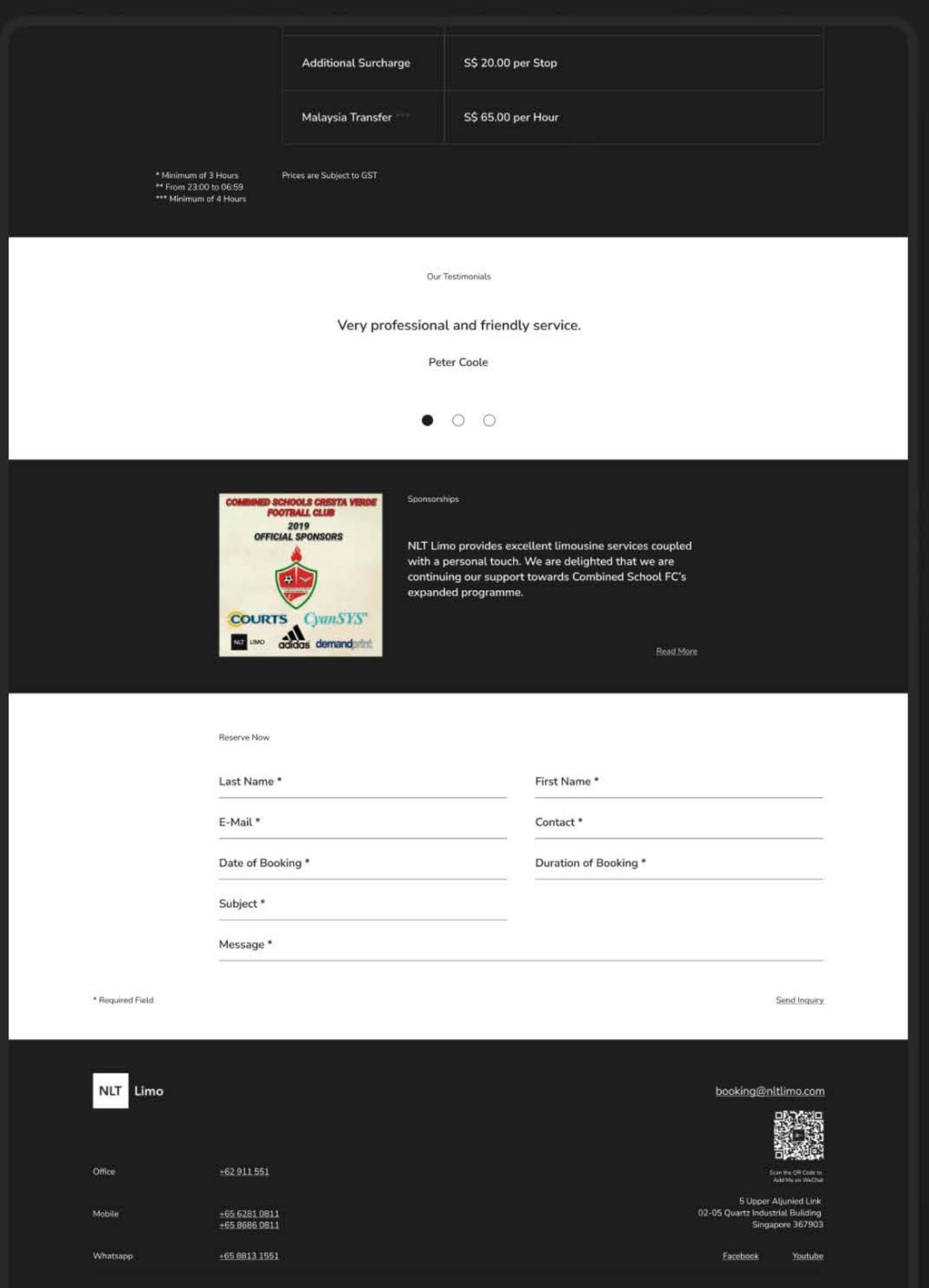
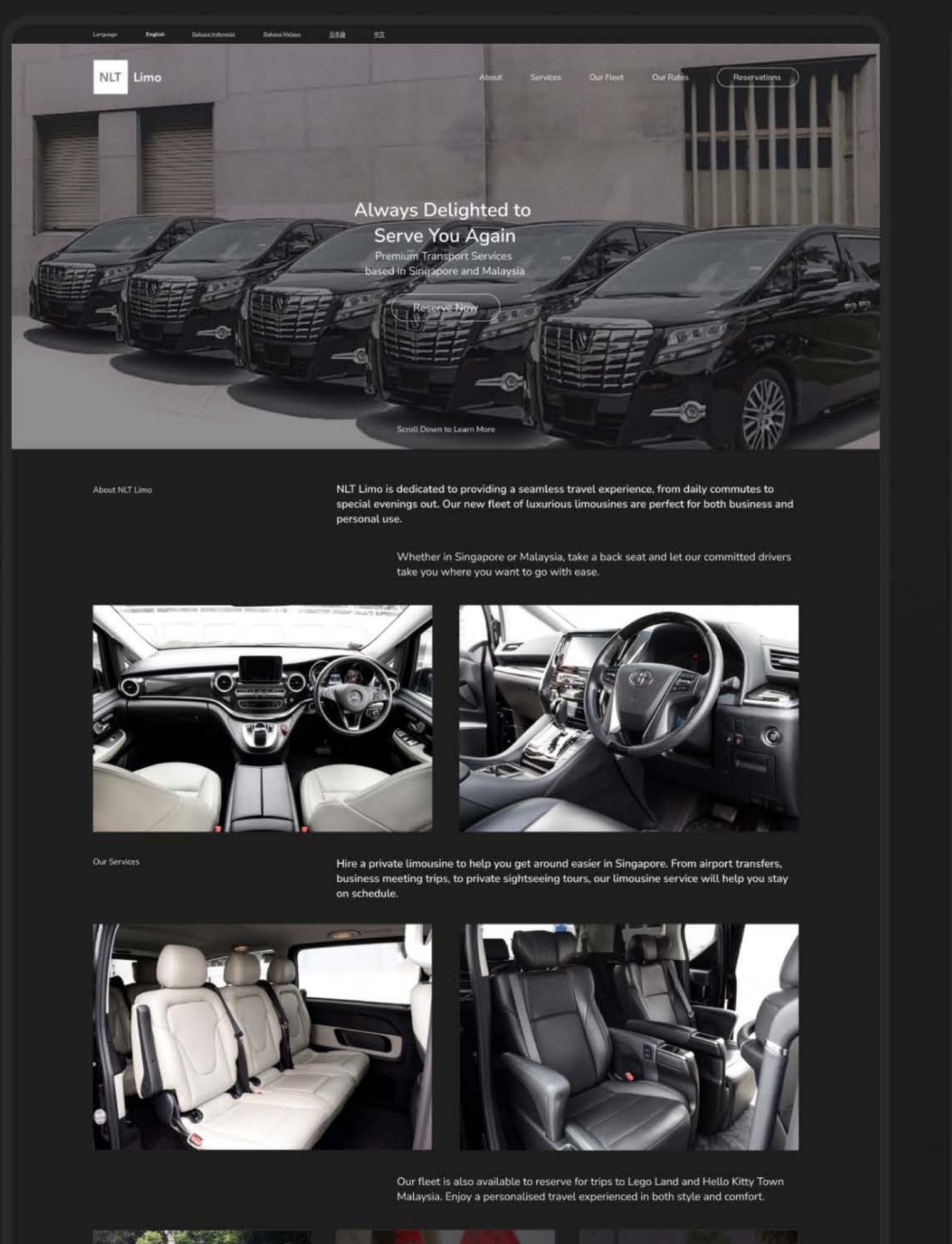
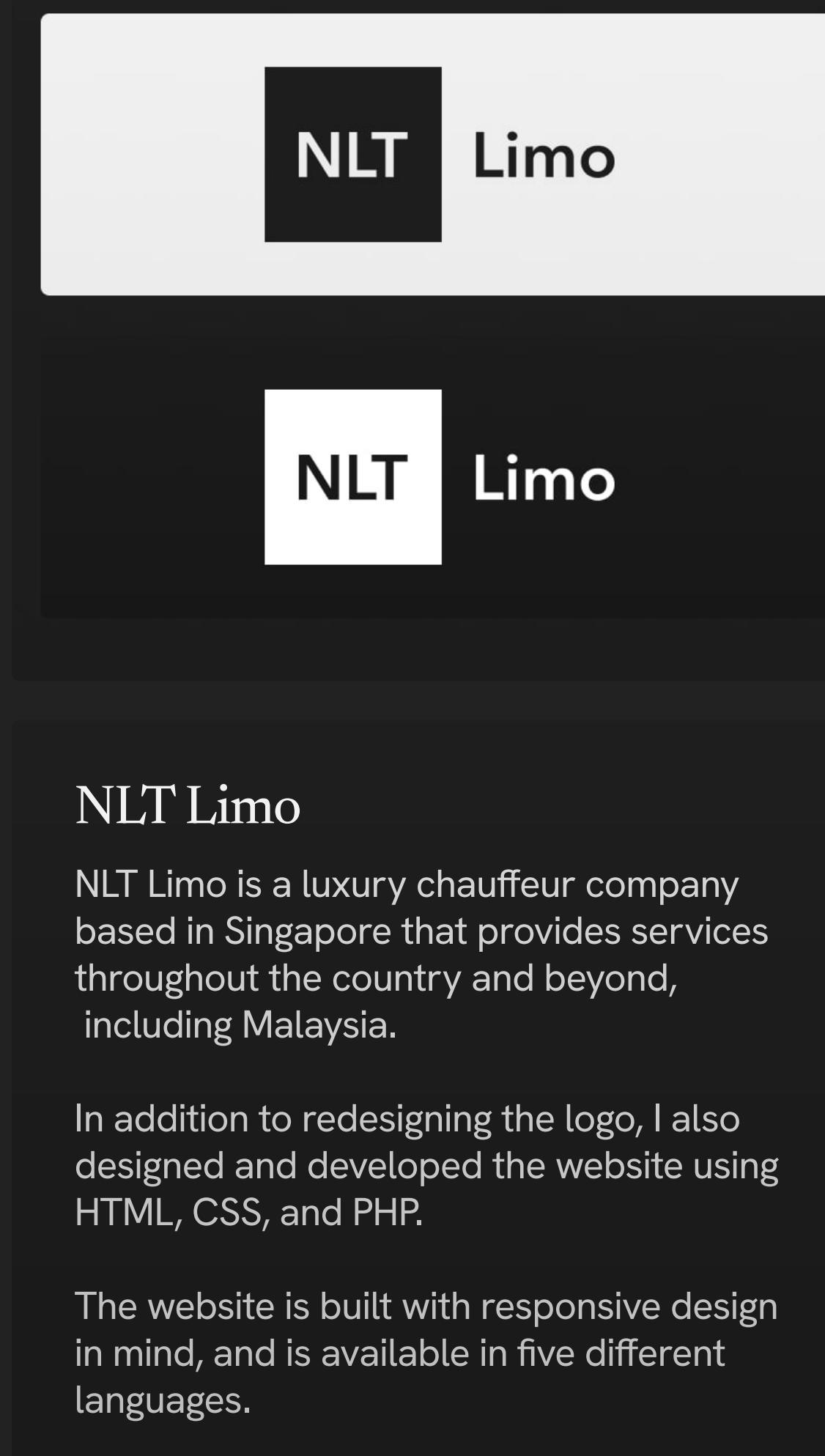
Jade is a premium aesthetic clinic based in Indonesia. I've designed multiple iterations of wireframes and facilitated the design handover to developers for build in collaboration with Studio Lèngua. Built and deployed via Wordpress.

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.



Social media designs for Name Clothing.

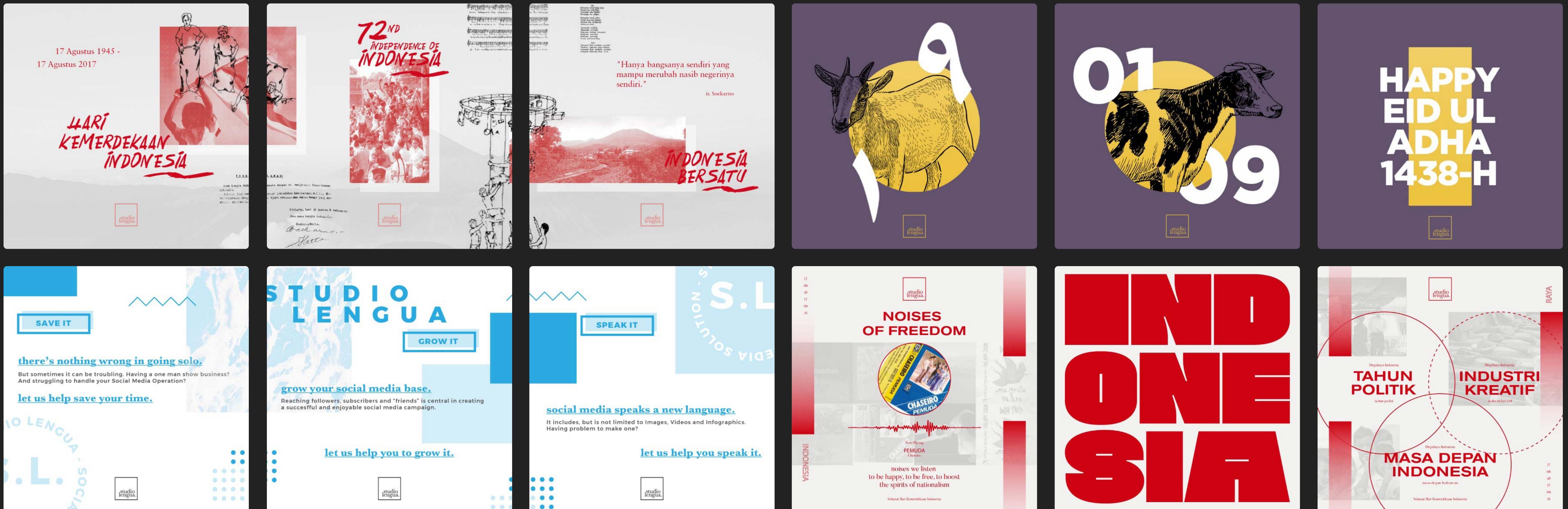






SOE Jakarta

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.



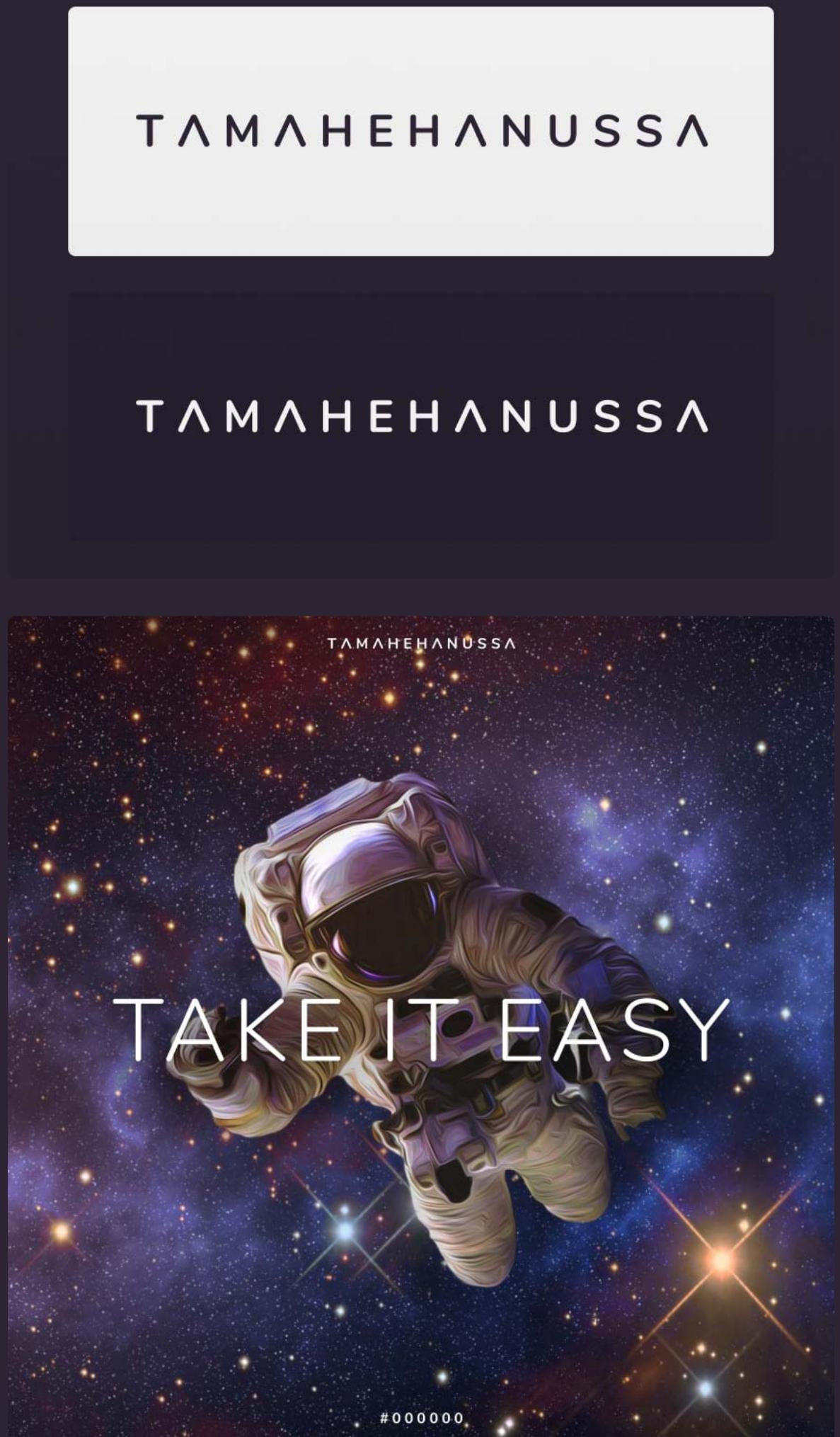
#PejuangIndonesia 

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

Go to S
listenin
at any t

Home

Search

Your Library

Create Playlist

Liked Songs

Your Episodes

Verified Artist

239 monthly listeners

FOLLOWING

TAKE IT EASY

Tama Hehanussa

LISTEN ON Spotify

Popular

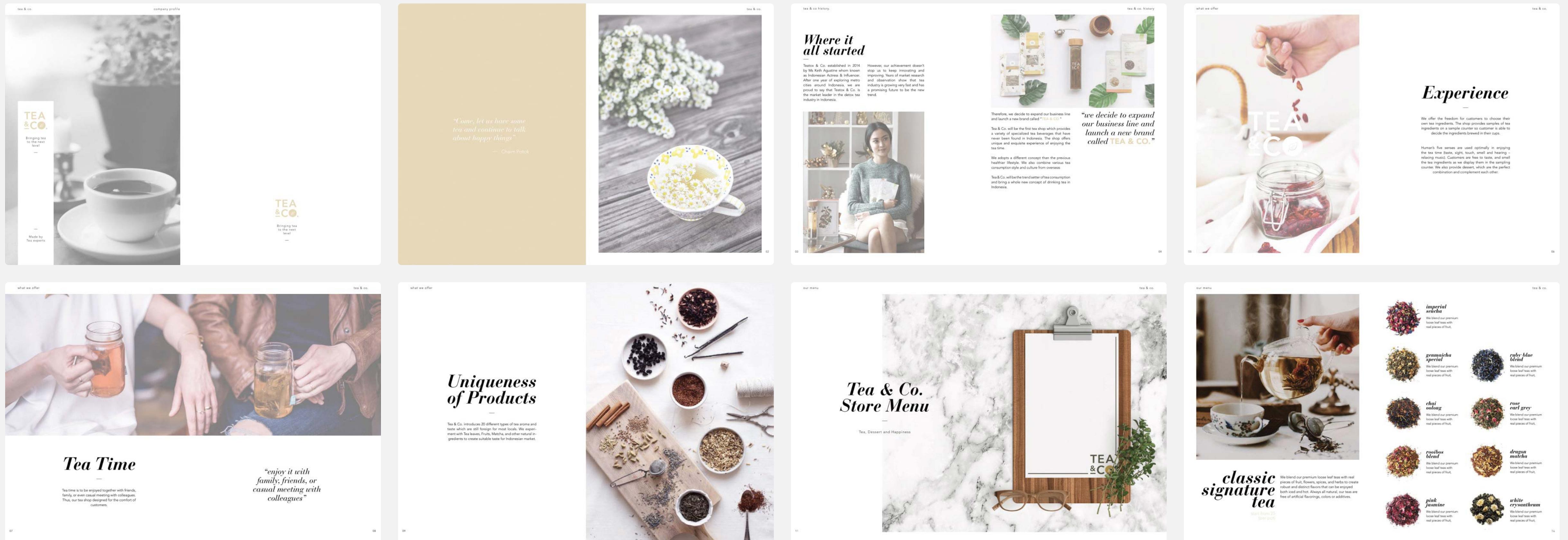
1 Take It Easy 29,839 3:47

2 Auld Lang Syne 2:50

Discography

Popular releases Singles and EPs

LinkedIn ↗ Showreel ↗ Resume ↗



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

BELI ATAU SEWA SEKARANG!
Temukan Solusi Terbaik untuk proyek Anda

TENTANG TONGS ACCESS

PRODUK KAMI

- SPAN-400 TOWER
- BRIDGE & CANTILEVER SYSTEM
- AIRCRAFT DOCKING SYSTEM

Bridge & Cantilever System

Jembatan dengan sistem knock-down atau dapat dibongkar pasang dan dapat mobile bukanlah hal yang mustahil. Dengan sistem Skybridge, pekerjaan di atas vesti maupun di atas pintu masuk menjadi semakin mudah.

Sistem Skybridge telah membantu merealisasikan pekerjaan-pekerjaan yang tidak terwakilkan di berbagai area seperti di pusat perbelanjaan, gedung perkantoran, industri, rumah tinggal, gelanggang olahraga, dls.

Spandek merupakan sistem jembatan yang compact. Dengan bentang horizontal dari 3,7m sampai dengan 9,1m, spandek menjadi pilihan yang sangat efektif dan efisien untuk dipakai secara permanen atau sementara.

Spandek memiliki kualitas yang tinggi dan mudah dalam pemrosesan. Spandek merupakan alternatif sistem horizontal selain skybridge yang akan membantu permasalahan akses anda.

Dengan up and Drop cantilever, tower yang vertikal dapat dimodifikasi menjadi fleksibel sehingga akses untuk pekerja menjadi lebih optimis, aman, dan efisien. Cantilever terbukti menjadi jawaban untuk berbagai masalah akses pada suatu gedung.

SPESIFIKASI SKYBRIDGE

Bentang Jembatan Maks.	9,1m
Lebar Jembatan	0,6m / 1,2m / 1,8m / 2,4m
Tower dilengkapi di atas Jembatan	-
Beban yang dapat diterima maks.	350kg
Material	Aluminum Alloy
Konstruksi Sambungan	TRB-GRIFF Joint
Diameter Pipa	50-80mm
Sertifikasi	TUV Certified, EN1004, BS1589-6, ANSI & OSHA

SPESIFIKASI SKYBRIDGE

Bentang Jembatan Maks.	9,1m
Lebar Jembatan	0,6m / 1,2m / 1,8m / 2,4m
Tower dilengkapi di atas Jembatan	-
Beban yang dapat diterima maks.	900kg
Material	Aluminum Alloy
Tinggi Guardrail	0,9 - 1,8m
Berat Spandek	20 - 70kg
Sertifikasi	TUV Certified, EN1004, BS1589-6, ANSI & OSHA

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.

HARD WORK SHOULD ALWAYS BE ★ REWARDED WITH ★ WITH A BOWL OF INDOMIE SEAFOOD

KEEP CALM ★ AND EAT ★ INDOMIE SEAFOOD

there is no love sincerer than the love of INDOMIE SEAFOOD

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!