



# Design Portfolio



## HELLO

My name is Renno and I'm an Indonesian graphic designer currently based in Ireland. I love designing for both print and screens. I'm also currently a student at Dundalk Institute of Technology pursuing a degree in Communications in Creative Media.

My workflow revolves around Adobe Photoshop, Adobe Illustrator, Adobe InDesign and Sketch. I'm also competent with HTML and CSS. I'm also fairly comfortable with Adobe Premiere Pro for light video work.

I've most recently worked with Dundalk BIDS and Studio Lengua.

I'm highly flexible and motivated to learn from whoever is willing and is always open for taking criticism. I always try to find ways to improve myself by challenging myself through exploring different opportunities.

## MINI RESUME

## EDUCATION

**BA (Hons) Communications in Creative Media**  
**Dundalk Institute of Technology**  
September 2015 - May 2019

**Ontario Secondary School Diploma**  
**Taylor's College Malaysia**  
January 2013 - December 2013

TECHNICAL  
PROFICIENCY

**Strong**  
Adobe Photoshop, Adobe Illustrator, Sketch,  
InVision, HTML, CSS, Microsoft Office Suite

**Familiar**  
Adobe InDesign, Adobe Premiere Pro, Git

LANGUAGE  
PROFICIENCY

**English**  
Fluent (Speaking, Reading and Writing)

**Bahasa Indonesia**  
Native Language

## CONTACT

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## SOCIAL

**Instagram**  
instagram.com/riyadirenno

**Behance**  
behance.net/riyadirenno

**LinkedIn**  
linkedin.com/riyadirenno

**Github**  
github.com/riyadirenno



## Showcased Work

FEATURING SELECT  
WORK

### Web Design & Web Development

Less than 3

Experience Hallyu

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### Print Design

Fake News Zine - Marxism &  
Stereotyping

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### Branding & Identity

Dundalk Bay Brewery

Dundalk Tourist Office

After Five Jakarta

Sagacase

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### Social Media Design

Studio Lengua

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## Less than 3

WEB DESIGN &  
WEB DEVELOPMENT

RESOURCES USED

Sketch, Adobe Photoshop, HTML, CSS, SCSS, PHP, InVision

COMPLETION

Winter 2017

EXTERNAL RESOURCES

[mysql02.comp.dkit.ie/D00188695/ca3/index.html](https://mysql02.comp.dkit.ie/D00188695/ca3/index.html)

PROJECT TYPE

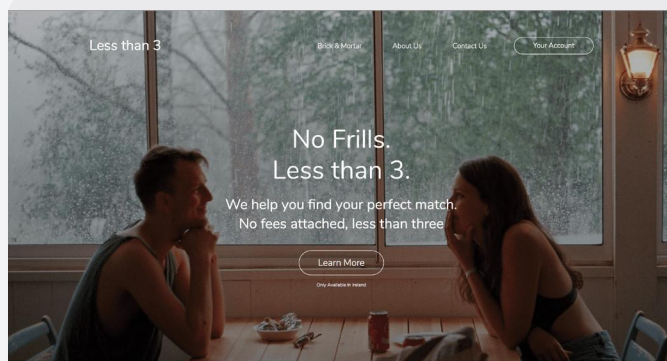
College Work

Less than 3 is my final submission for the Advanced Web Authoring module in DKIT. In this project, we were tasked to create a dating website with a working contact form built in. My responsibilities in this project include both designing and code the whole site from scratch.

I would first create wireframes through Sketch, in which I would later brough the file over to InVision to create a working prototype for feedback. After I've received my feedback, I would then go ahead and start code the website.

Technologies involved in this project include Sketch, Adobe Photoshop, HTML, CSS, SCSS, PHP and InVision.

This project is up and live in the DKIT server.



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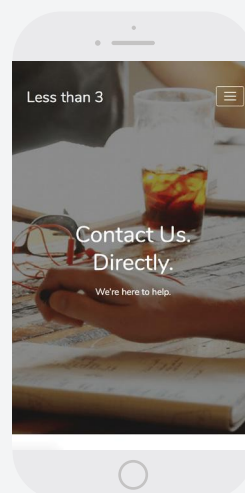
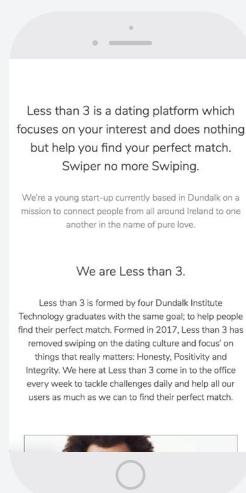
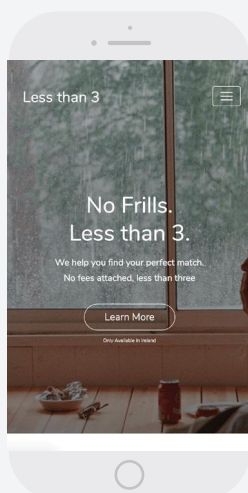
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Less than 3

Register

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Last Name

Your Email Address

Password - Your Password Must Contain at l

Confirm Your Password

Your details are safe with us. [Click here](#) to learn more about our thorough privacy.



## Experience Hallyu

WEB DESIGN &  
WEB DEVELOPMENT

RESOURCES USED

Sketch, Adobe Photoshop, Adobe Illustrator,  
HTML, CSS, InVision

COMPLETION

Winter 2016

EXTERNAL RESOURCES

[riyadirenno.com/projects/project-preview-experience-hallyu/index.html](http://riyadirenno.com/projects/project-preview-experience-hallyu/index.html)

PROJECT TYPE

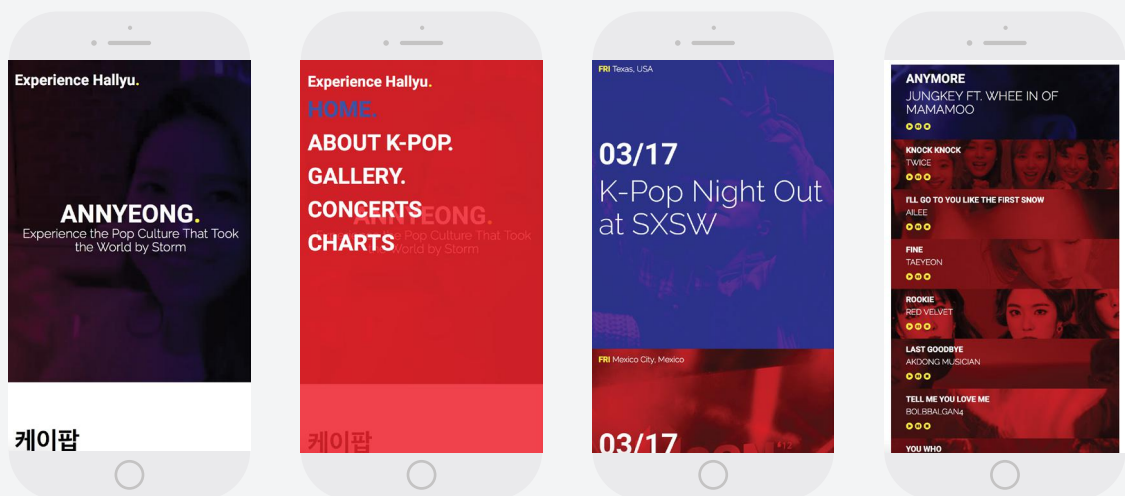
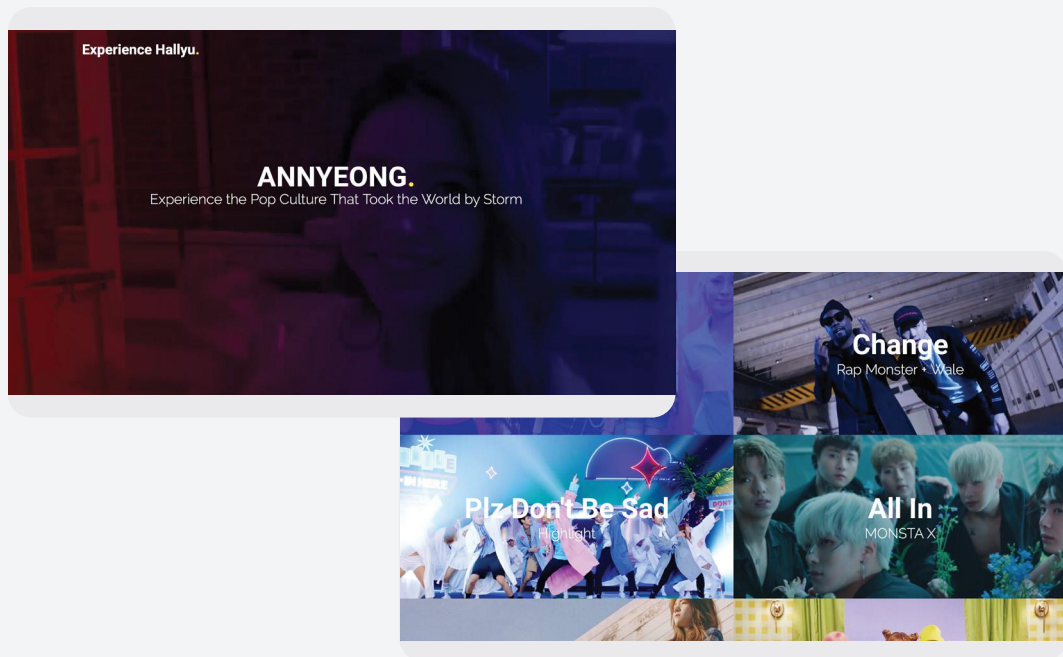
College Work

Experience Hallyu is my final submission for the Web Authoring module in DKIT. In this project, we were tasked to create a responsive website showcasing a music genre of our choice. I choose K-Pop as my music genre of choice as I personally have an interest in K-Pop, and I believe the genre is associated with many appealing visuals that I'd like to implement for my piece.

I would first create wireframes through Sketch, in which I would later brough the file over to InVision to create a working prototype for feedback. After I've received my feedback, I would then go ahead and start code the website.

Technologies involved in this project includes Sketch, Adobe Photoshop, Adobe Illustrator, HTML, CSS, and Invision.

This project is up and live in my website.





## Fake News Zine

PRINT DESIGN

RESOURCES USED

Adobe Illustrator

COMPLETION

Winter 2017

EXTERNAL RESOURCES

N/A

CLIENT

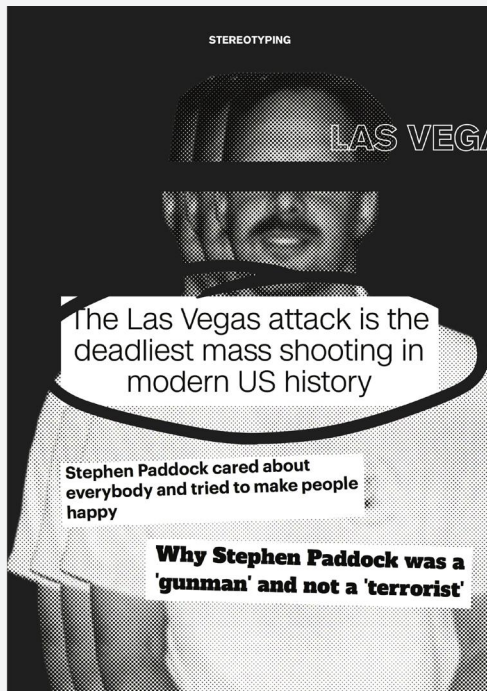
College Work

The Fake News Zine is a zine made by the third and fourth year Creative Media students for their Media & Society module in DKIT. The zine is a compilation of work discussing a wide array of media theories. In this project, each student were tasked to create one or more pieces where students have the freedom to create content in any medium.

For this project, I researched both Marxism and Stereotyping in society and designed contents which will be suitable for said topics.

The Fake News Zine is distributed to the general public at DKIT's Open Day 2017.





STEREOTYPING

(n) a conventional or formulaic conception or image.

(v) treat or classify according to a mental stereotype.

November 2017

TO WHOM IT MAY CONCERN

STEELEY ROAD

STUTTGART

## LAS VEGAS SHOOTING.

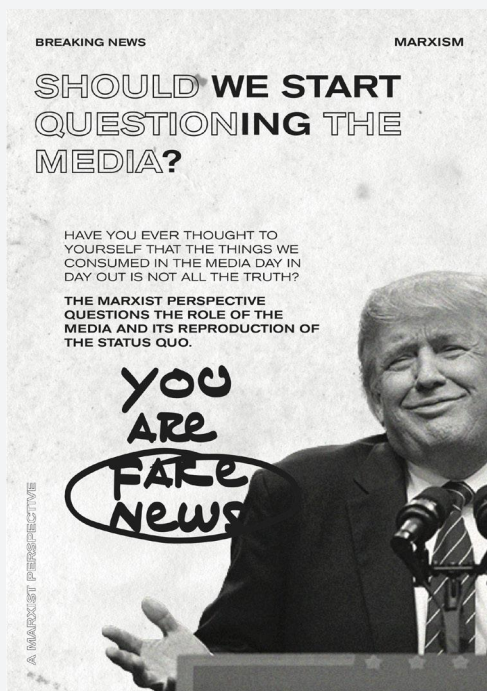
Stereotyping is seen all over the world. Many stereotypes can be racist or sexist. It commonly holds ideas about specific groups. You most often hear about negative stereotypes, but some are positive. In this case I will be discussing how the media perceived the mass shooting on 1 October 2017 in Vegas, the deadliest mass shooting in modern American history that was carried out by a wealthy white American male Stephen Craig Paddock. As tens of thousands enjoyed a music festival on the streets of Las Vegas, 64 year old Stephen Paddock of Mesquite, Nevada, was perched 32 floors above them in his Mandalay Bay hotel room. Paddock had 19 rifles and hundreds of rounds of ammo – supplies that are plentiful in a nation that has more guns than people. At least 58 people were killed and over 500 more wounded in one single incident. Paddock, like the majority of mass shooters in this country, was a white American. And that simple fact changes absolutely everything about the way this horrible moment gets discussed in the media and the national discourse: Whiteness, somehow, protects men from being labelled terrorists. The privilege here is that the ultimate conclusion about shootings committed by people from commonly non-white groups often leads to determinations about the corrosive or destructive nature of the group itself.

Stephen Paddock was a wealthy 64 year old real estate investor, had no connection to the Islamic State, which claimed him both as a member of the group and as a late convert to Islam, authorities have not corroborated that claim and, with the exception of a now-resolved minor citation, had had no prior run-ins with law enforcement. Paddock even held a private pilot license and would have had to prove that he hadn't been diagnosed with psychosis, bipolar disorder or any severe personality disorder. Neighbours gave conflicting reports, some described him as friendly, and others not so much, but Paddock, they said, gave no indication of the extreme anger.

Stephen Paddock's whiteness has already afforded him many outrageous protections in the media. Paddock was declared a "lone wolf" before analysts even started their day, not because an exhaustive investigation produced such a conclusion, but because it is the only available conclusion for a white man in America who commits a mass shooting. White men who resort to mass violence are consistently characterized primarily as isolated "lone wolves" in no way connected to one another while the most problematic aspects of being white in America are given a pass that nobody else receives.

What we are witnessing is the blatant fact that white privilege protects even Stephen Paddock, a mass murderer, not just from being called a terrorist, but from the anger, rage, and fury that would surely rain down if he were almost anyone other than a white man. His skin somewhat protects him.

STUTTGART



MARXISM

LONG STORY SHORT..

**WE SHOULD**

THE MARXIST PERSPECTIVE IS A PERSPECTIVE BASED ON THE MARXIST THEORY. KARL MARX ARGUES ON THAT THE SOCIETY IS RULED BY THE BOURGEOISIE HENCE THE PROLETARIAT WOULD HAVE TO CONSENT TO EVERYTHING THAT IS MEDIATED.

THAT'S MOST OF US

IN A CAPITALIST SOCIETY... THE MEDIA IS OWNED BY THE ELITE.

HENCE IT IS POSSIBLE FOR THE UPPER CLASS TO REMOVE AND EDIT THE INFORMATION THAT IS MEDIATED TO US.

**MANUFACTURING CONSENT**

THE QUESTION IS WHETHER PRIVILEGED ELITES SHOULD DOMINATE MASS COMMUNICATION AND SHOULD USE THIS POWER AS THEY TELL US THEY MUST, NAMELY TO IMPOSE NECESSARY ILLUSIONS TO MANIPULATE AND DECEIVE (WHOM THEY BELIEVE ARE) THE STUPID MAJORITY AND REMOVE THEM FROM THE PUBLIC ARENA. THE QUESTION, IN BRIEF, IS WHETHER DEMOCRACY AND FREEDOM ARE VALUES TO BE PRESERVED OR THREATS TO BE AVOIDED. IN THIS POSSIBLY TERMINAL PHASE OF HUMAN EXISTENCE, DEMOCRACY AND FREEDOM ARE MORE THAN VALUES TO BE TREASURED; THEY MAY BE ESSENTIAL TO SURVIVAL.

NOAH CHOMSKY, 1988

A MARKET PERSPECTIVE



## Dundalk Bay Brewery

BRANDING &  
IDENTITY

RESOURCES USED

Adobe Illustrator

COMPLETION

Spring 2018

EXTERNAL RESOURCES

N/A

CLIENT

Competition Entry

During early 2018, Dundalk Bay Brewery reached out to the college and help a competition where they requested a logo for their brewery (Dundalk Bay Brewery) and their trademark beer (Brewmaster Beer). This is my submission for the competition.

The first thing I do in this project is to do my research and create an initial moodboard. After all my assets are gathered, I would first sketch all my designs on paper, before tracing it in Illustrator.

I opted to use the colours that is present on their current logo.

Aside of the logo, I also create a mock-up on how the logo would like in a beer bottle and a pint glass.





## Dundalk Tourist Office

BRANDING &  
IDENTITY

RESOURCES USED

Adobe Illustrator

COMPLETION

Spring 2018

EXTERNAL RESOURCES

N/A

CLIENT

Client Work

I was tasked to create concepts of the Dundalk Tourist Office logo whilst I was on placement at Dundalk BIDS. In this project, I work closely with the tourist officer in which we discuss the elements which would suits best for the logo.

I've explored this project by implementing different elements on my designs which results into me creating several options for the final submission. I've mainly use orange as the primary colour for some of the logo to complement the current logo of Dundalk BIDS.

Attached is a preview of the designs I created for the tourist office.





## After Five Jakarta

### BRANDING & IDENTITY

### RESOURCES USED

Adobe Illustrator, Adobe Photoshop

### COMPLETION

Winter 2018

### EXTERNAL RESOURCES

[instagram.com/afterfivejakarta](https://www.instagram.com/afterfivejakarta)

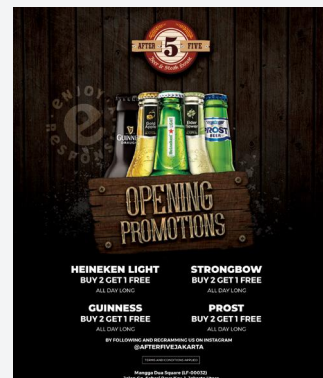
### CLIENT

Client Work (Studio Lengua)

After Five Jakarta is a bar and steakhouse located in Jakarta. Whilst working freelance for Studio Lengua, I'm tasked to create various collaterals for After Five post launch. My deliverables in this projects includes logo, posters, name-card, menu design, social media design, banners, table-tent, vouchers, form order and flyer.

In this project, I work closely with my supervisor remotely in where I produce the designs that is needed on time. I worked in this project prior to their grand opening, creating their initial brand and identity.

Most of my work in this project is made with Adobe Illustrator. There are some cases where I would use Adobe Photoshop to complete the task.





## Sagacase

### BRANDING & IDENTITY

#### RESOURCES USED

Adobe Illustrator, Adobe Photoshop

#### COMPLETION

Summer 2017

#### EXTERNAL RESOURCES

N/A

#### CLIENT

Client Work (Studio Lengua)

Sagacase is an online shop whom stocks smartphone cases and smartphone accessories in Indonesia. They mainly sell their products through the one of the biggest online marketplaces in Indonesia, Tokopedia. They plan to expand their business by creating a brand for themselves and expand into advertising in Instagram.

Whilst working on-site in Studio Lengua, I'm tasked to create a logo and packaging for the brand. I've explored the logo with several options with different shapes and strokes. For the packaging, I experimented with the different availability of different materials and how the design would look if it were to be printed.

I created the mock-up's in Illustrator, prior to bringing it in Photoshop where I can apply textures and shadows to make the mock-up more realistic.







## Studio Lengua

### SOCIAL MEDIA DESIGN

### RESOURCES USED

Adobe Illustrator, Adobe Photoshop

### COMPLETION

Summer 2017

### EXTERNAL RESOURCES

[instagram.com/studiolengua](https://www.instagram.com/studiolengua)

### CLIENT

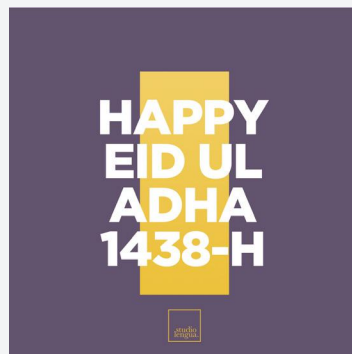
Client Work (Studio Lengua)

Whilst working in Studio Lengua on-site, I was tasked to create instagram posts for the agency throughout my stay there. I created posts for commemorating Indonesia's independence day, an instagram add, and a post celebrating Eid-ul-Adha.

Something that is exclusive throughout Studio Lengua's instagram is that the feed is neatly organized and every event is complemented with three post completing a row. All the designs are supposed to work well individually but also compliment the other designs whilst on profile view.

Throughout this project, I experimented with different elements such as using scans of the proclamation of Indonesia's independence and different set of sketches.

There are cases in which I would have to prepare the assets to be animated. Hence I would need to design the post frame by frame.



## CONTACT

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### **Website**

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## SOCIAL

### **Instagram**

[instagram.com/riyadirenno](https://www.instagram.com/riyadirenno)

### **Behance**

[behance.net/riyadirenno](https://www.behance.net/riyadirenno)

### **LinkedIn**

[linkedin.com/riyadirenno](https://www.linkedin.com/riyadirenno)

### **Github**

[github.com/riyadirenno](https://github.com/riyadirenno)