



# 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.

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

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.

## 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

**E-Mail**  
riyadirenno@gmail.com

**Website**  
riyadirenno.com

## SOCIAL

**Instagram**  
instagram.com/riyadirenno

**Behance**  
behance.net/riyadirenno

**LinkedIn**  
linkedin.com/riyadirenno

**Github**  
github.com/riyadirenno



## Showcased Work

FEATURING SELECT  
WORK

### Web Design & Development

Less than 3

Experience Hallyu

Page 4

Page 6

### Print Design

Fake News Zine - Marxism &  
Stereotyping

Page 8

### Branding & Identity

Dundalk Bay Brewery

Dundalk Tourist Office

After Five Jakarta

Sagacase

FIS19 Graduate Exhibition

Page 10

Page 12

Page 14

Page 16

Page 18

### Social Media Design

Studio Lengua

Page 20



## Less than 3

WEB DESIGN  
& 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)

CLIENT

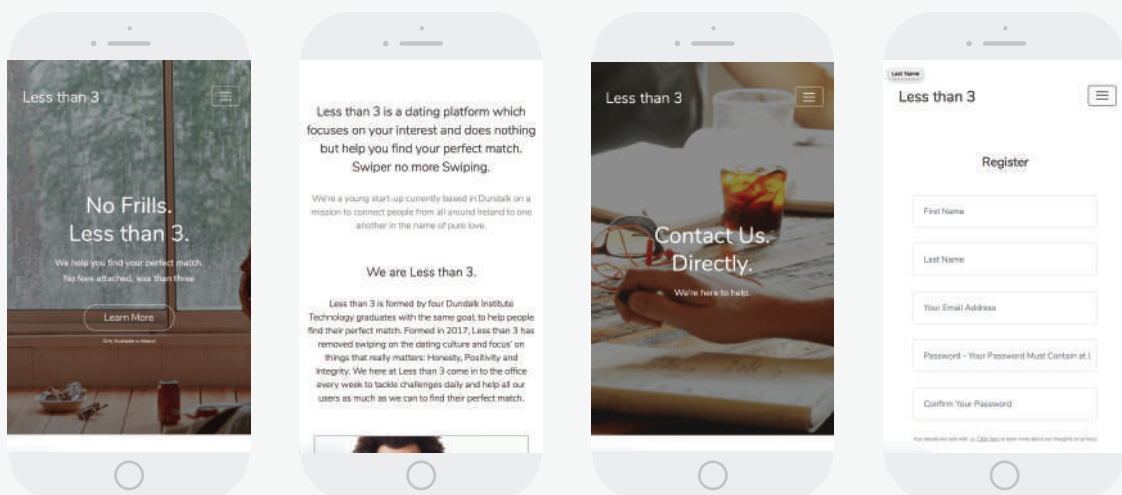
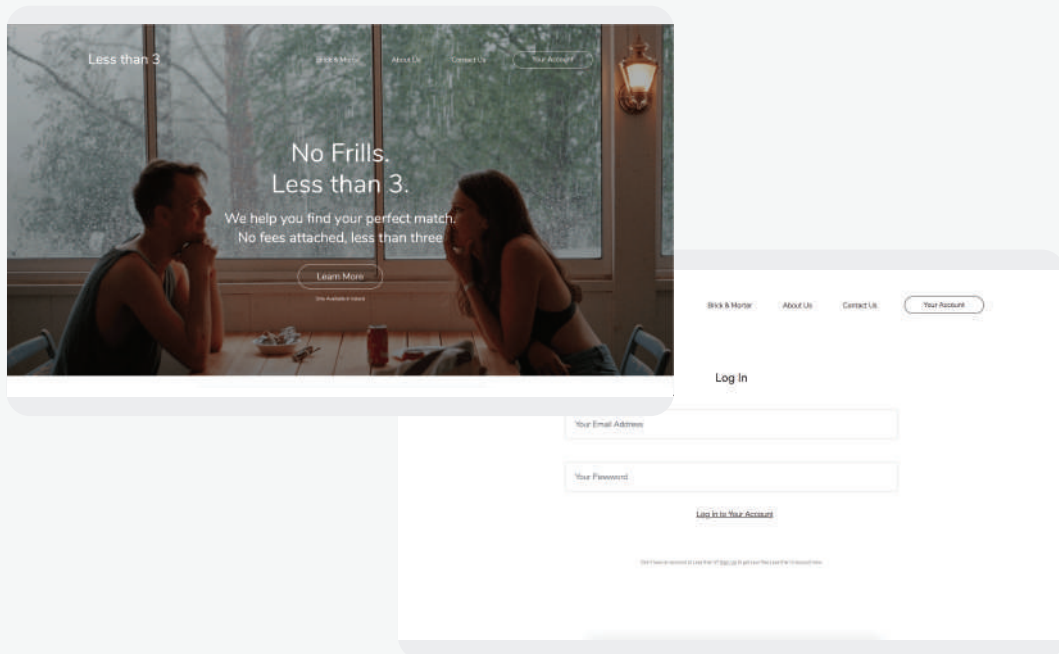
College Work

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 brought 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.





## Experience Hallyu

WEB DESIGN  
& 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)

CLIENT

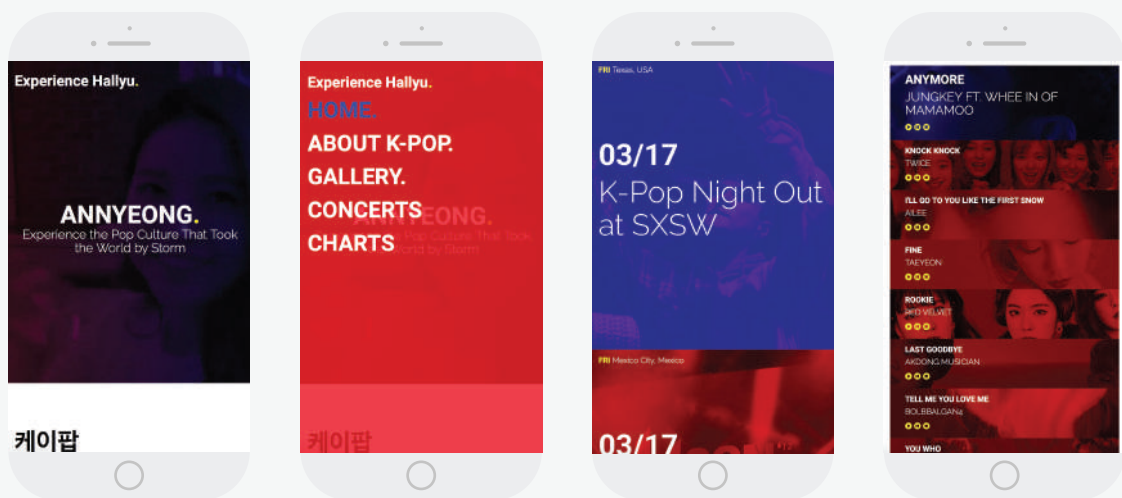
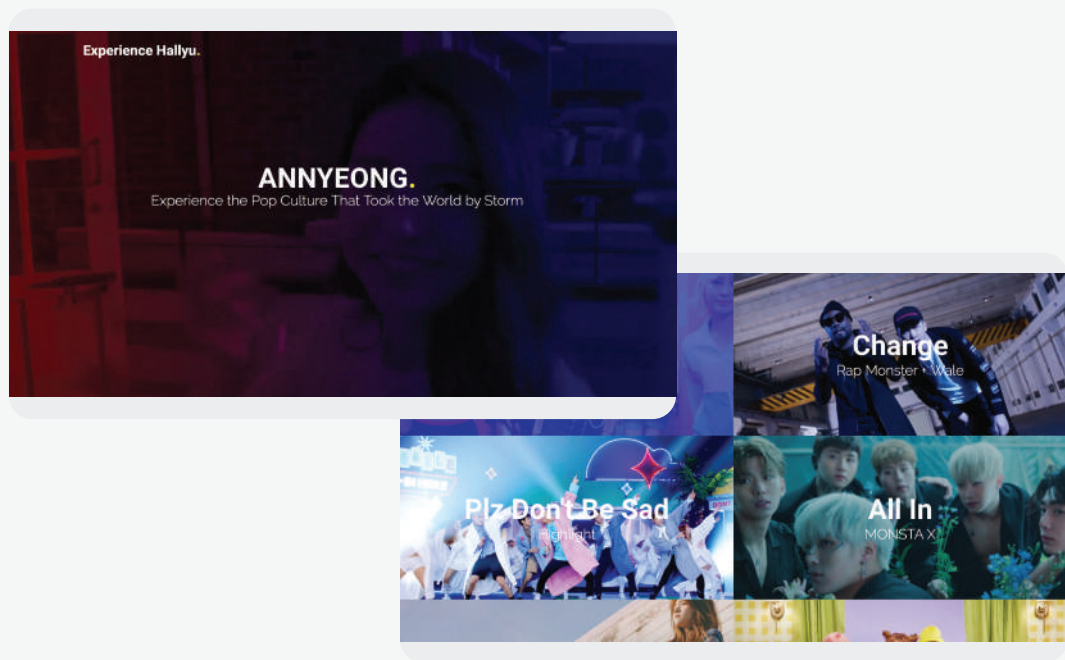
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## Fake News Zine

PRINT DESIGN

RESOURCES USED

Adobe Illustrator

COMPLETION

Winter 2017

EXTERNAL RESOURCES

N/A

CLIENT

College Work

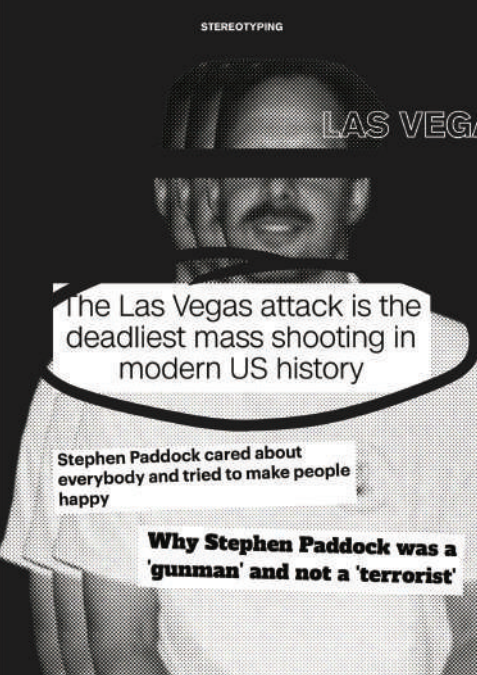
The Fake News Zine is a zine made by the third and fourth year Creative Media students for their Media & Society module in DKIT. The zine is a compilation of work discussing a wide array of media theories. In this project, each student were tasked to create one or more pieces where students have the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



LAS VEGAS SHOOTING.

The Las Vegas attack is the deadliest mass shooting in modern US history

Stephen Paddock cared about everybody and tried to make people happy

**Why Stephen Paddock was a 'gunman' and not a 'terrorist'**

STEREOTYPING

(n) a conventional or formulaic interpretation or image.

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

September 2017  
BY KIMMY LO HUI, JESSICA WELLS AND  
PHILIP

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 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.

11/20/20

BREAKING NEWS


MARXISM

SHOULD WE START QUESTIONING THE MEDIA?

HAVE YOU EVER THOUGHT TO YOURSELF THAT THE THINGS WE CONSUMED IN THE MEDIA DAY IN DAY OUT IS NOT ALL THE TRUTH?

THE MARXIST PERSPECTIVE QUESTIONS THE ROLE OF THE MEDIA AND ITS REPRODUCTION OF THE STATUS QUO.

YOU ARE FAKE NEWS



A MARXIST PERSPECTIVE

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

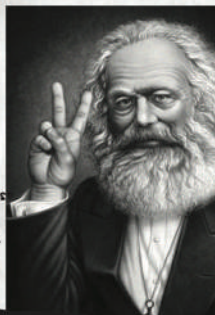
IN A CAPITALIST SOCIETY... THE MEDIA IS OWNED BY THE ELITE.

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 MARXIST 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

Spring 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 smart-phone 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.







# FIS19

SOCIAL MEDIA  
DESIGN

RESOURCES USED

Adobe Illustrator, Adobe Photoshop

COMPLETION

Winter 2019

EXTERNAL RESOURCES

[https://issuu.com/rennoriyadi/docs/d00188695\\_sdd\\_fis19\\_style-guide\\_fa](https://issuu.com/rennoriyadi/docs/d00188695_sdd_fis19_style-guide_fa)

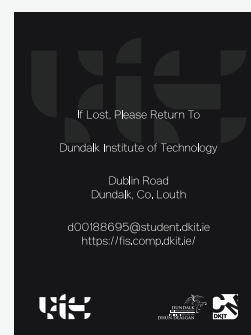
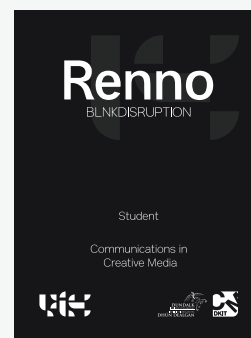
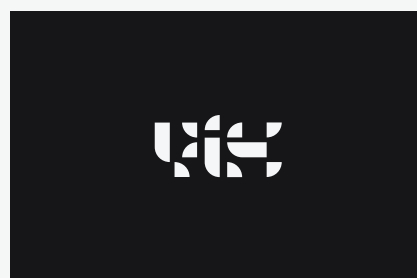
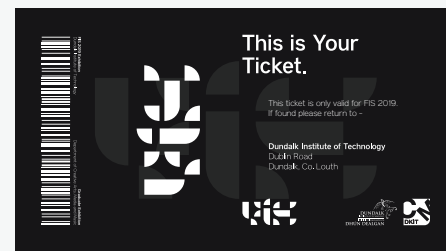
CLIENT

College Work

FIS is the final showcase of graduate student work from the Department of Creative Arts, Media and Music at Dundalk Institute of Technology. Fis will showcase the work of students from BA (Hons) Communication in Creative Media, BA (Hons) Film and Television Production, BA (Hons) Production of Music and Audio and BA Media Arts and Technologies.

Project deliverables for this project includes the logo, typefaces, colours, style guide, name card, posters, invitation, exhibition collaterals and social media designs.

This project is the final submission for the Self-Directed Design module at Dundalk Institute of Technology. A thorough style guide is available in the external link above.





## Studio Lengua

SOCIAL MEDIA  
DESIGN

RESOURCES USED

Adobe Illustrator, Adobe Photoshop

COMPLETION

Summer 2017

EXTERNAL RESOURCES

N/A

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

### **E-Mail**

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### **Website**

[riyadirenno.com](http://riyadirenno.com)

## 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)