

# ANASTASYA SHEILA TRIMURTI

GRAPHIC DESIGNER & BRANDING | 3D VISUALS | UI/UX DESIGN ENTHUSIAST

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## SUMMARY

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A versatile graphic designer who builds compelling brand narratives through strategic branding and immersive 3D visuals, now channeling that storytelling approach into UI/UX to create intuitive and meaningful digital experiences for users.

## EXPERIENCE

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**Member | Teach For Indonesia (TFI) BINUS University** **Dec 2024 - Present**

- As a member of the Human Capital division, my role is to cultivate a thriving internal community within this social impact organization. I am actively involved in the entire member journey, from recruiting passionate individuals to developing engagement programs that empower them to create meaningful change. My focus is on building a strong, skilled, and motivated team capable of achieving TFI's humanitarian goals.

**Member | HIMDKV BINUS University** **Dec 2023 - Dec 2024**

- As a dedicated member of the HIMDKV, I was deeply engaged in the organization's mission. I consistently supported and contributed to a wide range of departmental events and projects, playing an active role in fostering a collaborative and creative community among students.

**Event Division Coordinator | Haeyo Fest** **June 2024**

- Selected as the Master of Ceremonies (MC) to represent the Visual Communication Design Student Association (HIMDKV) at Haeyo Fest.

**Project Manager | BINUS Week of Welcoming EXPO** **Aug 2024**

- Led the planning, coordination, and execution of the HIMDKV official showcase for the Week of Welcoming EXPO.

**Event Division Coordinator | Shape in Motion** **Sep 2024**

- In this role, my responsibilities centered on three core areas: leading the on-site event staff, crafting all engaging promotional communications, and executing a precise run-of-show to guarantee a smooth and successful event.

**Event Division | HAJAR (Hari Belajar)** **Oct 2023 & Sep 2024**

- Responsible for driving audience and member engagement by managing all broadcast communications and creating dynamic, interactive content for the organization's Instagram Stories.

**Head of Production Design | HIMDKV Welcoming Party (Art Camp)** **Oct 2024**

- As the Production Design Lead, I was entrusted with bringing the Welcoming Party's creative vision to life. I designed the entire venue layout and aesthetic, directed the interior setup, and sourced all thematic decor and equipment. My core responsibility was to ensure every physical element contributed to an immersive and memorable experience for all prospective members.

### **Project Manager | DKV MOVIE DAY**

**Dec 2024**

- Directing all on-site execution for the DKV Movie Day, I managed every logistical component, coordinated communication between divisions, and ensured the program flow was executed flawlessly to deliver a high-quality and thought-provoking experience for all attendees.

### **Event Program Coordinator | GEPOT (Gelar Potensi)**

**Oct 2022**

- In my role as Event Program Coordinator, I was responsible for structuring the agenda for GEPOT, a major annual competition. On the event day, I took a hands-on approach to ensure its success by managing the official timeline and also serving as an MC to guide the audience and performers through the program.

### **Lead of Creative Division | EDU EXPO**

**Oct 2022**

- Leading the Creative Division, I oversaw the end-to-end visual production for the Edu EXPO. My role involved both hands-on design of all posters and brochures, and the larger-scale environmental design of the venue, including its interior layout and entrance installation, ensuring a cohesive and professional look and feel for the event.

### **PIC | Student Leadership Training**

**Dec 2022**

- In a unique role that combined my skills in both event planning and creative design, I helped shape the complete experience for the Student Leadership Training. I was responsible for structuring the program's schedule and flow, while simultaneously designing the visual materials that created an engaging and memorable atmosphere for all participants.

### **Secretary | MPK (Majelis Permusyawaratan Kelas)**

**2021-2022**

- As the Secretary for the MPK, I managed the critical flow of information from the student body to the OSIS. My core responsibility was to document student critiques, formalize them into official directives, and issue these records to OSIS, ensuring the student body's voice directly guided the council's actions and policies.

## **SKILLS**

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- **Design Tools** : Adobe Photoshop, Adobe Illustrator, After Effects & Blender
- **UI/UX** : Wireframing, Figma ,Prototyping, basic HTML & CSS
- **Creative Skills** : Branding, Logo Design, Digital Illustration, Visual Identity, Photography
- **Soft Skills** : Communication, Teamwork, Leadership, Problem Solving

## **EDUCATION**

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### **Bina Nusantara University (BINUS)**

**2023 - Present**

Bachelor of Visual Communication Design (expected graduation 2027)

### **SMAK BPK Penabur**

**2020 - 2023**

High School, Science

## **ADDITIONAL INFORMATION**

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- **Languages**: English, Basic Korean