

Nida Mufiida

Creative Graphic Designer



+62 851 7973 0940



nidamufiida@outlook.com



Depok, West Java

I am a single Indonesian woman born on June 17, 2000, in Depok. I am a creative graphic designer with 4 years of experience in both print and digital media. Have keen eye for aesthetics and a passion for creating visually appealing and effective campaign and digital content. Dedicated to applying a unique blend of creativity and technical proficiency to drive innovative marketing strategies that align with company goals.

EDUCATION

Polytechnic State of Jakarta, Indonesia

Bachelor of Arts, Majoring in Graphic Design, **GPA=3.79/4.00**

July 2018 - Oct 2022

I developed my design skills by working on a variety of projects that included designing illustrations for storybooks, crafting detailed design briefs, and creating designs based on those briefs. I also focused on packaging design, where I worked on both the label and structural elements, ensuring cohesive branding. Additionally, I gained hands-on experience by creating products and promoting them through social media, and deepened my understanding of the printing and screen printing processes to bring my designs to life.

EXPERIENCE

PT. Rich Products Indonesia, North Jakarta

Digital Marketing Designer

Oct 2024 - Jan 2025

Design marketing and POS materials like banners, posters, brochures, and digital assets, ensuring brand alignment and visual appeal. Create materials for trade shows, product launches, and events, while assisting with display setup. Develop promotional displays, optimizing space and product placement in retail environments. Also successfully running booth at Interfood event in December 2024 and won the award for Best Booth Design for three consecutive days.

Geekom Indonesia, North Jakarta

Freelance Graphic Designer

Sep 2024 - Oct 2024

Manage the content plan for Geekom's Instagram, including design and posting, while also designing e-commerce sales content such as banners for Tokopedia, Shopee, main images, product categories, and other design needs. My achievements:

- Redesigning the logo and branding for Novatu to align with technological advancements and the company's vision and mission.
- Designing new keyboard products and packaging for Novatu, resulting in a 10% increase in sales

PT. Maxxima Innovative Engineering, East Jakarta

2D Motion & Graphic Designer

Feb 2023 - Aug 2024

Responsible for day-to-day design assignment. My task mostly about creating design kits for national day events, client events, and designing web and mobile applications.. Also what I achieve:

- Successfully designed equipment for the annual office outing to Malaysia with the theme "Teamworks for Synergy", such as event theme, travel rules, itinerary, rundown, t-shirts, banners within 1 week and documentation during the event.
- Create teaching material animation for client's smartcampus, starting from summarizing material, storyboard, voice-over, and video production.

PT. Mediamaz Solusindo Nusantara, Tangerang

Marketing Graphic Designer

Nov 2022 - Jan 2023

Supervise and be responsible for the work of Graphic Designer for marketing team by crafting engaging designs and key visuals for products like TOEFL classes, TOEIC tests, and translation services, while also creating and editing dynamic Instagram Reels and TikTok videos. My role includes designing eye-catching website banners and meticulously planning weekly social media feeds to ensure a cohesive and compelling online presence.

Sanggar BeSi, Bekasi

Freelance Graphic Designer

Aug 2022 - Oct 2022

My responsibilities include developing logos, creating comprehensive graphic standard manuals, and executing brand activations to elevate our products' presence. I design visually compelling content for Instagram posts, ensuring consistency with the brand's aesthetic. Additionally, I create designs for stationery, merchandise, and mockups, bringing the brand's identity to life across various touchpoints and ensuring cohesive and impactful visual communication.

Stream Universe, Medan

Freelance Graphic Designer

Apr 2022 - Jul 2022

Responsible for crafting visual designs for their offline events, which include creating brochures, stickers, X-banners, landscape banners, flyers, merchandise, and promotional media. I also develop key elements of the event such as slogans, taglines, key visuals, and overarching themes to ensure cohesive branding. Create promotional designs for Instagram posts and stories, helping to amplify event visibility and engagement across social media platforms.

PT. Reliance Integrasi Dunia Anda, Jakarta

Freelance Graphic Designer

January 2022

Responsible for deliver day-to-day design tasks, which include creating daily content and special designs for significant national events. My duties also extend to copywriting and managing posts on social media, particularly Instagram, ensuring that the content is engaging and on brand. Additionally, I plan and organize the social media feed on a weekly basis to maintain a consistent and appealing visual presence.

PT. Trans Retail Indonesia

Creative Graphic Designer

July 2021 - Feb 2022

Understand the day-to-day brief to create our marketing content to engage with our audience. Supervise and be responsible for the work of Jr. Graphic Designer workload and result. Also what we achieve:

- Successfully launched the 2021 "Family Festival" and "Murahnya Ngalahin Toko Sebelah" campaign to entice shoppers not to be afraid to shop at the store after the COVID-19 outbreak subsided.
- Successfully launched e-commerce promos such as Christmas, Chinese New Year, Valentine's Day, and others following the trends.

SMA Negeri 6, Depok

Freelance Graphic Designer

Jul 2020 - Jul 2021

Teaching students design principles, poster creation, and illustration techniques using Adobe software during weekly sessions. Additionally, I am responsible for preparing and mentoring students who are interested in participating in design competitions, ensuring they develop the skills and confidence needed to excel in these challenges.

ORGANIZATION AND VOLUNTEERING

Comic Club TGP

Treasurer & Illustrator

2018 - 2020

- Compose stories and draw to make comics
- Create illustrations of anime and game character designs to be used as merchandise, such as stickers, key chains, postcards, bookmarks, and posters
- The merchandise and comics were successfully sold at the Comifuro 2020 event and made a profit of Rp. 3,328,000,00.

Resimen Mahasiswa (MENWA) PNJ

Public Relation Division

2018 - 2020

Create and share broadcasts via WhatsApp, become a liaison for internal and external communication, handling social media accounts.

Formadiksi Kabinet Orkestra

Staff Kominfo

2019 - 2020

Creating template and content for Instagram Formadiksi

Bidikmisi Goes to School

Crew of Media and Public Relation Division

2019

Cooperate with senior high schools in Jakarta to socialize Bidikmisi Scholarships and presenting the topic to the students.

Himpunan Mahasiswa Grafika Penerbitan Kabinet Aktif

Staff

2018 - 2019

Making design for prayer schedule every weeks.

BIGBOSS

Crew of Media and Public Relation Division

2018

Creating design for social media needs, and teach children to paint.

COURSE AND CERTIFICATION

Principles + Practices for Great UI Design

Issuing Organization: Udemy

2023

- Introduction to UI/UX Design
- Learning basic knowledge for UI Design
- Knowing rules for designing UI/UX

Junior Graphic Designer

Issuing Organization: BNSP

2022

No. Reg. TIK.1565 25346 2022

- M.74100.001.02 Applying the basic design principles
- M.74100.002.02 Applying the basic principles of communication
- M.74100.005.02 Implement design briefs
- M.74100.009.02 Operating design software
- M.74100.010.01 Creating project design

Junior Graphic Designer

Issuing Organization: Kominfo

2022

No. VSGA/2022/4022/150306599100-496

- Applying the basic design principles
- Applying the basic principles of communication
- Implement design briefs
- Operating design software
- Creating project design

Digital Marketing Course

Issuing Organization: RevoU

2022

- Introduction to Digital Marketing
- Learning from real case study
- Elevator pitch and portfolio review

UI/UX Course

Issuing Organization: Rakamin Academy

2022

No. 125120UIUX692022

- Introduction to UI/UX design
- Learning how to use Figma
- Sketching User Interface

LANGUAGE

English - Professional

Indonesia - Native

TECHNICAL SKILLS

• Adobe Photoshop

digital imaging, editing photos, cropping background, create banner, flyer, poster, dvd label, mockups

• Adobe Illustrator

create illustration, editing typography, create banner, flyer, poster, and any media promotion

• Adobe InDesign

layouting books and catalogue

• Adobe After Effects

create simple motion graphic, editing video using template

• Figma

create design for website

• Adobe Premiere Pro

using effects, audio effects, cropping audio, editing basic video

• Microsoft Office

using Ms Word, Ms Excel, Ms PowerPoint, Ms Outlook

• Canva

using template, simple editing, create homepage banner and flyer/poster, import element

• Wondershare Filmora

simple editing video

SKILLS HIGHLIGHT

Digital Imaging

Graphic Design

Visual Design

UI/UX Design

Creative Thinking

Time Management

INTEREST

Photography

Illustration

Manga Illustration

Game Design

Packaging Design