

As a child, I asked 'what?'. As a student, I asked 'how?'. As a man, I asked, 'why?'.

Since childhood, I have always questioned the arbitrary, yet mandatory, and everything beyond the surface. A '1+1' question never ends at 2: 'why is number 1 number 1? Why 2 comes after 1?'

My curiosity encouraged analysis and deconstruction, talents which I've cultivated throughout my career. As a designer, I continue asking these questions to ensure my work is holistic and candid. Integrating purpose and presence is my objective, achieved through my process of observation, inquisition, and production. My works provoke ease, emotion, and diligence.

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EXPERIENCES

Loha Vete

Personal Assistant
June - December 2013

Assisting owner in design development, prototype making, production management, and customer service.

Wecudos

Head of Design
July 2013 - August 2014

Translating and developing the company's vision into a holistically-designed product. Tasks including research, product development and establishing brand strategy and positioning during the founding years of the startup to help the company grow from a 3-man-band to 9, boosting funding offers from £ 50k to over \$ 2m

TrueCocoa (Freelance)

Researcher & Graphic Designer
October - November 2014

Creating identity to help TruCocoa find its voice as an ambitious startup through research-based, well-designed proposal and identity to make the company appealing and convincing to investors.

Vuzix (Freelance)

Motion Graphic Designer
January 2015

Designing a motion graphic animation for Vuzix's listing on the NASDAQ, displayed during its opening on NASDAQ Tower, NYC. Commissioned by Irth Communications, representing Vuzix.

EDUCATIONS

ArtCenter College of Design

Product Design
2011-2012, 2015-present

London College of Fashion

Footwear Intensive Course
Summer 2013

INTERESTS

Joe Wright's films, spicy foods, refreshing cocktails, niche brand perfumes, craft beers, house music, Romantic-period music, Bauhaus, Raf Simons, Neil Barrett, Tom Ford, Eva Zeisel, daydreaming, future-casting, skiing.

SKILLS

Languages

English

Indonesian

Italian

Tools

Photoshop

Illustrator

InDesign

Premiere Pro

After Effects

Solidworks

Basic

Drawing

Sketching

Teamwork

Leadership

Sarcasm