Debora Novianti

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Profile

A Graphic Designer with experience in building visual identities across education and fashion retail sectors. I am interested in and committed to design development, especially in the context of developing design accessibility. Working in an education learning management system, Guru Kreator has equipped my comprehension in digital education platform demands.

Employment History

Paideia Educational Solutions
Graphic Designer
Sep 2024-Now

- Design: Develop and maintain the visual identity for Paideia's core brands (Paideia, Guru Kreator, PUNDI) across all social media.
- Content Planning: Planning for all social media content to boost engagement
- End-to-End Design Solutions: Create collateral—from digital assets to print materials—that support broad company objectives and internal needs.
- Partnered with UI Designer to ensure visual consistency across the Guru Kreator platform.

Little Palmerhaus
Graphic Designer
May 2022-Aug 2024

- Conceptualized and produced key visual assets for major e-commerce marketing campaigns, establishing the core creative theme.
- Managed end-to-end post-production for product catalogues, including photo editing, color correction, and retouching to meet brand standards and critical launch deadlines.
- Provided comprehensive on-set and post-production support to the lead photographer, ensuring a seamless workflow from shoot to final asset delivery.

Indonesia Media Advertising
Graphic Designer
Mar 2022-May 2022

- Designed and executed a high-volume of daily, platform-optimized graphics for Grab Merchant's social media channels.
- Created a diverse range of visual assets including e-commerce banners, Instagram feed posts, and Instagram stories to drive merchant engagement and campaign goals.
- Managed all aspects of asset adaptation, including precise resizing and reformatting for cross-platform consistency and performance.

Career Break Pursue
Jan 2021-Mar 2022

- Comprehensively prepared for the PNS recruitment by undertaking a rigorous, self-directed study program focused on Seleksi Kompetensi Dasar (SKD).

Levantier Indonesia Group
Graphic Designer
Nov 2020-Jan 2021

- Planned and curated engaging content for @towntalkpolish_indonesia and Furry Tail.
- Designed social media graphics, performed digital imaging, and produced simple GIFs and motion graphics.

Skill

Design Tools:

- Adobe Illustrator
- Adobe Photoshop
- Capcut
- Figma

AI Tools:

- Lovable
- Google Antigravity
- ChatGPT
- Gemini
- Claude

Education

Bachelor of Visual Brand Design
Universitas Multimedia Nusantara
Aug 2016-2020

English Skill

IELTS 6 (TRF number: 25ID502585NOVD195A)
Listening: 6 | Reading: 6,5 | Writing:6 | Speaking: 6

Volunteer

Camera Person
Christ Cathedral
May 2023-Now

- Operated the Blackmagic URSA broadcast camera to professionally stream live Sunday church services.
- Collaborated closely with the technical director and switcher operator to execute seamless live production transitions.

Organizational Activities

U Store (UMN Cooperative)
Graphic Designer
Nov 2017 – Jan 2019

- Partnered with a cross-functional team to design and develop merchandise for campus retail
- Contributed to the full design cycle, from initial concept brainstorming to final production-ready assets.

Mentoring UMN
Creative
Jan 2017 – Aug 2017

- Helped design, organize, and delegate programs and tasks to facilitate a smooth transition for incoming freshmen.