

GRAPHIC
DESIGN

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SELECTED WORKS
OF HUMAYRA //
2018 - 2023

CURRICULUM VITAE



ABOUT ME

I'm a **Graphic Designer** who love to work and solve problems in a creative way.

Experienced in the creative fields **since 2012** and still keen to enhance skills and knowledges. I'm prepared to work in a variety of roles as required.

PROFILE

Name : Humayra Eka Pratiwi Y.
D.O.B : May, 7th 1993
Address : Tangerang, Indonesia

CONTACT

in humayrapratiwi
✉ humayrapratiwi@gmail.com
@ inflaticubes
☎ (62+) 896 5577 7751

EXPERTISE

Adobe Photoshop : Expert
Adobe Lightroom : Intermediate
Adobe Illustrator : Expert
Adobe Indesign : Intermediate
Adobe Premiere : Basic
VN Video Editor : Expert
Procreate : Expert
Hand Drawing : Expert

EDUCATION

Bachelor of:
Visual Communication Design
Indonesia Institute of the Arts
2019

WORK EXPERIENCES

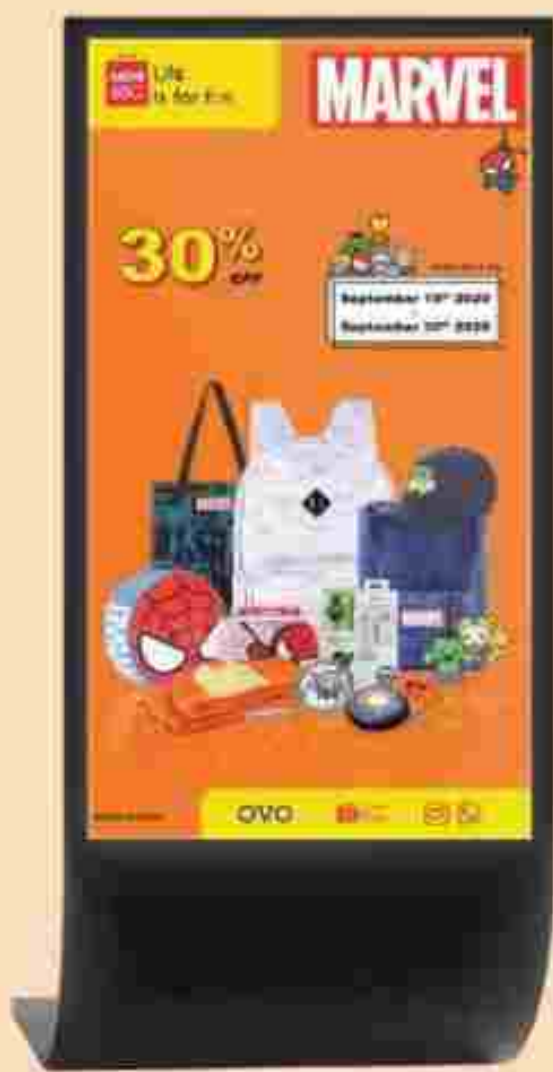
PT. Podcast Network Asia / PT. Podkes Narasi Asia
Creative Designer for Indonesia
2021 - 2023

PT. Miniso Lifestyle Trading Indonesia (Miniso Indonesia)
Graphic Designer
2020 - 2021

PT. Dachin Etech Global
Graphic Designer
2019 - 2020

PT. Sale Stock Indonesia (SORABEL)
Community Outreach Society
2016

VISUAL DESIGN



LED Banner



MINISO x happyfresh



SAME FURRY FRIENDS,
EVEN MORE FUN!





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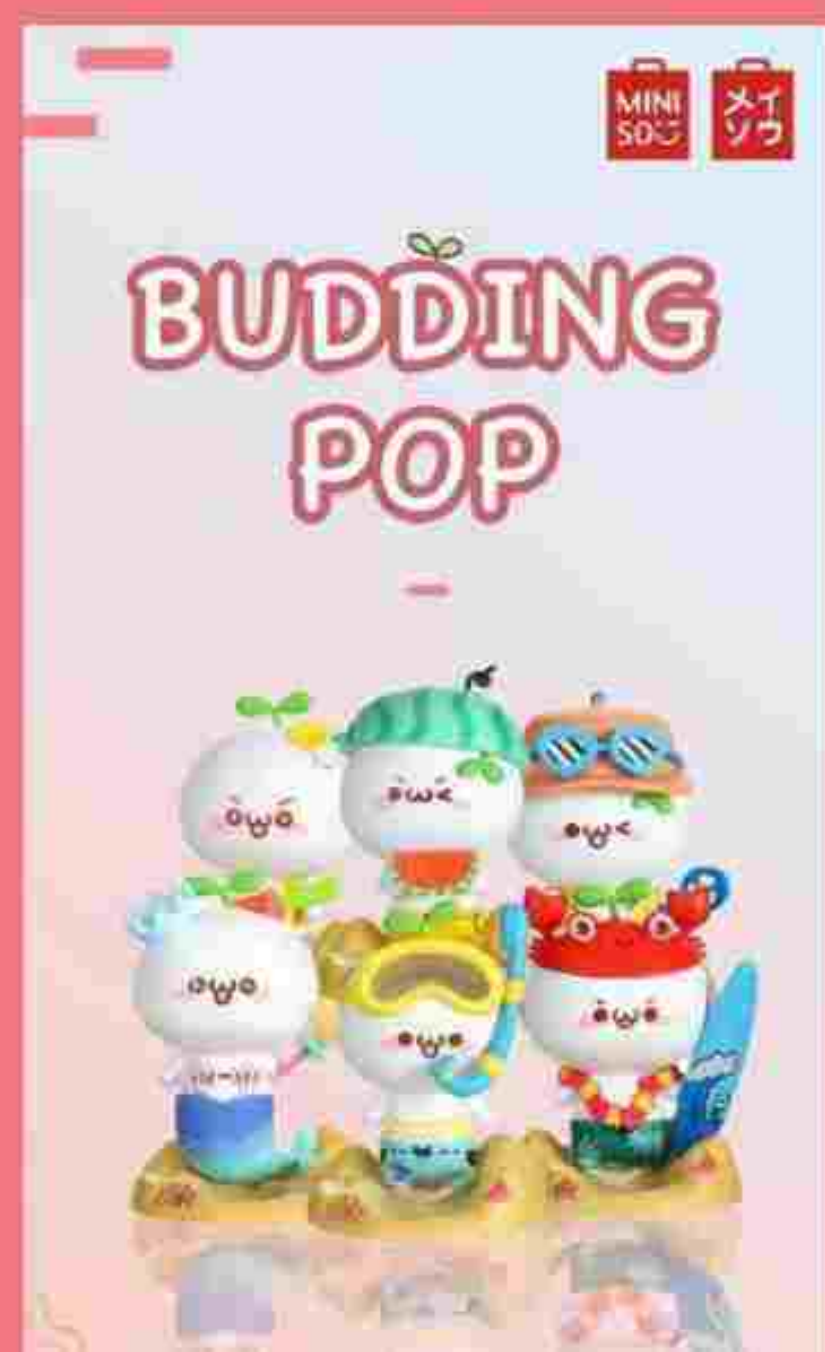
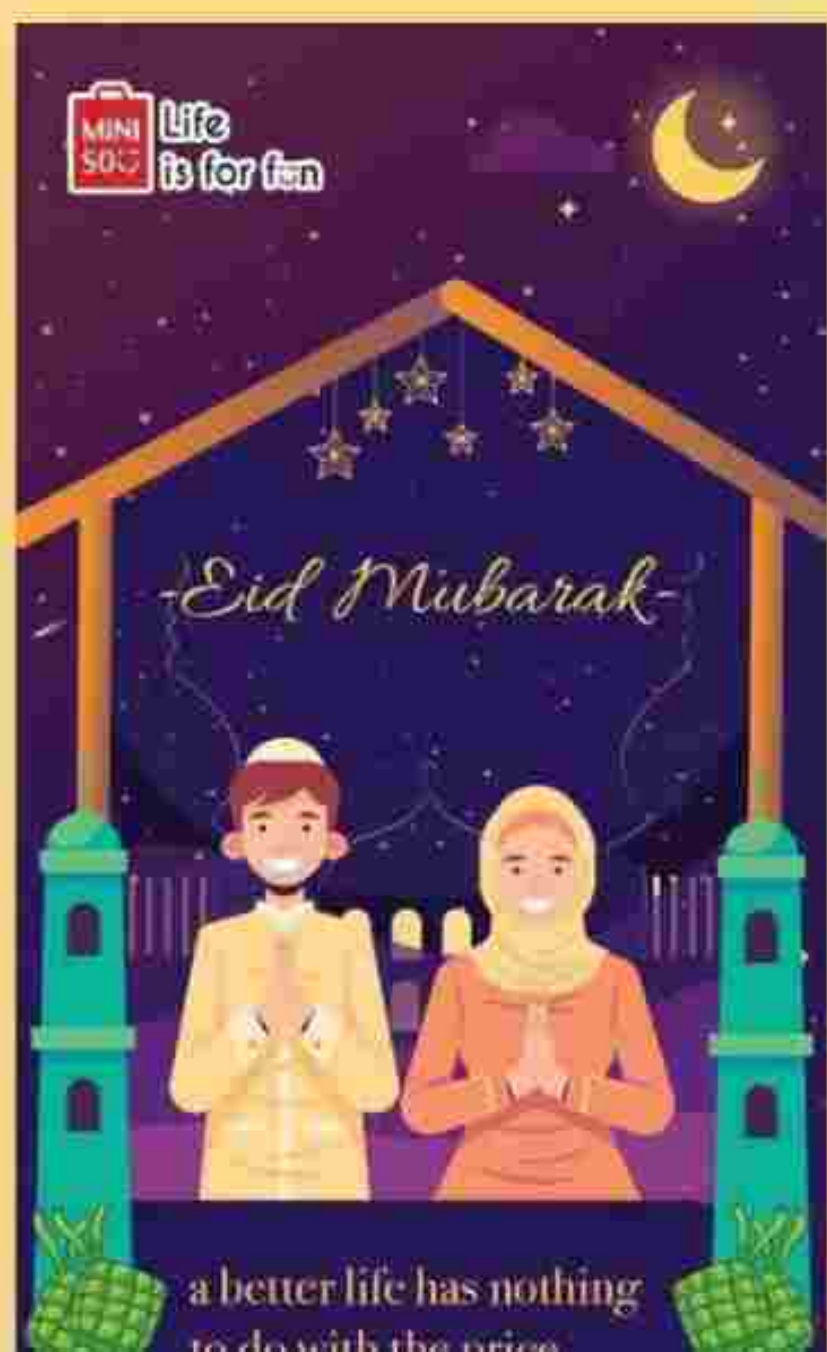
MINISO x Mickey & Friends



Flyer / Poster



Social Media Post - Instagram Story





LIFE IS FOR FUN MINISO

A better life has nothing to do with the price



MINISO Global Brand Ambassador — Wang Yibo



MINISO Global Brand Ambassador — Zhang Zifeng



15th-17th August 2020

MINISO LUCKY BAG

An exclusive event for Miniso Indonesia members



LIFE IS FOR FUN MINISO

A better life has nothing to do with the price

www.miniso.com



DOWNLOAD MINISO.ID APP

Let's explore and experience the convenient and fun shopping together



FIND US HERE



HOW TO SHOP

at MINISO.ID App



1. Pada bagian bawah laman utama, klik menu "Tela". Cari toko dan data yang dikomentarkan, serta kategori produk yang ingin dicari.



2. Klik gambar produk untuk melihat detail, tambah ke keranjang produk yang diinginkan dan klik "Checkout" setelah selesai memilih produk.

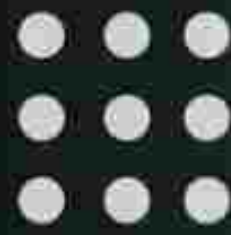


3. Pada bagian "Pesan Anda", klik alamat pengiriman anda pada bagian "Tambah alamat" dan metode "Cara Pengiriman" yang diinginkan.



4. Klik "Pembayaran" klik pilih metode pembayaran yang diinginkan dan klik "Bayar" untuk memulai pembayaran.

BRANDING REDESIGN



► Kaula Coffee Space



bottle

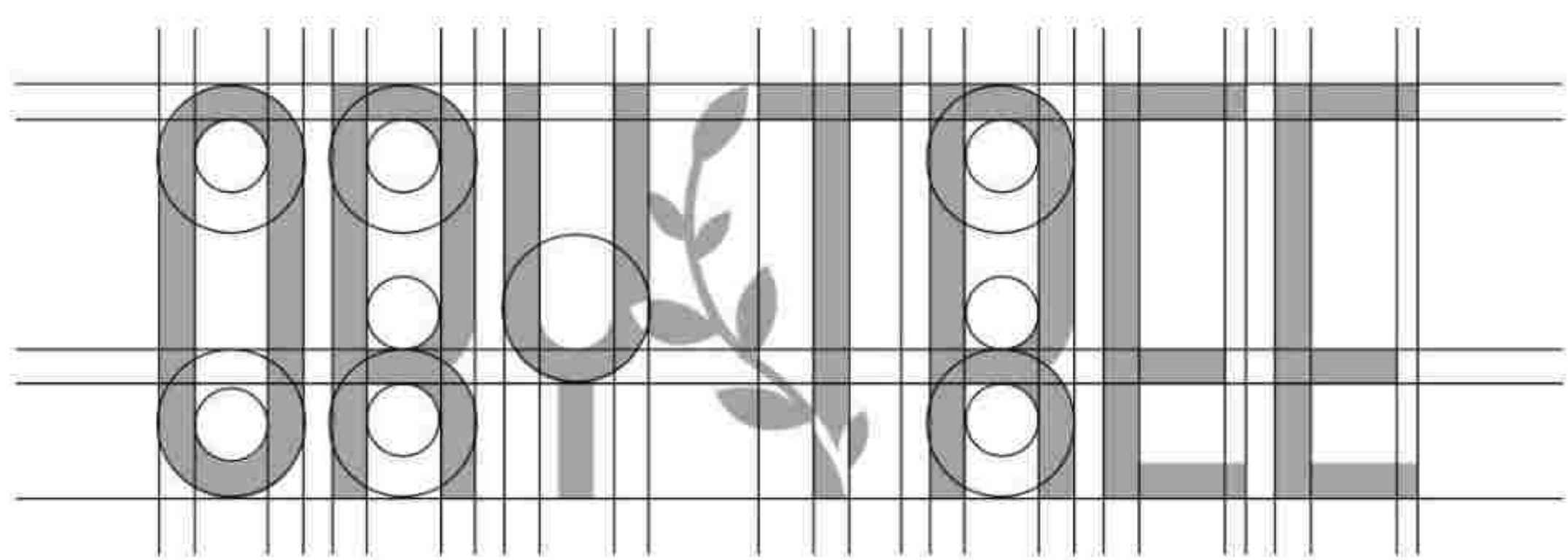
Sustainable,
Calm, Earthy,
Elegant

- #000000
- #5c4435
- #f5d3bb





▶ ORYTREE



ORYTREE

ORYTREE





► **Kopi Kelana**



Logo Design
 Oleh Syaefudin
 syaefudin309@gmail.com



Kopi Kelana Coffee Shop / Kedai Kopi

Kopi Kelana adalah gabungan dari dua kata yaitu kopi dan kelana (berkelana). Adalah sebuah merk dagang atau brand kedai kopi.

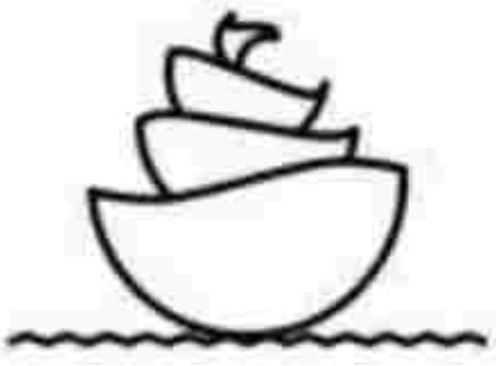


Main Logo

Kopi Kelana

Font Logo

Font Type : Southland Medium



#74878B



#403836



#BEAB9A

► Saling Isi

SALING ISI

MOCKTAIL & COFFEE

Main Logo

Icon gelas yang secara harfiah bisa diartikan sebagai alat untuk minum, bisa juga diartikan sebagai wadah bertemunya bermacam bahan minuman. Lebih dalam lagi, dimaksudkan untuk menjadikan "Saling Isi" sebagai wadah bertemunya pertukaran berbagai hal baik. Gelas yang digunakan sebagai dasar ide ini adalah gelas mocktail dan gelas kopi sebagai wajah utama dari bisnis yang dijalankan.

Color Option



Positive Space



Negative Space

Color



#fbb137



#219e4



#f6746

Warna kuning dan oranye melambangkan kesegaran dan keceriaan. Selain itu spektrum warna ini paling dapat ditangkap mata sehingga mampu menstimulasi otak untuk menangkap informasi lebih cepat, dalam konteks ini tentunya informasi pada logo. Warna biru yang mendasari logo dan interior ruangan menjadi penyeimbang kedua warna di atasnya, dan juga dapat lebih highlight logo tersebut sebagai point utama.

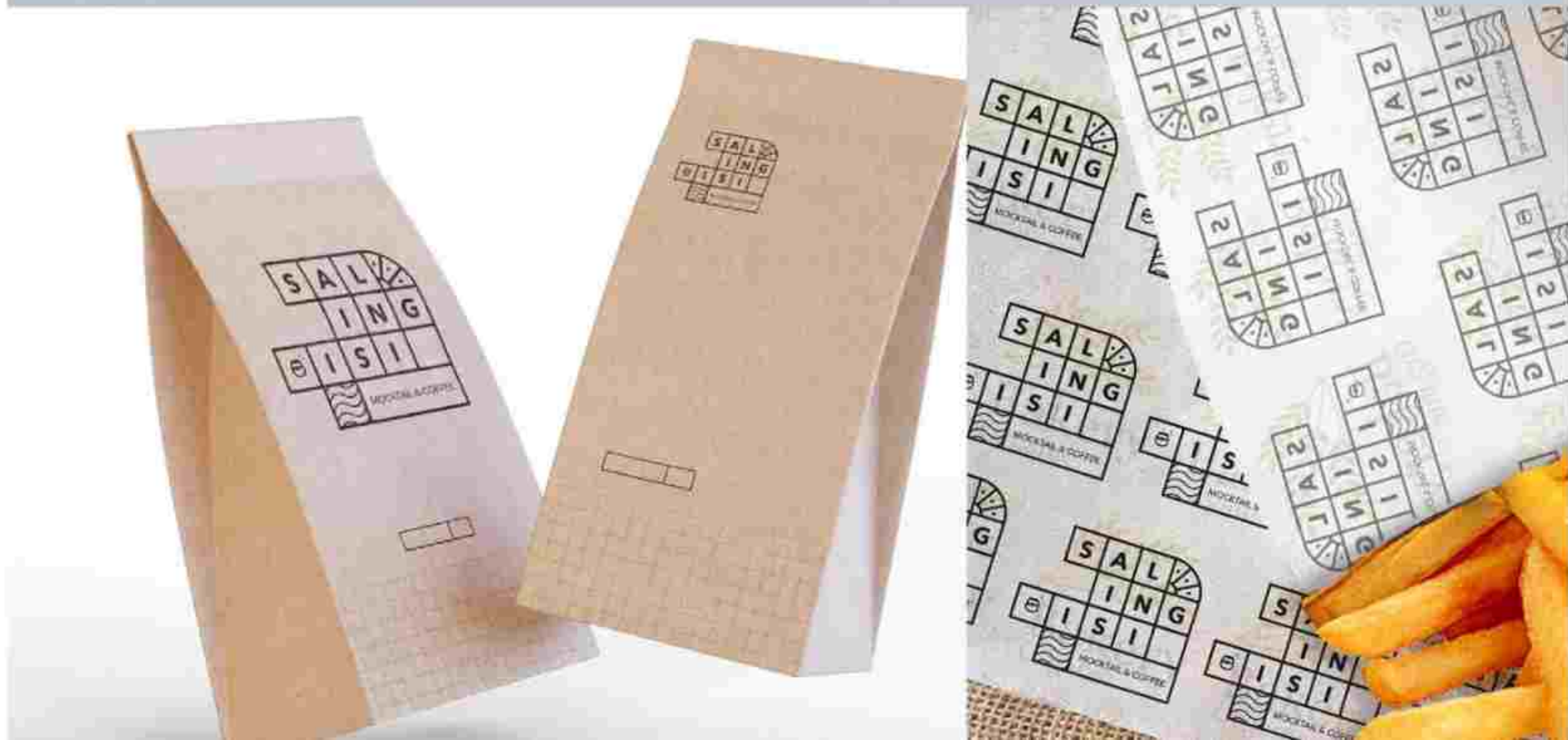
AVENIR NEXT BOLD

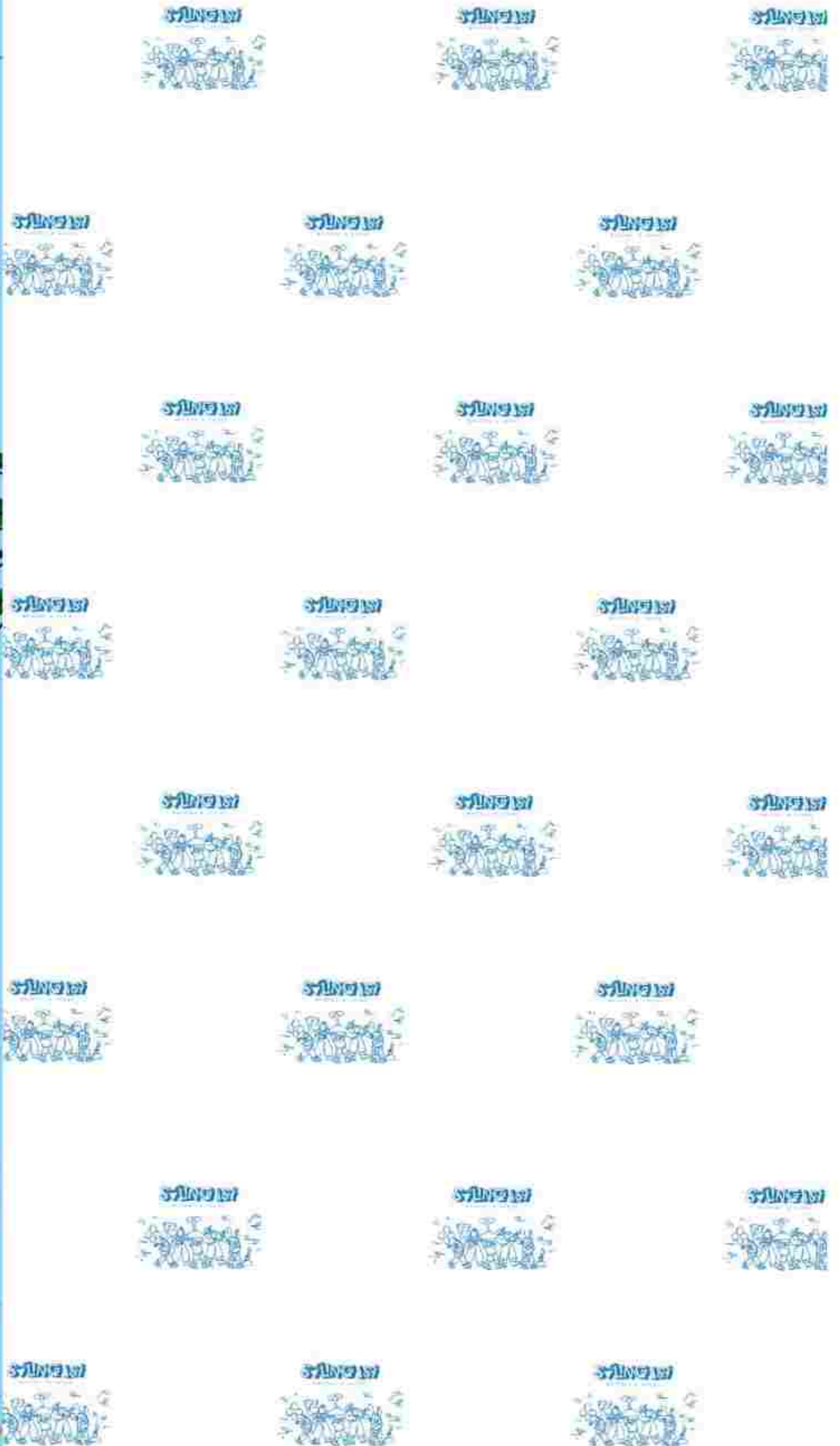
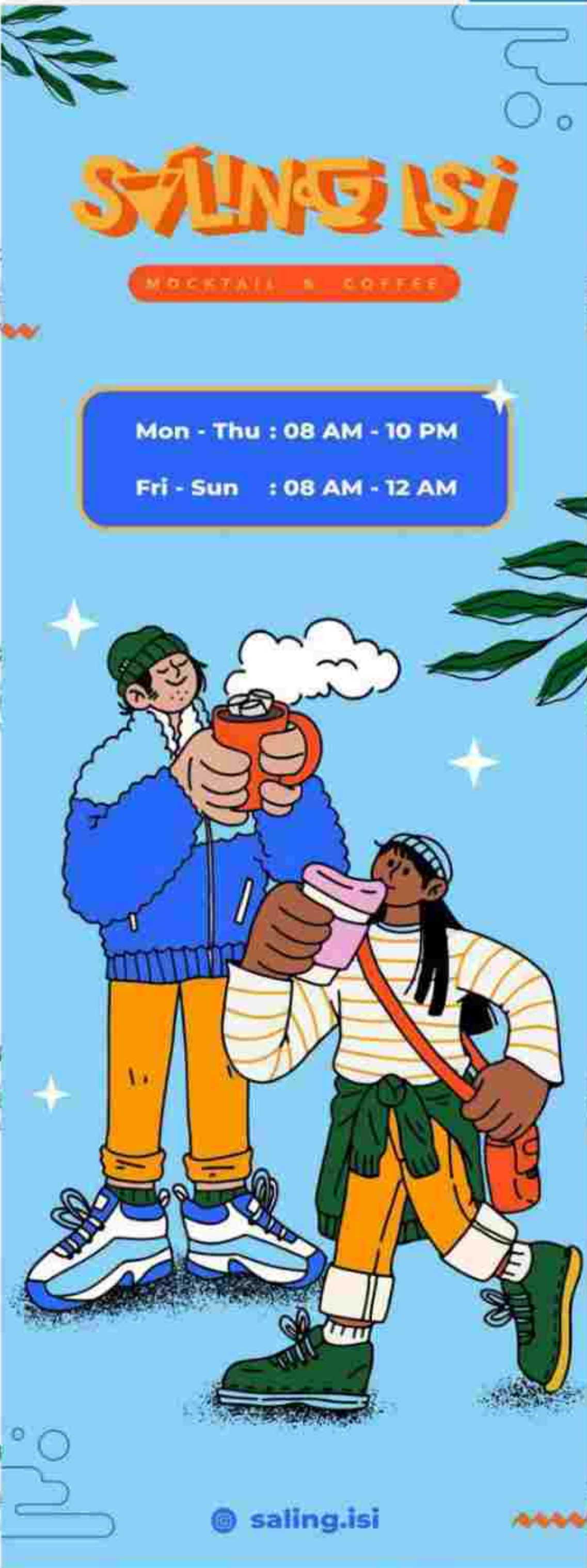
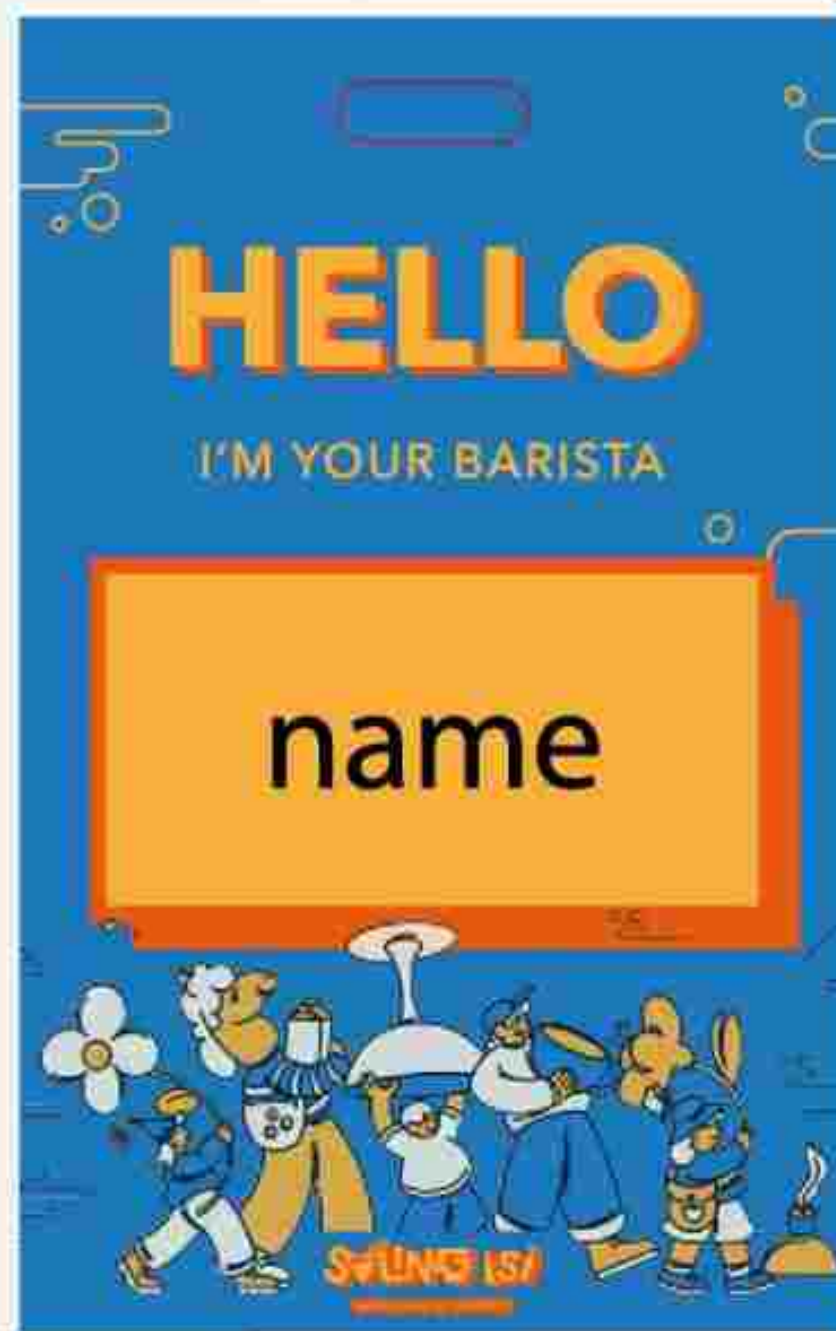
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AVENIR NEXT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Design Plan





LOGO DESIGN





malcen

SALING ISI
MOCKTAIL & COFFEE



Wingman
BARBERSHOP
EST. 2019

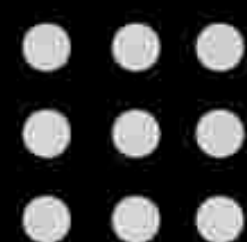
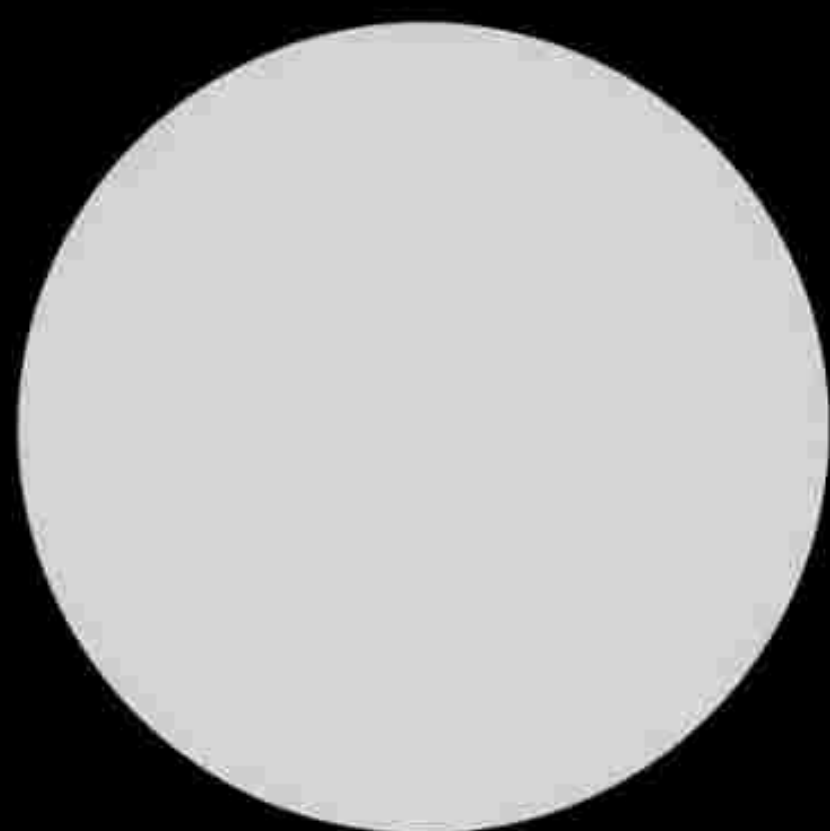
YES CREATIVE COLONY
!FAST



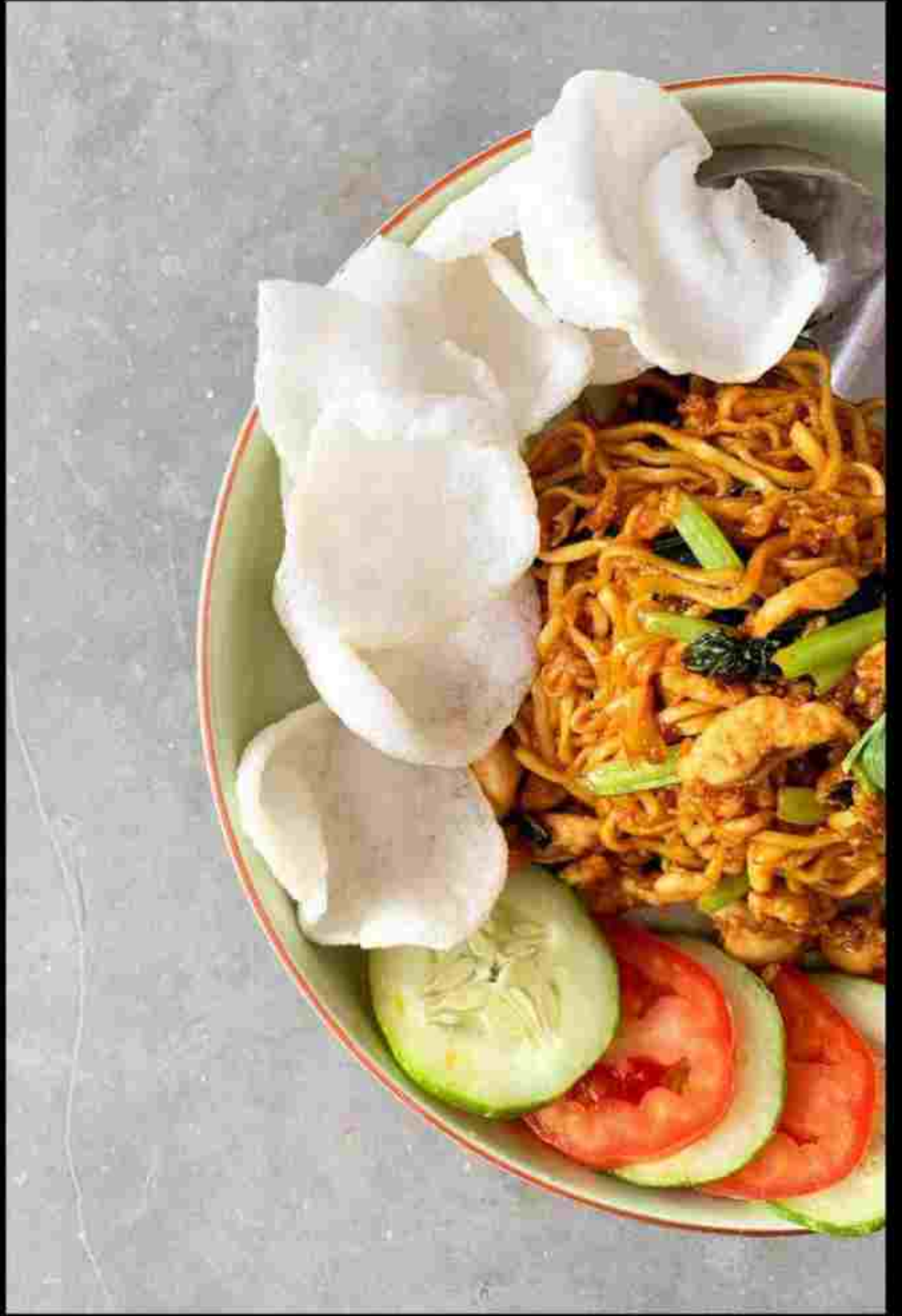
ROCKSCHOOL

STOICASTID

PHOTO GRAPHY

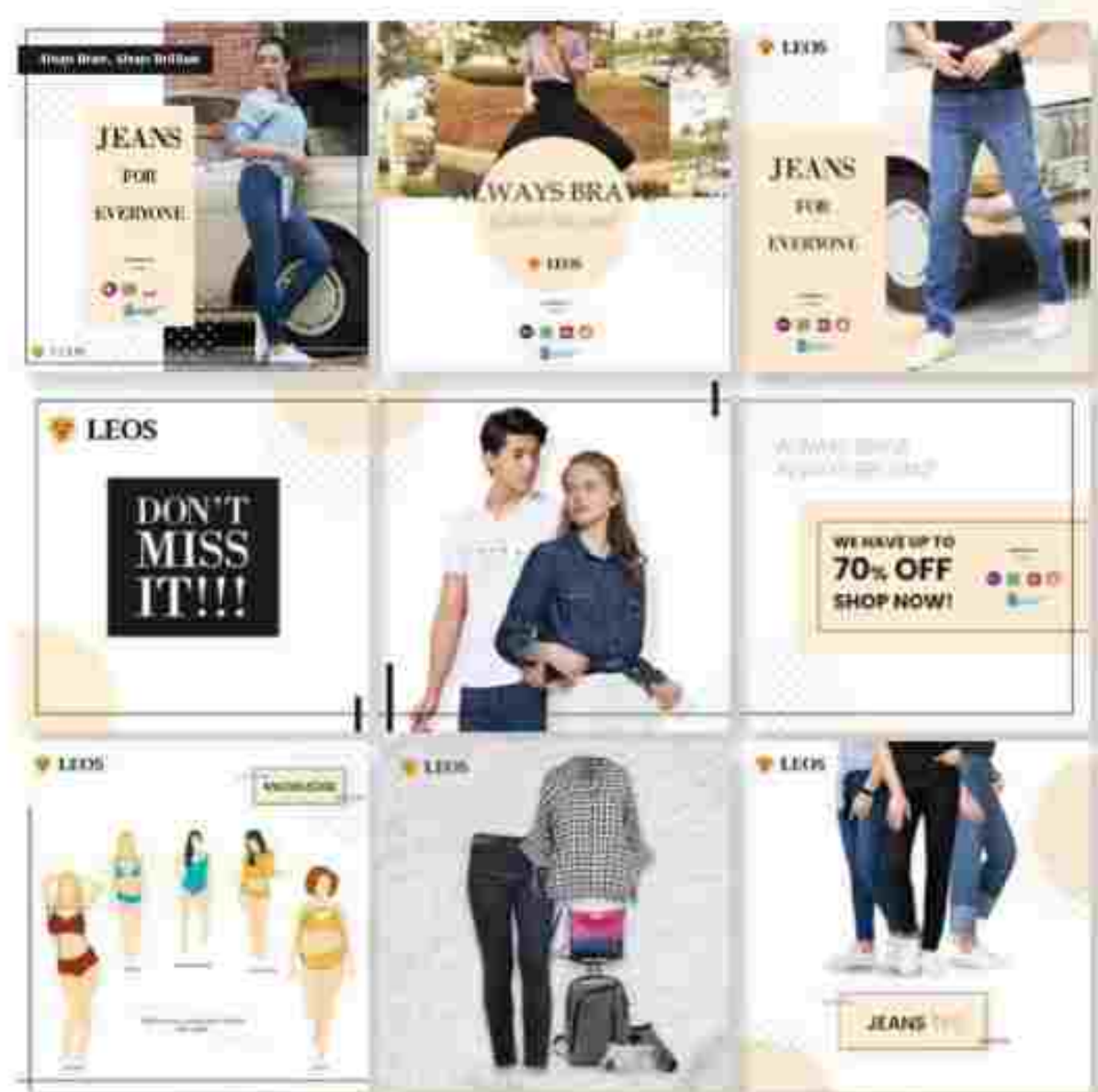
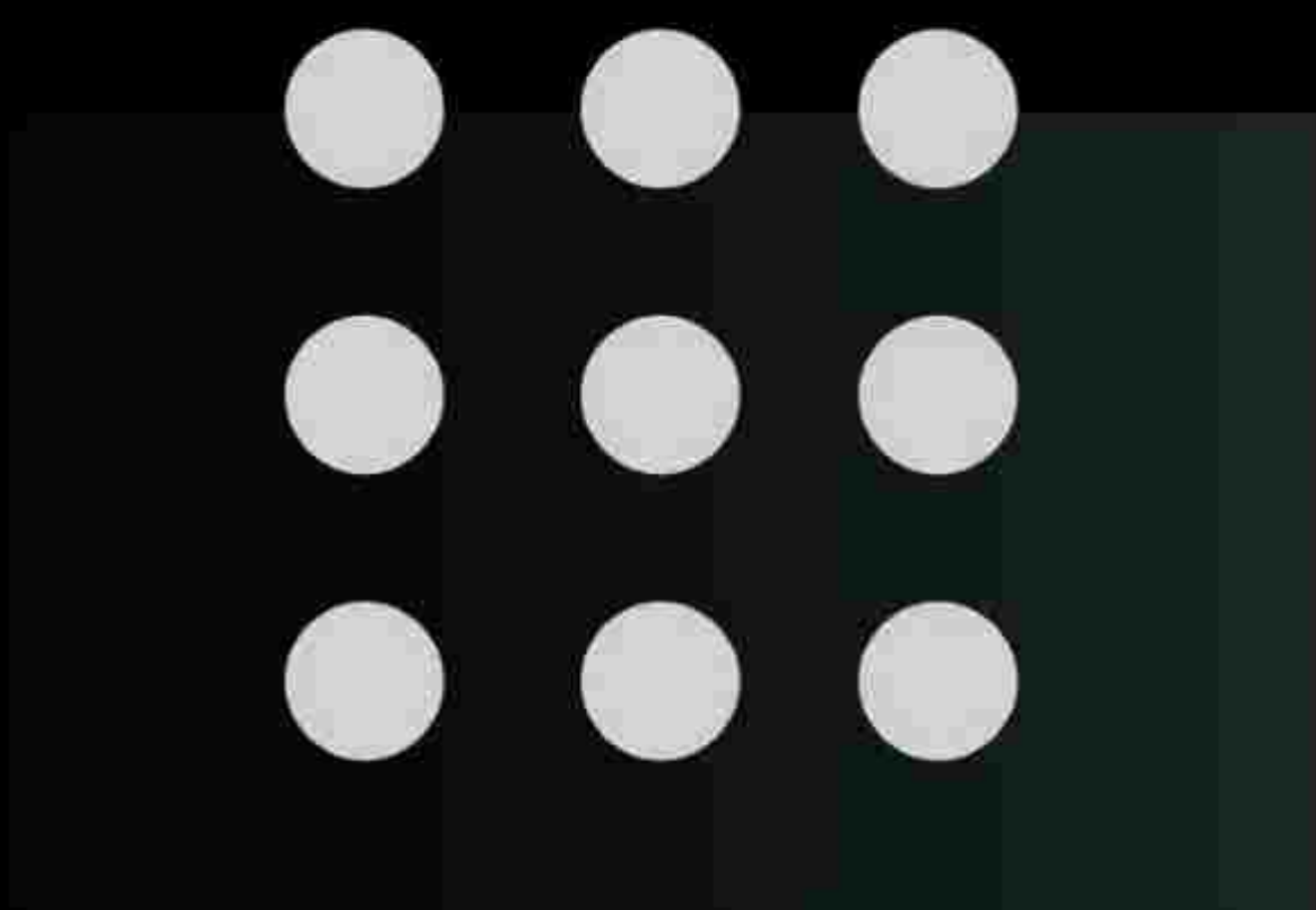








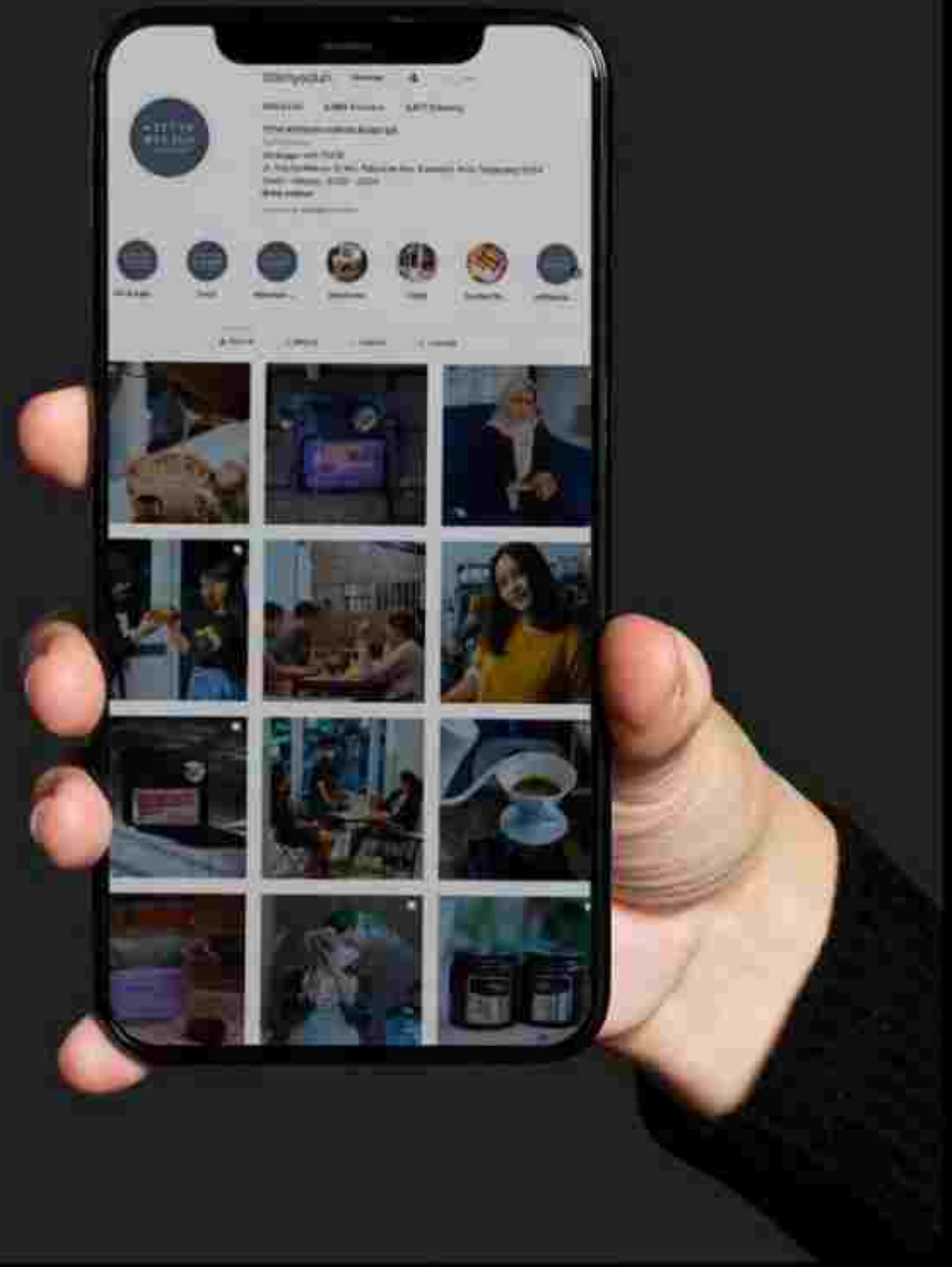
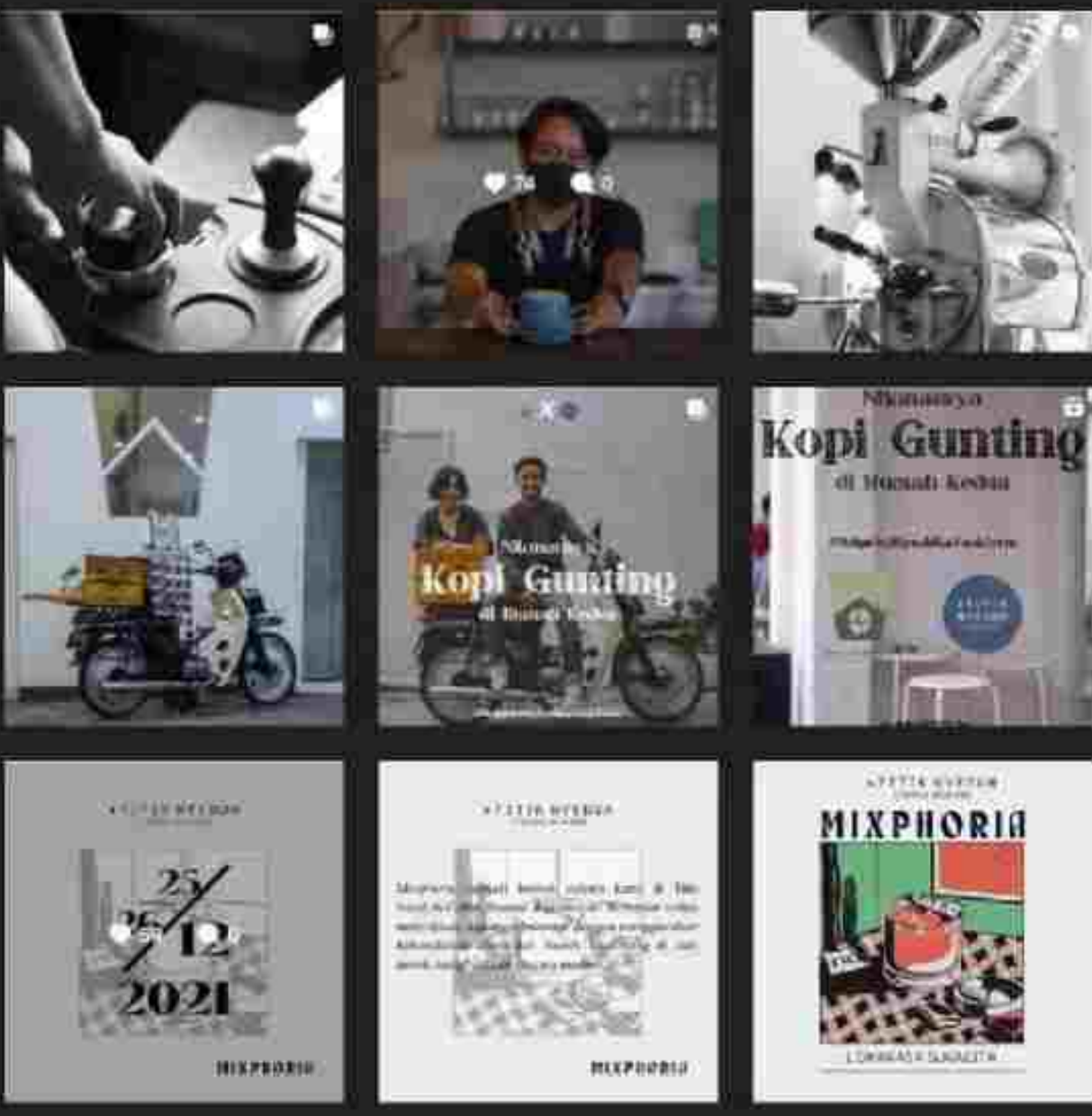
SOCIAL MEDIA



Leos

Instagram Feeds

<http://instagram.com/leosindonesia>



MERCHANDISE



Ekostis studios

Affogato	30K	Matcha Hot / Ice	30K	Shawarma + Choco	50K	Cold Beans Bold 250ml	30K
Americano Hot / Ice	28K	Red Velvet Hot / Ice	30K	Roti + Click Spesial	35K	SPECIALTY SERIES	
Long Black Hot / Ice	30K	Regal Click Ice	30K	Roti + Cappuccino	37K	Choco 1L	85K
		Lychee Special Ice	30K	Roti + Latte	37K	Latte 1L	85K
		Lemon Special Ice	30K	Roti + Choco	37K	Americano 1L	75K
WHITE COFFEE		Choco Velvet Hot / Ice	30K			Matcha 1L	90K
		Choco Mint Hot / Ice	30K	OTHERS		Choco 500ml	50K
Piccolo	28K	Chococoff Cream Ice	35K	Extra Single Shot Espresso	10K	Latte 500ml	50K
Cappuccino Hot / Ice	30K	Chocoberry Ice	35K	One Scoop Ice Cream	10K	Americano 500ml	40K
Latte Hot / Ice	30K	Strawberry Special Ice	30K	Mineral Water	8K	Matcha 500ml	55K
		Choco Float	35K			Choco 250ml	30K
						Latte 250ml	30K
						Americano 250ml	28K
						Matcha 250ml	35K



KAULA coffee space

No More Task, Just Coffee Talk

COFFEE

ESPRESSO	15K
AMERICANO/LONG BLACK	20K
AFFOGATO	20K
SALT CARAMEL LATTE	28K
CAPPUCINO	25/27K
CAFE LATTE	25/27K
- CARAMEL	25/27K
- HAZELNUT	25/27K
- VANILLA	25/27K
- PANDAN	25/27K
- POPCORN	25/29K
ESPRESSO CARAMEL	27K
KOPI SUSU KAULA	25K
KOPI SUSU PISANG	27K
MOCA CUBE	29K
COFFEE FLOAT	25K

MANUAL BREW

V60	
JAPANESE COFFEE	
TURBUK	
VIETNAM DRIP	
ADD EXTRA SHOT	10K
- ON ICE CREAM	8K
MINERAL WATER	10K

NON COFFEE

RED VELVET	25/25K
CHOCOLATE	23/25K
MATCHA	25/27K
CHARCOAL	23/29K
REGAL CRUNCH	25K
LYCHEE TEA	18/20K
STRAWBERRY TEA	20/22K
LEMON TEA	18/20K

MOCKTAIL

FANTASTIC GINGER	27K
BABY BLUE	25K
STRAWBERRY PARADISE	25K
VIRGIN MOJITO	20K
LEMON SQUASH	20K
PANDAN CREAMY	28K

FRAPPE

FRAPPUCINO	30K
COOKIES & CREAM	30K
CHOCOA FRAPPE	30K
STRAWBERRY FIELD	30K
VELVET FRAPPE	30K
MATCHA FRAPPE	33K

BERRY SERIES

KAULA BERRY POP	27K
BERRY'S LATTE	27K

KAULA coffee space

No More Task, Just Coffee Talk

MAIN COURSE

NASI GORENG KAULA	20K
NASI GORENG CUMI SAMBAL IJO	25K
NASI AYAM SAMBAL MATAH	25K
NASI AYAM SAUS BARBEQUE	25K
CHICKEN TERIYAKI	35K
BEEF TERIYAKI	38K
CHICKEN STEAK	39K

ROTI BAKAR

NUTELLA KEJU	20K
TIRAMISU	20K
MILKY CRUNCHY	20K

PASTA

BOLOGNESE	27K
CARBONARA	27K
OGGIO OLIO	27K
SPAGHETTI SAMBAL IJO	27K

SNACKS

CHICKEN WINGS	25K
FRENCH FRIES	20K
CHEESE STICK	25K
PISANG GORENG KAULA	20K
TAHU WALIK	18K
MIX PLATER (HIDUP - KENTANG - BOKOL)	38K

ADD ON

SAUS	
- BARBEQUE	
- CHEESE	

Sasirangan: Textile Traditions of South Borneo

Illustration Book

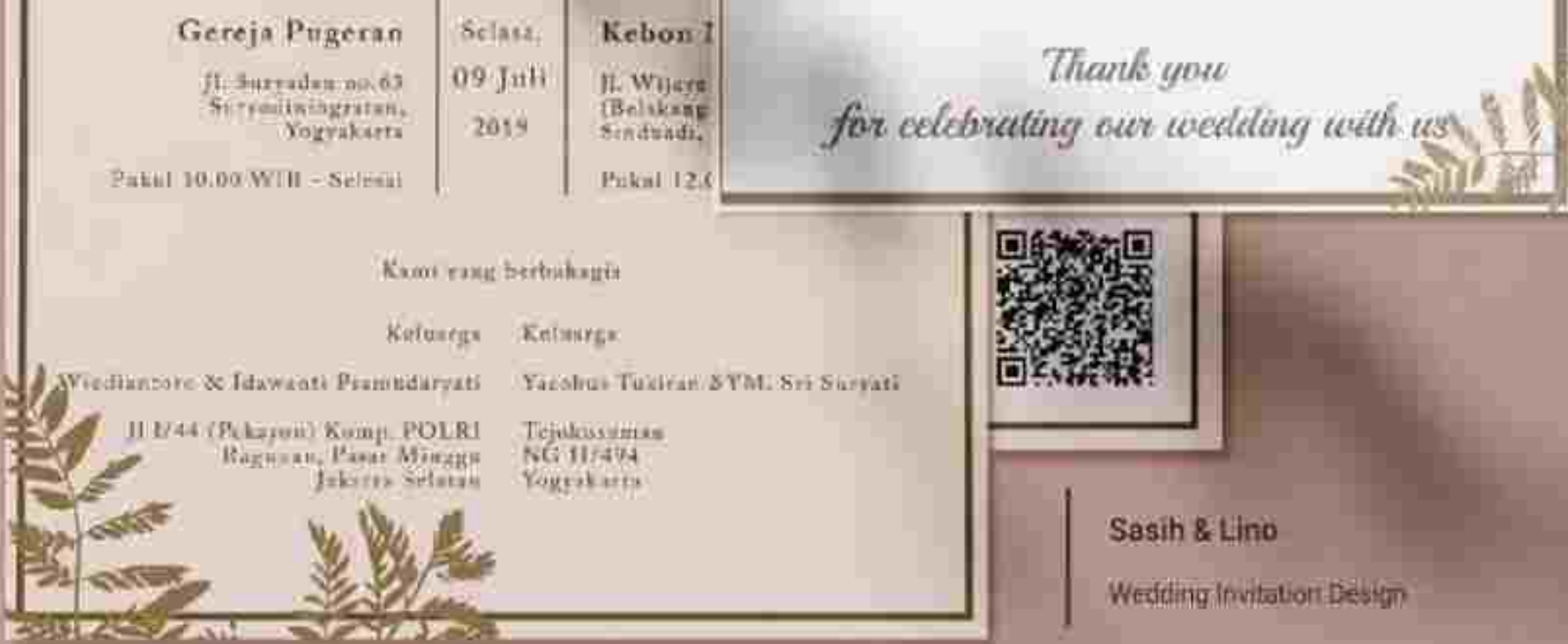
This book brings up the informations about South Borneo's textile traditions such as its history, the motifs, and the making process, with creative illustration and clean design concept. Target audience: all gender, 18 - 35 yo.



design portfolio / editorial

▲ Cover of the book
▶ Book contents





PODCAST



84

Podcast • NACTB & Podcast Network Asia

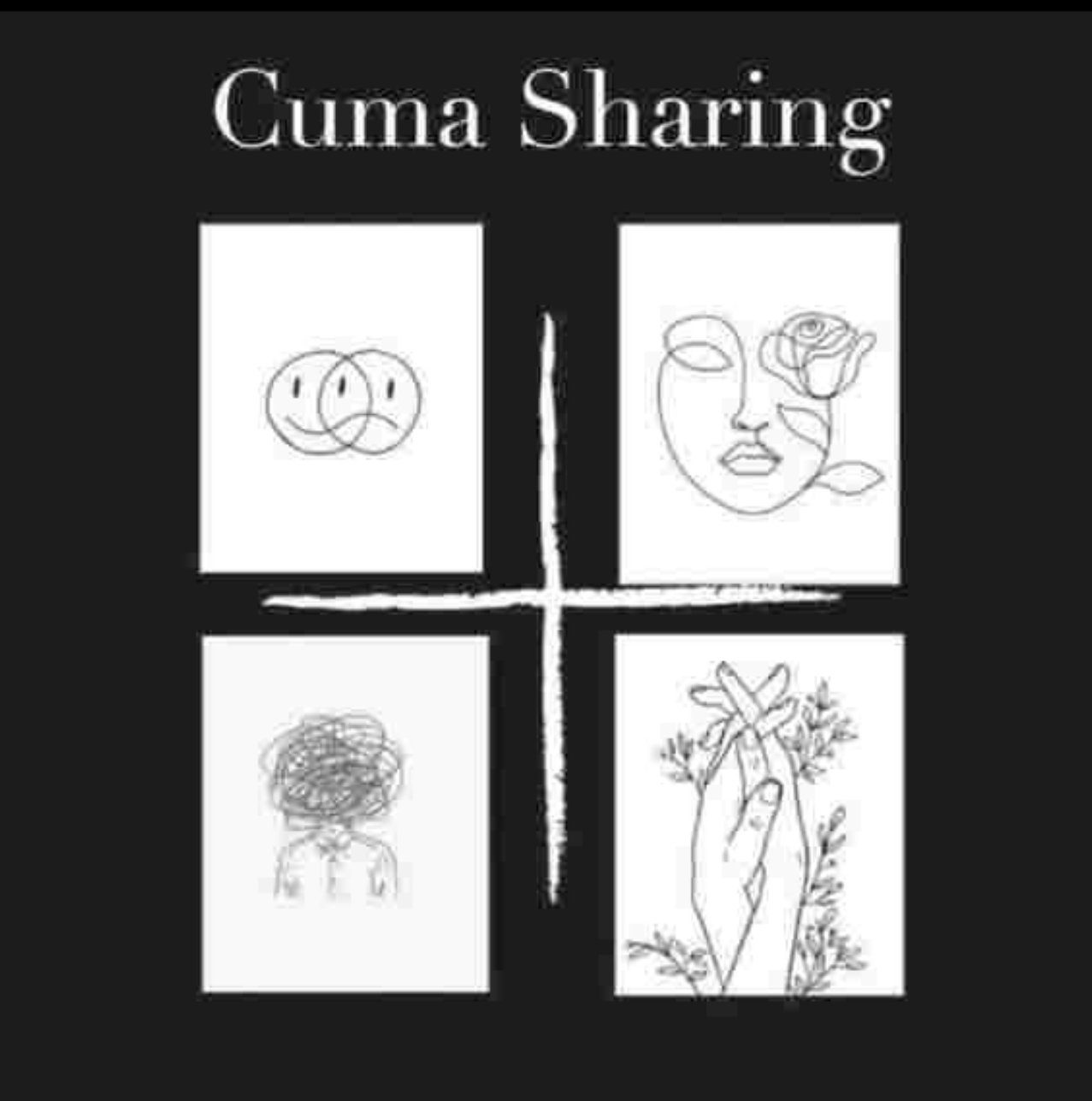
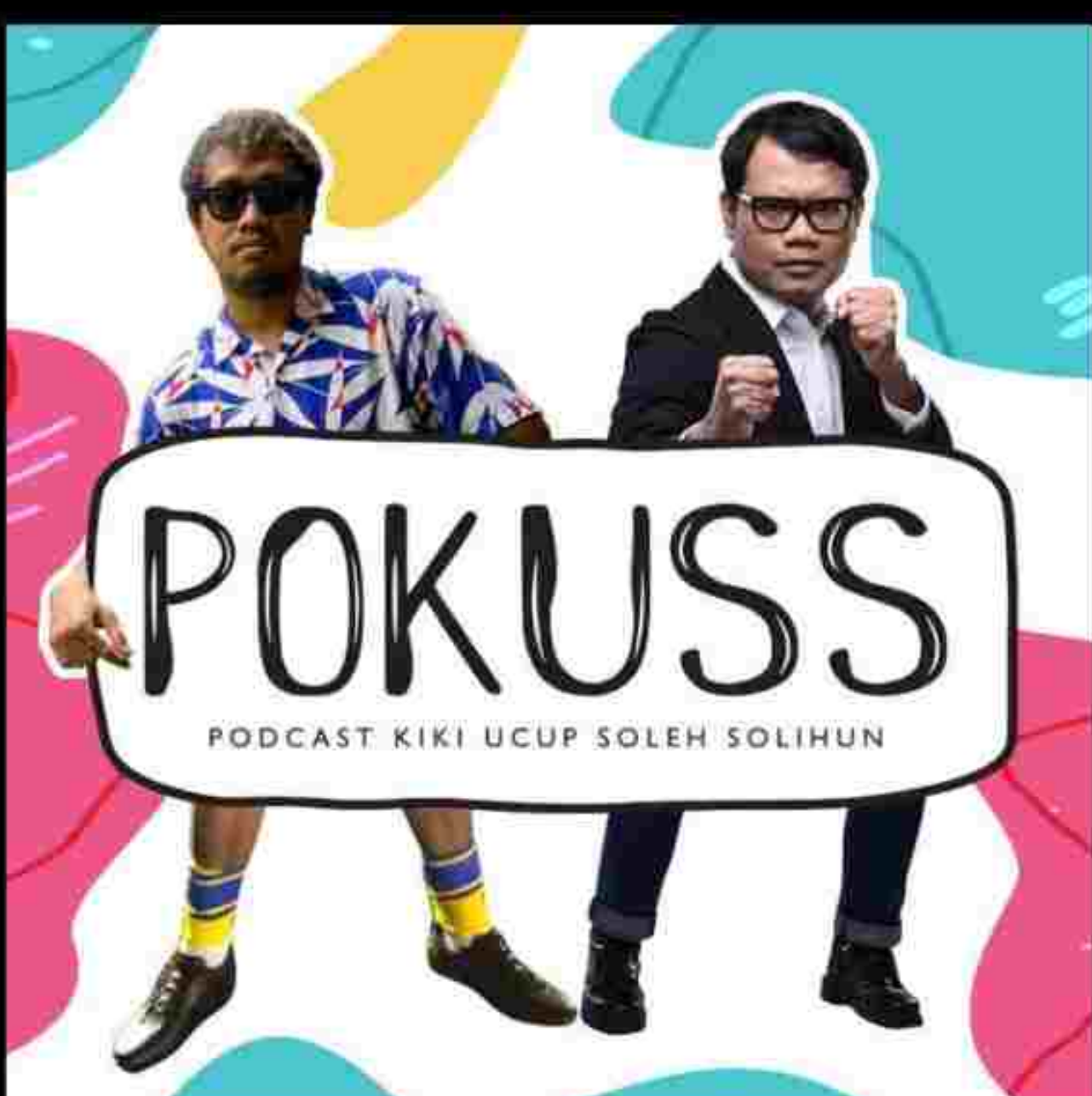
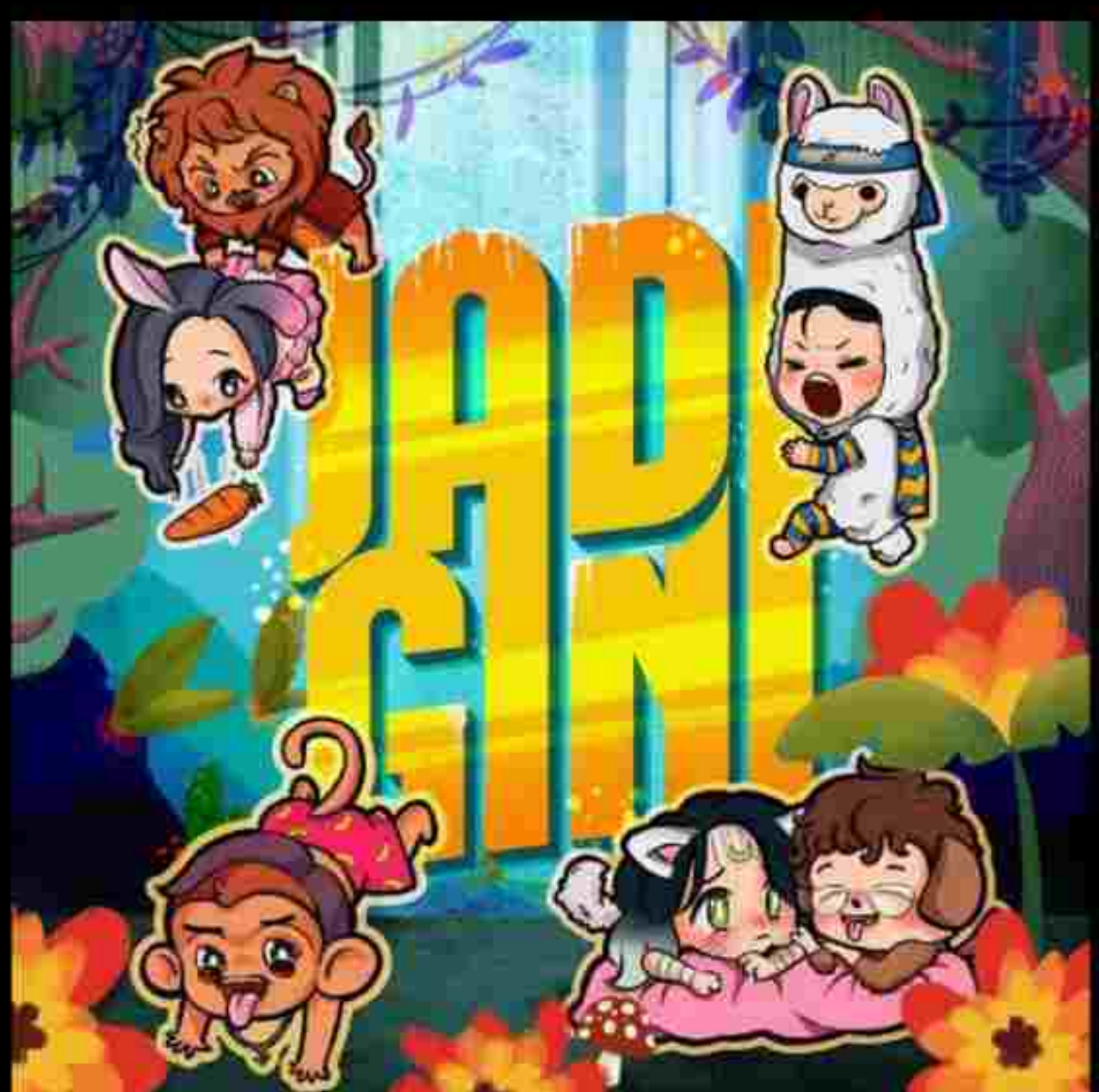
88 **Podcast CSD(Cerita Sex Dewasa)**
Podcast • Podcast CSD & Podcast Network Asia

108 **Podcast Kisah Horor**
Podcast • POF & Podcast Network Asia

133 **Meditate with Tsamara**
Podcast • Tsamara Fahrana & Podcast Network Asia

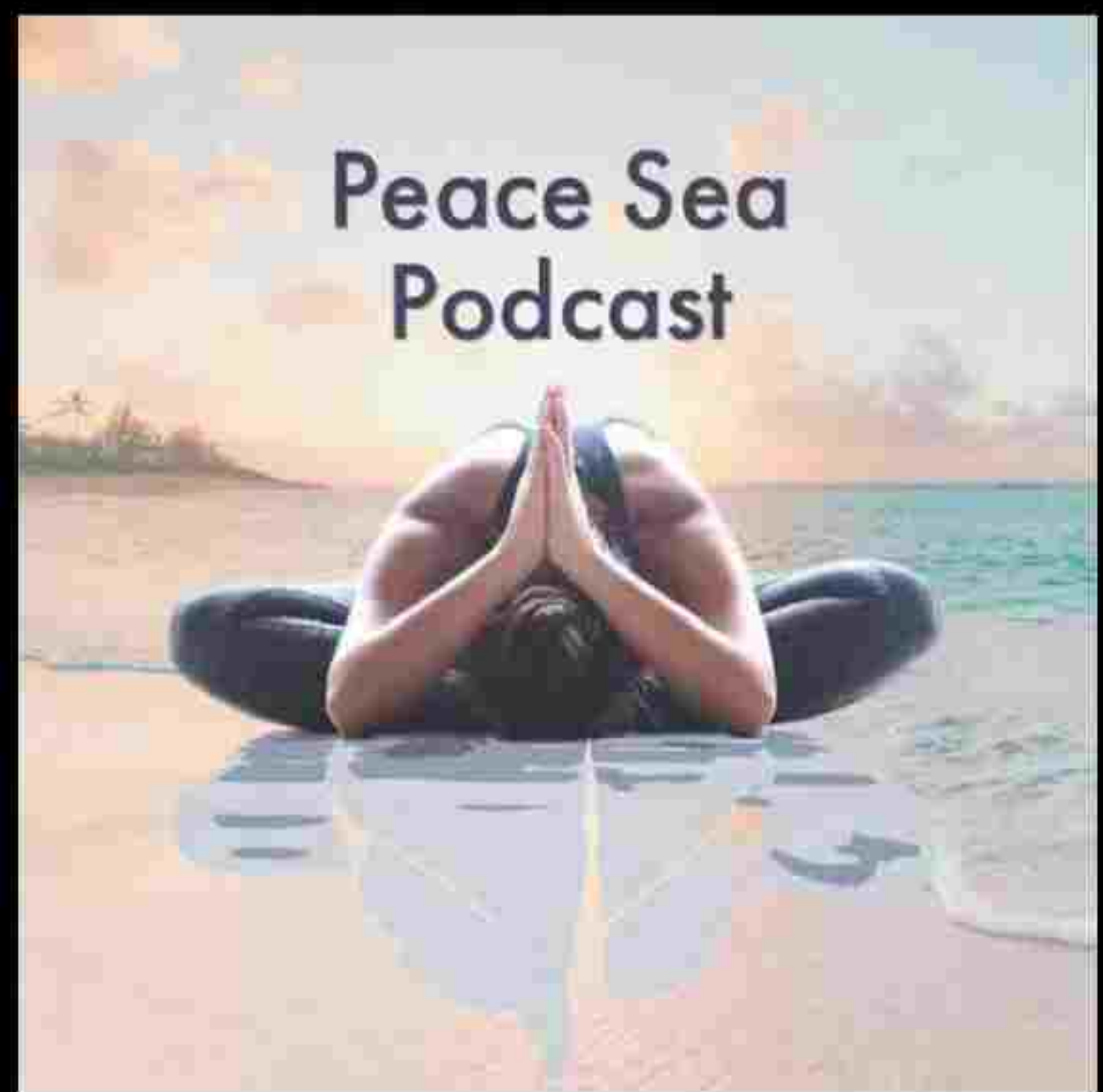
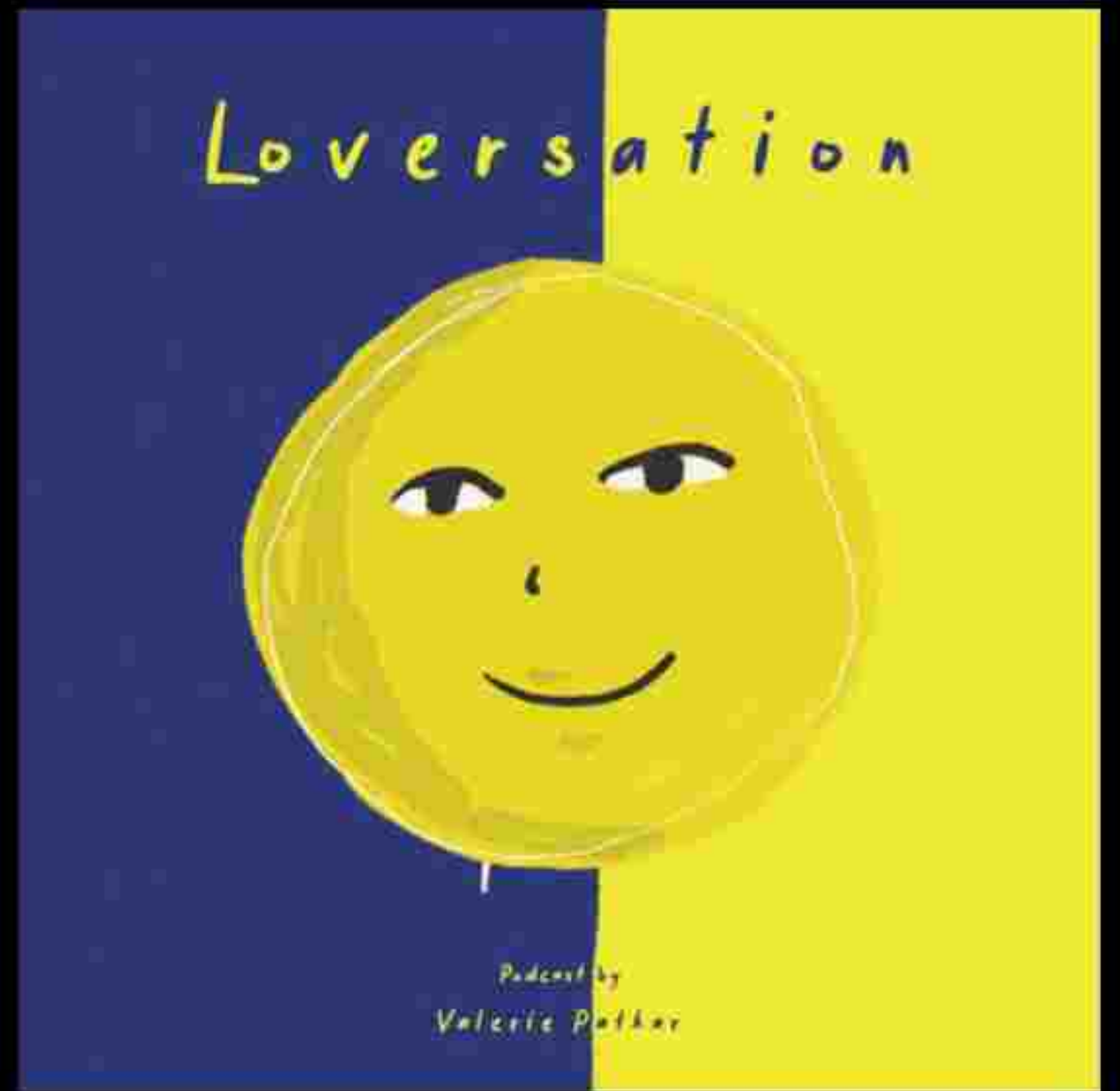
TOP PODCAST

Spotify





Podcast Sebelum Tidur



THANKYOU

