

# RESUME

*A Collection of Efficiencies By* YANWAR CAKRASENJAYA

## DESIGNER/ADVERTISING

### OBJECTIVE

*My career goal*

TO CREATE A VISUAL COMMUNICATION FROM THE PRODUCT TO THE CONSUMER IN PRINT, WEB, VIDEO, OR TRADITIONAL MEDIA. EXCELLING IN AN EXPANDING COMPANY THAT I CAN CONTRIBUTE AND ALSO GAIN IN EXPERIENCE.

### EDUCATION

*The Creative Center*

BACHELORS DEGREE IN GRAPHIC DESIGN AND ILLUSTRATION AT THE CREATIVE CENTER PRIVATE ART SCHOOL IN OMAHA, NEBRASKA.

### PROFICIENCY

*Program/application knowledge  
on MAC and PC*

*\*Currently ON Adobe CC*

PS, AI, ID, AFTER EFFECTS, ARTICULATE STORYLINE 1 & 2, LIGHTROOM, ACROBAT WITH PITSTOP, QUARK, APOGEE PREPRESS, LIGHTROOM, WORDPRESS, MICROSOFT WORD, EXCEL, AND MEDIA ENCODER.

### EXPERIENCE

*Work History*

#### FREELANCE DESIGN (2017 - PRESENT)

- Designing and managing clients in web, print, and branding
- From website design to logos and flyers/T-shirt prints

#### BIG R MARKETING GRAPHIC DESIGNER (OCTOBER 2018 - MARCH 2022)

- Provided marketing and graphic materials for all stores as well as maintaining the website banners with scheduled marketing content from vendors.
- I started with designing their bi-weekly handouts and weekly emails with more than 50,000+ subscribers.
- tackling the 16 page flyers, we have six Sales throughout the year. 12-16 Handouts Promotion Sales per year.
- After situating their workflow with their flyers, handouts, and marketing materials, I moved along to branding their E-mail newsletters to comply with sales, and exclusive deals to go with their loyalty program.
- Designing Insider Loyalty Program logo along with other graphics for store signs throughout their 35+ stores throughout Colorado, New Mexico, Kansas, Texas, and Oklahoma.
- I also design other projects such as calendars, look books (Spring & Fall), develop & upload digital flipbooks to compliment our print sales.
- Monthly meetings for gathering informations for products and with large quantity to promote sales to tie in with said products. Lots of market timed prices with feed for livestock.

#### EMBROIDERY PLUS AND QUICK PRINT (MARCH 2018 - OCTOBER 2018)

- Setting up digital files on the Melco application to be ready for embroidery on PC
- Finished products to be clean and ready for customers
- Attention to detail is a must, cleaning excess thread to match digital file.
- Time management with multiple jobs and projects with rush orders weekly.

## EXPERIENCE

*Work History Cont.*

### TIPPING POINT SOLUTIONS (May 2014 - Nov. 2016) MOTION GRAPHIC DESIGNER

- Motion Design work with a video production company
- Designing and programming interactive training exercises using Articulate Storyline 2. Designing a website for training exercises/games
- Involved in developing MTBI(Mild Traumatic Brain Injury) interactive training program for the ARMY and their medical providers
- Worked alongside film editors to determine stopping points and gestures to comply with film and design work
- Designed and developed interactive Training Guide/Walkthrough for new employees for the Veterans Affairs in Orlando, Florida
- Designed motion graphics and map art for the ARMY Intelligence Museum covering their excellence in history
- Maintained hourly schedule to upkeep a 40 HR week with individual hours to break down on separate projects. Weekly meetings to update progress and discuss issues to resolve them

### PRINTCO GRAPHICS (Sep. 2012 - Mar. 2014) PREFLIGHT EDITOR/JUNIOR DESIGNER

- Edit client files from Adobe programs, Quark, Publisher files and PDFs to be print ready for massproduction
- Attention to detail is crucial to avoid and finding mistakes. Lowres, Layout, word check, etc.
- Matching and processing colors to be CMYK from RGB, embedding fonts, inserting mail panels, and producing proofs for clients to approve before finalizing prints
- Understanding PMS colors and UV inks for varnishing and finishing products with dielines for folders and custom packaging box to be folded and presented to client
- On hands with production crew to ensure product matching with files
- Time management is key throughout the day to make sure work flow is streaming with no issues with files or facility
- Monthly meeting with each department to match schedule and be on the same page
- Designed college newsletters and business cards for clients
- Helped with Labor work on downtime to help around the office. Stocking plates and chemicals for laser printer, operate, the Digital printer, Cleaning the office, etc.

### OMAHANIGHTLIFE.COM (FEB. 2008 - SEP. 2012) GRAPHIC DESIGNER

- Started as a graphic design intern in 2007. Started full time upon graduation
- Designed logos and graphics for bars and clubs including flyers, posters, menus, flash web ads, etc.
- Helping new venues establish themselves with logo design, advertising, and promotional events. Designing six to eight posters designed each day that will break down to flyers, flash ads and web ads with revisions along the way.
- Time management is key with managing over 20 bars and clubs. Weekly meetings with sales division for graphic communication with event message and promotional work. Communicating with bar owners directly on revisions to ensure quality and message is portrayed.
- Having the opportunity to teach intern designers the basics of Macromedia Flash on CS4 to follow our advertising guidelines.

## REFERENCE

*Professionals  
helping professionals*

#### DAVE STUTSMAN

Owner of Stoneprintingshop.com  
DAVE@STONEPRINTINGSHOP.COM  
15436 Westchester Circle  
Omaha, NE 68118  
402.208.8536

#### DARCY LIJODI

Printco Prepress Manager  
DARCY@PRINTCOGRAPHICS.COM  
4112 Industrial Road  
Omaha, NE 68144  
402.593.1080

#### NIKITA SOLODUKHIN

TP Solutions Lead Media Designer  
NIKITA.SOLODUKHIN@TP-SOLUTIONS.COM  
7000 S. Yosemite St. Suite 280  
Centennial, CO 80112  
303.353.0440

402.547.9446 . yanwarcak@gmail.com . Thank you for your time

[www.cakrayan.com](http://www.cakrayan.com)