

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, MEDIA ENCODER, Tessitura Program.

EXPERIENCE

Work History

Sangre de Cristo Arts and Conference Center (SEPTEMBER 2022 - CURRENT)

- Provided marketing and graphic materials for all four departments; Buell Children's Museum, School of Dance, Rentals/Venues, and Marketing.

- Marketing department: I make sure all events are accounted for the weekly newsletter, and sent out to local communities to utilize their sharing capabilities, sharing our events through their platforms.

- Printing posters, mailers, and updating posters throughout the campus: 30x40 posters, 11x17, and small handout flyers. Reach out to local vendors and newspaper, sending them press releases and event links to list in their event pages/listings. Reach out to magazines to advertise such as Daria Art Magazine.

- Website maintenance and support, making sure classes and events are updated through the website, and providing up to date info using Drupal support on the back end.

- I designed their newsletter layout, magazines, sponsorship forms, large billboard banners, outdoor signs, and mail out marketing materials.

- Mosaic Magazine: Edit and design annual magazines for the Arts Center. From layouts to editing pages, I am involved in designing, scheduling, editing, and proofing the magazine with one other graphic designer for help. The most recent magazine is a 64 page magazine, showing what the Arts Center is currently up to, covering art exhibits, performances, education classes, donations, capital campaign.

- Learning and using Tessitura program for the Museum, covering admissions, classes, performances, building tickets and products for classes and theater tickets. Using the Tessitura web application to utilize website front end capabilities using HTML and making sure products are able to sell and discounts are working as intended through memberships, etc.

FREELANCE DESIGN (2017 - PRESENT)

- Designing and managing clients in web, print, and branding

- From website design to logos and flyers/T-shirt prints, most recently for CCI materials to the Colorado Creative Industries 2024 Summit

WWW.CAKRAYAN.COM



EXPERIENCE

Work History Cont.

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.

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 Affair 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

REFERENCE

*Professionals
helping professionals*

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