



Hello!

My name is Samatha Uttami Tjoa, a constant learner and graphic designer who is passionate in art direction. Since I was teenager, I have been involved with non-profit organizations as publication coordinator, design coordinator and graphic designer. With an interest in China's rapid development in economic and digital platform, I have pursued my design study in Shanghai.

As a designer, I especially enjoy every creative process, including experiments and the failures. I believe that design is about people; to motivate, inspire and attract people; a way to communicate with them. Therefore, I want to design for people.

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EDUCATION

Raffles College of Higher Education Bachelor Degree (Hon.) (2017 - 2018) partnership with Coventry University

Raffles College of Higher Education, Singapore offers international student experience opportunities for its students, through top-up degree programmes from Coventry University. Raffles has campuses in 14 countries globally, while Coventry is a GOLD rated UK institution.

Raffles Design Institute Shanghai Advanced Diploma (2014 - 2016)

Established in 1994, Raffles Design Institute Shanghai is collaboration between Singapore's Raffles Design Institute and Donghua University, one of the most prestigious top ranking universities in China. Over past 21 years, Raffles have build up a strong reputation for producing the most talented young designers and creative professionals in the region.

The One Academy Beijing Preparatory school (2013-2014)

The One Academy of Communication Design (generally shortened to The One Academy) is an award-winning arts and design institute headquartered in Bandar Sunway, Selangor, with campuses in George Town, Penang and Beijing, China. It is renowned for establishing a strong working network with the real industry and has grown to become one of the top institutions known to have produced some of the best designers and artists around the region today.

STRENGTH

Concept Development

Design Research

Creative Problem Solving

Experimentation in Design Process

Art Direction

SKILL

Technical Skills

Illustrator

Photoshop

InDesign

Flash

DreamWeaver

Word

PowerPoint

Mac OS

Communication Skill

Bahasa

English

Chinese

Knowledge

Art Direction

Advertising

Editorial Design

Branding

Illustration

Sketching

WORK EXPERIENCE

2016 (2 months 2 week)

Creative Intern

Ogilvy & Mather Shanghai

Responsible for design research, concept development and graphic design

2016 (1 month 1 week)

Graphic Designer Intern

Supernature Design Shanghai

Responsible for development in graphic design elements, logo, brochure.

VOLUNTEER EXPERIENCE

2010 - 2013

Publication and Design Coordinator
Saint Peters' School Student
Committee

Responsible for design event posters including big events such as School's Festival and an every 3 months event between team of two designers.

2011 - 2012

Design and Sales Team Member
Buddhist Reborn
(Buddhist Youth Organization)

Responsible for designing monthly notice board and sales planning with team mates and coordinator

2015 - 2017

Design and Decoration Coordinator
PERMIT Shanghai
(Indonesian Student Association)

Responsible for designing digital event poster, event identity, season greetings, invitation and manage work between two designers

INTEREST

Art & Experimental Design

Photography

Movie & Music Video

Book & Psychology