

DAFTAR RIWAYAT HIDUP

DENISA KARINA WULANDARI

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My name is Denisa Karina Wulandari. I am a social media specialist, UI/UX designer, graphic designer, and content creator currently studying Visual Communication Design at Pembangunan Jaya University. I have a strong interest in social media, UI/UX, infographics, social media content, photography, and copywriting. I excel in team management, leadership, critical thinking, project management, creativity, research, public speaking, and excellent time management. I enjoy working with others, as evidenced by my active participation in various organizations and projects. I constantly challenge myself to learn new things and develop my expertise as a skilled designer or product designer.

Work Experiences

Sosial Media Specialist & Brand Manager, PT HARUM NAMA BAIKNYA (FAIVERS) - Jakarta, Indonesia Jul 2022 - Present

Fulltime

- Developed an editorial content plan and implemented strategies for effective branding and social media engagement.
- Conducted performance analysis to evaluate the success of marketing initiatives and made data-driven decisions for future campaigns.
- Led market research efforts and contributed to product management, ensuring alignment with customer needs and market trends. Additionally, managed brand communication with clients or collaboration partners and fostered collaboration with both internal and external teams.

Sosial Media Specialist, AMIK Citra Buana Indonesia - Bandung, Indonesia Apr 2023 - May 2023

Freelance

- Editorial content plan
- Branding & Social media strategy plan
- Performance analysis

Mentee of Digistar Class 2022, Telkom Indonesia - Jakarta, Indonesia Jul 2022 - Sep 2022

Internship

- Learn about design thinking
- One of the 1,000th participant out of 6,683 who signed up
- Collaborate with the team in solving problems in an application

UI UX Designer, PT MNC OTT NETWORK (Vision+) - Jakarta, Indonesia Oct 2021 - Aug 2022

Internship

- Built and created Design System for Vision+ 2.0, including supervising its implementation.
- Conducted research and documentation for Design System and UI KIT for Vision+.
- Collaborated with the team to design and improve Mobile App, Website, and Large Screen interfaces, with a focus on special events such as MOTOGP, WSBK, and Formula E. Additionally, created wireframes for e-book and e-comic features and participated in weekly brainstorming sessions with the product team.

Graphic Designer, Komite Ekonomi Kreatif dan Inovasi Jawa Barat (KREASI Jabar) - Bandung, Indonesia Feb 2022 - Mar 2022

Freelance

- Create a poster design by combining U20, G20, and Connect: City 2022
- Assemble designs for social media Connect: City 2022
- Collaborate with the event team on time planning designs

Graphic Designer, Komite Ekonomi Kreatif dan Inovasi Jawa Barat (KREASI Jabar) - Bandung, Indonesia Jun 2021 - Oct 2021

Internship

- Build collaboration with the team to design social media and the official website of Kreasi Jabar
- Create designing posters and instagram content for Connect: City 2021
- Create certificates for the speakers at the Connect: City2021

Graphic Designer , Wisata Kreatif Jakarta - Jakarta, Indonesia Jun 2021 - Jul 2021

Internship

- Create a design timeline for social media needs

- Work directly with Tour guides and guests to document
- Creating many virtual backgrounds for virtual tour events every week

Catalogue Editor, ASEAN Digital Art Society - Kuala Lumpur, Malaysia Sep 2020 - Oct 2020

Freelance

- Research and brainstorm with the team to create physical and digital catalogs
- Compile, edit, and make copywriting in the catalog
- Create finalizing the catalog especially the works of artists from Malaysia and Indonesia

Magazine Writers and Editors Team in Pembangunan Jaya University - Banten, Indonesia Jun 2020 - Jul 2020

Internship

- Interviewed resource persons, namely full scholarship students from Pembangunan Jaya University
- Conclude and make a research paper from the results of the interview to be published
- Create designs for the year magazine at Pembangunan Jaya University

Education Level

Universitas Pembangunan Jaya - Bintaro, Indonesia Aug 2019 - Aug 2024 (Expected)
Bachelor Degree in Visual Communication Design

Institut Teknologi Bandung - Bandung, Indonesia Aug 2022 - Jan 2023
Student Exchange Program Kampus Merdeka in Industrial Engineering Major

Universitas Negeri Medan - Medan, Indonesia Aug 2022 - Jan 2023
Student Exchange Program Kampus Merdeka in Fine Arts and PGSD Major

SMAN 6 KOTA TANGERANG SELATAN

Organisational Experience

DEKALCER UPJ 2021 Mar 2021 - Oct 2021
Head of Public Relation

Retinara Club Photography Aug 2020 - Aug 2021
Head of Publication & Public Relation

Students Association of Visual Communication Design Aug 2020 - Jan 2021
Student Mentor

Students Association of Visual Communication Design Aug 2020 - Aug 2021
Public Relation Internal

Retinara Club Photography Sep 2019 - Aug 2020
Head of The Public Relation

Japanese Culture Unit Pembangunan Jaya University Aug 2019 - Aug 2020
Head of The Cultural Division

Skills, Achievements & Other Experience

- **Soft Skills:** Team Management, Leadership, Project Management, Research, Public Speaking, and Vigorously
- **Hard Skills:** Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Affinity Designer, Microsoft Word, and Microsoft Power Point.
- **Language:** Indonesia (Fluent), English (Half Fluent), Korea & Japan (Beginner)