



NURUL SAFURA

SENIOR GRAPHIC DESIGNER

CONTACT

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SKILLS

Illustration
Graphic Design
Motion Graphics
Video Editing
Branding and Identity
Print Design
Typography
Typography
Project Management
Adaptability

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premiere Pro
Procreate

EDUCATION

Bachelor's Degree at
Brawijaya University
August 2011 - October 2015

PROFILE

As a graphic designer, illustrator, and content creator with 8 years experience in the media and creative industry, I bring a versatile skill set to every project. Whether it's developing branding concepts for a new product, designing marketing materials, or producing video content for social media.

EXPERIENCES

Graphic Designer and Illustrator at MNC Media Baru, Jakarta

May 2022 - Present

- + Develop visual concepts and strategies aligned with project objectives.
- + Created visually appealing and impactful designs for various media channels, including print, digital, and social media.
- + Designed promotional materials, logos, packaging, advertisements, and other visual assets that conveyed brand identity and supported marketing initiatives.
- + Produced original illustrations, infographics, and visual elements to enhance storytelling and engage audiences.
- + Edited video footage and produced engaging video content, including promotional videos, advertisements, social media videos, and event coverage.
- + Utilized graphic design and video editing software, such as Adobe Creative Suite (Photoshop, Illustrator), to create and manipulate visual elements effectively.

Freelance Art Director We Speak Up, Jakarta

January 2023 - July 2023

- + Developed innovative and impactful visual concepts for diverse campaigns, including social media awareness initiatives, fundraising drives, events, and advocacy programs.
- + Translated creative briefs into compelling designs, illustrations, and multimedia content that effectively communicated the NGO's messages and inspired action.
- + Ensured brand consistency across all visual materials, maintaining adherence to brand guidelines while infusing creativity to maintain audience engagement.

Freelance Art Director at PAM Jaya (Jakarta Water Hero), Jakarta

April 2023 - June 2023

- + Developed "Jakarta Water Hero" event's key visual, incorporating typography, illustrations, and other design elements to effectively communicate the campaign's message and evoke emotions.
- + Translated creative briefs into compelling designs, illustrations, and multimedia content that effectively communicated the NGO's messages and inspired action.
- + Supervised a team of graphic designers to foster a cohesive creative environment and deliver top-quality outputs.

Freelance Graphic Designer at Erafone Mobile Legend Competition, Jakarta

March 2022 - December 2022 | June 2023 - Present

- + Develop visual concepts and strategies aligned with project objectives.
- + Responsible for designing the event kit including Live Streaming Looping Frame, Lower Third graphics, Flash Bumps, Display Tents, and Certificates.
- + Utilized graphic design and video editing software, such as Adobe Creative Suite (Photoshop, Illustrator), to create and manipulate visual elements effectively.

Freelance Graphic Designer and Illustrator at Change.org, Jakarta

September 2021 - February 2023

- + Develop visual concepts that aligned with the goals of the campaigns.
- + Created original illustrations, graphics, and visual assets to accompany and enhance campaign materials.
- + Utilized illustration techniques to evoke empathy, inspire action, and engage audiences in a meaningful way.

Freelance Illustrator at Ministry of Education, Culture, Research, and Technology

December 2021 - December 2022

- + Translated abstract concepts and ideas into visually compelling and informative illustrations.
- + Produced high-quality, original illustrations that effectively conveyed complex educational concepts, theories, and topics.
- + Utilized a variety of styles and techniques to suit the video's target audience and learning outcomes.

Freelance Art Director at Magdalene, Jakarta

February 2022 - March 2022

- + Developed "Mendobrak Bias" campaign and event's key visual, incorporating typography, illustrations, and other design elements to effectively communicate the campaign's message and evoke emotions.
- + Utilizing my illustration skills, I produce original artwork that complements the event's theme and captures the spirit of feminism.
- + Created additional design materials such as posters, banners, social media graphics, and promotional materials that extended the visual identity of the campaign.
- + Created designs that were suitable for both print and digital platforms.

Freelance Art Director at Aksi! for Justice, Jakarta

July 2021 - December 2021

- + Collaborated closely with the Aksi! team to develop and implement visual concepts and strategies that aligned with the organization's mission and objectives. Translated abstract ideas and messages into visually impactful designs, graphics, and videos.
- + Created visually appealing and engaging designs for various mediums, posters, infographics, brochures, and other visual assets that effectively communicated the NGO's advocacy messages and campaign objectives.
- + Edited and produced videos that conveyed powerful narratives and stories aligned with Aksi!'s mission.
- + Integrated motion graphics and animated elements into videos to enhance storytelling and engagement.

Content Creator at Tempo, Jakarta

January 2020 - January 2022

- + Generated ideas and concepts for news content.
- + Created multimedia content, including videos, infographics, and interactive elements, to enhance storytelling and audience engagement.
- + Created compelling social media posts, optimized for each platform, to engage and expand the audience.
- + Monitored social media trends, managed comments and feedback, and interacted with the audience to enhance user engagement.

Freelance Animator at USAID, Jakarta

July 2019 - September 2019

- + Translated abstract ideas and conservation concepts into informative animation that conveyed the urgency of protecting endangered wildlife.
- + Created detailed storyboards and visual concepts to outline the animation's narrative flow and design elements.
- + Utilized industry-standard software such as Adobe After Effects, along with other motion design tools, to bring the storyboarded concepts to life.

○ **News Production Assistant at CNN Indonesia, Jakarta**

November 2015 - March 2019

- + Conducting research, and verifying sources.
- + Writing news scripts, reviewing video footage, selecting appropriate visuals, and making necessary revisions.
- + Provided on-site support during field shoots and live broadcasts, managing logistics and coordinating equipment.n.