

Ferial Rizal Rianto

Graphic Designer
& Art Director



INTRODUCTION

Hello, I'm Ferial Rizal Rianto, Graphic Designer & Art Director with 8 Years Experience. Throughout my career, I was mostly responsible for designing on digital channels. I started my career as a lettering artist, and now i'm more focus on Creative Design, developing visual concept & ideas for campaign & promotions, to branding, photography & all design things.

EDUCATION

Sekolah Tinggi Desain Interstudi
Majoring Visual Communication Design
2011 - 2016



SMAN 26 Jakarta
2008 - 2011



SMPN 115 Jakarta
2005 - 2008

LANGUAGE

Indonesia

Native Language

English

Advanced

PERSONAL DATA

-  1st February 1993
-  Ciracas, East Jakarta, Indonesia
-  ferial.rianto@gmail.com
-  @ferialrianto
-  +6285782400104

TOOLS & SOFTWARE



Adobe
Photoshop



Adobe
Indesign



Adobe
Illustrator



Adobe
After Effect

SKILLS

- Art Direction
- Graphic Design
- Digital Imaging
- Basic Motion Graphic
- Branding
- Marketing
- Copywriting



EXPERIENCE



Lazada Indonesia

Art Director / Associate Creative Designer
2022 - 2024

- Handling all the design needs (onsite) for LazMall Daily Channel.
- Create Banners for LazMall Channel during Mega Campaign Period (11.11, 12.12, Ramadan, etc).
- Revamp the visual style quarterly, as a part of design refreshment for customer. Also doing an A/B test before revamping.
- Doing Quality Control to LazMall banners before live, make sure the banner meets the Lazada Guideline.
- Maintain banner performance when it's already live by looking on the CTR & UV page numbers.
- Involved in Smart Creative Banner Generator project with regional team, as an PIC for Indonesia, to test the product & give the insight, also create banner template for Smart Creative, to make seller easier generate the banner.
- Be a police for Lazada apps by checking the UI design consistency, find a miss design / translation in the apps, also check the page before & after live, to ensure all the design things appear properly to users.
- Create Weekly & Monthly report for all have done, including some error findings & improvement.



Home Credit Indonesia

Graphic Designer
2017 - 2020



Senior Graphic Designer
2020 - 2022

- Make designs for promotional needs carried out by the company or in collaboration with partners.
- Create a design concept for a campaign with a certain theme that is carried out at a special time (Ramadan, Year End, Valentine, Company Anniversary, etc).
- Involved in internal and external events organized by the Marcomm team.
- Make a simple motion graphic designs for social media to make it look more attractive and interactive.
- Create design guidelines for digital materials (Social Media, Website, Apps Banner, Ads, etc) to make them more optimal and relevant to current trends and devices.
- All the design process starts from determining the concept & theme, execution, until ready to be published.



BTPN Syariah

Freelance Graphic Designer
2019 - 2021

- Handling all the design needs for BTPN Syariah Social Media Channel.
- Develop design ideas that came from social media team for instagram posts.
Refresh the design style quarterly for better social media interaction.
- Create simple motion graphic to attract users & make interaction in social media channel.
- Create social media design direction as a part of yearly communication planning.



Pensil Media

Graphic Designer
2016

- Handling AIA Insurance social media designs, for daily post, greetings, and special event.
- Involve in some pitch project like Nescafe Dolce Gusto, Dancow Fortigro, etc.

Meme Comic Indonesia

Freelance Lettering
Artist

- Create lettering works for the frasarasa.id page, an Instagram page that contains funny & rags quotes, targeted at the MCI audience.

Link to My Portfolio:

<https://bit.ly/PortfolioFerial2024>

Thank
You ✨