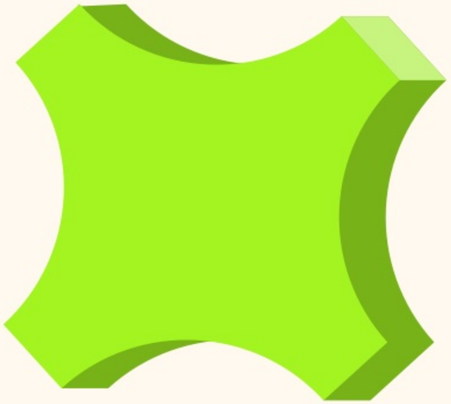
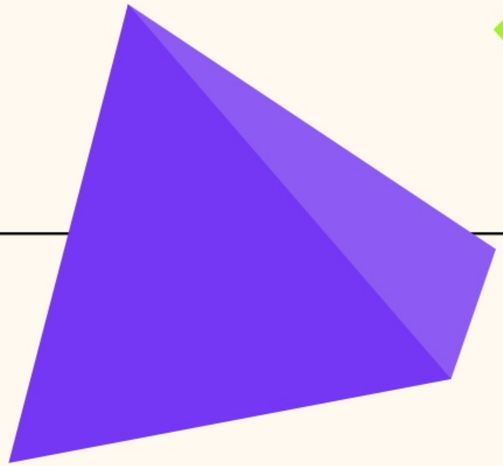
a Graphic Design

PORTFOLIO

of Raegard Poedjiono







I turn brand ideas 99+ into visual stories people can connect with.

Final Result

My work spans brand design, campaigns, illustration, photography, and image-making across agency, in-house, and freelance projects.

About Me

I'm a multidisciplinary graphic designer focused on building visual identities, campaigns, and content that make brands feel distinctive and relevant.

Over the past five years, I've worked across agency, in-house, and freelance environments, combining graphic design with illustration, photography, motion, and image-making. I enjoy translating ideas into clear visual systems that can live consistently across digital and physical touchpoints.



Education and Skills

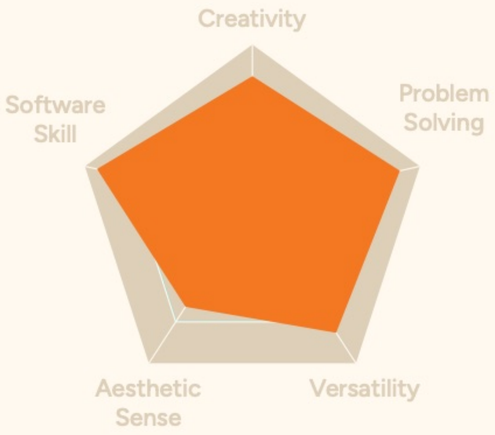
Education

University of Indonesia (2017 - 2021)
German Literature (quit)

SMAS Kartini 1 Batam (2013 - 2016)

Skills

- Graphic Design
- Video Editing
- Illustration
- 3D Design





Years in Action.

From digital products and university communications to FMCG, automotive, finance, and lifestyle brands.

BELLE BALI BENTALA

2020 - 2021
Graphic Design Intern

Graphic Design
Illustration
Web Design

PROJECTS

Social Media
Web UI/UX
Design
Mascot

YOUTAP INDONESIA

2021 - 2023
Creative Designer

Graphic Design
Illustration
Web Design
Mobile App Design
Art Direction
Video Editing

PROJECTS

Social Media
App UI/UX
Event Planning
Content Production
Campaign

FREELANCE

2023 - NOW
Multiple Works

Graphic Design
Illustration
Photo Editing
Video Editing

PROJECTS

Social Media
Cosplay Edits
Illustration Commision

PRADITA UNIVERSITY

2023 - 2024
Marketing Communications

Graphic Design
Illustration
Video Editing
Photography

PROJECTS

Social Media
Design
Mascot
Event Management
Content Production

VIBE INDONESIA

2024
Graphic Designer

Graphic Design
Illustration
Video Editing
Photography
Art Direction

PROJECTS

Social Media
Web UI/UX
Event Management
New Product Design

FROYO STORY

2024 - NOW
Graphic Designer

Graphic Design
Illustration
Video Editing

CLIENTS

Dermatix
TikTok Awards
Grab
OVO
Hyundai
Fuso
MilkLife

Selected works.

Graphic design, illustration and image-making.

01 **Pradita University**
Mascot & Brand Communication

02 **Youtap Indonesia**
Digital Product & Campaigns

03 **VIBE Indonesia**
Product & Experiential Design

04 **Grab / OVO / MilkLife / Hyundai**
Social campaigns

05 **Personal work**
Photography & Illustration

Meet Adita.

A familiar face for campus life.

Inspired by the small-clawed otters found around the campus, Adita was developed as a friendly, energetic character that could represent Pradita University across communication, events, and merchandise.





Mascot Design / Illustration / Brand Communication

Character system

One character.
Every side of campus.

Adita was designed as a flexible character system, with different outfits, props, and expressions representing the people and activities that shape campus life.

01 / Character study



02 / Role variations

Distinct roles.
Shared character.





03 / From illustration to costume

Off the page.
Into campus life.

The mascot evolved from illustration into a physical brand asset across costume, merchandise, event materials, and student-facing touchpoints.



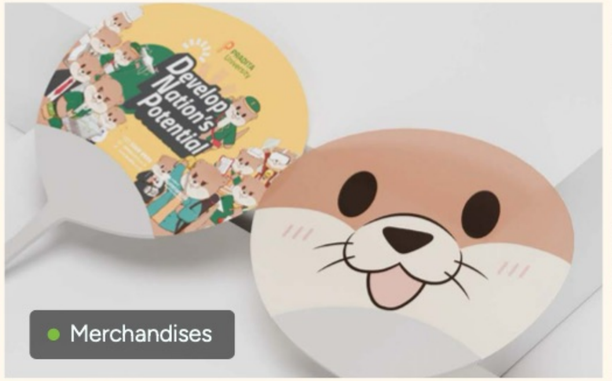
04 / Character-led merchandise

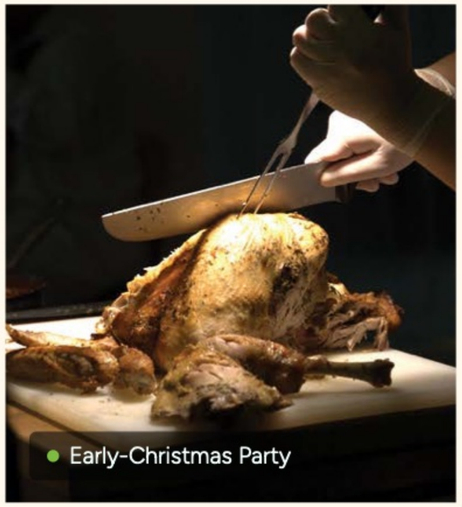
Building a more approachable campus presence.

Pradita wanted its digital communication to feel younger and more connected to student life while maintaining the credibility of a university brand.

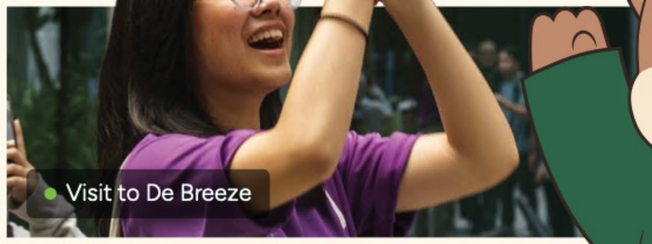
I worked across content planning, visual development, photography, events, and mascot-led communication to create a more recognizable and engaging social presence.

















Social Media Strategy.

A social system built around campus life.

Education, promotions, culture, events, and interactive content were developed under one consistent visual language.



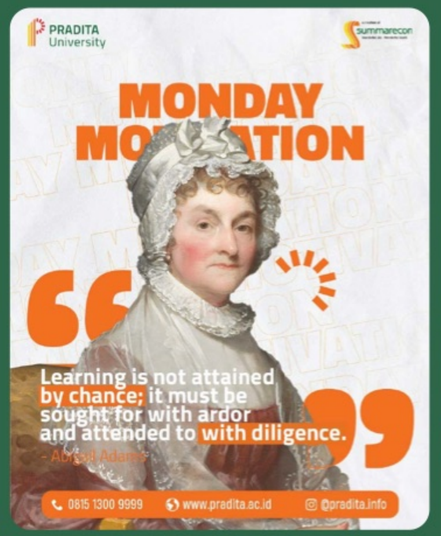
An increase of engagement by 136%
measured by 6 months of performance



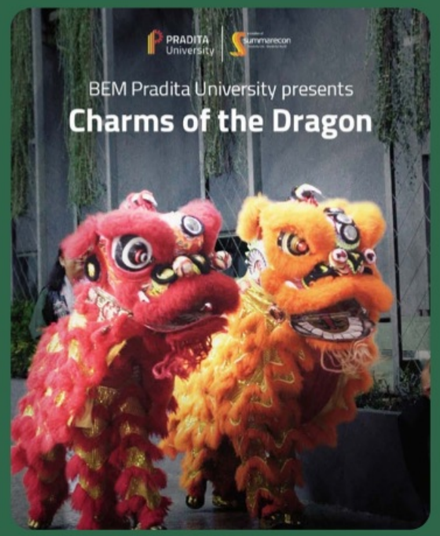
01/Education content



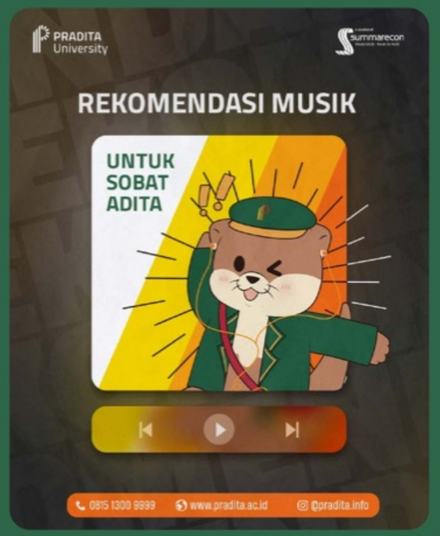
02/Promotions



03/Trivia Content



04/Campus Events

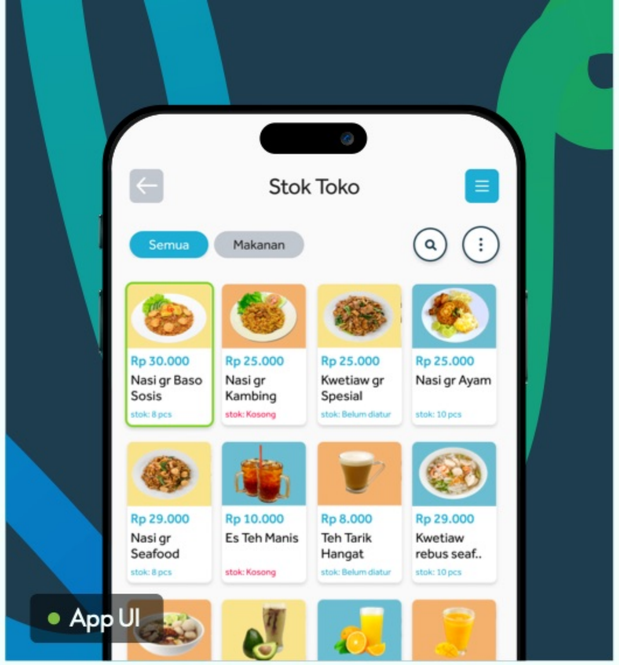


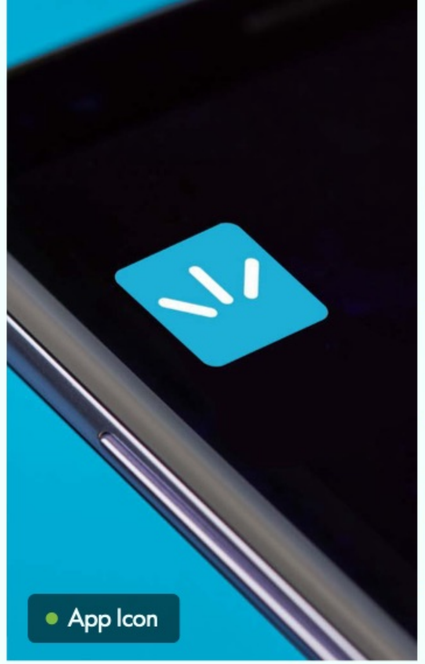
05/Engagement content

Youtap Indonesia

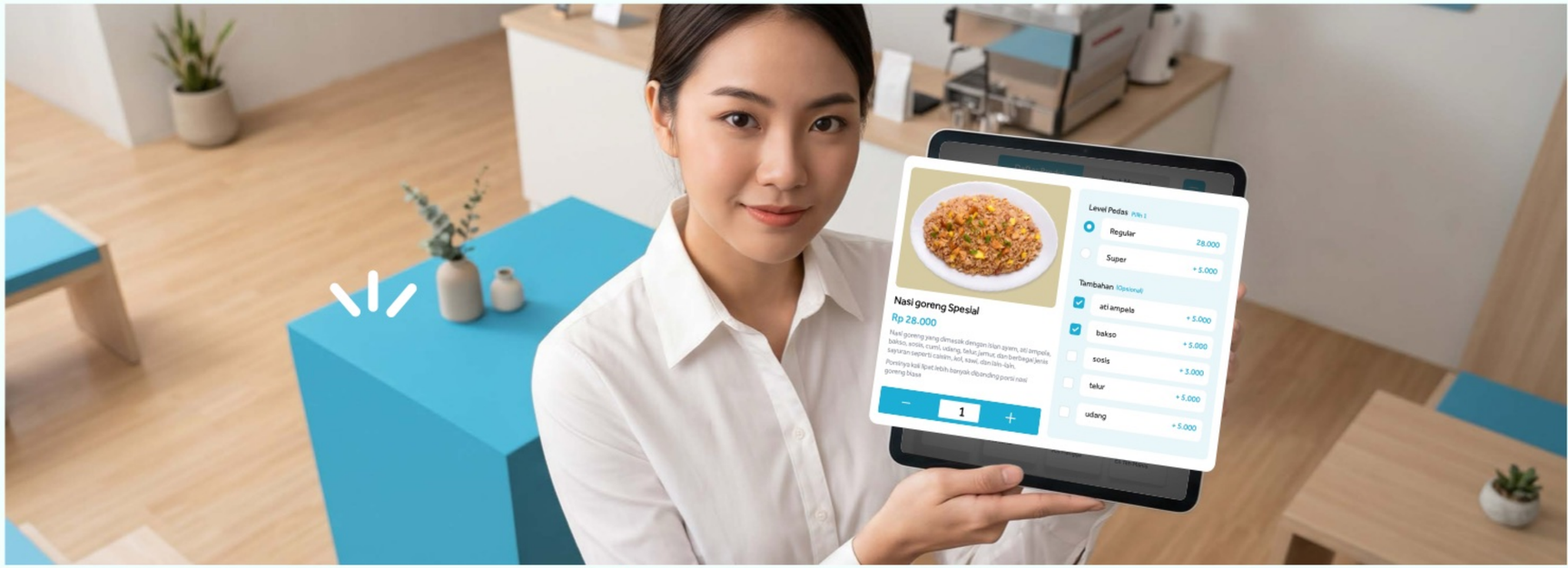
Making digital business tools feel simple and approachable.

Youtap helps merchants manage everyday business through digital payment and POS solutions. My role was to translate its functional product ecosystem into clear, playful, and accessible visual communication for Indonesian small-business owners.













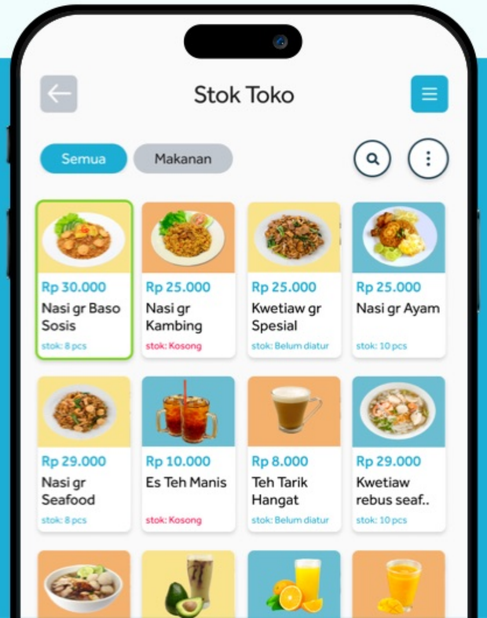






Made for everyday business.

Raegard Poedjiono



I developed communication across product visuals, digital campaigns, and merchant-focused content using an approachable visual language designed around real business needs.

The marketing helped

500.000 Users

find their go-to business solution

Masukkan Member ID Pelanggan

+ Rp 5.500

Total Rp 78.500

BAYAR

Porsi Pilih 1

- 1/2 Porsi — Free
- 1 Porsi — Free
- 1 1/2 Porsi — + 5.000

Tambahan Topping (Opsional) Maksimal 2

- [x] Extra Cheese Stick + 5.000
- [x] Extra Cakwe + 5.000
- [ ] Extra Kerupuk + 5.000

Keranjang

Open Bill

Klik produk untuk mengubah atau menghapus.

- Baso Spesial Tetelan — 2 x Rp 22.000 — Rp 44.000
- Kwetiau Rebus Sea Food — 1 x Rp 29.000 — Rp 29.000

Designing for everyday transactions.

Interface explorations focused on simplifying product selection, customization, and checkout for merchant workflows.

Semua | Favorit | Diskon | Makanan | Minuman | Snack | Appetizer | Ca

Detail Produk

SIMPAN

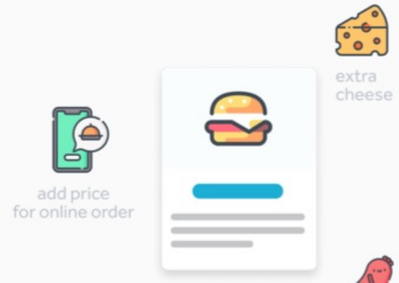


Nama Produk: Baso Sapi Tetelan

Harga: Rp 22.000

Kategori: Makanan

Deskripsi Produk (opsional): Tambahan daging sapi pada sapo tahu membuat hidangan yang sekilas mirip dengan capcay ini semakin gurih dan lezat.



Punya tambahan 'add on' atau variasi produk?

Kamu bisa menambah pilihan 'add on' atau variasi untuk tiap produkmu dan lebih fleksibel dalam mengatur perubahan harga.

Buat Add On Produk



Baso Sapi Tetelan

Rp 22.000

Tambahan daging sapi pada sapo tahu membuat hidangan yang sekilas mirip dengan capcay ini sen gurih dan lezat.

— 1 +

Stok Toko

Semua | Stok Kosong | Favorit | Diskon

- Nasi goreng Baso Sosis — stok: KOSONG
- Nasi goreng Kambing — stok: 8pcs
- Nasi goreng Seafood — stok: 10pcs

Youtap Indonesia

Digital campaign / 2022

Untung ada Youtap.



Everyday problems. A familiar solution.

A merchant-focused campaign built around familiar business situations, positioning Youtap as the practical tool behind moother everyday operations.

Campaign visual / Merchant storytelling

VIBE Indonesia

Turning product into presence.

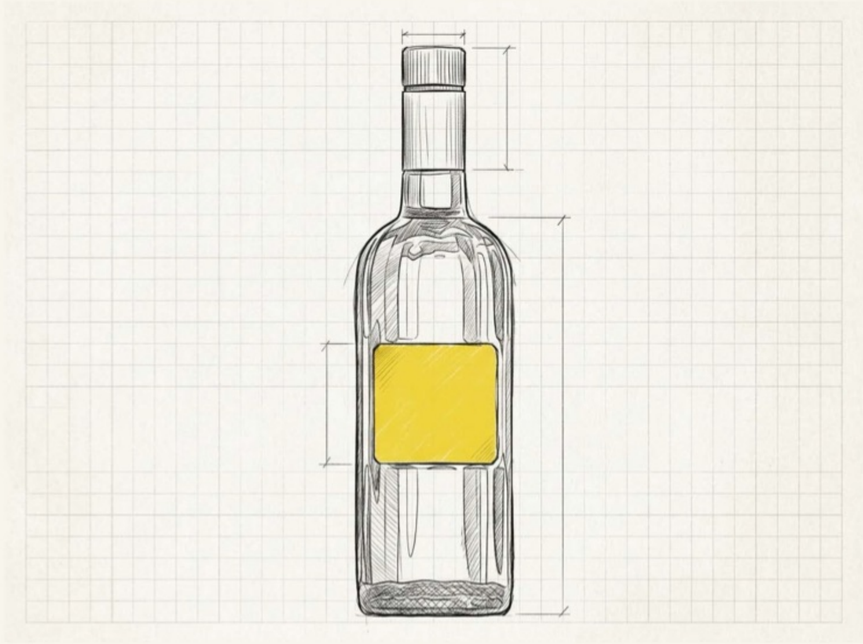
At VIBE, I worked across visual design, product presentation, 3D development, photography, event content, and digital communication. The work focused on strengthening the brand's premium-yet-youthful presence across both physical and digital environments.



From line to volume.

A study in proportion, surface, and packaging structure, translating the existing bottle design into a reusable 3D asset for future visual production.

01 / Form study



02 / Model construction





Made for the moment.

Event imagery designed to capture VIBE where the brand feels most alive: in the crowd, under the lights, and inside the culture surrounding the product.





VIBE at Pestapora 2024.

Brand presence in the middle of the crowd.

2024-Now

Grab Indonesia

Fast-moving creative for a fast-moving brand.

Working under Froyo Story, I develop tactical and campaign-driven social content for Grab across partnerships, promotions, cultural moments, and user engagement initiatives.









Optimizing the Workflow.

For high-volume content, I built a workflow that keeps production efficient without sacrificing concept, craft, or brand consistency.

The Brief



Understanding the brief



Rough sketches



Content production



Finalizing result



Job's done!

Selected Outputs.

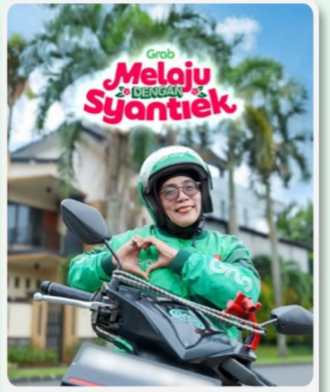
Social content created across tactical campaigns, partnerships, promotions, and cultural moments.











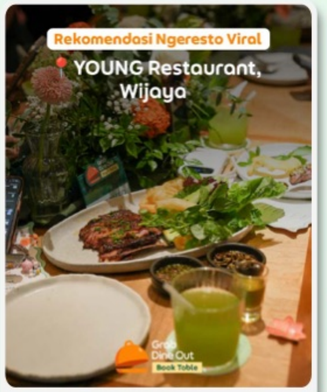


















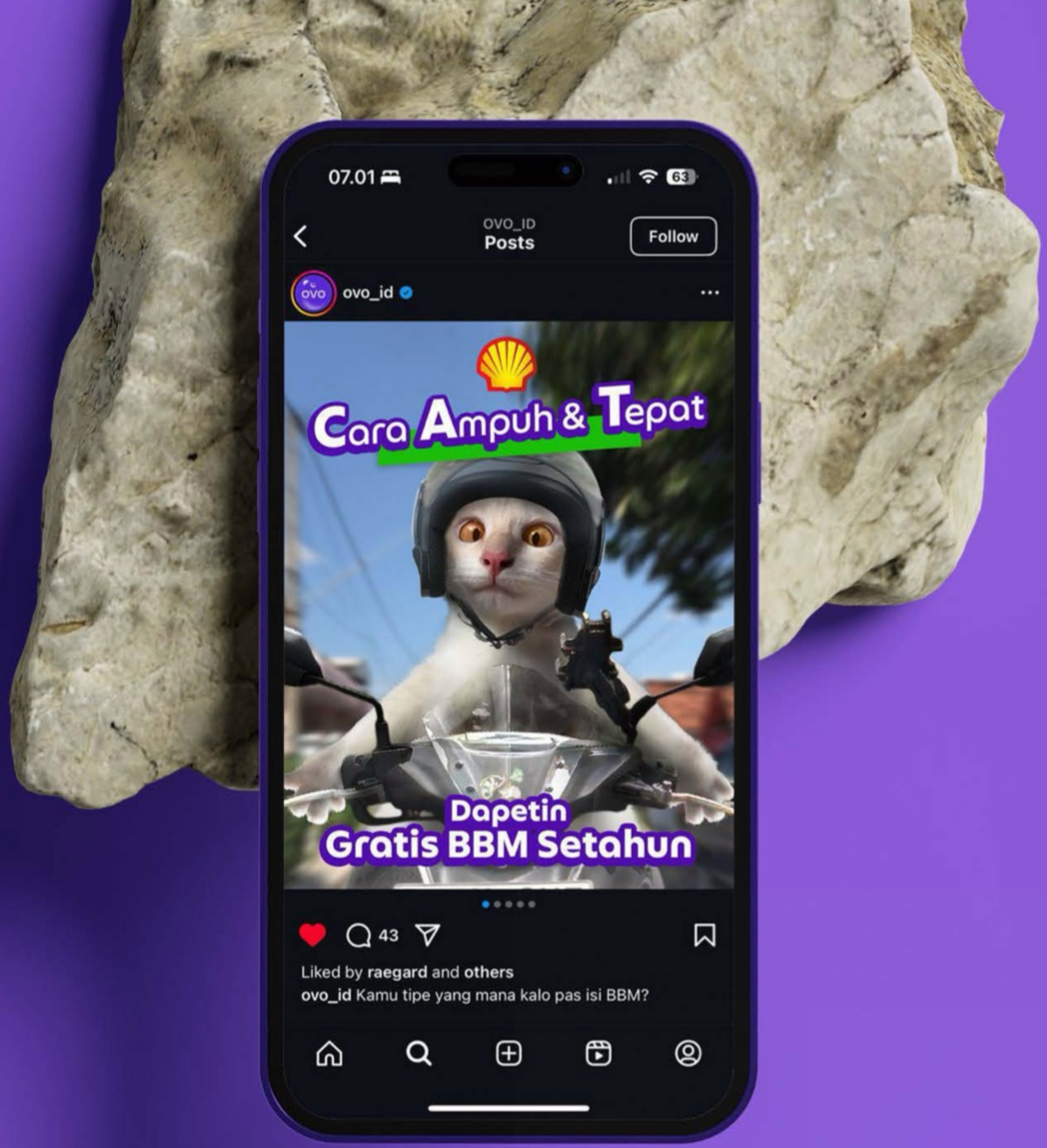
2024-Now

OVO

Under Froyo Story

Making financial features easier to engage with.

My primary objective was to create a range of social media assets for OVO's official Instagram channel. The campaigns were designed to increase user engagement, drive the adoption of specific product features (like OVO PayLater), and reinforce OVO's position as a secure and reliable financial platform.



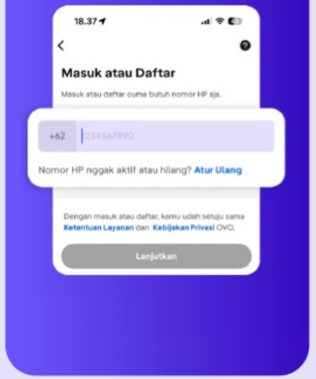

Pas nemu yang cocok,
eh kok...
Admin Villa
Online
Bu, kamarnya tinggal 1 nih
Banyak yang tanya juga untuk tanggal itu
Kalau mau diamankan, DP sekarang aja ya Bu
Transfernya ke rekening pribadi admin ini ya
BANK MURAH MERIAH
1234-5678-90
REKENING PRIBADI
Kalau Ragu, Stop Dulu!



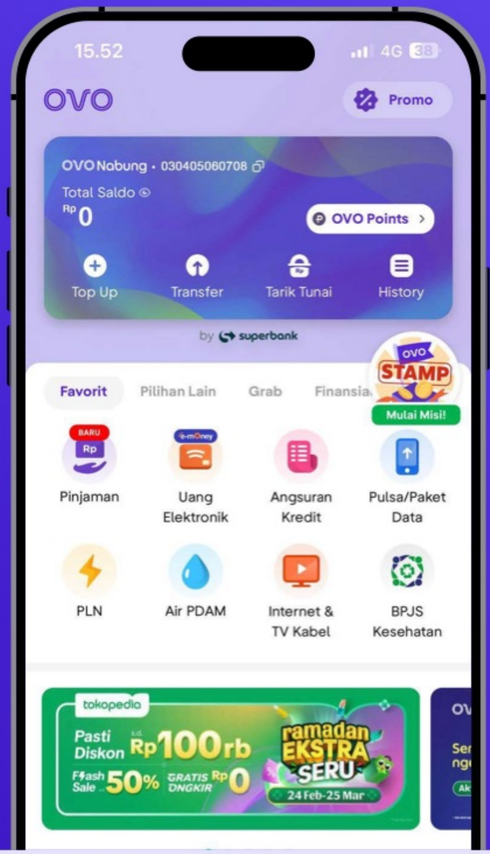
OVO


Suara bunyi
token listrik?




18.37
Masuk atau Daftar
Masuk atau daftar cuma butuh nomor HP aja.
+62
Nomor HP nggak aktif atau hilang? Atur Ulang
Dengan masuk atau daftar, kamu udah setuju sama Ketentuan Layanan dan Kebijakan Privasi OVO.
Lanjutkan

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4G
OVO
Promo
OVO Nabung • 030405060708
Total Saldo
Rp 0
OVO Points
Top Up
Transfer
Tarik Tunai
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by superbank
Favorit
Pilihan Lain
Grab
Finansial
OVO STAMP
Mulai Misi!
Pinjaman
Uang Elektronik
Angsuran Kredit
Pulsa/Paket Data
PLN
Air PDAM
Internet & TV Kabel
BPJS Kesehatan
tokopedia
Pasti Diskon s.d. Rp100rb
Flash Sale 50%
GRATIS ONGKIR Rp0
ramadan EKSTRA SERU
24 Feb-25 Mar

2025-Now

Milklife

Under Froyo Story



Refreshing an established brand for fast-moving social content.

Working under Froyo Story, I develop campaign visuals and digital content for MilkLife while maintaining the brand's recognizable visual identity, product accuracy, and playful personality across high-volume social production.

Generated

500+

User Response

on Instagram



Early iteration of fanmade Milli.



Milih-milih Buat Milli

An experimental character concept reimagined Milli through different personalities and outfits, inviting the audience to participate in deciding which version should become real.

Concepting Milli



Milli campaign process



Teaser



Campaign Launch



Audience Vote



Winner Reveal



Directing Generative Image-Making.

I use generative tools as part of a controlled visual-development process. Instead of relying on one broad prompt, I break the creative direction into clear components: subject, environment, styling, lighting, composition, and brand constraints.



So I make the points on segments

- Subject & Context
- Style & Art Direction
- Technical & Composition Details

A studio image of a young woman wearing a light green suit jacket over a similarly colored top. She has dark hair and is looking up and slightly to her right with a pensive or curious expression.
She appears to be framed by a large, stylized green silhouette of a bottle or container, which dominates the background. The overall color scheme is predominantly various shades of green, with the woman's attire blending with the surrounding graphic elements and a bright green background. The lower part of the image has a soft, curving white element.

Then I go for the final touch

Generated Base



Brand Integration

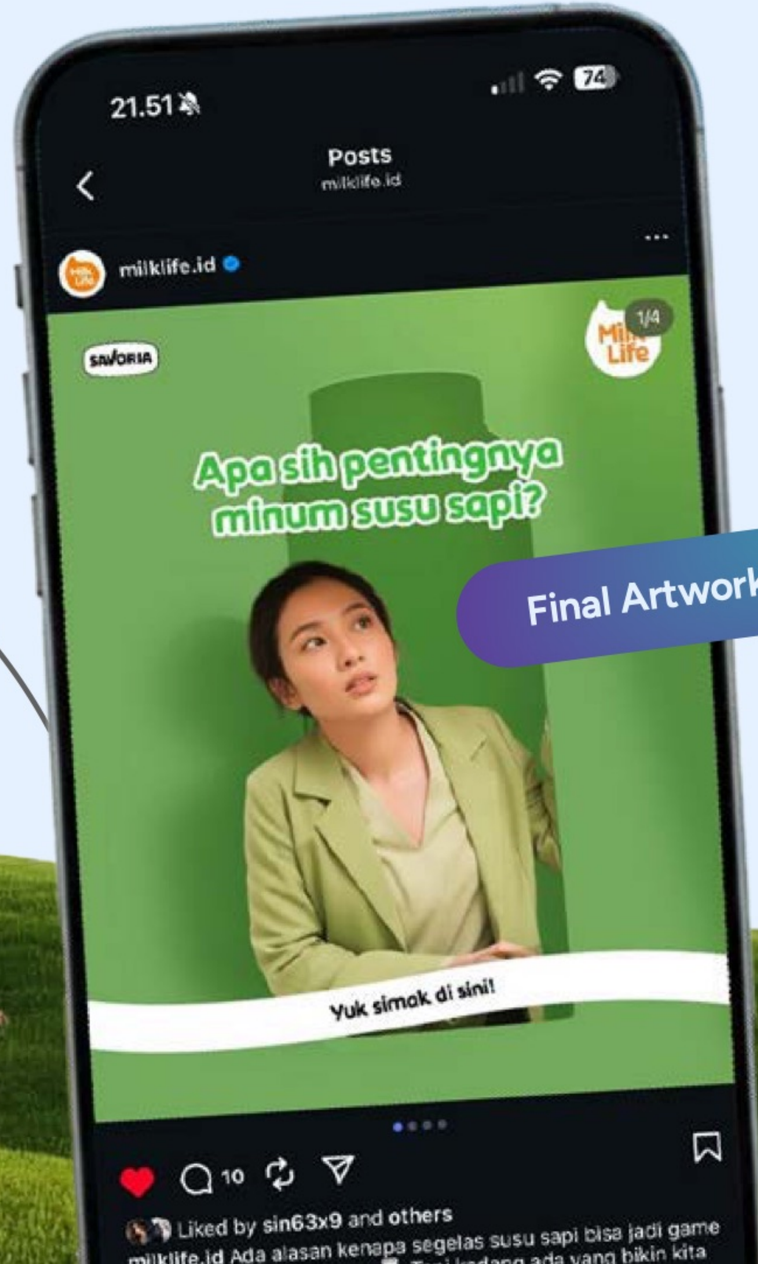


Milk Life

Retouching



Final Artwork



Generation is only the starting point.

The generated image is refined through retouching, compositing, typography, brand assets, product correction, and final art direction before it becomes a finished piece of communication.

Built for the feed.



Selected MilkLife content across product education, engagement, campaign storytelling, and promotional communication.

2024-2025

Hyundai Indonesia

Visual storytelling built around the product.

Working under Froyo Story, I developed static and motion assets for Hyundai Indonesia, balancing product detail, premium presentation, and localized storytelling across social campaigns.

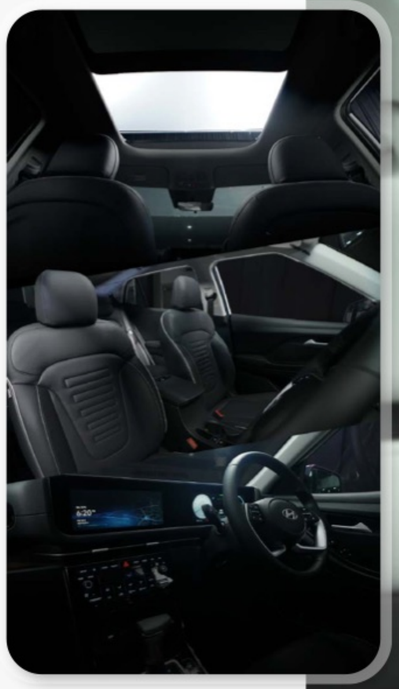


Designed around the drive.

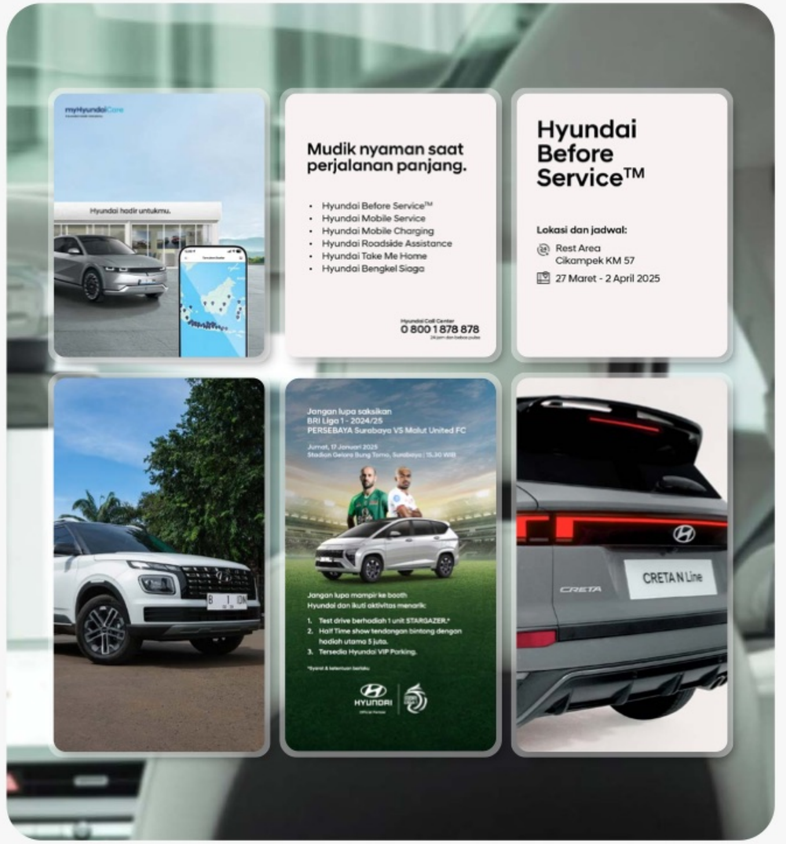
Campaign assets highlighting product features, lifestyle benefits, and brand moments across Hyundai's digital channels.











Video Editing.

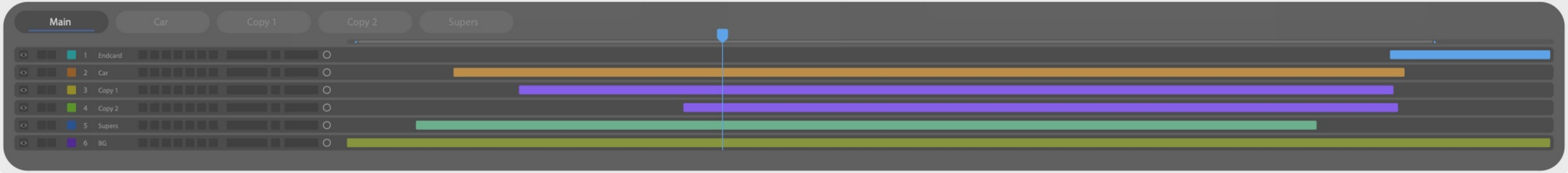








Scan for videos.

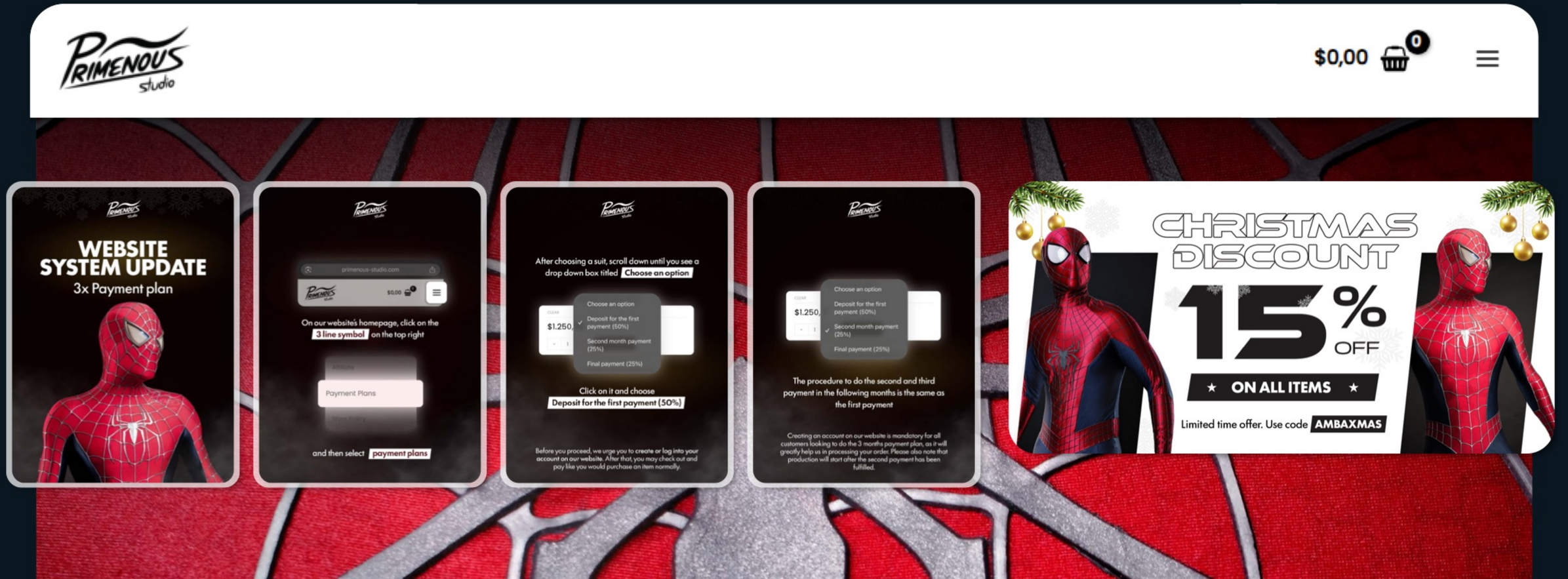


2025

Primenous Studio

Digital design for a growing cosplay brand.

Freelance work across web banners, promotional content, and social assets, developed to strengthen the studio's online presence and support product-driven communication.



2025

Cosplay Photos

Turning character into image.

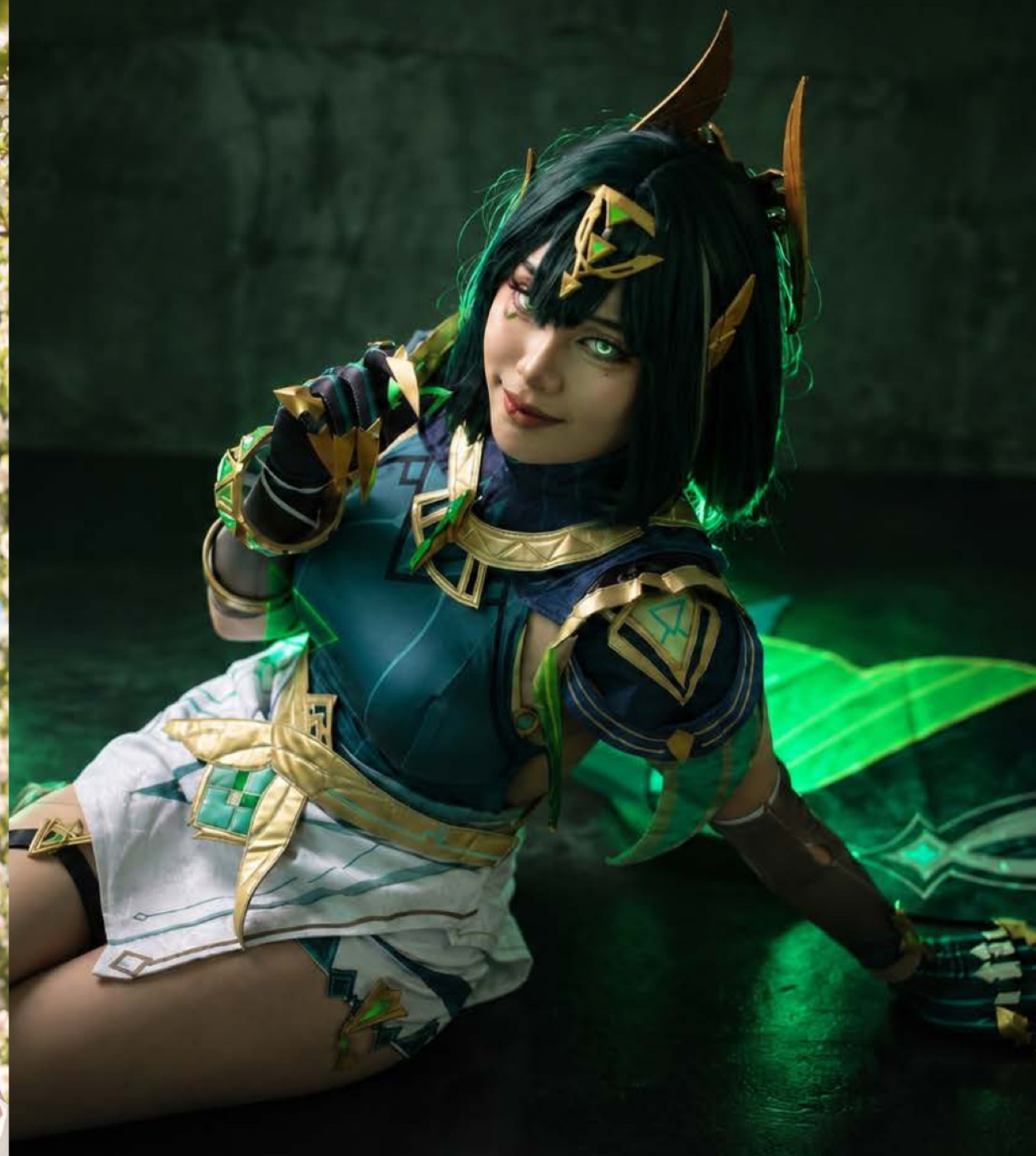
A personal photography practice focused on lighting, composition, styling, retouching, and post-production to translate costume and character into polished editorial imagery.











Illustrations

Personal explorations in
character, form, color,
and visual storytelling.



Training the eye.
Training the idea.

Illustration is where I experiment fastest. It helps me explore composition, character, color, and visual ideas without overthinking the final format and that practice feeds directly back into my commercial design work.



Like what you see?

Let's have a 30 minutes call!

Available for full-time opportunities, collaborations, and selected freelance projects.

