

graphic design

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caroline hadilaksono

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Education: Otis College of Art and Design
BFA in Communication Arts with emphasis in Graphic Design
Graduated with Honors

Experience: *The Groop*
July 2008 – October 2008, Los Angeles, CA
A designer at The Groop, an interactive agency specializing in business and brand strategy, and user interface design for various start-up online companies. I worked in an agile workflow with a team of designers, experience architects, and web developers to design visual and interactive solutions, from website interfaces to online interactive tools for clients, including Music.com, This Next, and Fund.com.

thegoodsideof.us

August 2007 – present, Los Angeles, CA
Co-founder of thegoodsideof.us. Currently I'm collaborating with two fellow designers on this on-going project. Thegoodsideof.us is an online community, a place for people to share stories of good deeds to inspire others to do good.

Otis Communications Department

September 2007 – May 2008, Los Angeles, CA
Junior graphic designer. Duties include designing various print materials for Otis, ranging from in-school communication materials, as well as promotional materials, such as postcards and brochures, and print materials for special events at the school, such as invitation packages, booklets, catalogs, and the 2008 commencement materials.

John Paul Mitchell Systems

June 2007 – August 2007, Beverly Hills, CA
Production artist assistant at John Paul Mitchell Systems.
Duties include creating packaging mock-ups, designing layout design for various print and marketing materials, and creating illustrations for packaging design.

Brandstorm

February 2007 – July 2007, Venice, CA
Graphic designer for Brandstorm, an organic food products company. Duties include creating packaging design and mock-ups, logos and identity development, as well as designing various print materials and signage for marketing purposes.

Computer skills: Adobe InDesign, Illustrator, Photoshop, QuarkXPress,
FontLab, Flash, After Effects, Dreamweaver, Final Cut Pro.

Other skills: Painting with acrylic, oil, and digital media.
Type design; designed a one-weight humanist sans serif typeface.

Recognitions: 2008 AIGA Emerge Student Exhibition, chosen to represent
Otis College of Art and Design in the design competition.
Spring 2005 – Spring 2008 Dean's List, for GPA 3.7 and above.

Portfolio always available for review, online or in person.