

PORTFOLIO

Jonathan Sebastian M. | Visual and Motion Graphic Designer



Hello, I am Jonathan!

Functionality, effective, and impactful shape my daily problem-solving approach as a designer.

I'm **Jonathan Sebastian Magono**, creative visual designer and specialize in 2D animation and motion graphic. Being able to be creative problem solver is my step that I chose as part of my life values which are passion, mission, and profession that keeps me alive and joyful.

As a creative visionary, I believe that design is combination about aesthetic, impact, and problem-solving ethos. I approach every project with strategic mindset, conducting in-depth research, understanding target audience and their needs, perceptive about the goals and purposes, and synergize with the vision. By combining every objective aspects with creative flair, I develop design solutions that is aligned with the objectives and extra-ordinary impact.

If you are seeking a designer who can deliver impactful, effective, and functional design solution, I am confident that my experience and expertise make me an ideal designer. I am excited to contribute my skills to a dynamic team and help shape memorable experience that leave a lasting impression.

Let's connect and discuss how I can elevate your design initiatives to new heights!



jonathan.s.magono@gmail.com



[linkedin.com/in/jonathansmagono](https://www.linkedin.com/in/jonathansmagono)



+62 85155115463

WORK EXPERIENCES

August 2021 - Present

Geniebook Pte. Ltd., Singapore Senior Graphic Designer and Motion Designer

Produced 500+ static designs and animated videos for branding, marketing, curriculum, and product department for various objectives and needs. Increasing market awareness, reach, and sales for marketing objectives, enhancing student learning experience for curriculum area, and improving user experience for Geniebook's products.

Developed UI designs, interactions, and motion designs for Geniebook's website and products to enhance user flow and experience points.

Built structured and cohesive animation design system for Geniebook to align brand personality, quality standard, and design values between designers and maintaining design and branding consistency across various medias.

Led and organized animation team to increase efficiency and effectivity in the working process and distributing workloads.

Provided directions, guidance, and feedbacks to the other designers to improve design quality, working efficiency, and solving various design's problem.

Inspired and motivated Geniebook's design team with the goal of enhancing professional development and relationship between members to be more synergistic.

January - March 2021

Pay Per Design, Singapore Graphic and Motion Designer

Produced 50+ static design for company branding, advertising, marketing, and social media promotion to increase market reach, promotional engagement, and elevate company branding to be relevant and accurate with the target audiences.

Produced 30+ engaging animated videos for promotional and advertising objectives to increase market awareness, reach, and company sales.

Directed visual concept and motion flow for animated projects.

July - September 2019

PT Bali Sunsri, Indonesia Graphic Designer and Photographer (Intern)

Researched and analyzed tourism market and jewelry company competitor to improve design solutions and find unique insights to be implemented in the design output.

Created company brand and visual identity for subsidiary company to reach and gain niche market popularity in the man's jewelry sector.

Produced various social media promotions and digital posts to increase market awareness, reach, and user engagement.

Produced jewelry photo catalogue with various set of jewelry and model photography.

EDUCATION

August 2016 - June 2020

Petra Christian University, Indonesia Bachelor of Design in Visual Communication Design

- GPA: 3.7/4.0
- Cum Laude
- Active and Outstanding Student Award
- Top 5 Highest Organizational Student Award

ORGANIZATIONAL EXPERIENCE

June 2018 - June 2019

Student Executive Board, PCU Head of Art and Culture Department

June 2017 - June 2018

Student Executive Board, PCU Member of Art and Culture Department

July 2018

International Petra Summer Program, PCU Assistant of Event Division

May 2018

Bulan Seni Budaya, PCU Chairman

April 2018

Kartini Day, PCU Treasurer

October 2017

Batik Day, PCU Treasurer

PROFICIENCIES

Software Expertises



Design Expertises

Graphic Design

- Brand and Visual Identity
- Advertising and Campaign
- Printed and Digital Design
- Photo Manipulation and Editing

Animation

- 2D Animation
- Motion Graphic

Languages

English

- 2019 EPT Score: 550

Indonesia

Illustration

- Digital Painting
- Vector Illustration
- Character Illustration

Photography

- Product Photography
- Model Photography

TABLE OF CONTENTS

Introduction

02 About Myself

Geniebook

05 Campaign, Advertising, Brand Activation

13 Media Social & Design Support

19 Design System

21 Curriculum Animation

25 Website Revamp UI/UX

Freelance Brand Identity

29 House of Brands SG

30 Raja Tarik SG

31 Prima Laundry

33 Harmony

34 ASF SG

36 Keboen Rodjo Restaurant

37 Madam Tresno

Freelance 2D Animation

39 Kleita Fashion

41 Sahabat Peduli Depresi

43 PayPerDesign SG

Freelance

Media Social Management

45 Indopertama

47 Mingyu Interior SG

Freelance

Website Design

49 Mensa Australia

50 Zengility

Freelance

Presentation Design

52 Indomaret Group

Freelance

Brochure Design

54 10 Degree Solar SG

55 Pulsefusion SG

Freelance

Illustration

57 J Trust Bank

58 Swagelok

59 Moto Racing SG

60 Commision Art

Geniebook

CAMPAIGN, ADVERTISING,
BRAND ACTIVATION

TVC and Campaign 2023

Campaign, TVC, Brand Activation | June 2023

Geniebook is expanding their presence through June campaign which is creating TVC and Brand Activation Campaign for parents and children in Singapore. Collaborating with outsource agency to create strategy, copy, and TVC that answer parents' needs for their children about education supplies.

Problems:

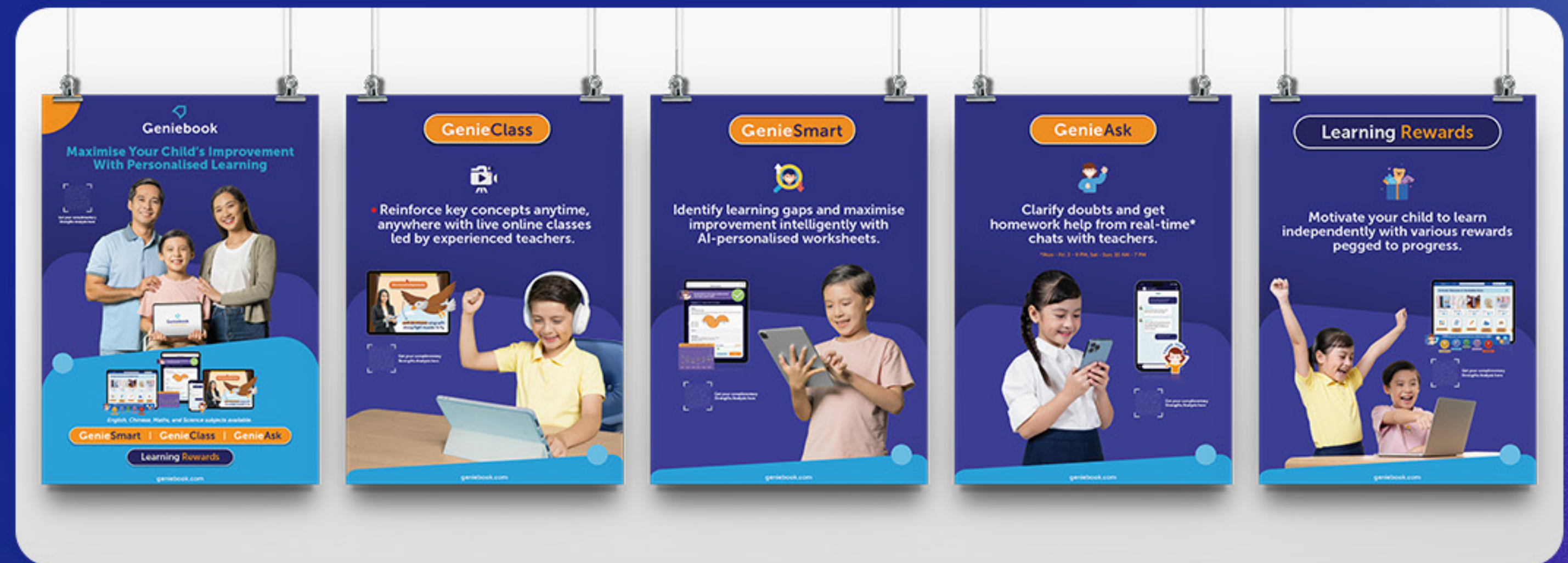
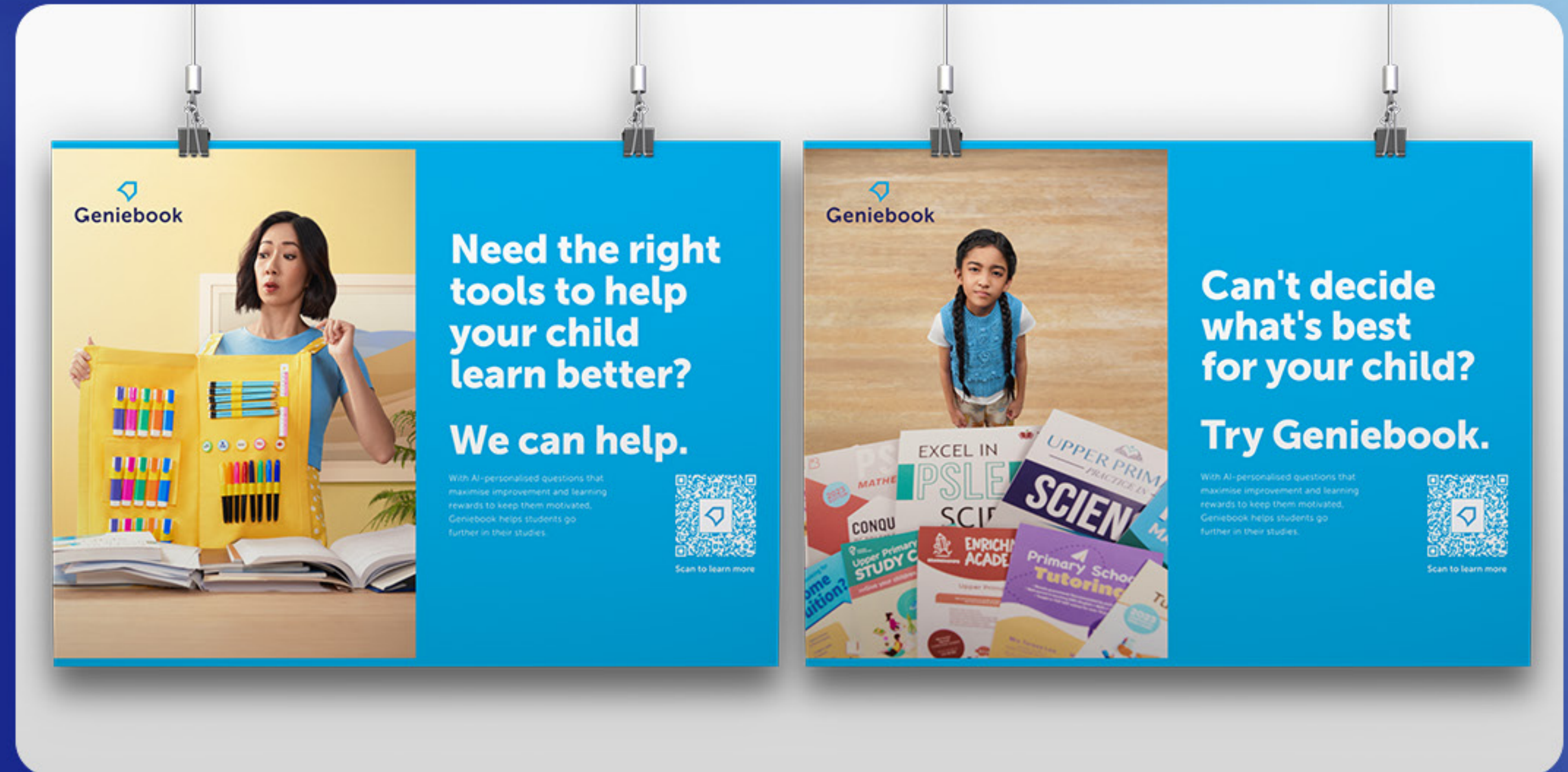
Education is always a priority for Singaporean parents for their children. So, parents really want to have the best education platform to teach their students in one go. Too many education services will create confusion and unclarity with the schedule. More over, parents want educational service that can find the best way to improve their children based on their weakness. Which can happen with the help of AI within Geniebook.

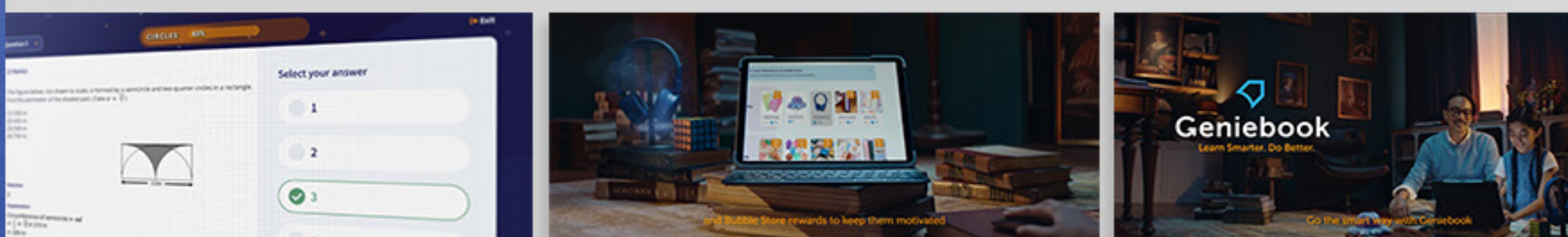
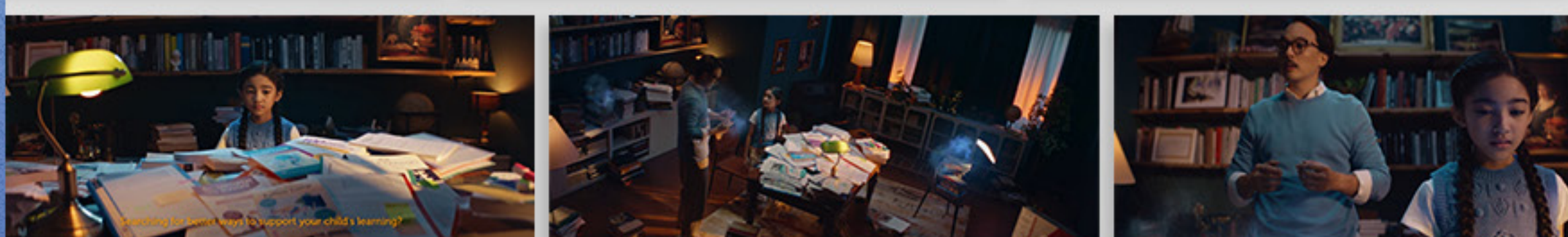
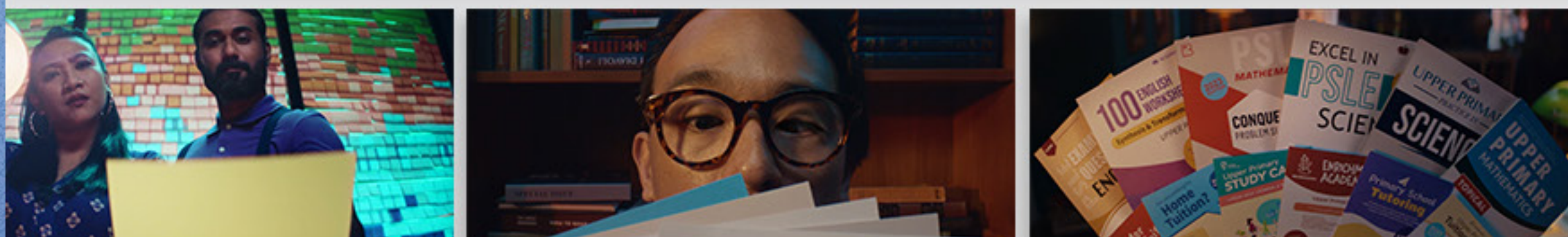
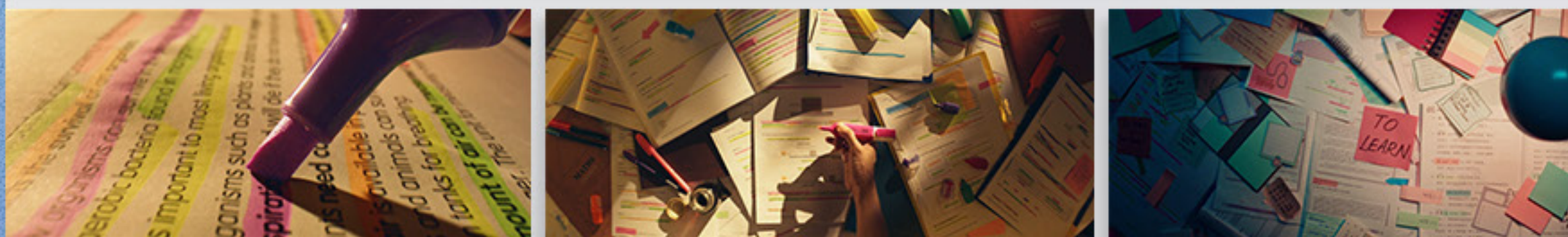
Solutions:

- Showcasing the confusion of students to learn too many subjects with inconvenience approach.
- Showcasing the benefits of Geniebook that creates practical services with many lessons in one app.
- Showcasing the power of AI within Geniebook that can teach the students based on their weakness accurately.

Outputs:

- Key Visuals
- TV Commercial
- Wallscape Banners
- Landing Page
- Social Media Posts (FB & IG)
- Google Discovery
- Outbrain
- EDM





AI智能定制平台, 加速学习进步

GenieSmart
AI自适应题库
针对性设计题目

GenieClass
名师在线直播课,
点拨关键点

GenieAsk
有经验丰富的老师
回答您的学术问题

Learning Rewards
全套荣誉奖励系统,
激励孩子自主学习

Year End 2023

Campaign & Brand Activation | November 2022

Geniebook is spreading widely and increasing awareness about education to the entire nation of Singapore. Consistently promoting, engaging, and refreshing its visual appearance to stay relevant and attract the attention of new audiences in the Singapore area. Creating impactful visual for parents and students in all parts of Singapore to join and elevating education.

Problems:

Education is a main priority for Singaporean parents to their children. The behavior of Singaporean are straight forward and serious especially for education for their children. They need education that are impactful and precise for their children.

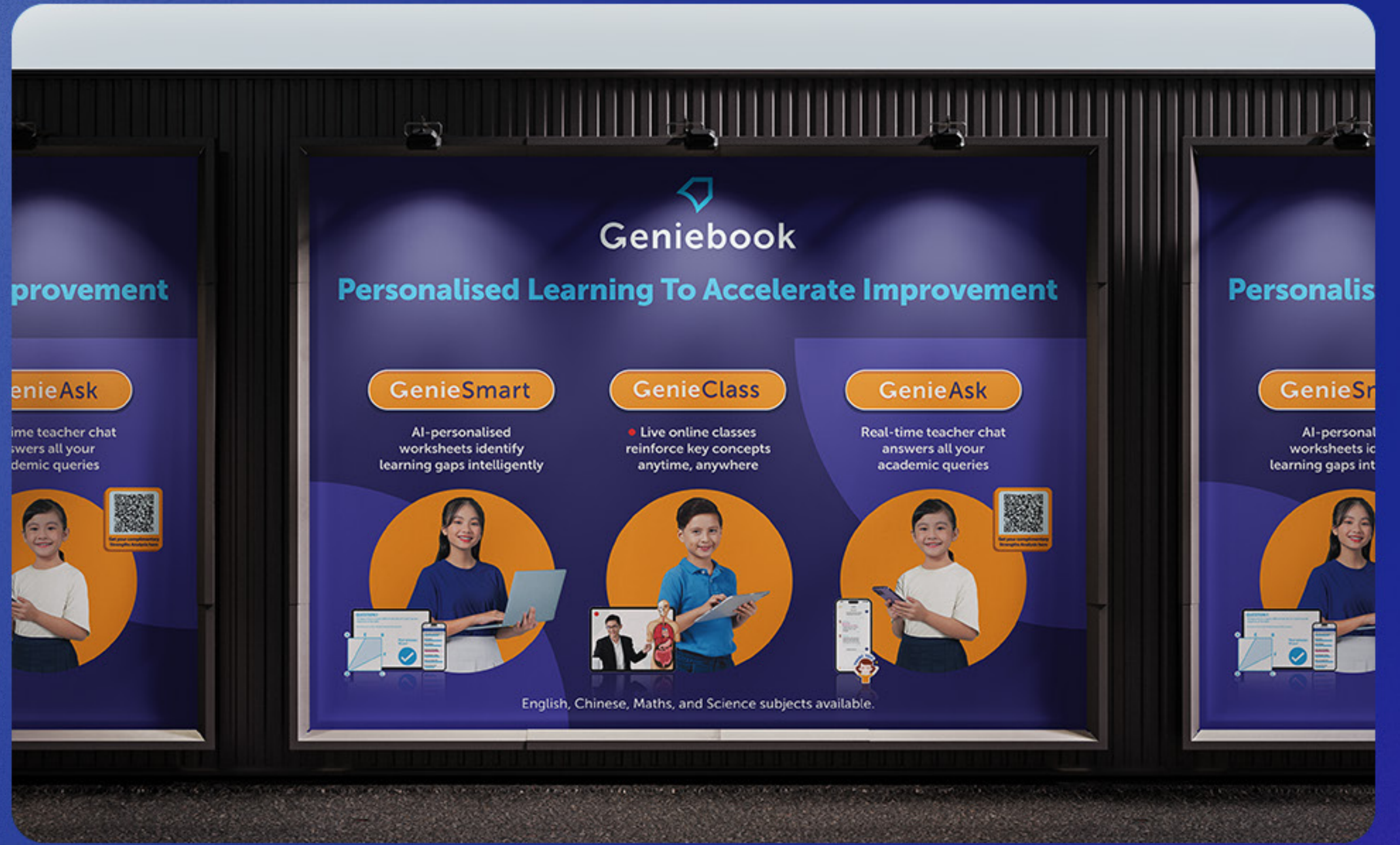
Solutions:

- Straight-forward copy and benefits of the products.
- Clean and clear tone of voice to spread Geniebook presence
- Modern and Techy vibe within the visual values.

Outputs:

- Key Visual Posters
- Wallscape Banners
- Animated Digital Ads
- Magazine Ads
- Bus Sticker





Learning Carnival

Campaign & Promotion | June 2023

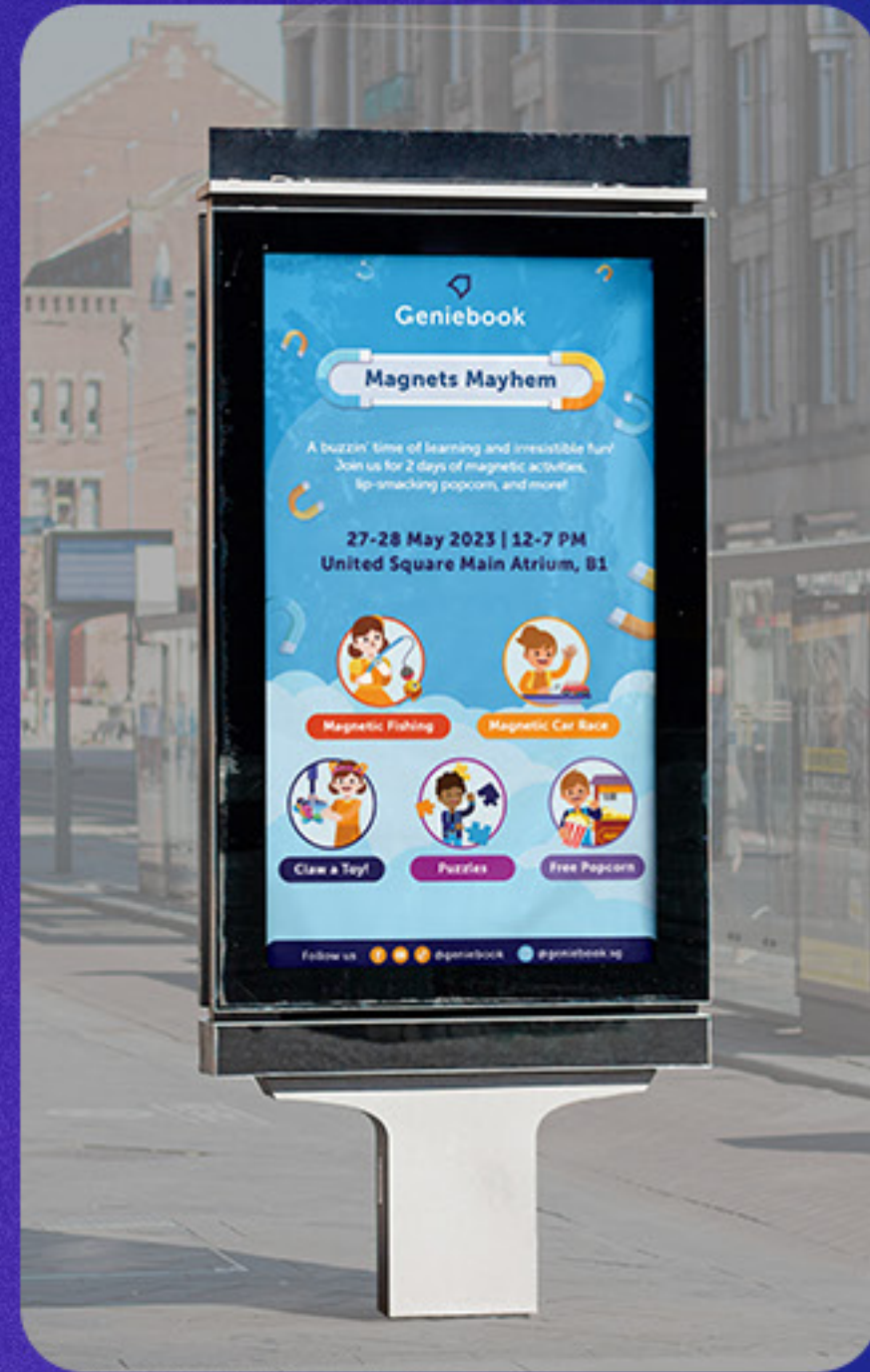
Geniebook Learning Carnival is learning event for every children in Singapore. The event was held in United Square Shopping Mall for about 3 days with 4 different series. Catching children and parents attention with various activities for their child to join, enjoy, and having fun.

There are 4 different events, Geniebook Learning Carnival, Geniebook Magnet Mayhem, Geniebook Bubble Fiesta, Geniebook Magnet Bubble Jamboree. High demand and enthusiasm from children and parents that make this event can be hold on several days.

Outputs:

- Key Visual
- Social Media Posts
- Digital Ads
- Poster and Flyer
- EDM
- Voucher
- Stamp Card





Magnets Mayhem
27-28 May 2023 | 12-7 PM
United Square Main Atrium, B1

Magnetic Fishing Claw a Toy! Puzzles Free Popcorn Magnetic Car Race

Magnetic Fishing

Puzzles

Magnetic Car Race

Claw a Toy!

Free Popcorn

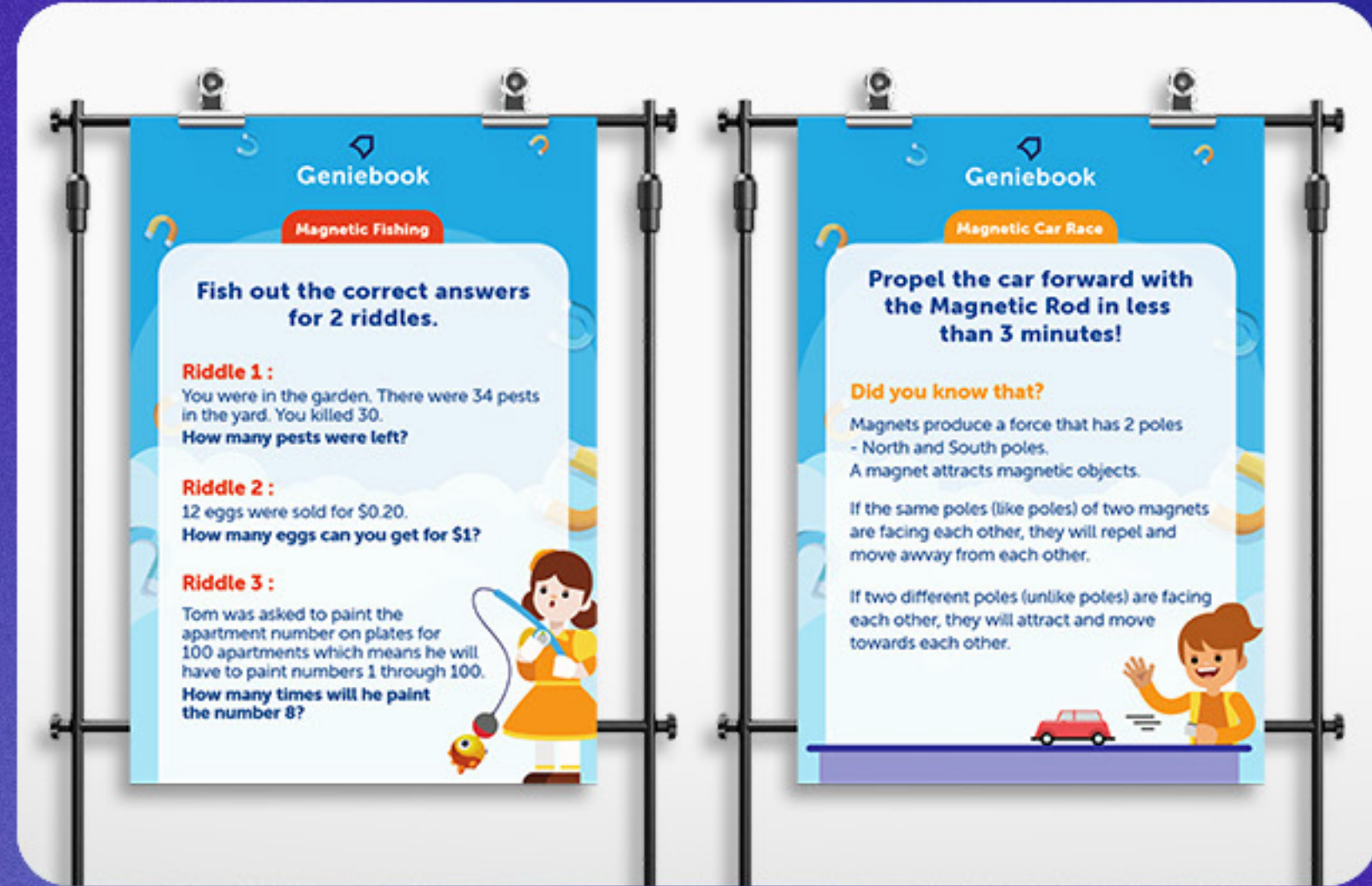


Stand in a giant bubble

Create geometric bubbles

Paint with Bubbles

Indulge in bubble play



Tech and Book Fest

Roadshow and Collaterals | November 2022

Geniebook is consistently promoting education and technology to elevate education for Singaporean students day by day. Tech and Book Fest was a famous and big event for enthusiastic students and young people to increase their knowledge about technology and finding books that they like. On that occasion, Geniebook was participating as part of the leading edutech in Singapore and also part of the Year End Campaign 2022.

Outputs:

- Animated Digital Ads
- Flags
- Banners



Geniebook

SOCIAL MEDIA DESIGN

Social Media Management

Social Media Post, Ads, Story | January 2024

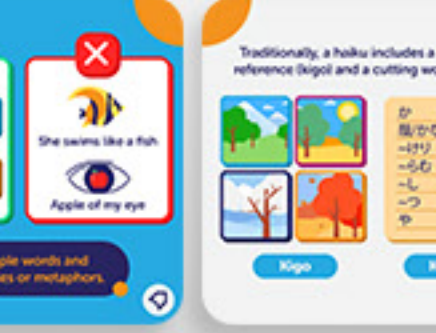
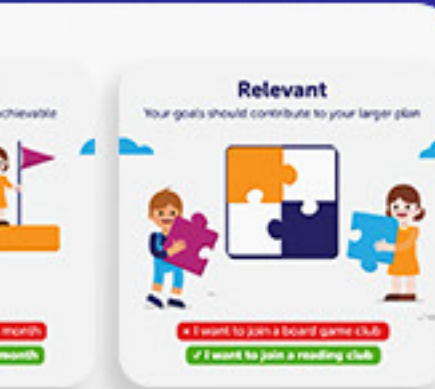
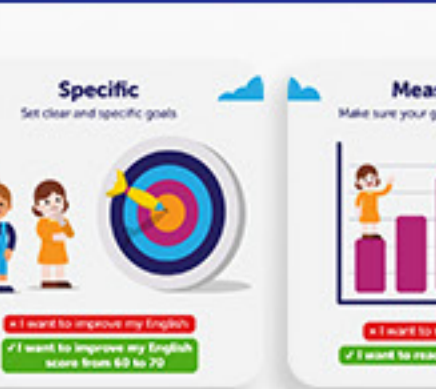
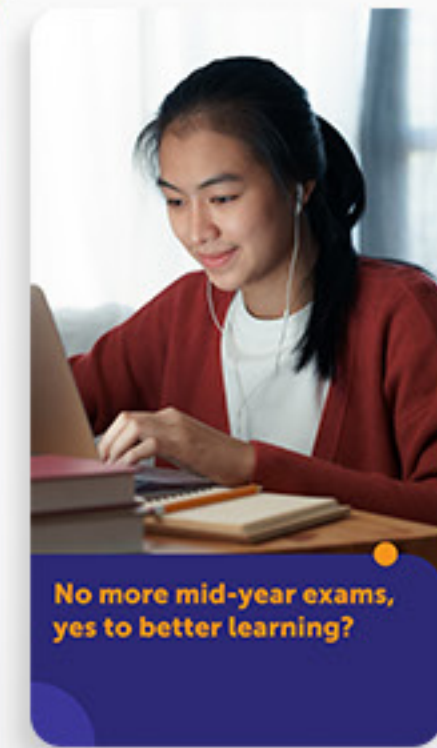
Geniebook is always increasing awareness to the audience and media social is main part of it. Connecting parents and children that are using media social daily with Geniebook's presence through Instagram, Facebook, Tiktok, and Youtube is a good strategy to increase awareness of the products.

On a daily basis, Geniebook is creating digital post, Facebook and Instagram ads, static and animated contents for parents and students to catch. Creating related contents with their needs to attract and lead the audience to try Geniebook products.

Outputs:

- Digital Static Posts
- Animated Posts
- Review & Testimonial Posts
- Carousel Posts
- Ads





Interactive Chat Stickers

Digital Stickers | March 2023

Geniebook consistently producing sticker emoji for their students to bring up interactive communication and cheerful vibe between students and teachers. Sticker is updated within the current events that's happening on that time to keep it fresh and fun! Sticker type are static and animated sticker for students to use in their apps as well GenieAsk.

Outputs:

- Chinese New Year Sticker Pack 2023
- New Year Eve 2023
- Christmas Eve 2022





Vietnam Promotional Kits

Flyers, Vouchers, Digital Ads | April 2021

As a startup, Geniebook is expanding rapidly into Malaysia, Vietnam, and Indonesia. Growing market spreading through another countries such as Vietnam, Malaysia, and Indonesia. Vietnam market potential is really shining these days and design support is needed to grow, spread, and radiate Geniebook values to the audience.

Problems:

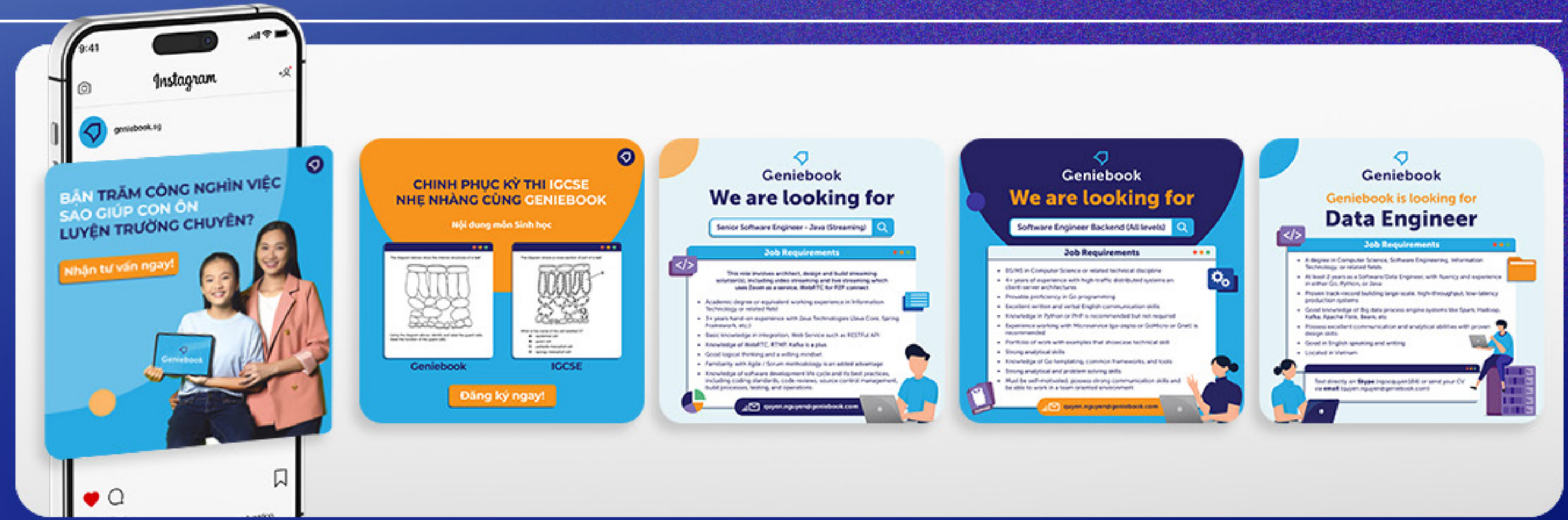
Vietnam market has their own market behavior and culture. Design should be aligned, accurate, and impactful especially for younger audience (students) and parents.

Solutions:

- Geniebook branding identity and values.
- Fun, hopeful, and festive approach for the design.
- Modern and techy values according to Geniebook's benefits.

Outputs:

- Facebook Ads
- Marketing & Promotional Flyers
- Vouchers
- LinkedIn Posts



Geniebook

DESIGN SYSTEM

Animation Design System

Design System | November 2022

Geniebook is a new startup born in 2020. With new approach, Geniebook is creating engaging, attractive, and satisfying animated videos to help student understand better and having more fun about their daily lesson.

Managing the creation of animation design system to have consistent, clear, and align animation guideline for every animator and designer within the Geniebook. Design system covers foundation, principles, working pipeline, system, and technical settings that are align with Geniebook values.

Outputs:

- Foundation
- Principles
- Type
- Working Pipeline
- Typography
- Text Fields
- Rigging
- Character Style
- Camera
- Animation Outputs
- Plugins & Scripts
- Infrastructure



Geniebook

CURRICULUM ANIMATION

Animation Curriculum

Animated Videos | November 2022

Geniebook product is GenieClass where students can learn their subjects with the help of animated motion style video to improve their learning process. Creating various animated videos based on each subject to help students to understand the lesson easier, more engaging, and more fun!

Problems:

Lesson is something for students to understand and learn. But understanding lesson is not an easy thing for each students and for different level of knowledge.

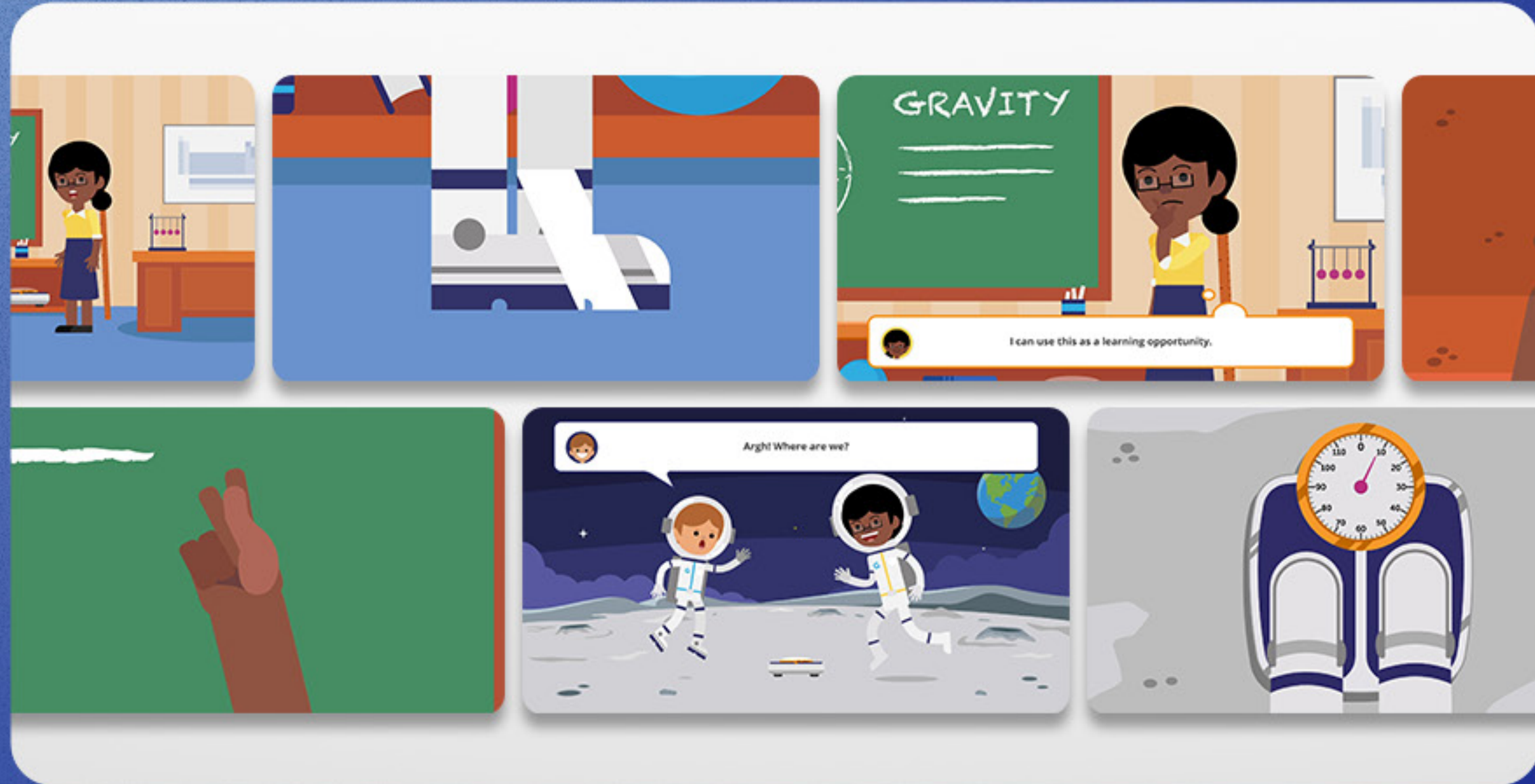
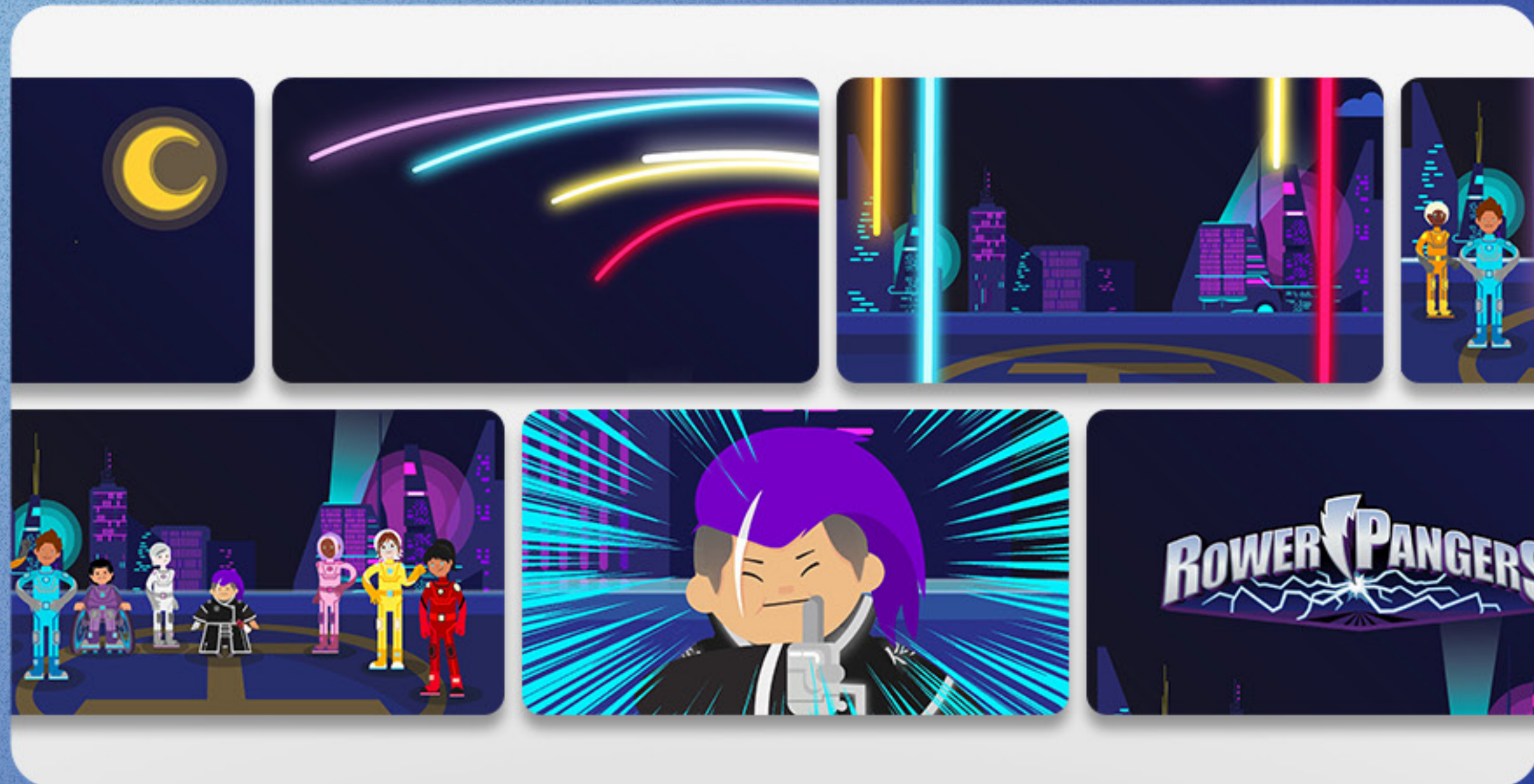
Solutions:

- Clear and easy to digest explanation for students
- Interesting and fun visual story for students to focus
- Great explanation timing video for students to follow

Outputs:

- Maths Animated Videos
- Science Animated Videos
- English Animated Videos
- Chinese Animated Videos
- Thematic Animated Videos





Geniebook

WEBSITE REVAMP

ui/ux

Geniebook Website

Website UI & Interaction | November 2022

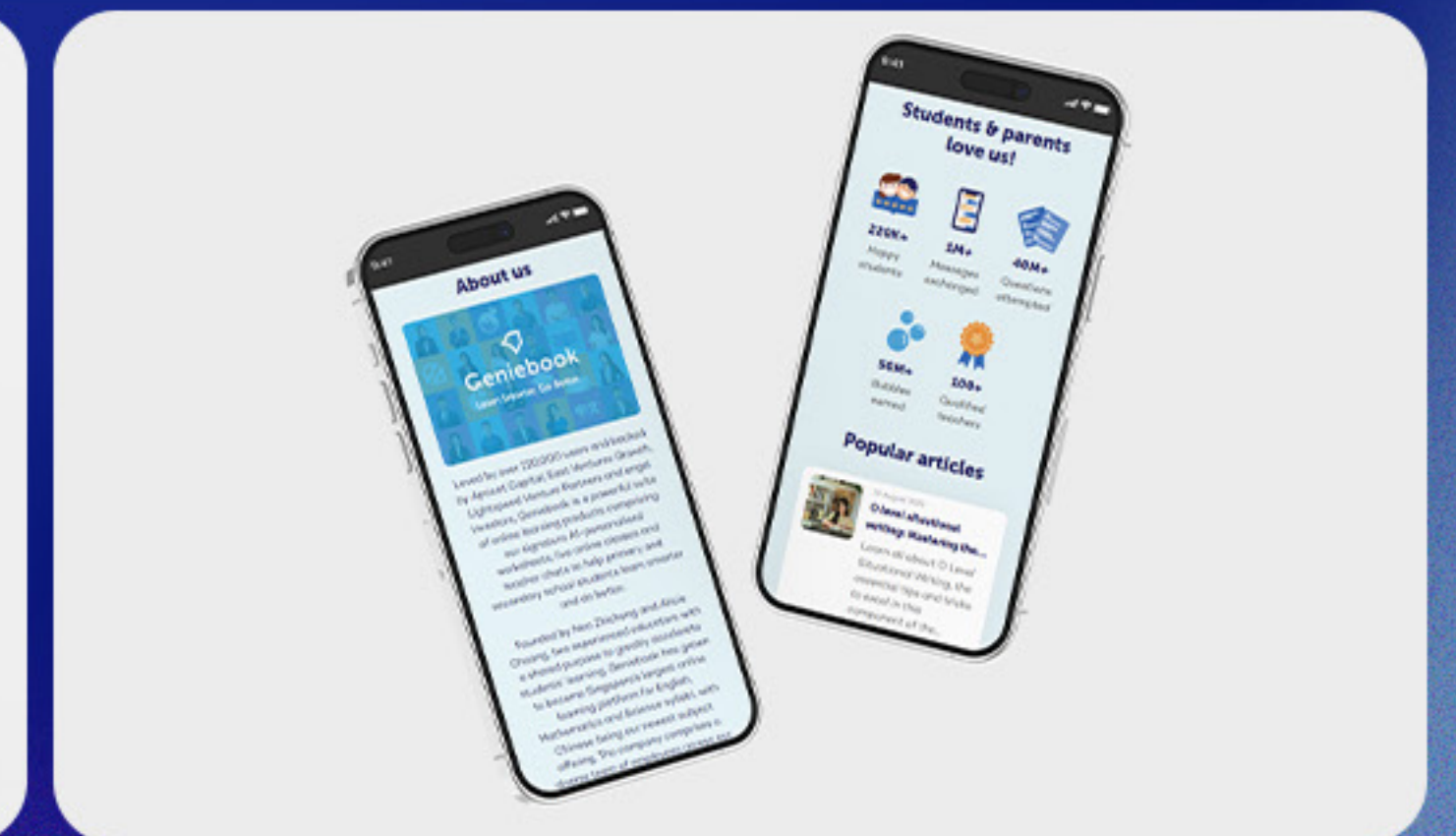
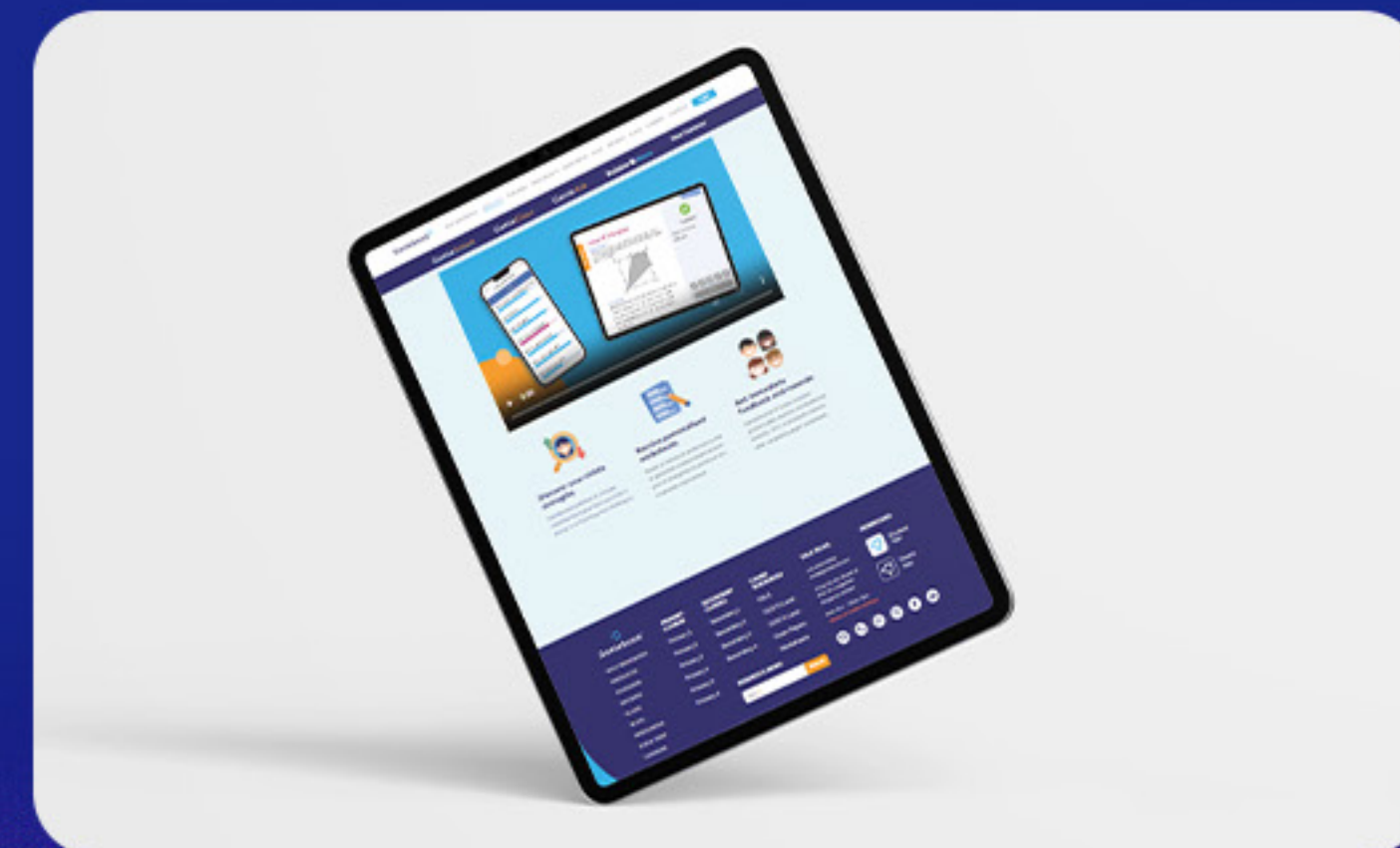
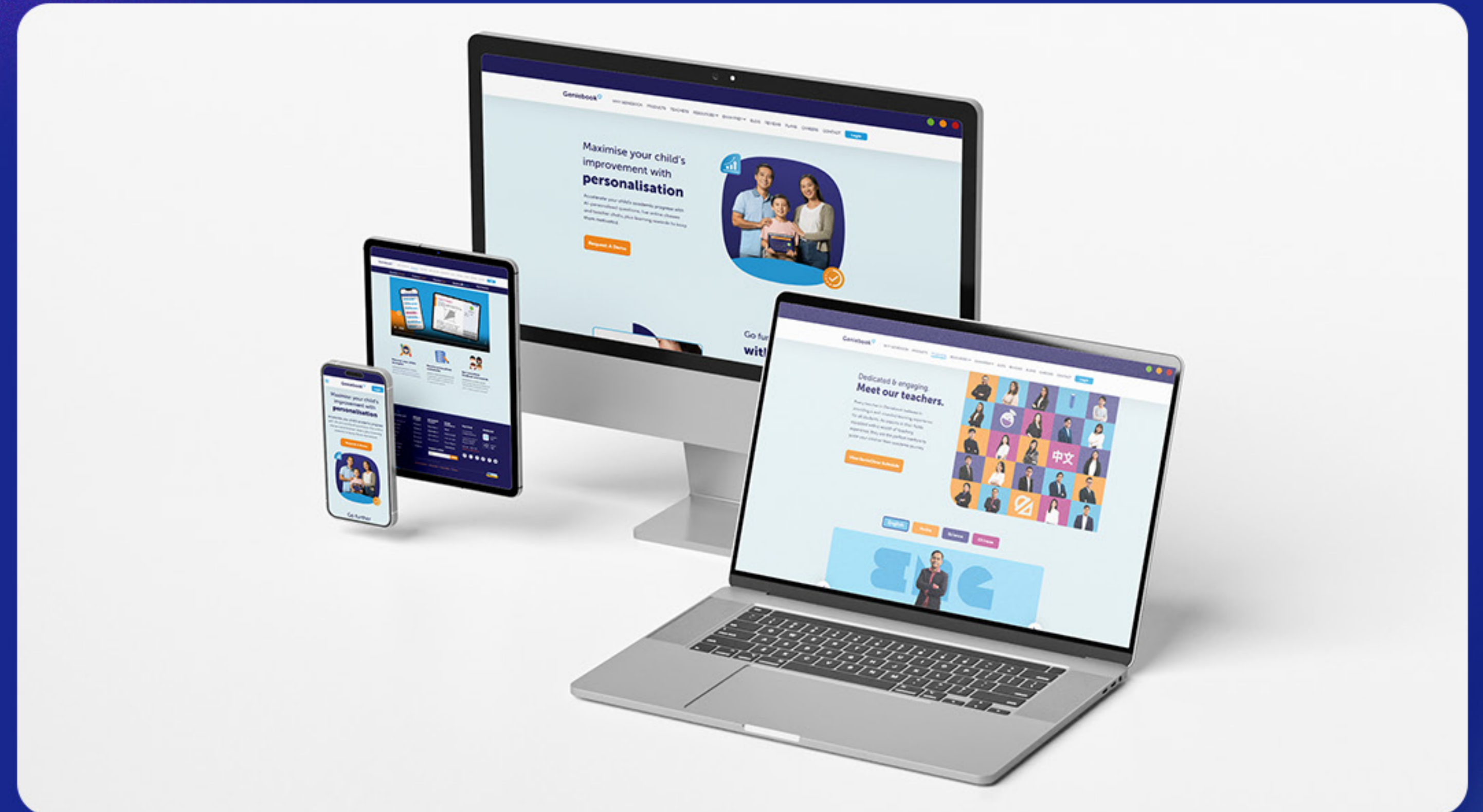
Geniebook is always keeping the visual fresh. Improving and updating the website visual to keep it relevant with the audience especially parents and students is a must. The purpose is to maintain the quality, professionalism, and relevancy to the viewer.

Problems:

The latest website UI is too simple and lack of contents for audience to understand. Parents need to read and check the quality of the service by reading and feel the website visual with more depth of contents. The visual motion is needed to be fresh to attract student's interest.

Solutions:

- Stick with simple and minimalist branding approach
- Fun and engaging motion to attract audience
- Fresh, interesting, and attractive style update





Freelance

BRAND IDENTITY

House of Brands Singapore

Brand Identity | March 2023

House of Brands is company services for F&B business. Supplying professional marketing, accounts, operational, and core kitchen team for F&B business in one package to go. HOB aims to house multiple F&B brands under one roof and one management. Creating impactful and effective resources for F&B business in Singapore to scale faster and greater.

Problems:

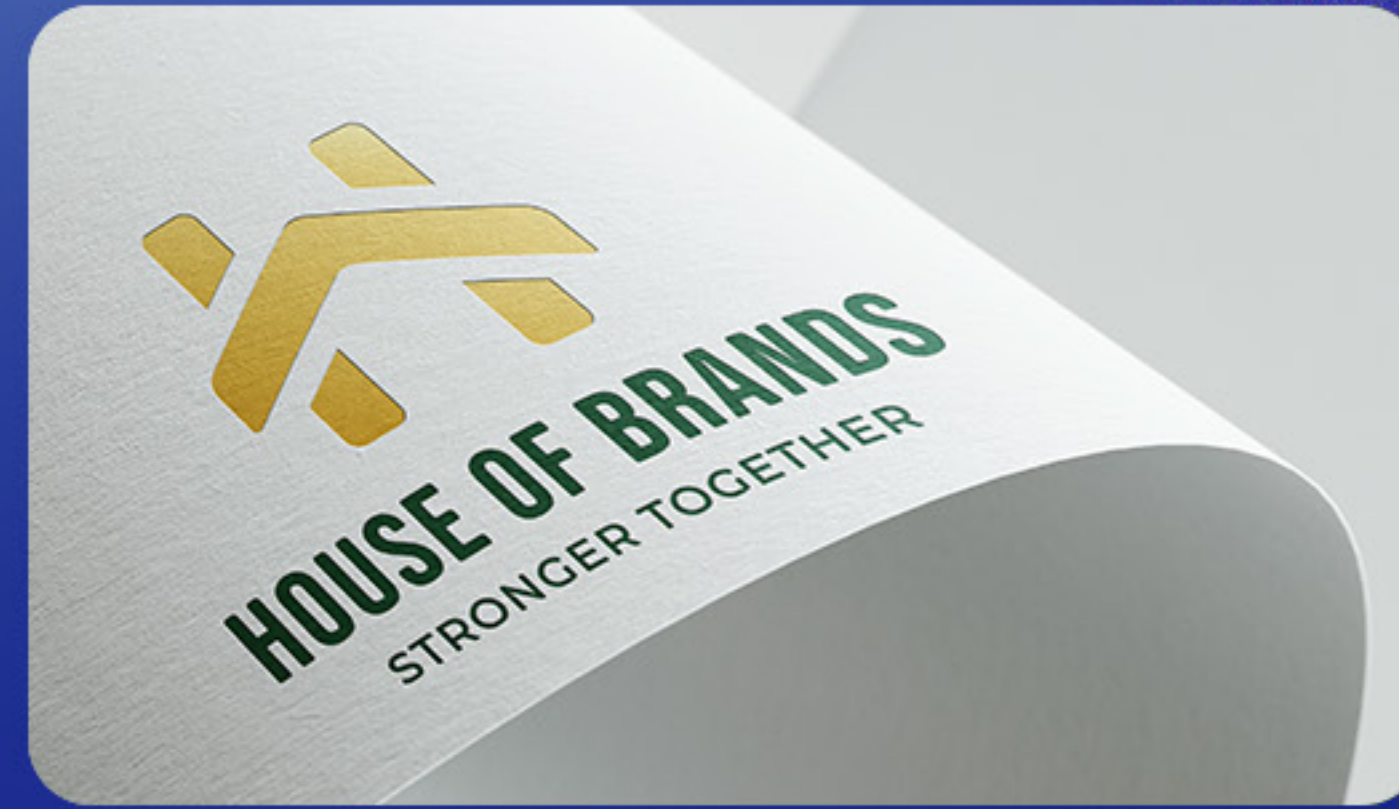
HOB needs brand identity that is suitable for Singaporean market which is simple, minimalist, and modern. Brand identity that is stand out and cover the meaning of housing many other brands under one roof.

Solutions:

- Bright, fancy, professional and elegant type of logo values
- Minimalist and modern logo
- Clear, bold, and easy to read for broad market in Singapore

Outputs:

- Logo
- Name Card
- Uniform
- Merchandise
- Car Sticker



Raja Tarik Singapore

Brand Identity, packaging, poster | January 2023

Raja Tarik is famous tea and coffee stall located in Singapore. Raja Tarik has been known by many people from 1997 by Rafee's Tea Corner. Elevating the brand identity, Rafeek change their brand personality into Raja Tarik which means King of Tea Tarik.

Problems:

The first brand identity is outdated and not align with the current market and style. Brand identity should be trustworthy, trendy, and also feel authentic as the product is selling authentic recipe of tea tarik, tea, and coffee.

Solutions:

- Deep blue color to show trustyness as psychology
- Artsy and retro design style to bring authenticity
- Minimalist but on-point style to bring the modernity

Outputs:

- Logo
- Tea Bag Packaging
- Cup
- Stand Holder
- Posters



Prima Laundry

Brand Identity | January 2023

Prima Laundry is brand new laundromat business located in Indonesia. Ambitious and enthusiastic business owner to create premium laundry quality with affordable price for everyone. The vision is to rejuvenate laundry system that's suitable for current young people and try to stand out from the market.

Problems:

Laundromat business is a common business in every corner of the city. Creating vocal brand identity to differentiate with other laundry business is a must. Other than that the brand identity should reflect on the values which are great quality, various laundry services, and modern technology.

Solutions:

- Trusty, great quality, and professional vibe in every side
- Trendy and eye-catching brand identity for the audience
- Modern and minimalism approach for youngster audience
- Bold and clear statements about the services

Outputs:

- Logo
- Banner
- X-Banners
- Pricelist
- Loyalty Card
- Flyer
- Brochure
- Digital Posts & Ads
- Sign Age



Prima
Laundry & Dry Cleaning
Jl. Letjend Soeprapto 63, Kediri
*GRATIS AMBIL ANTAR Khusus Kota Kediri

SOFT OPENING CUCI KILOAN DISKON 50%

Cuci Kering Setrika Harga Setelah Diskon **2.250** /kg

24 November s/d 7 Desember 2022

*Syarat dan Ketentuan Berlaku
0812 8253 2129 | primalaundryofficial

Yakin Pakaianmu Bersih?
70%
Kotoran Pada Pakaianmu
TIDAK TERLIHAT

Kapankah Jadwal Laundry Pakaianmu?

- A** Tiap Rabu dong
- B** Selalu Hari Jumat
- C** Sabtu biar santai
- D** Tergantung mood

Tulis jawabanmu dibawah!

Laundry Kiloan
Mulai dari **2000** /kg
Pakaian Prima Setiap Hari
Hubungi Kami

Hannah Montague
Penemu mesin cuci otomatis pertama di dunia pada tahun
1850
Laundry praktis dan cepat!
Laundry Sekarang

SELAMAT Tahun Baru Imlek

Deterjen laundry sudah ada sejak tahun
1933
Membuat pakaian bersih lebih dari 90 tahun
Laundry Sekarang

SOFT OPENING CUCI KILOAN DISKON 25%
Minimal Berat Pakaian Adalah 3kg Laundry Bersih Makin Hemat!

Prima Laundry & Dry Cleaning
Soft Opening
24 November s/d 7 Desember
NIKMATI PROMO **SPEKTAKULER** SELAMA PERIODE BERLANGSUNG

SOFT OPENING CUCI KILOAN DISKON 50%
Cuci Kering Setrika Harga Setelah Diskon **2.250** /kg

SELAMAT Tahun Baru 2023
Semangat Baru Harapan Baru

Menggunakan **Mesin Pengering KUALITAS TINGGI**

Pakaian aman dan bersih! Kering seketika tanpa khawatir!

SELAMAT Hari Natal

H-1

H-3

H-5

Layanan Laundry **1 MESIN PELANGGAN**
Tidak perlu khawatir! Pakaian tidak akan hilang atau terkompang dengan mesin yang teruji!
Laundry Sekarang

Selamat Hari Ibu

Mama muda momongan, cinta terukir, dan persahabatan berguguran, setiap cinta dan harapan melampaui itu semua

Apa Tipe Mesin Cucimu Di Rumah?

FRONT LOADING VS TOP LOADING

Tulis Jawabanmu!

Prima Laundry & Dry Cleaning

SEGERA HADIR
Di Kediri Jawa Timur

Adakah solusi permasalahan laundry harianmu??

Pisahkan Pakaian Berdasarkan Warna

Memisahkan pakaian berdasarkan warna akan meminimalisir resiko ketuntaran

AMBIL ANTAR GRATIS
Laundry Cepat & Praktis Anti Pusing Kepala

PROMO Laundry 4 kg GRATIS SABUN MANDI
Badan Segar Pakaian Bersih

Harmony

Brand Identity | June 2023

Harmony is a store engaged in kitchenware, glassware, and home appliances. Harmony is a sub-branch of Surya Abadi Meubel, which is a legendary shop in Indonesia. Trying to be distinct, Harmony appears different with the conspicuous vibrant aura for audience to see.

Problems:

Kitchenware and glassware shop always appears oldies, outdated, and sorrowful in the city. Shop for old people and too seriousness about the service. Harmony wants to bring happiness and joyful for audience to fill their home.

Solutions:

- Vibrant and cheerful aura for all segments.
- Bold and clear statement for audience to approach.
- Modern and professional values within the brand

Outputs:

- Logo
- Sign Age
- Banner
- Uniform
- Shopping Bag

Harmony
Kitchenware & Glassware



AS Soleh Food Singapore

Brand Identity | April 2021

AS Soleh Food is foods and beverages manufacturing company located in Singapore. Selling and distributing fresh juices, frozen foods, authentic rempeyek, and traditional snacks worldwide for everyone.

Problems:

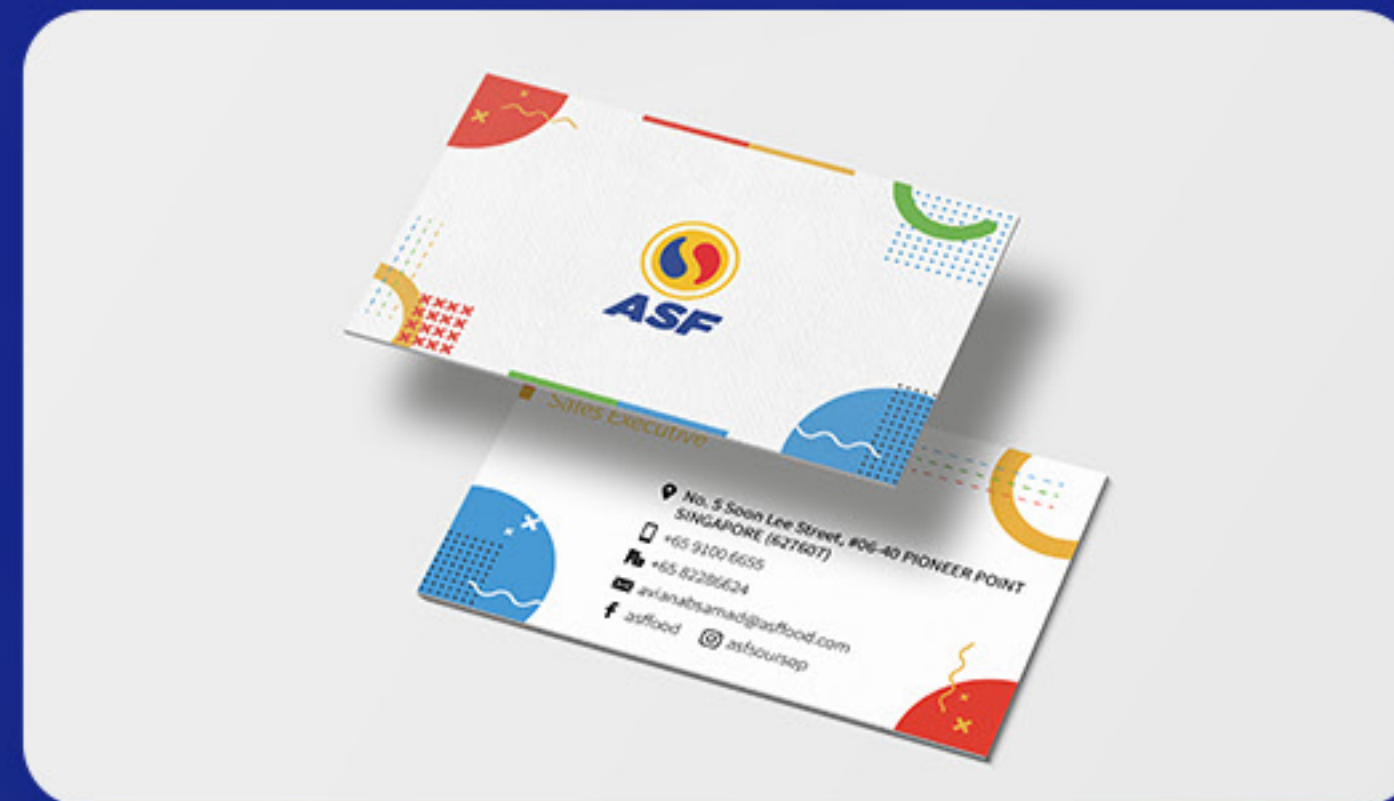
Brand identity that already looks old-fashioned, outdated, and not in accordance with company values. Refreshment on the visual identity and brand identity to accommodate values of freshness, clean, and modern manufacturing company that is suitable for Singaporean.

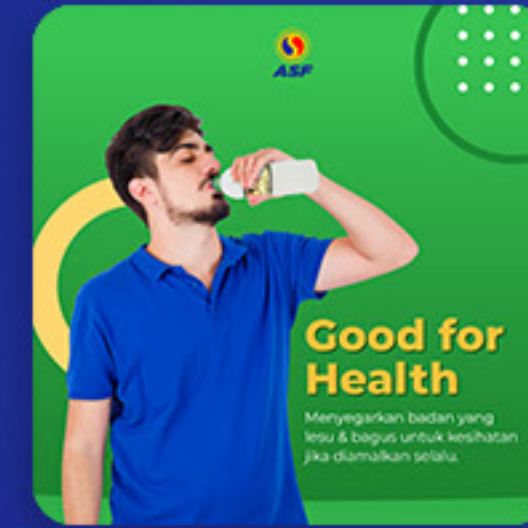
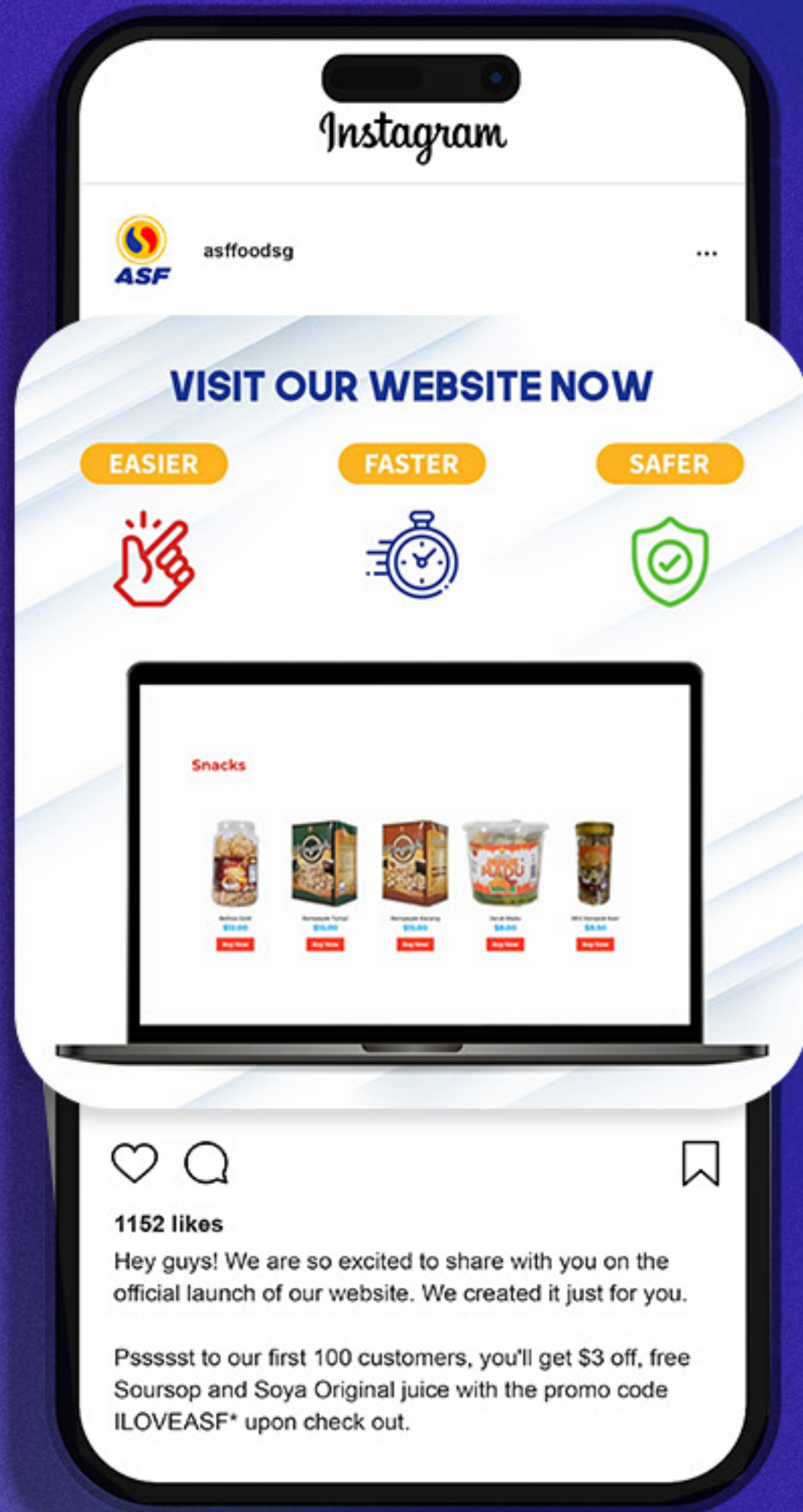
Solutions:

- Bright, vibrant, and colourful chroma to accommodate variant of products and values.
- Dynamic and organic values to show freshness, natural, and healthy drinks and foods.
- Modern and festive looks to bring joyful value in the brand.

Outputs:

- Logo
- Elements
- Packaging
- Catalogue
- Brochure
- X-Banner
- Static Posts
- Animated Posts





Keboen Rodjo Restaurant

Branding Support | July 2022

Keboen Rodjo is the biggest family restaurant with authentic and traditional style in East Java, Kediri. Keboen Rodjo was founded in 2016, selling various of Indonesian authentic foods and traditional drinks.

Problems:

Building impactful branding support to spread the awareness of Keboen Rodjo to the audience. Collaterals should have great quality images, and traditional and fancy style to emphasize Keboen Rodjo brand and feel.

Solutions:

- Bright, vibrant, and colourful chroma to accomodate variant of products and values.
- Dynamic and organic values to show freshness, natural, and healthy drinks and foods.
- Modern and festive looks to bring joyful value in the brand.

Outputs:

- Logo
- Elements
- Takeaway Packaging
- Banner
- Menu Book
- Product Photos



Madam Tresno

Logo and Packaging | April 2021

Madam Tresno is authentic and traditional food production company in Indonesia. Creating and selling traditional foods with trendy and fresh approach for younger audience. Its vision is to pass the legacy of traditional food to younger audience through modern and trendy snack-to-go.

Problems:

Traditional food and beverages with old-fashioned approach is not working for younger and modern audience. Their subconscious is telling no whenever they see the traditional snacks with old-fashioned packaging and style although the taste is still delicious and suitable for Indonesian market.

Solutions:

- Creating trendy and modern style for the brand
- Modern and hygienic type of packaging with fresh visual
- Cursive to maintain the 'heritage' style of traditional foods

Outputs:

- Logo
- Illustration
- Patterns
- Packaging
- Shopping Bag



Freelance

ANIMATION
MOTION GRAPHIC

Kleita Fashion

Animated Promotional Video | December 2020

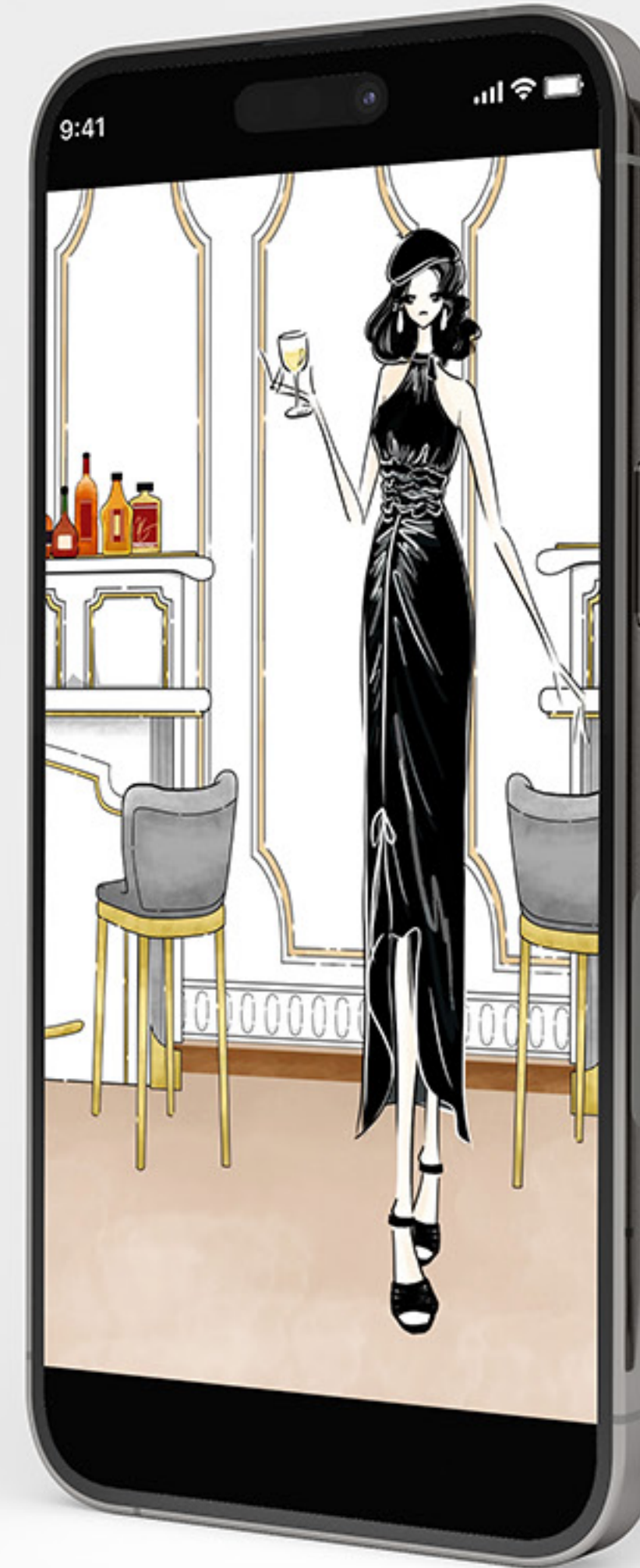
Kleita is brand fashion located in Indonesia. Focus by creating gorgeous woman clothing for high-end fashion style. Creating dress, skirt, scarf, and custom clothing for every woman in Indonesia.

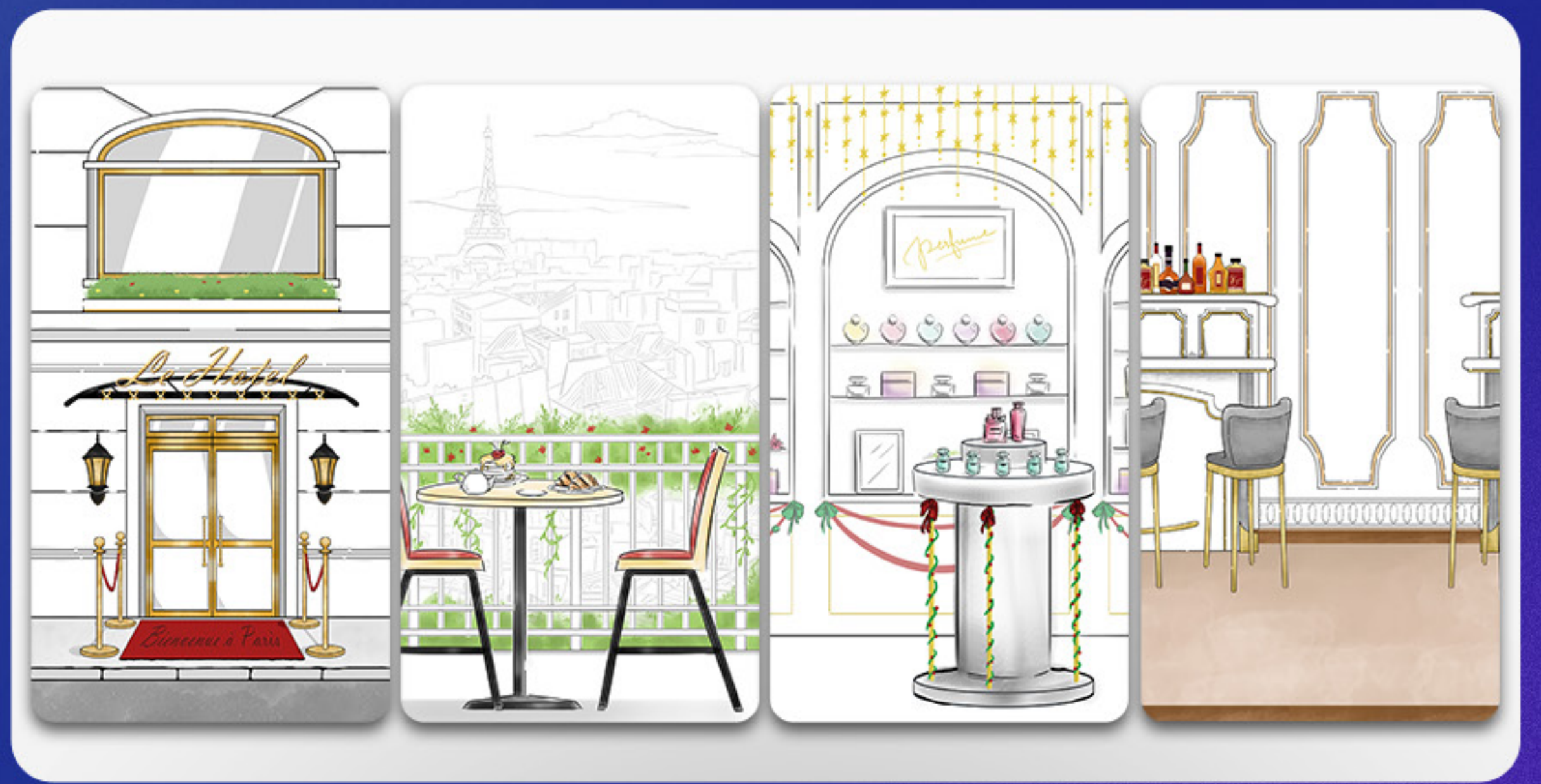
Problems:

Kleita is launching new set of outfits for celebrating End Year Holiday. Outfits for woman and girls with dress type looks and vibrant color. Kleita wants to show the sketching process and the European concept within the launching. Creating awareness to the audience about the story behind the design.

Solutions:

- Animating Kleita's style of drawing to live with motion type movement and elegant animation.
- Creating set of character from Kleita's art style with their fashion look and feel.
- Creating set of background with European type of architecture especially France and English.





Sahabat Peduli Depresi

Animated Thesis Project | June 2020

Sahabat Peduli Depresi is an animated campaign project focused on increasing awareness of mental health for adolescence. 2D animated project that is explaining depression, mental health, and how to overcome it in adolescence age. With the progress of globalization and technology, everything is too fast for people to catch and understand. Making them feel lonely, left behind, and many negative things can occur since they are in young age.

Problems:

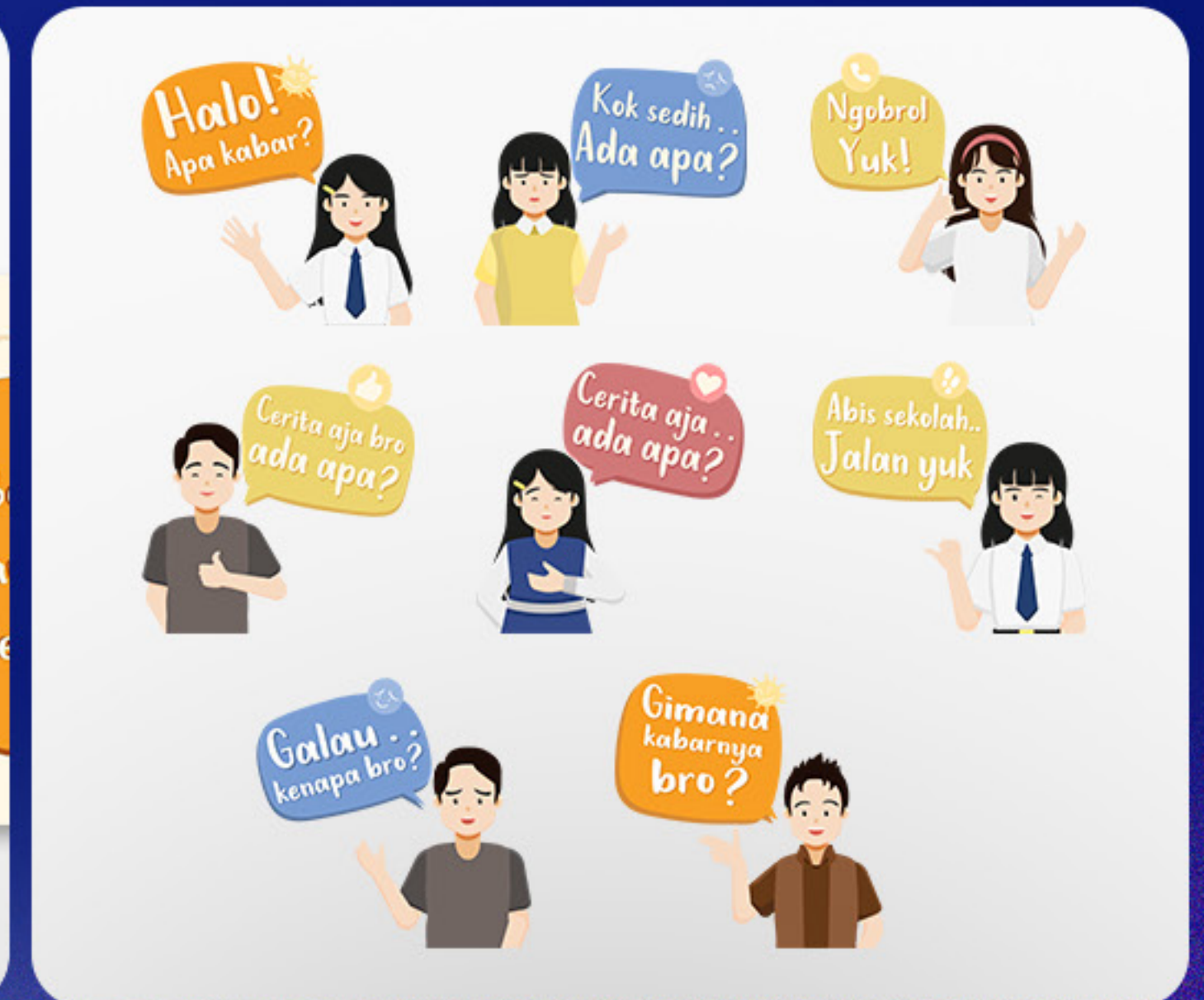
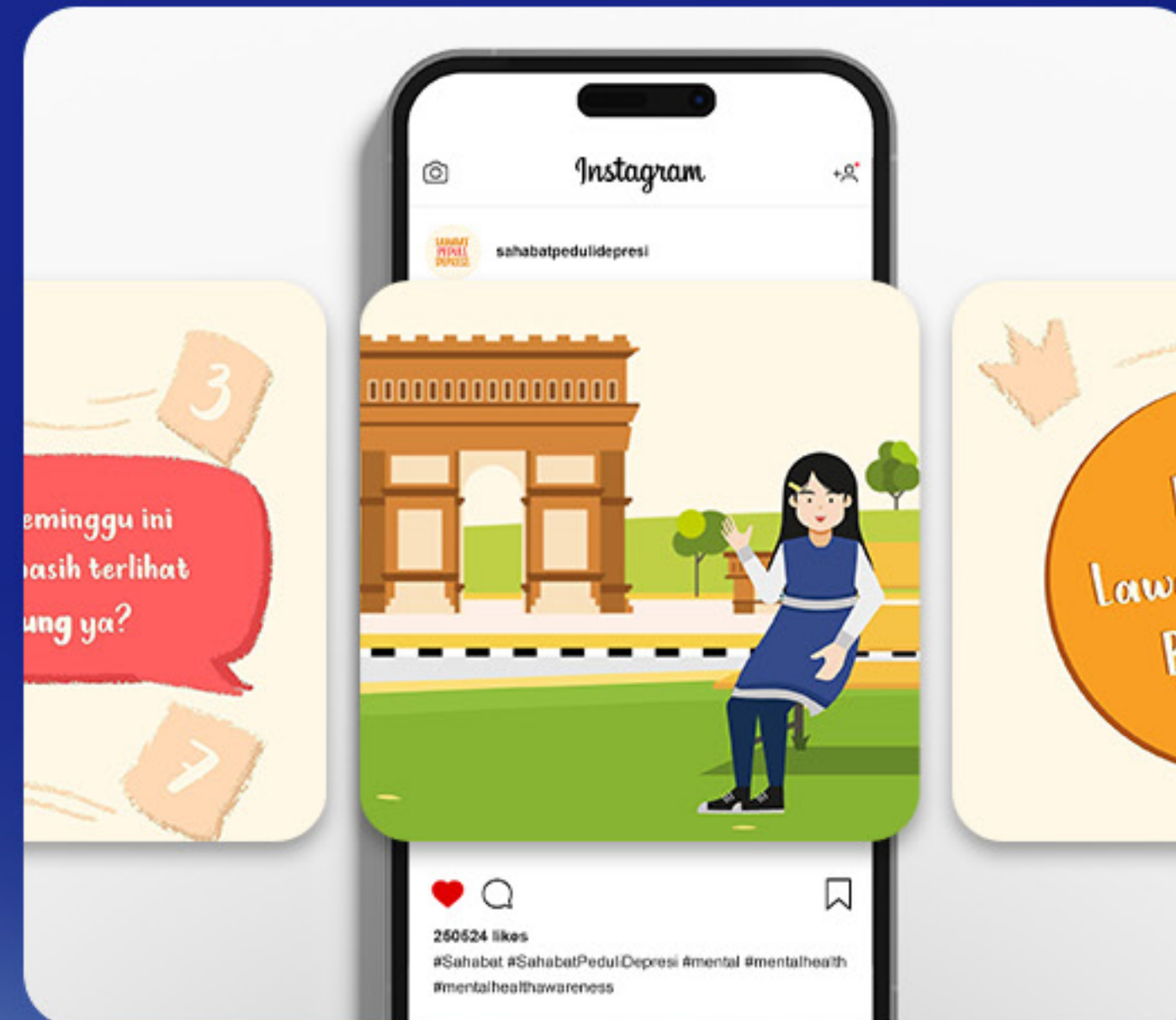
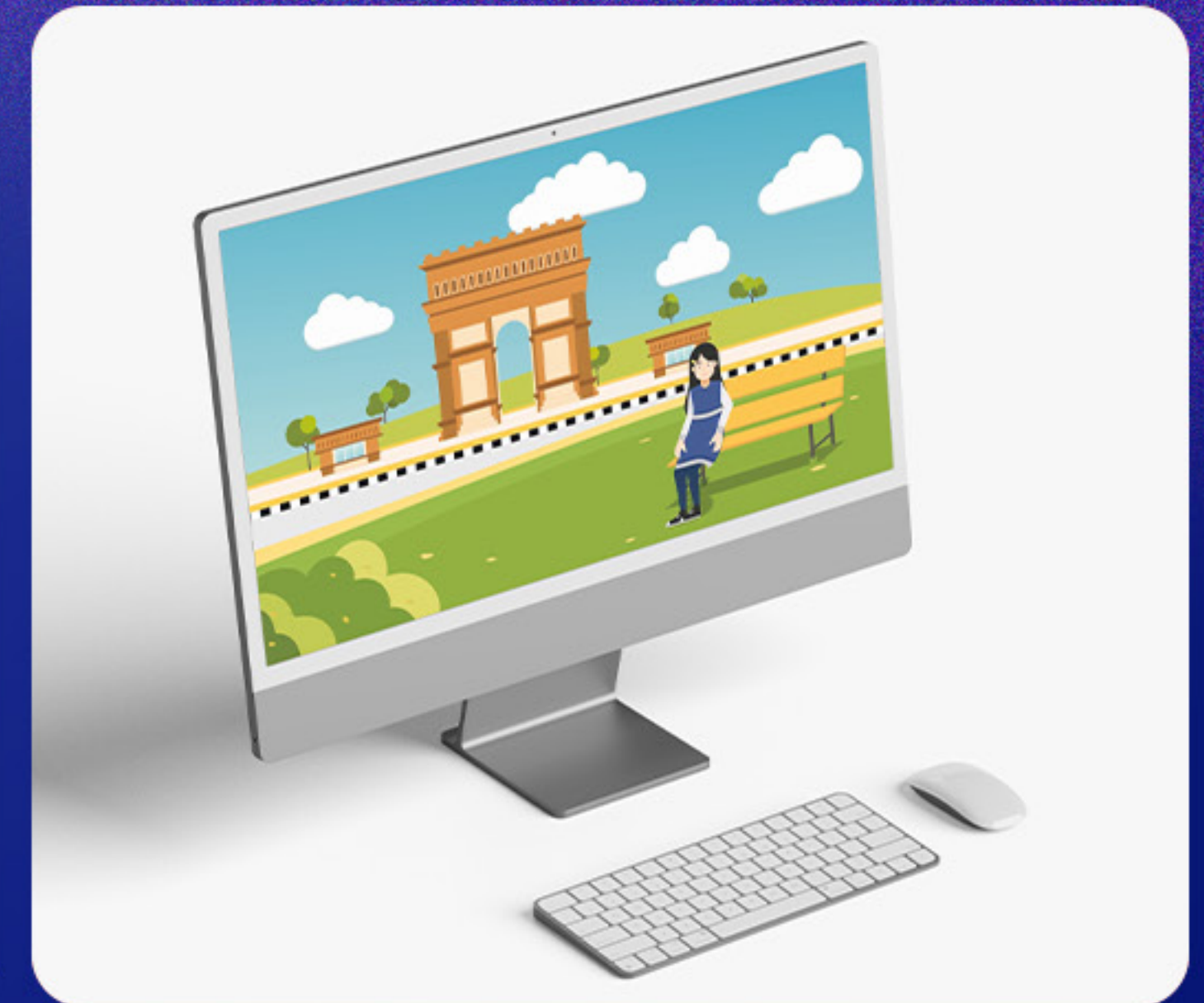
Conveying mental health issues to the younger age (10 - 14) is not an easy task. Depression is an invisible object that affects feeling and action, which the audience should be able to understand without any complex explanation and easy to digest.

Solutions:

- 2D animated motion design to convey clear visualization and easy to follow for younger audience
- Cute and cartoonish style of illustration with the current simplify trend for audience to understand
- Involving clear narration and explanation to make it easy to follow

Outputs:

- Instagram Posts
- Poster
- Animated Video
- Stickers



PayPerDesign Singapore

Animated Posts | March 2021

PayPerDesign Singapore is a one stop design solution for companies and owners. Providing monthly design subscription with unlimited design outputs from printed, static, and animated design.

Problems:

Pay Per Design SG needs to attract customer and new audience because of the new company. Creating impactful, attractive, and engaging various posts and ads for the audience to understand the system and services.

Solutions:

- Wild, attractive, engaging style of motion
- Modern and professional looking style of design
- Fast pace and dynamic motion to attract the audience



Freelance

SOCIAL MEDIA MANAGEMENT

Indopertama

Media Social Management | July 2023

Indopertama is a worldwide food factory for frozen foods and ready to eat food across Asia. Established at 2001, CV. Indopertama's first progress in the spring roll pastry industry was started from a small home industry that caters to retail markets nearby. After some progress Indopertama has been increasing our production capacity to serve BEST SPRING ROLL PASTRY in Indonesia and even ships fully loaded containers to countries nearby.

Problems:

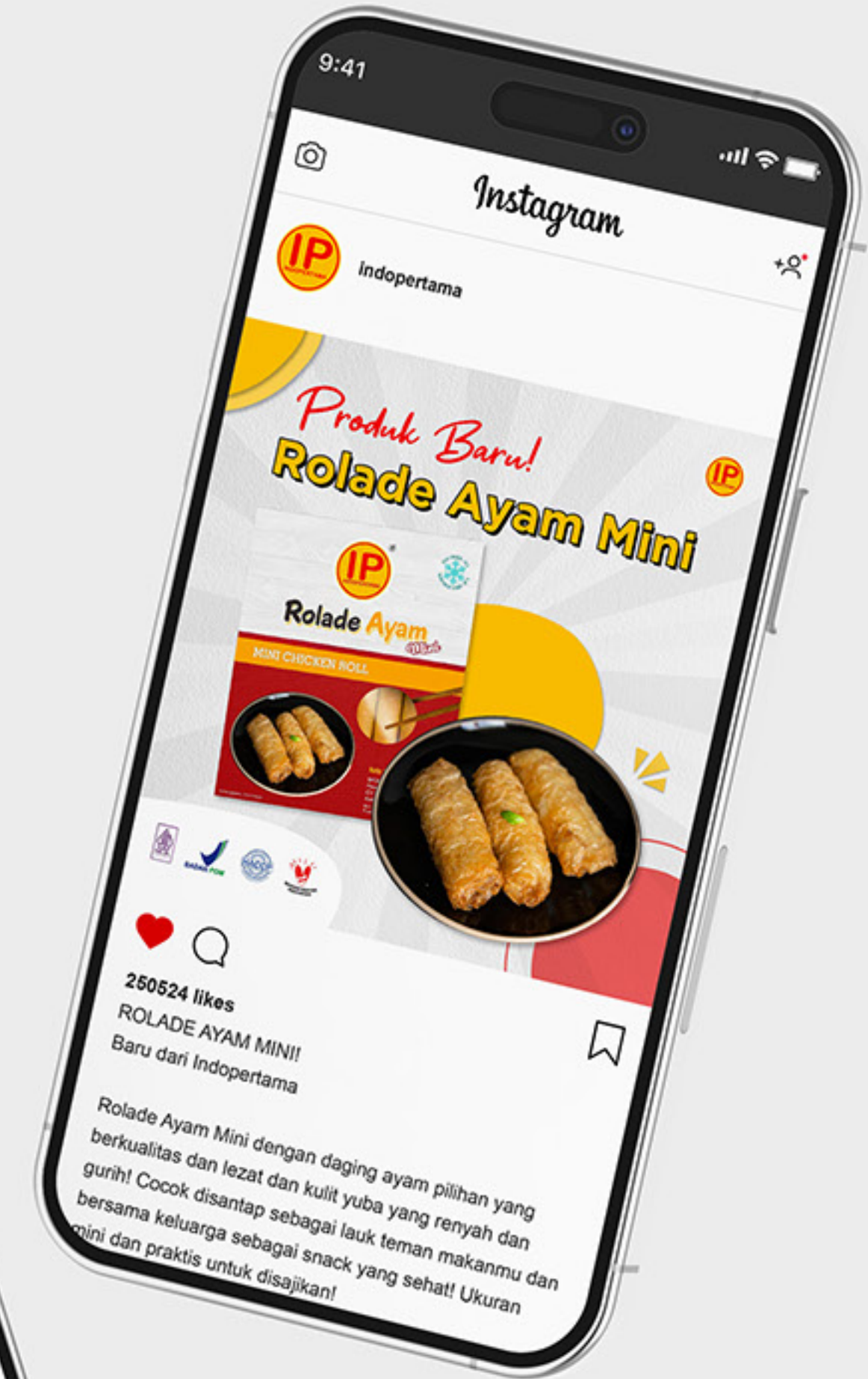
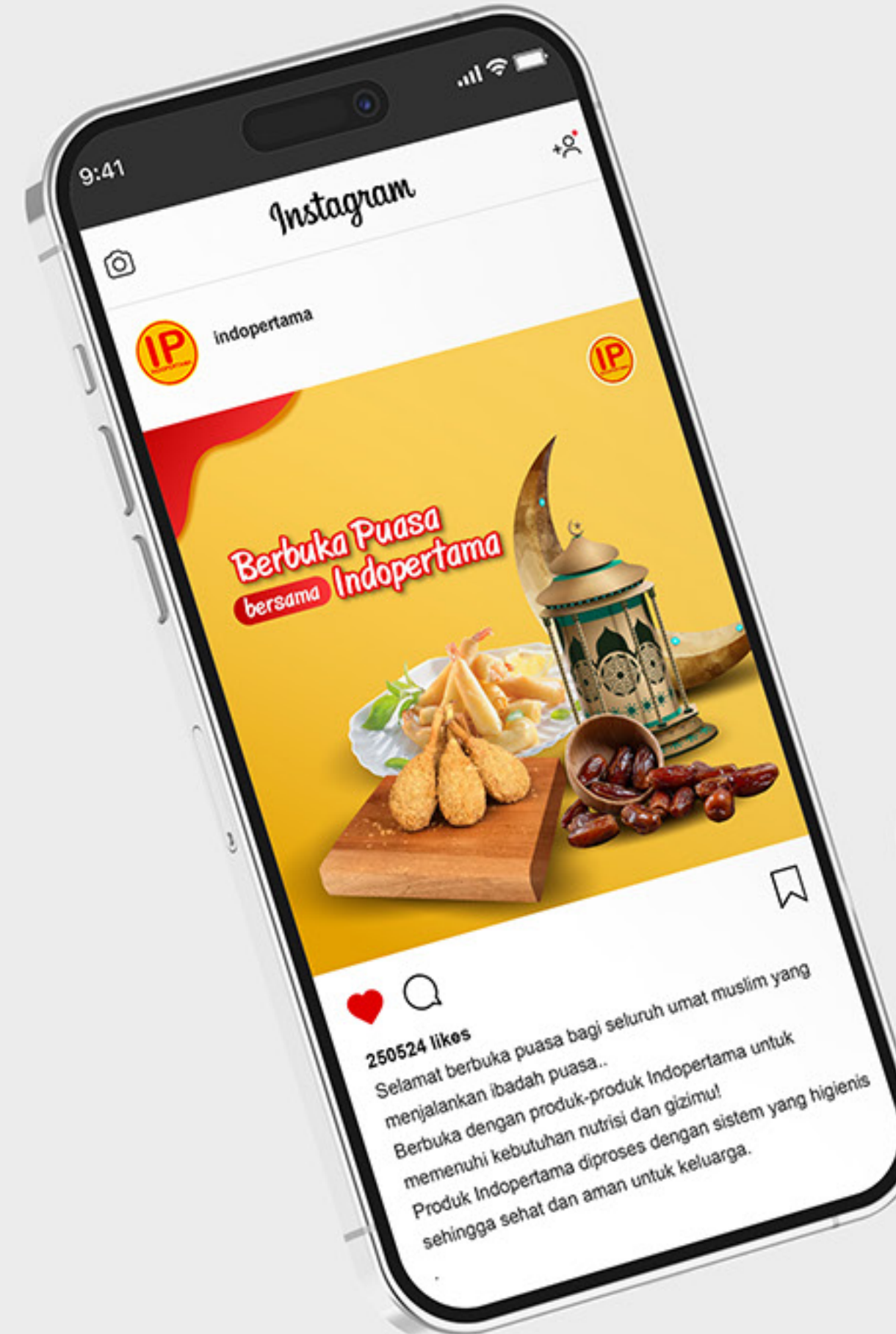
Indopertama needs professional media social management that can create engagement and increase awareness through worldwide audience. As big company in Asia, maintaining professional looks as the visual media social is a must.

Solutions:

- Branding based design for media social
- Modern, dynamic, and good-looking art style
- Clear and easy to read for various age of audience

Outputs:

- Digital Static Posts
- Animated Posts





Mingyu Interior Singapore

Brand Identity | April 2021

Mingyu Interior is interior design service located in SG. Creating design for various interior projects for Singaporean household and people.

Problems:

Selling design service needs impactful and effective way to promote it. One way is to use media social as their main weapon to attract potential customer. Focusing on creating various topics about interior to elevate awareness and understanding to use interior designer to their place.

Solutions:

- Branding based media social design.
- Clear and relevant content and design for audience to read
- Attractive and professional style to increase trustiness



Freelance

WEBSITE DESIGN

Mensa Australia

Landing Page Design | March 2022

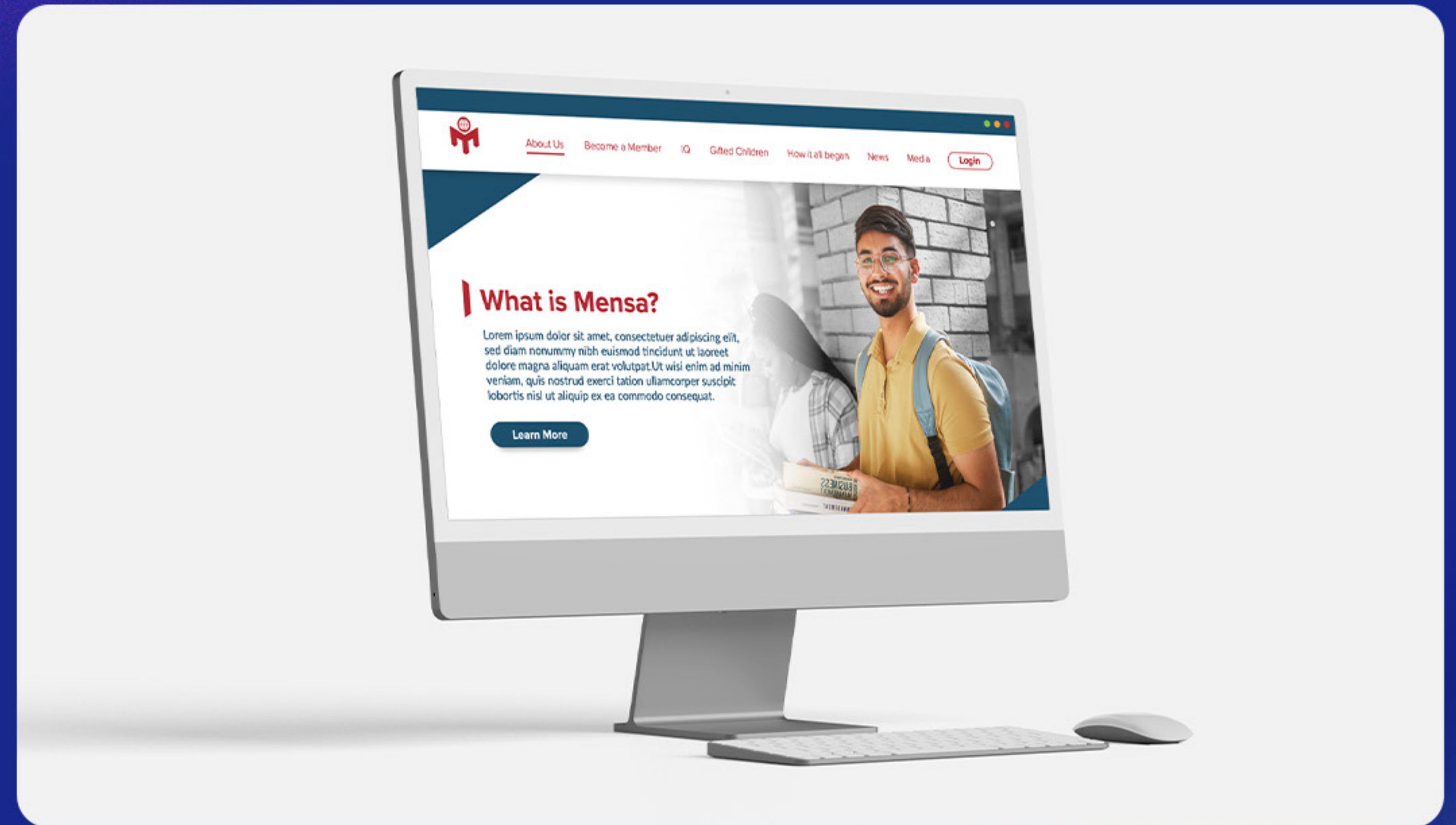
Mensa is a not-for-profit society. Its purposes are to identify and foster human intelligence for the benefit of humanity, encourage research into the nature, characteristics and uses of intelligence, and to provide a stimulating intellectual and social environment for its members.

Problems:

Mensa branding is not really strong and unclear information architecture within the website. Layout of the current design is complicated and weird-looking flow for audience to see.

Solutions:

- Strong, bold, and clear Mensa branding feel and colors
- Modern and easy to read website for every audience
- Clear flow and control of the website



Zengility

Website Design | March 2022

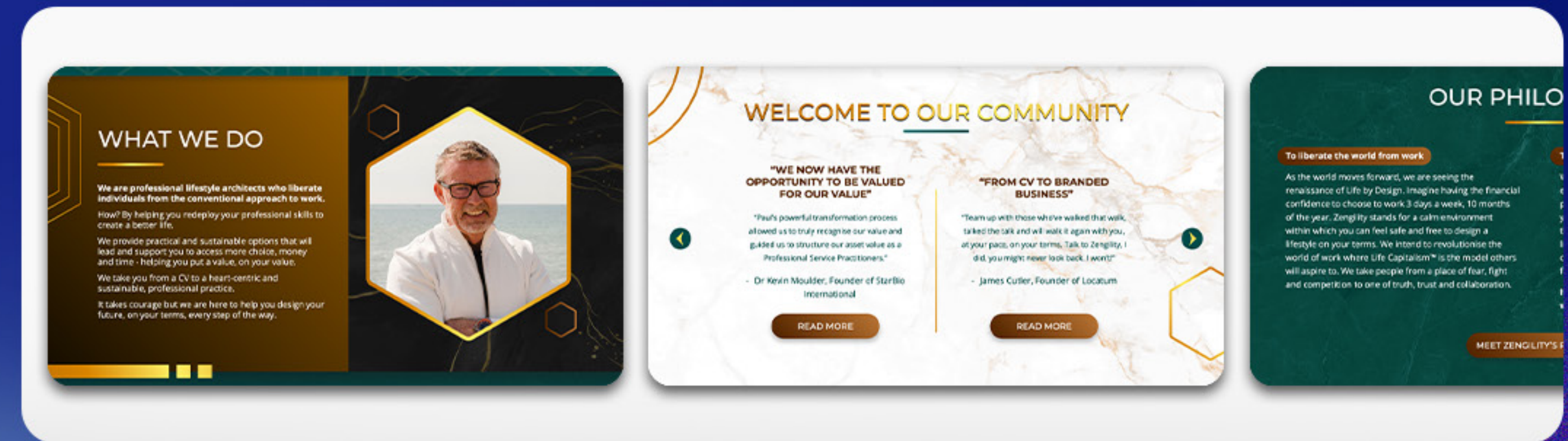
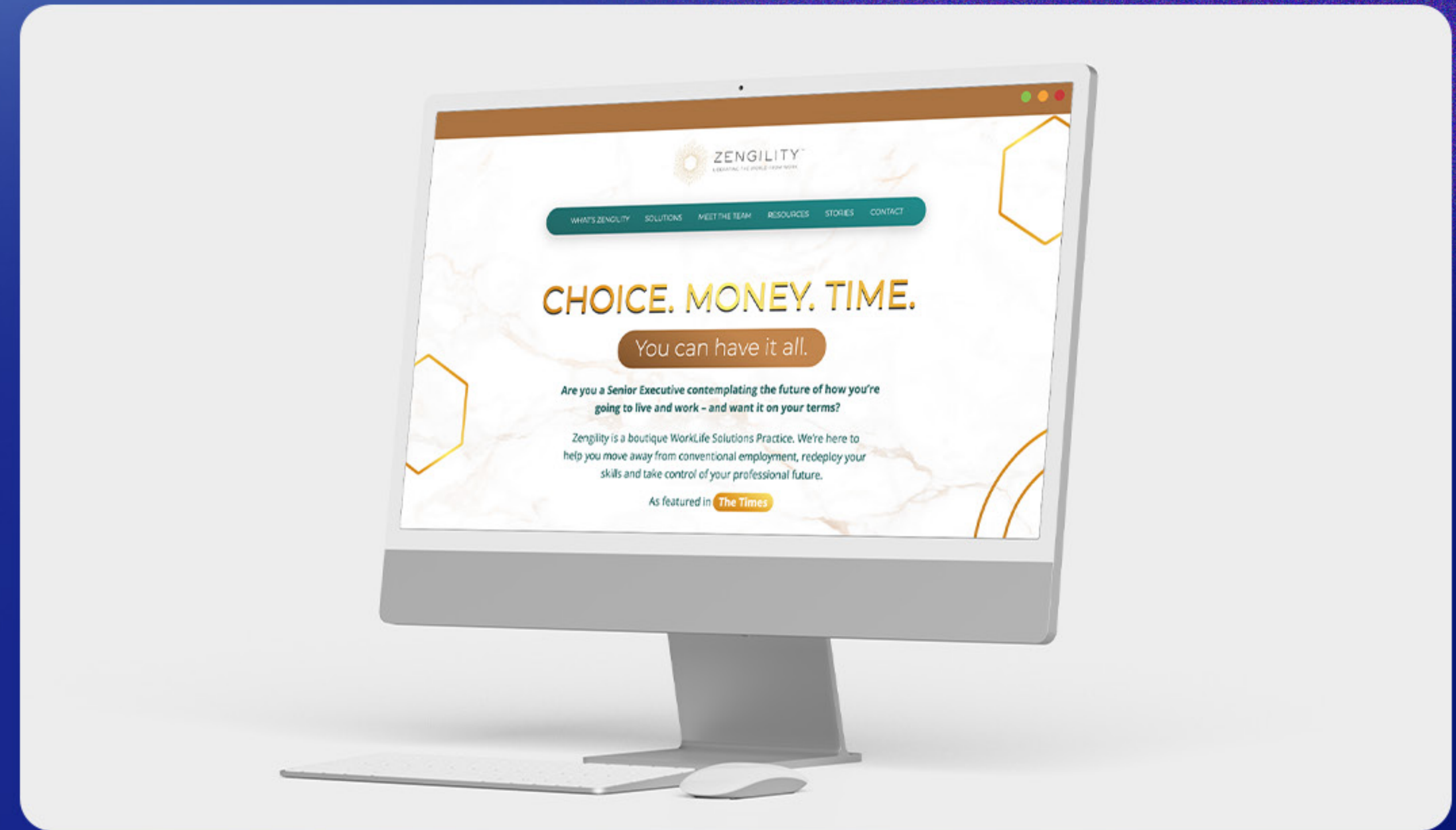
Zengility is teaching services for people who try to have their own business and goals located in United Kingdom. Teaching the keys and steps to reach their desired goals through various of classes and mentorship.

Problems:

Zengility wants to refresh their website visual to be more relevant and looks fresh from the current one. The main objective is to attract more audience with more professional and trusty visual appearance.

Solutions:

- Luxurious and professional feel and vibe in the visual
- Clear and structured flow of information to read with comfy
- Relevant look and feel with the audience



Freelance

PRESENTATION DESIGN

Indomaret Group

Presentation Design | June 2023

Indomaret is the pioneer of the franchise retail business and is the largest in Indonesia. Not only engaged in retail business, Indomaret Group continues to develop its business supported by more than 170,000 employees and has 10 business sectors: retail, wholesale, e-commerce, shopping centers, F&B, Japanese restaurants, bakeries, IT consultants, e-wallets, & expedition

Problems:

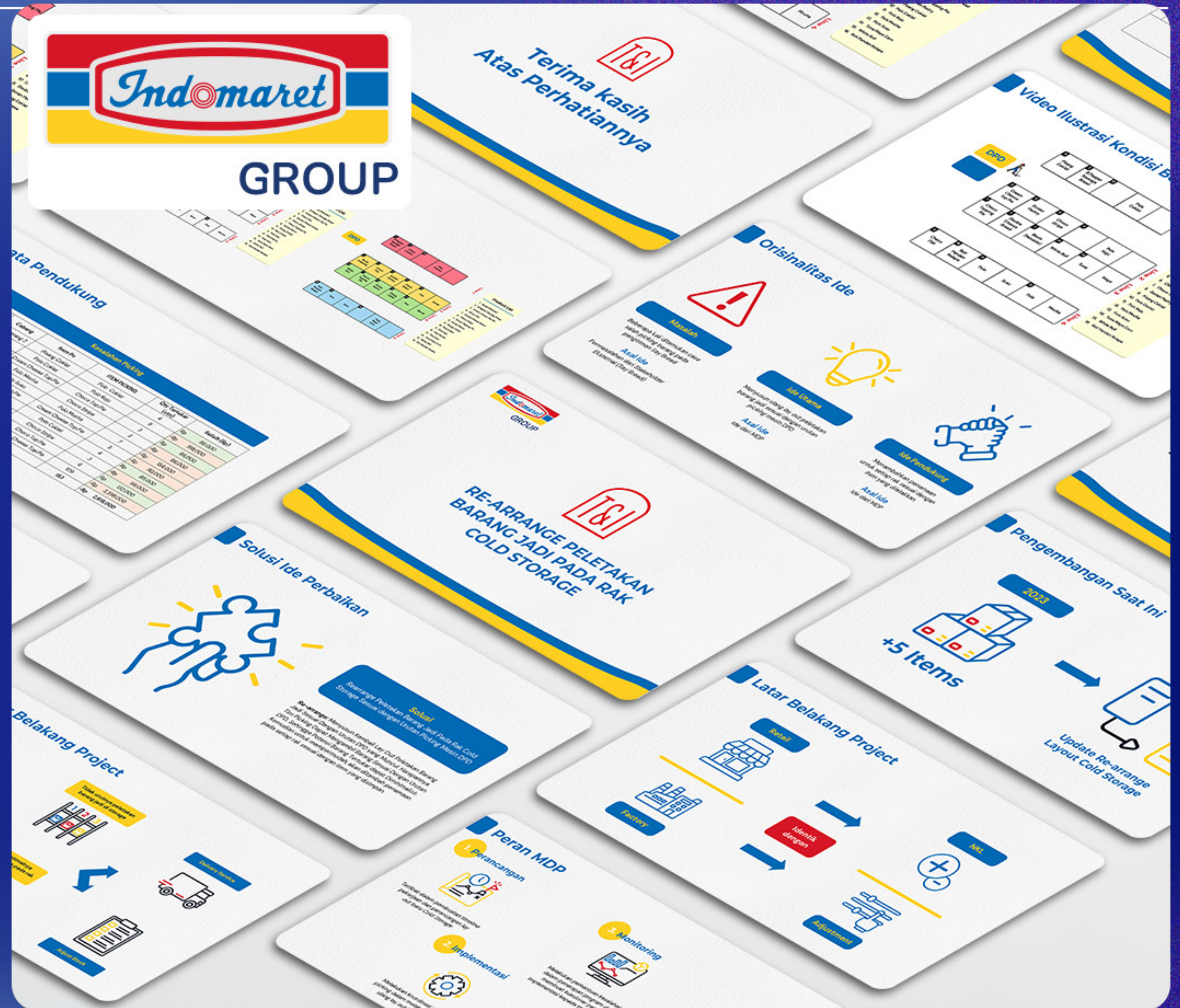
Indomaret group needs presentation design to showcase their results and ideas to the employees and business owner. Creating impactful, creative, and clear to read presentation to keep the audience intact is a need.

Solutions:

- Indomaret branding values
- Clean and clear presentation easy to read for the audience
- Interesting, fun, and appealing for audience to see

Outputs:

- Presentation Design
- Visual Animated Video



Freelance

PRINTED DESIGN

10 Degree Solar Singapore

Brochure Design | December 2022

10 Degree Solar is a company engaged in electricity system using renewable energy system which is using energy of sun. Creating green and healthy energy for many people by utilizing solar panel as their main product for houses in Singapore.

Problems:

10 Degree Solar needs a techy and modern brochure design to showcase their products, background, benefits, and contact for audience to reach them. Brochure should be clear and easy to read for a broad audience.

Solutions:

- Branding oriented design with current branding
- Modern and using empty space to bring clarity



Pulsefusion Singapore

Brochure | April 2021

Pulsefusion Pte Ltd is IT solution services based on Singapore. Providing IT Service and Support, IT Infrastructure, and IT Consulting for any type of business in Singapore.

Problems:

Pulsefusion needs quick and great design brochure to capture their brand feel and tech-vibe of their company. Showing fresh design to the audience to help them scale up their company digitalization.

Solutions:

- Vibrant and dynamic design style
- Tech and modern feel for the brochure design
- Clear and easy to read for broad area of audience



Freelance

ILLUSTRATION

J Trust Bank

Mascot Design | April 2021

J Trust Bank is Indonesian company in the form of a limited liability company and engaged in banking financial services. This bank is based in Jakarta, and its history can be traced back to Bank CIC (later to become Bank Century) which was formed in 1989.

Problems:

J Trust Bank needs mascot for their company to present trustiness of the products and their best hospitality towards the customer on a daily basis.

Solutions:

- Bright, cheerful, and lively tiger mascot.
- Blue as the dominant color to represent branding values
- Cute and amusing tiger mascot to represent hospitality



Swagelok

Procedural Illustration | April 2022

Swagelok Company is a \$2 billion privately held developer of fluid system products, assemblies, and services for the oil and gas, chemical and petrochemical, semiconductor, and transportation industries.

Problems:

Swagelok needs procedural illustration for their employee to understand with American comic artstyle but with clear and communicative way of explanation.

Solutions:

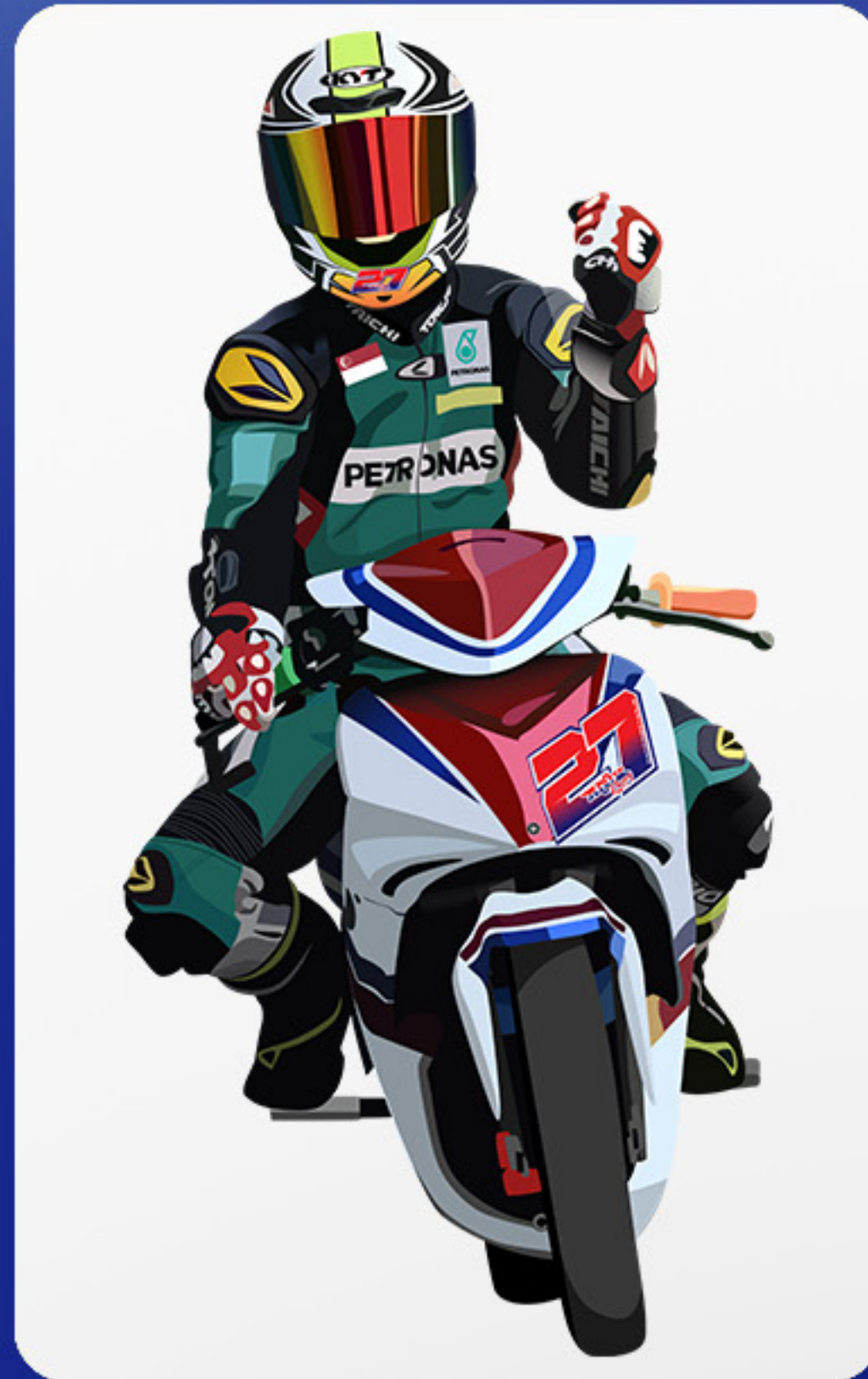
- American comic style of illustration
- Clear and detailed illustration for audience to read and see
- Swagelok branding values within the illustration



Moto Racing Illustration

Vector Illustration | May 2021

Commission project for Moto Racing event in Singapore. Creating various vector illustration for the racer to spice up the events. Creating detailed and realistic vector art style and make it as posters.

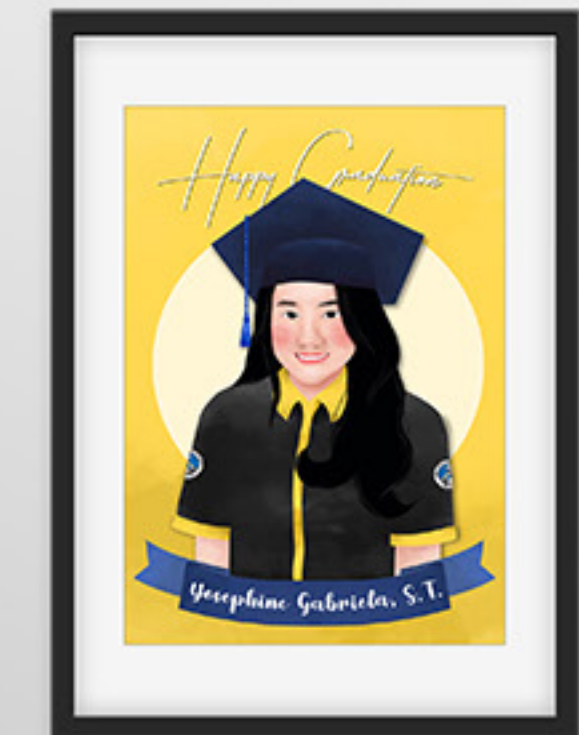
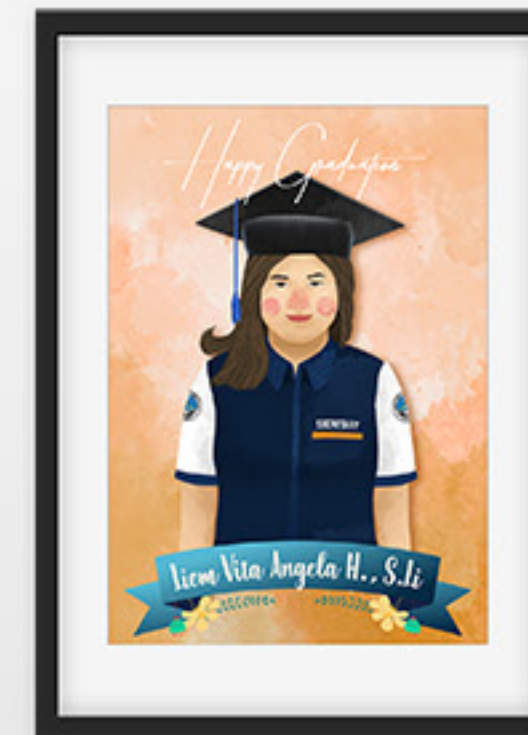


Graduation Commision

Digital Painting | August 2020

Making art commision for graduation moment in my university. Being part of the graduation story by creating profile illustration with customer graduation outfits requested by other students.

Initiating this commision also improve me to learn about illustration furthermore, learning about human anatomy, and overall increasing visual skill.



THANK YOU

Let's visualize your vision together!



jonathan.s.magono@gmail.com



[jonathansmagono](https://www.linkedin.com/in/jonathansmagono)



[jonathan_sm_](https://www.instagram.com/jonathan_sm_)