

JAYENG TRI ANGGONO (JAY)

Graphic Designer and Creative Specialist

Location: Taman Wisma Asri, Bekasi Utara, Indonesia

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PROFESSIONAL SUMMARY

Creative and dedicated professional with over 20 years of experience in graphic design, printing, and digital media. Proven track record in translating abstract concepts into high-impact visual designs for both digital and print campaigns. Strong background in technical training for web applications and creative direction.

CORE COMPETENCIES

- **Visual Strategy & Conceptualization:** Expert at translating abstract client concepts into high-impact digital and print assets.
- **Creative Leadership:** Experienced in directing creative vision for dealerships and government-level projects.
- **Technical Training & CMS:** Skilled in bridging the gap between design and technology, specifically in web application training and CMS management.
- **Multi-Platform Design:** Proficient in creating cohesive visual content for social media, digital campaigns, and traditional print media.
- **Production & Print Management:** Deep technical knowledge of the printing industry, from initial design to final production.
- **Collaborative Problem Solving:** Proactive team player with a reputation for being solution-oriented and taking constructive feedback to improve results.
- **Public Speaking & Mentorship:** Proven ability to simplify complex design concepts for large audiences (up to 48+ participants) and social foundations.

SPEAKING & LEADERSHIP

- **Guest Speaker at Yayasan LKI (Lembaga Kasih Indonesia)**

Invited to speak on Design and Content Creation for a foundation dedicated to HIV/AIDS advocacy.

- **Lead Trainer at Design Thinking & Content Workshop**

Facilitated an intensive training session for **48 participants**, covering the fundamentals of Design Thinking and modern content creation strategies on December 2025

TECHNICAL SKILLS

- **Design:** Adobe Illustrator, Adobe Photoshop, Adobe InDesign — **Level:** Advanced
- **Media:** Video Editing, Photography, Social Media Content — **Level:** Advanced
- **Technical:** Content Management Systems (CMS), Web Application Training — **Level:** Advanced

WORK EXPERIENCE

Graphic Designer at Infinity Enterprise Pte. Ltd (Singapore/Remote)

Oct 2023 – Apr 2025

- Developed compelling visual content for various digital and print marketing campaigns.
- Collaborated with the creative team to translate complex concepts into audience-focused designs.
- Consistently delivered high-quality work under tight deadlines with a solution-oriented approach.

Freelance Creative Specialist

Creative Direction & Branding

- **Creative Director** at Luminta Motor Motorcycle Dealership (2022 - 2023).
- Produced company profiles and animations, design and consultation for books and magazines for the **Ministry of Village, Development of Disadvantaged Regions, and Transmigration (KEMENDES)** (2021).

Web & Technical Training

- **Ticketing Web Application Trainer** at Kanomas Arci Wisata (2018).
- Implemented **Content Management Systems (CMS)** for Jakarta Blues Festival (JBF) (2010).

Social Media & Photography

- Managed social media presence for Menan Travel and Poskotanews (2010 - 2012).
- **Product Photographer** for Teisseire and Bhumiagri Nawasena Perkasa (2022).

Previous Roles

- **Dredger Manufacture Support** at Hamson Indonesia (2011 – 2014)
- **Printing Specialist** at Mega Print (2005 – 2010)
- **Front of House (FOH)** at adidas Runners Jakarta (2018 - 2019)

EDUCATION

- **Bachelor's Degree** at Krisnadwipayana University, majoring in economic management (Graduated 2012)
- **Senior High School** at SMA Angkasa Pusat
- **Junior High School** at SMP Negeri 51

LANGUAGES

- **English — Level:** Advanced (spoken and written)
- **Bahasa Indonesia — Level:** Native