

Rachel Tanuwidjaja

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EDUCATION

University of Southern California, Roski School of Art and Design

Los Angeles, California

Bachelor of Arts in Art & Minor in Product Design

GPA : 3.902 | Graduating May 2024

(Progressive Degree in Master of Science in Entrepreneurship & Innovation)

- **Relevant coursework:** Web Design, UI/UX, Designing Products I & II, Graphic Design, Prototyping

EXPERIENCE

Garyman Indonesia

Jakarta, Indonesia

Product Design Intern

July-August 2022

- Conducted market research to identify potential clients and evaluate their brand identity, resulting in the development of tailored merchandise and point-of-sale materials (POSMs) that aligned with 5+ client's needs.
- Collaborated with the head of design to integrate eco-friendly materials into proposals throughout social media feeds.
- Utilized visual design tools (Shapr3D, Keyshot, and more) to create 3D models which 90% was selected for production.
- Crafted compelling pitch decks to present to clients, focusing on storytelling and highlighting the importance of environmental responsibility in the design process which played a pivotal role in securing client approval.

Clarity App

Los Angeles, CA

Marketing and Design Intern

June 2021-January 2022

- Leveraged design software such as Figma, Adobe Premiere Pro, and Adobe Illustrator to create various marketing materials, including social media stories, posts, and product videos, to effectively promote the Clarity app.
- Collaborated with the development team to design UI product onboarding screens using Figma and created marketing materials using design software (Figma, Premiere Pro, Procreate, Illustrator) to promote the Clarity app.
- Managed the Clarity app's Instagram account, creating high-quality and engaging content that contributed to a 20% growth for in-app downloads and 15% increase in brand awareness.

Raescustoms

Jakarta, Indonesia

Creator of a Customizing Business

April 2020-present

- Conceptualized customized artwork on leathered goods to customers in the US and Indonesia, with a focus on shoes and bags, using a combination of customer requests and original designs that generated about \$5,000 in profit.
- Designed UI mockups for the website to promote the service and products offered while collaborating with Non-profit organizations, donating 25% of profits to their cause of raising mental health awareness in Indonesia.
- Constructed brand-focused content, including logo design and promotional graphics for RaesCustom's social media account on Instagram and TikTok, using various design software such as Adobe Photoshop & Illustrator and Canva.

Gojek

Jakarta, Indonesia,

Design Intern

July 2018

- Acquired expertise in the creative sector through specialized training, with a focus on visual design and its application to marketing materials, specifically for the digital payment platform, GO-PAY.
- Assisted design managers for "We The Fest Jakarta," gaining hands-on experience using Adobe Photoshop and Illustrator to create visually stunning elements such as flower boards, a pop-up stage, and promotional pamphlets.
- Gathered valuable feedback from stakeholders to refine 5+ designs and ensure alignment with marketing strategy, resulting in 20% increased audience engagement and successful outcomes of major events and campaigns.

LEADERSHIP AND INVOLVEMENT

Innovative Design at USC

Los Angeles, CA

Design Team Member

2021-2022

- Coordinated in a team of 4 to satisfy deliverables from Share-A-Meal and designed merchandise for their mobile kitchen.
- Assisted in creating about 12 social media design templates and improved APASA's (Asian cultural organization at USC) social media presence by 40%.
- Participated in UI/UX design challenges and personal projects, gaining further insight on how to utilize Spark AR and Figma.

USC ASIS

Los Angeles, CA

VP of Marketing

2020-2023

- Exemplified responsibility and time management through creating Instagram posts for special events, officer introduction videos, and stickers which built a strong social media presence and fostered a sense of community.
- Utilized Illustrator, Photoshop, Canva and 3+ phone apps to create interactive and engaging instagram posts.
- Established solid relationships and partnerships with members and clubs through weekly meetings and collaboration projects.

EXPERTISE

Skills: Proficient in Adobe Creative Suite (Photoshop and Illustrator), Figma, Design Softwares (Procreate, Shapr3D, KeyShot, Solidworks, Canva), Design Principles, Social Platforms (Instagram, TikTok, Twitter, Snapchat, YouTube), and Grid-Based Designs.

Projects: Kibble App, Flexy Board, Garyman Indonesia Projects, Jaim, Raescustoms