

CURRICULUM VITAE

Mohamad Reza

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SUMMARY

With over two decades of experience, Mohamad Reza is a multi-faceted designer with strong editorial roots, who thrives on transforming ideas into visually compelling stories. He has a proven track record of developing comprehensive visual identities for institutions, encompassing everything from logo design and branding guidelines to editorial design, websites, and exhibition displays. He is passionate about crafting design solutions that are both beautiful and functional, and he collaborates seamlessly with diverse professionals – artists, writers, developers, and more – to deliver bespoke solutions that meet each client's unique needs.

For the past 5 years, he has dedicated his expertise to non-profit organizations and the development sector, specializing in visual communication for social protection, public health, and food security initiatives.

EDUCATION

Universitas Trisakti

Bachelor's degree,
Design Communication Visual,
1996 - 2001

Universitas Trisakti

Magister Design,
2023 - 2025

WORK EXPERIENCE

Visual Communications Specialist/ Designer - In various Commercial, Hospitality and Development sector projects 2010 - Now

Act as a designer, art director and strategic designer to help visualize various identities and visual communications for identity purposes and provide communication to stakeholders, so that projects can run well and correctly. Creating visual identities on various platforms for communication to the public

Visual Communications Specialist/Senior Designer (Individual Contractor) – Australia-Indonesia Partnership Towards an Inclusive Society (INKLUSI) June 2023 - Now

Responsible for designing and producing a range of knowledge products for INKLUSI, including infographics, data visualizations, presentations, and reports. Successfully communicated complex information in a clear, concise, and persuasive manner to diverse audiences.

Visual Communications Specialist (Individual Contractor) – UNICEF Indonesia Oct 2021 - Now

Creating Knowledge product materials for UNICEF. Collect information, ideas, and content from UNICEF team and translate it into a clear, concise, and persuasive visual context in stunting campaign, to produce international-quality design of multimedia products.

Visual Communications Specialist (Individual Contractor) – Sustainable Urban Transport Program (SUTRINAMA) Indonesia Feb 2021 - Dec 2024

Creating Knowledge product materials for SUTRINAMA. Collect information, ideas, and content from SUTRINAMA team and translate it into a clear, concise, and persuasive visual context.

Senior Designer

(Individual Contractor) – The Australia-Indonesia Partnership for Promoting Rural Incomes through Support for Markets in Agriculture (AIP PRISMA) Jan 2023 - Dec 2024

Creating Knowledge product materials for AIP PRISMA and translate it into a clear, concise, and persuasive visual context.

Visual Communications Specialist

(Individual Contractor) – ASEAN-USAID Inclusive Growth in ASEAN through Innovation, Trade and E-Commerce (ASEAN-IGNITE) Jan 2022 - March 2024

Creating Knowledge product materials for ASEAN IGNITE. Collect information, ideas, and content communication team and translate it into a clear, concise, and persuasive visual context.

Visual Communications Specialist/Senior Designer (Contract) – Australia-Indonesia Development Partnership on Social Protection (MAHKOTA) Program March 2019 - Februari 2023

- Work closely with Communications Director and Knowledge Management Team to provide technical advice regarding corporate identity.
- Provide a quality assurance function with regard to all visual communications materials and tools, ensuring that they comply with the Facility's brand identity.
- Work closely with the Communications Officer to help coordinate digital media campaigns, offline events and online forums and channels.
- Ensure timely production of all visual media according to the needs of campaigns deliverables.

Visual Communications Specialist
(Individual Contractor) Australia-Indonesia Development
Partnership on Knowledge Sector Initiative (KSI)
Oct 2019 - Oct 2021

Creating & updating knowledge product materials for KSI. Collect information, ideas, and content from the communication team and translate it into a clear, concise, and persuasive visual context.

Activ Design Studio
Founder, Creative Director
2010 - 2020

Leading design studio and being art director on all projects in various sectors such as hospitality, F&B, NGOs and other commercial projects

Senior designer/Studio Manager
GreenLab
Aug 2006 - Jul 2009

Leading a design studio and being an art director on all projects with various sectors

Senior Graphic Designer/Studio Lead
dedato ontwerpers en architecten
Feb 2003 - Oct 2006 · 3 yrs 9 mos

- Leading the internal graphic studio for stand-alone projects and/or supporting architectural, interior, product design divisions
- Ensuring all collaborations run well internally and ensure all design products come out properly and correctly
- Presentation and work on print production to support 3-dimensional production

Majalah Aikon dan Studio Aikon, Jakarta
1999-2000 Internship
2001- 2003 Graphic designer

- Designing layout for Aikon magazine
- Designing layout work for reports, brochures, logos and others (Aikon Studio)
- Assisting art direction for various projects under aikon design studio.

OTHERS

Art Director and Designer
Perkumpulan Indonesia Berseru
2010 - Present
Indonesia Berseru Association is an institution that dedicates its work in the field of campaigning for social change

Studiomili
Co Founder, Illustrator
2013-Now
A studio that focuses on illustration and art merchandise

LECTURES

Lecturer
UNINDRA
2009 - 2011. Jakarta

- DKV Course 1, 2
- Typography Course 1,2

Guest Lecturer
Design Faculty. Pelita Harapan University.
March 2011. Jakarta

- Jakarta Souvenir Design

Guest Lecturer
Faculty of Design and Art, University Trisakti
Feb 2020. Jakarta
Selected Chapters Course

FACILITATOR

Winner selected facilitator
Jakarta Souvenir Design Competition
2011 - 2015

Partner Facilitator
Indonesia Berseru - Oxfam Indonesia
2016. Workshop: Designing for Public Campaigns

TALKS

Virtual Talks
Festival Agen Perubahan Indonesia
30 Nov 2022
Merayakan Keberagaman melalui Pendidikan, Kebudayaan dan Desain

UNINDRA Festival
2018. Jakarta
Theme: Development of design character as a new business branch

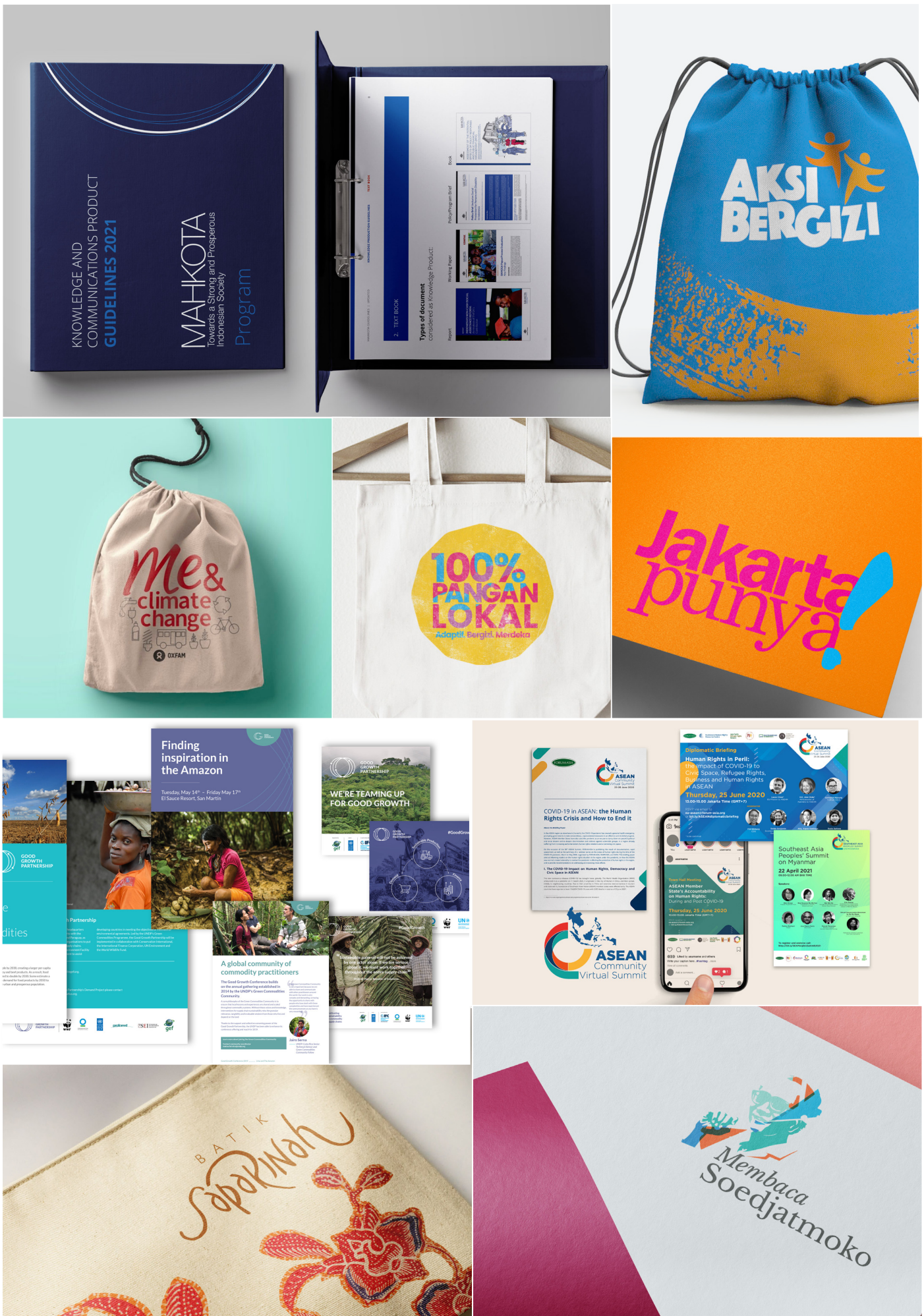
Oxfam Indonesia
2019, Jakarta
Designing for Public Campaigns

EXHIBITION

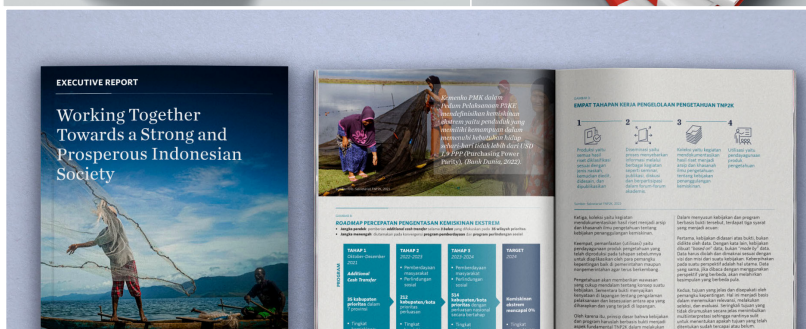
Studiomili 100 Poster Exhibition
June 2014 - Dia. Lo.Gue, Kemang Jakarta

2024 Media X Space: Across Asia International Exhibition
Oct 2024 Participant - Jakarta

BRANDING DEVELOPMENT



DESIGN AND LAYOUT DIRECTION



INTEGRATED GRAPHICS AND VISUAL ART FOR CAMPAIGN



SELETED CLIENT

UNICEF | The Department Of Foreign Affairs And Trade (DFAT)-Australia | Oxfam | TNP2K | WWF | Kementerian Kesehatan | Un Women | The Deutsche Gesellschaft Für Internationale Zusammenarbeit (Giz) Gmbh | Mitigation Action Facility | Indonesia Untuk Kemanusiaan | Perkumpulan Indonesia Berseru | Yayasan Soedjatmoko | Menteng Heritage Society | Santika Indonesia | Sahid Hotel Group | WRI Indonesia | WWF Coral Triangle | Kehati | Asean - USAID | Asean | Asia Forum | Yayasan Saparinah | World Bank | AIP PRISMA | INKLUSI

MORE INFO:

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