

# PORTFOLIO

Phoebe Widjaja

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# Let me introduce myself

Hello! I am Phoebe Widjaja, a passionate graphic designer from Jakarta. I got my degree at Universitas Pelita Harapan, majoring in Visual Communication Design. My hobby, included but not limited, to eat delicious food, getting too excited in cinema, and getting absorbed in books.

I'm looking for a creative environment where I can meet new enthusiastic people, improve my skill, and have fun.



# Phoebe Widjaja

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## Education

**2009 - 2012**

SMA Katolik Ricci 1

**2012 - 2016**

Bachelor of Art

Universitas Pelita Harapan

## Honors and Activities

**2013**

Part of Creative Division at  
Bhom Matsuri event

**2016**

Internship at Creatifactory  
Head of Consumption Division  
at Titik Temu 6

## What I Know

Main design principles

Planning and organising

Listening to other's advices

Enjoying life

## What I'd Like to Know

New experiences

New points of view

Better problem solving

New place to eat

## Things I Enjoy

Thinking

Well organized projects

Learning new things

Easy going situations

Reading

## Things I don't Enjoy

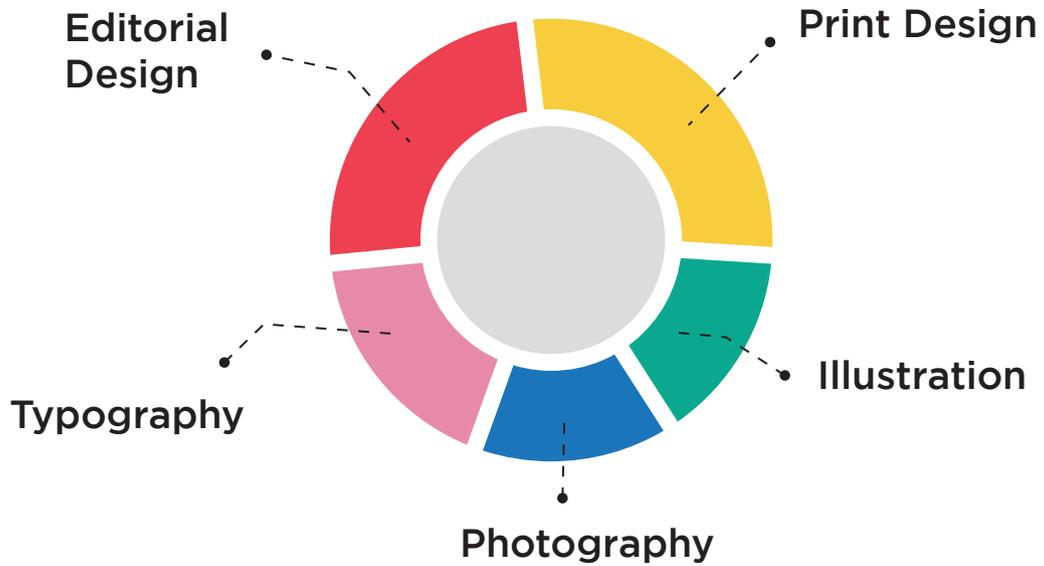
To be in hurry

Too much chaos

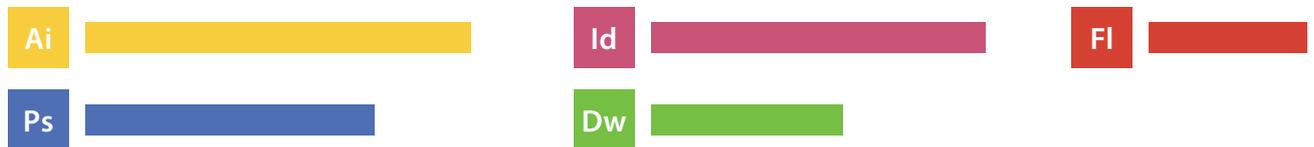
Close-minded people

Papayas

## Design Skills



## Design Tools



# 01

## **Branding and Identity**

Good branding and identity are vital to company, especially for reaching their target market and promoting their product. Here are some branding project that I already did.

# #1 Project

## Es Italia Ragusa

This is part of my project at class, re-branding visual identity. Es Italia Ragusa is an old, yet famous, Italian ice cream cafe at Jakarta. This cafe was established since 1932 and most of their customer already visited Ragusa since they were child! Some of them were brought by their parents and as result, they also bring their child to Ragusa. This makes Ragusa have nostalgic and oldish atmosphere. There's also not much change to their design since 1932, including logo and visual identity which is the problem I tried to solve.

### Concept

The re-branding concept is to emphasize the oldish and nostalgic feeling that Ragusa have, because it is their unique point. I used sephia themed color as primary color. For typeface, I used slab serif to represent their strong and bold character. As for supergraphic, I used photo of old things related with ice cream such as ice cream truck, ice cream maker, etc.

Before



After



LOGO



TYPOGRAPHY

Rockwell

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,:;/?"!'@#%&^\*()

Syntax LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,:;/?"!'@#%&^\*()

COLOR SCHEME

Warna Primer

C : 20%  
M : 30%  
Y : 70%  
K : 50%

C : 20%  
M : 30%  
Y : 70%  
K : 30%

C : 0%  
M : 10%  
Y : 40%  
K : 30%

Warna Sekunder

C : 10%  
M : 20%  
Y : 40%  
K : 30%

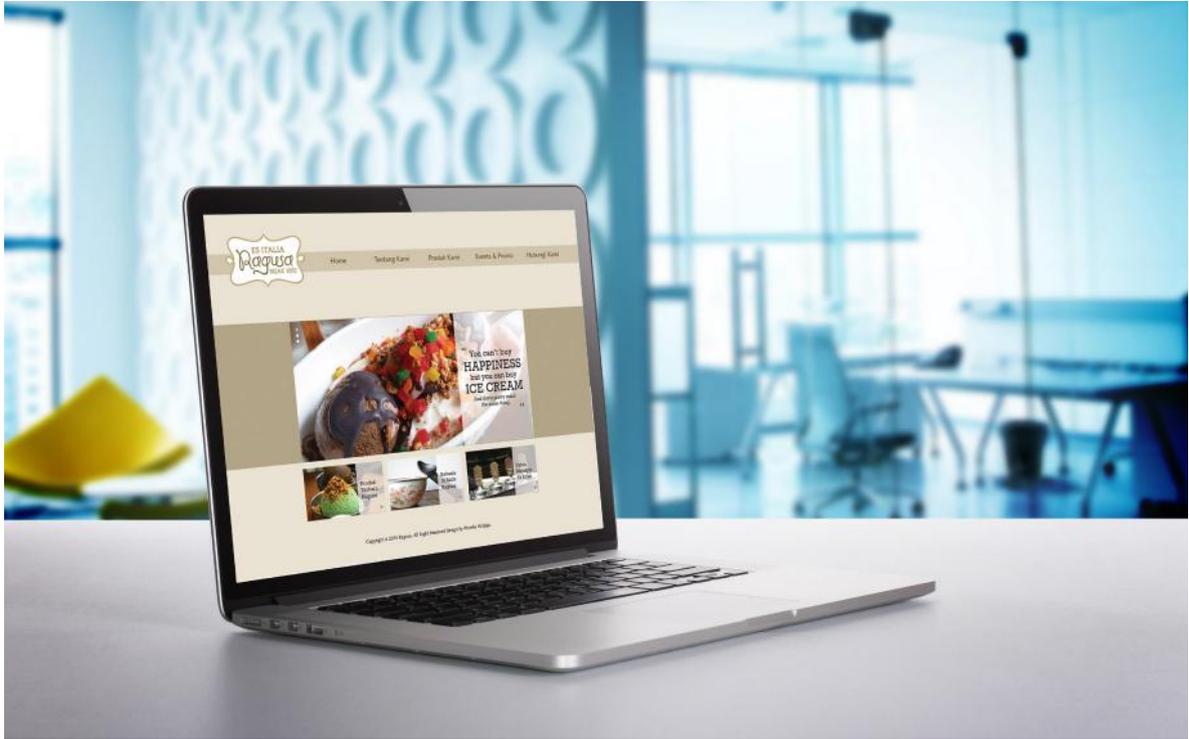
C : 10%  
M : 20%  
Y : 40%  
K : 20%

C : 10%  
M : 10%  
Y : 30%  
K : 10%

SUPER-GRAPHICS







# #2 Project

## Dentia Prima Inovasi

Dentia Prima Inovasi, known as DENTIA, is official distributor company of MBrace® Clear Aligner in Indonesia. MBrace® Clear Aligner is a custom-made digitally crafted orthodontic aligner developed by Denthalthon Medtech Pte. Ltd Singapore. In this project, I made their visual identity and also their marketing items, such as shopping bag, standing banner, etc.

### Concept

For the logogram, I used the shape from two smiles, placed side by side, shapping a big letter D. As explained before, the product that supplied by DENTIA is new type of braces which offered a perfect smile for their users. Smile also represent goodness and openness. Therefore, the smile shape was chosen.

For color, I used blue and its dervative color. Blue is for represent professionalism, trust, integrity, and sincerity. Blue is also associated with authority and success.







**Brace**  
MORNINGSTAR ORTHODONTICS

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**TANPA KAWAT GIGI** lagi...

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---

Untuk informasi lebih lanjut  
kunjungi website kami  
[www.mbracealigner.com](http://www.mbracealigner.com)

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[www.bdclinics.com](http://www.bdclinics.com)



# #2 Project

## Majestyk Bakery & Cake

This re-branding project is my thesis project for my degree. Majestyk Bakery & Cake was established in 1976. Their first shop was in Medan, Indonesia. Their products are still using original recipe from their founder, Farida, even though now she isn't in charge anymore and replaced by her son. Until now, they already opened in many cities in Indonesia including Jakarta, Bandung, and Bali.

### Concept

Before they become successful like now, Majestyk Bakery & Cake actually just started as small shop, selling their products in front of house. All of their product was home-made and fresh. Now, even though they used machine but still the recipe is the same, the original recipe by Farida.

Because of their backstory, Majestyk brand personality are authentic, homemade, and warm. Each of them was represent by item such as letter seal, lace, and sprinkled flour.

Before



After



**MAJESTYK**  
BAKERY & CAKE

LOGO FINAL



**MAJESTYK**  
BAKERY & CAKE











# 02

## **Graphic Design**

This part is about my other project that more focused in general area of design, such as website, illustration, print ads, etc.

# #1 Project

## Ayo Baca Buku!

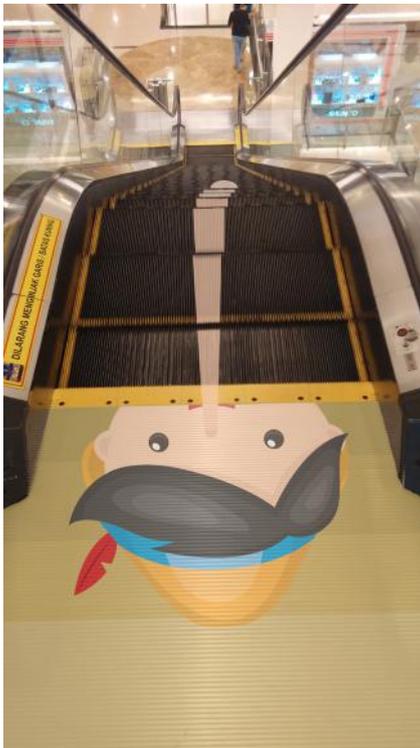
This social campaign is part of my project at class. This campaign aims for promoting reading to children from 12-18 years old in Indonesia. The main purpose of this campaign is to make reading not just a hobby, but also to become part of daily life. Children is full with curiosity, and with reading a book they can sated their curiosity.

### **Concept**

Considering how old the audience, I used vector illustration with bright and solid color which is more attractive and appropriate for children. The character I used is from various famous story, like Pinnochio, Hansel & Gretel, and Red Riding Hood.



## Ambience Advertising



## Website Design



# #2 Project

## Portfolio Website

This portfolio website of mine was made by Adobe Dreamweaver as part of project of web design class. Just as the name imply, this website contain some of my project which some of them are already in this book. This website is totally working and used to be in the domain called phoebewidjaja.com. Unfortunately, my website is under reconstruction right now and can't be accessed.

### **Concept**

One of my new favorite color is blue toska and so I decided to use it as my main color palette. The layout is quite simple so it is easy to access and read. There are four pages in this website; home, about, works, and contacts.

phoebewidjaja  
THINKER • CREATOR • DESIGNER

home about works contacts

## I am a THINKER

Behind every great design is great minds. My inspirations can come from everywhere - great designers, movies, dreams, even bathroom.



## Welcome!

I humbly welcome you to my (self-proclaimed) awesome website. Whether you just stumble upon or visiting intentionally, please take your time and

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phoebewidjaja  
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home about works contacts

# hello!

My name is Phoebe Widjaja (but I think that's already obvious enough). The one that I proudly called home sweet home is Jakarta, Indonesia.

I am an official visual communication design student from Universitas Pelita Harapan. I loves to read, especially mystery & fantasy novel and manga, listening music (including at bathroom), and of course, design. My trusted weapons are Adobe family, the dearest laptop, and darling DSLR camera.

I take great pride for my patience doing details works and my perfectionist side to assist my clients as best as I could for defining their wanted projects.



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home about works contacts

- animations & interactive
- graphic designs
- drawings & illustrations
- photography
- clients

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home about works contacts

## keep in touch

And this is it. You know what I am good at. I'm always keep looking for new project. Feel free to drop me a line (or even drop a cake).

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phoebewidjaja12@gmail.com

7D7C7C3




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# 03

## Editorial Design

Editorial design is a fascinating field where a designer must combine typography, smart layouts, and good composition. Good editorial design will catch the attention of readers, whether it is a book, magazine, or newspaper.

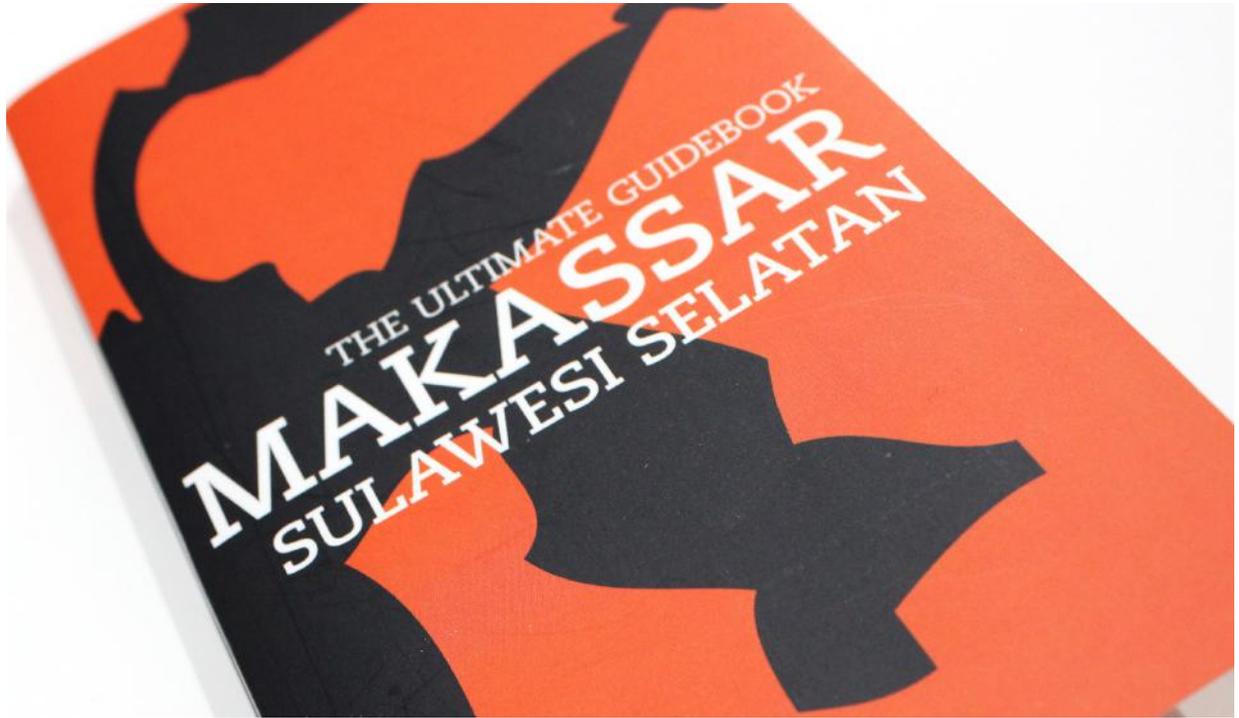
# #1 Project

## The Ultimate Guidebook: Makassar

Your ultimate guidebook in Makassar, the capital city of South Sulawesi, Indonesia. This book will guide you to the famous tourist spot, local culinary, gift shops, history... Basically all you need to know about Makassar. There are total ten chapters in this book; demography, transportation, history, tourist attractions, shopping & souvenirs, cultures, emergency contacts, and notes.

### **Concept**

Designed for travellers, this book was light weight, printed on book-paper, and fit in your pocket. Each chapters were differentiate by different colors to make it easy to read and find.



# #2 Project

## NAKAMA Magazine

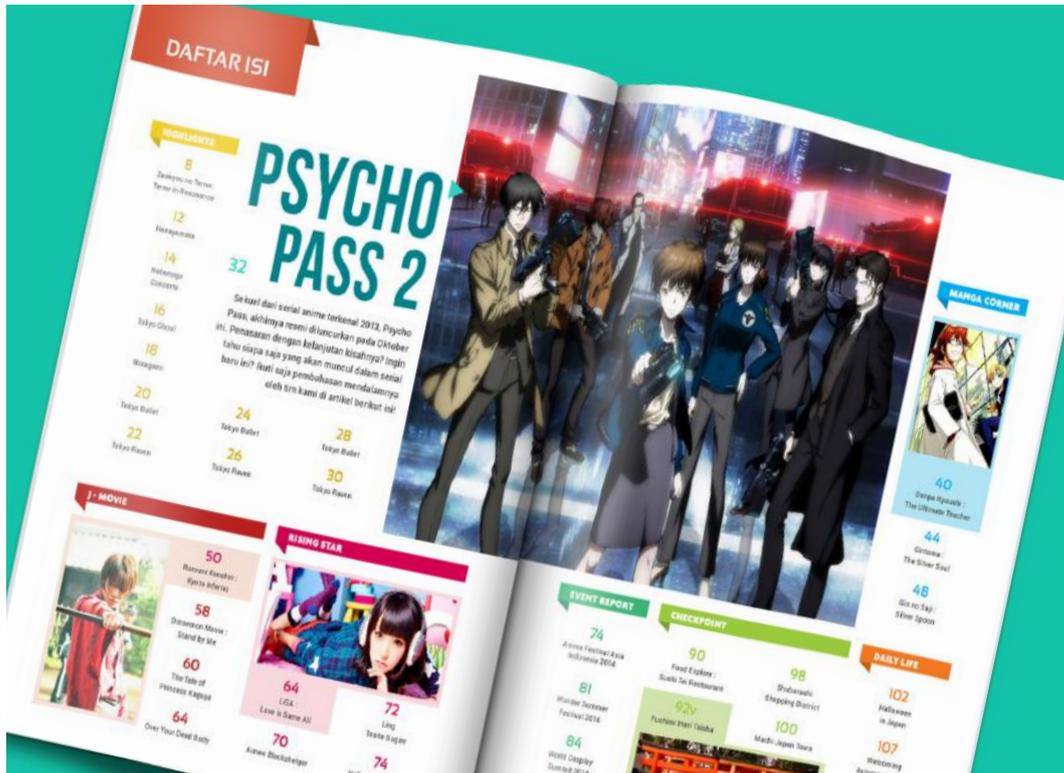
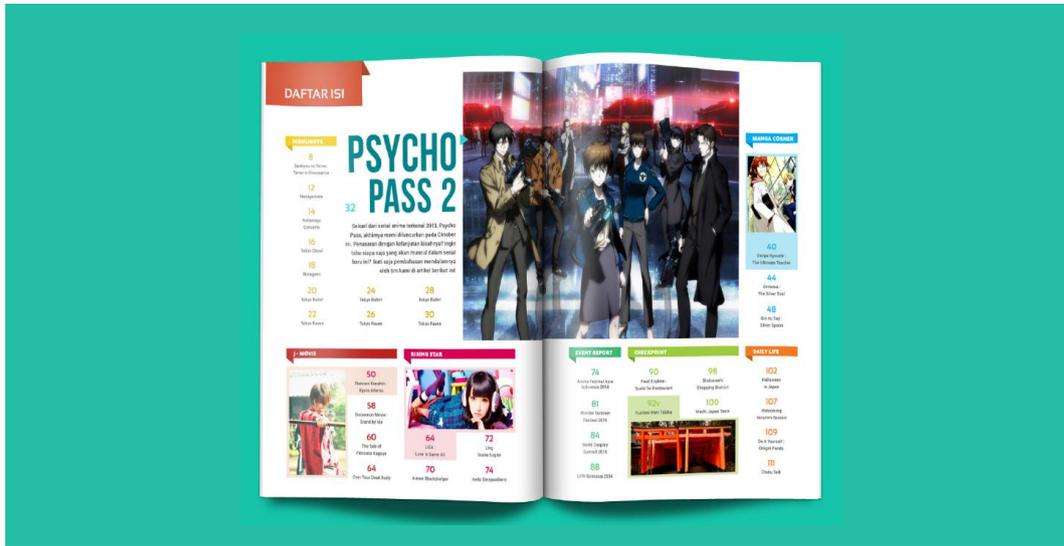
NAKAMA Japan Lifestyle Magazine is brand new magazine that was made as part of my project in class. NAKAMA Magazine talked about general lifestyle that happens in Japan, like latest anime, trending manga, movie, interview with famous figure, happening event, and many other things. This magazine is your trusted partner to know about latest news in Japan. "Nakama" itself means friends in Japanese.

### Concept

The target of this magazine is young people, around 17-25 years old, and interested in Japanese lifestyle. The color that I used is vibrant and colorful too make it more attractive to target.

## First & Second Edition Cover







# 04

## Packaging Design

Packaging holding quite important factor success rate of product. A nice, creative, and unique packaging surely more appealing to customer than ordinary one. To make a good packaging design, an understanding of usage , product, and material are vital.

# #1 Project

## Fit-Flat Jam

Fit-Flat Jam is a product developed by some students that offered the easiest way to eat jam. There is no need to use any tools to eat this jam, except your hand. Fit-Flat Jam is a jam, compacted to a thin layer and coated with plastic to keep it hygienic. Not only simple, Fit-Flat Jam is also healthy and full with milk goodness. It is suitable for people who have active lives, too busy to have breakfast, or jam lovers.

### Concept

This product was targeted for anyone who has an active life, especially children. Children tend to spend more energy and need a lot of nutritious food to ensure their growth.

The logo design is quite simple and child-like. The packaging design was made to be unique and eye-catching. I also designed three characters for each flavor, which are used in packaging, advertising, website, etc.

EASIER WAY TO EAT JAM

FIT-FLAT JAM



EASIER WAY TO EAT JAM  
**FIT-FLAT JAM**

## FAMILY PHOTO CONTEST

**FIT-FLAT JAM**  
moments are best shared

Post momen seru kamu bersama keluarga saat menikmati FIT-FLAT JAM di sosial media kami dan menangkan hadiah menarik untuk foto terunik

 Fit-Flat Jam  @FitFlat\_Jam  @fitflat\_jam



EASIER WAY TO EAT JAM  
**FIT-FLAT JAM**

## Stop & **PLAY** with us!

Come to our booth and challenge your creativity in making interesting creation using FIT-FLAT JAM



[produk](#) [resep](#) [cerita kami](#)

EASIER WAY TO EAT JAM

[masuk/daftar](#) [pembayaran](#)

**FIT-FLAT JAM**



## Cookies and Cream

Krim vanila susu ditambah potongan biskuit coklat lezat dalam setiap lembarannya nggak ada lawannya!

### Tentang Produk

FIT-FLAT JAM menawarkan cara sarapan yang praktis, mudah, sekaligus juga unik. Kegiatan

### Cerita Kami

FIT-FLAT JAM diproduksi oleh CV Interfeed Kreasi Nusantara yang berlokasi di Jakarta Timur.

### Berita Terbaru

FIT-FLAT JAM mengadakan launching product di Gandaria City #Jal

# #2 Project

## Baltic Ice Cream

As part of class, I was asked to redesigned Baltic Ice Cream packaging. Baltic Ice Cream is an old ice cream brand from Indonesia. It was quite known, especially amongst old people. However, not a lot of young people have heard about it.

### **Concept**

The purpose of this project is to make Baltic Ice Cream more appealing for younger customers. Baltic Ice Cream haven't change their logo and product for years and now they are in dire need of revitalization.



# Oops...

I'm terribly sorry, but it seems you've reached the end of book. Kindly check my behance profile at [behance.net/PhoebeWidjaja](https://www.behance.net/PhoebeWidjaja) or contact me!

