



SANDY MUHAMMAD ZEIN

GRAPHIC DESIGNER



+62 813 9573 3423



sandymzein23@gmail.com



Kab. Bandung Barat



Port Folio

PROFILE

Graphic Designer with over 5 years of experience creating visual content for social media, branding, marketing, and various visual communication needs. Experienced in developing brand guidelines, visual identities, marketing materials, packaging, merchandise, signage, and digital content.

Skilled in visual communication, layout design, branding, content development, and creative problem-solving. Experienced in working across various industries, including fashion, F&B, SMEs, government, and exhibitions, with a focus on delivering consistent, communicative, and brand-relevant design solutions.

EDUCATION

Universitas Komputer Indonesia, Bandung

2017-2021

Bachelor of Design, Visual communication design

GPA: 3.71

WORK EXPERIENCE

PT Batik Fractal Indonesia

Bandung-Sukabumi

Graphic Designer

2023-2025

- Designed branding systems, brand guidelines, and training kits for various projects.
- Managed visual content and social media appearance for Instagram and TikTok.
- Developed educational materials and conducted training sessions related to UMKM brand packaging prototypes.
- Designed merchandise incorporating Indonesian batik elements.
- Developed branding, signage, and visual communication materials for Rumah Batik Fractal-LPS.
- Created program summary books and catalogs featuring fashion, home decor, and souvenir products produced by batik training participants.

Grifen Studio

Bandung

Graphic Designer

2021-2025

- KEMENPORA Logo & Visual Identity Competition (2025)
Participated as a finalist in a logo and brand guideline competition organized by the Ministry of Youth and Sports of the Republic of Indonesia.
- Semesta Arkiv Exhibition, National Gallery of Indonesia (2025)
Participated in the design development of visual materials and supporting needs for an exhibition project.
- Rasulullah Gallery – Ma'rodh Grand Mosque Al Jabbar , Bandung (2022)
Contributed to the development of layout and visual content for a gallery exhibition environment.
- IBAN (Indonesia Brand Activis Network) and PT. Indobara Borneo, Tanah Bumbu, South Kalimantan (2022)
Participated in the redesign and development of product packaging for an UMKM, including visual direction and packaging-related design materials.
- PDRI Museum, Koto Tinggi, West Sumatra (2021)
Designed visual guide layouts and supporting communication materials for museum, related visual content.
- Create a social media visual content for brands, including Vape liquid brands, fashion, coffee shops, and government agencies.

SKILLS

- Creating social media visual content for lifestyle and product brands.
- Developing branding and creative materials for brands.
- Developing product visuals and packaging designs.
- Creating event merchandise and promotional materials.
- Designing editorial materials, catalogs, and publications.

SOFT SKILLS

- Creative Problem Solving
- Communication
- Teamwork & Collaboration
- Time Management
- Adaptability
- Concept Development
- Critical Thinking
- Project Management

SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Capcut