



## PROFILE

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**Full Name:** Tjan Yunita Lestari

**Residential Status:** Singapore PR

9+ years of experience  
in **branding/identity + FMCG  
packaging** design sector

a great team player with  
**enthusiastic** nature and excellent  
eye for **details**

## CONTACT

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**m.** +65 9238 1141

## LANGUAGES

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Bahasa Indonesia

English

## INTERESTS

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Baking

Animated movies

Museum & art exhibitions

Travelling

Hiking

## PROFESSIONAL EXPERIENCE

### DESIGNER AT CONSULUS Dec 2010 – July 2013

- Conducted design research within the framework
- Developed corporate brand design for clients ranging from small startups to large enterprises in Singapore, Brunei, and UAE
- Mentored junior members to develop their skills
- Produced brand identity guidelines for relevant clients

### SENIOR DESIGNER AT COWAN Oct 2013 – May 2018

- Produced a range of effective and differentiated concepts that strategically answer the project brief
- Worked with other designers to oversee and develop design solutions and to help nurture their knowledge and skills
- Presented work to other team members and clients
- Worked in partnership with the account management team to push the boundaries of brand design

### SENIOR DESIGNER AT JKR May 2018 – December 2019

- Focused on holistic brand solutions and strategic problem solving
- Offered mentorship, guidance and inspiration to the team

### SENIOR DESIGNER AT HOLMES & MARCHANT Jan 2019 – Dec 2021

- Provided leadership for designers by helping manage project assignments
- Worked closely with the client servicing team to drive the brands forward by bringing valuable thoughts and strategic ideas
- Handled multiple projects/tasks at one time
- Developed art direction for final high-res retouching and managed the production quality to ensure design intent is translated well
- Helped to establish directions and design based on clear brand strategy

## EDUCATION

### RAFFLES DESIGN INSTITUTE SINGAPORE 2007 – 2010

- B.A. in Visual Communication

## ACCOLADES / MENTIONS

### RAFFLES DESIGN INSTITUTE SINGAPORE 2009

- Award for Academic Excellence (Overall Top Student Award)

### DESIGN SINGAPORE COUNCIL 2010

- Participant of Portfolio Show for Young Designer

### ASIA-PACIFIC DESIGN NO. 6 BOOK BY SANDU PUBLISHING 2010

- Featured identity design work

### DESIGN BUSINESS CHAMBER SINGAPORE 2014

- Awarded SG Mark (Singapore Good Design Mark) for the brand and experience design work done for BIBD

### COWAN 2016

- Winner of Best Non-Packaging Design category

## SKILLS

### ADOBE CREATIVE CLOUD

- Highly proficient in Adobe Photoshop, Illustrator, InDesign

### OTHERS

- Proficient in Keynote, PPT, Pages, Words and Numbers