

Willy

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Summary

A highly motivated Visual Communication Design student with a strong 3.59 GPA. Proven expertise in graphic design, branding, user experience, and digital marketing, demonstrated through successful roles as a logo designer, content creator (growing a 70k+ social media following), and marketing director. Recognized for excellence with multiple first-place awards in national design and business competitions.

Skills

Graphic Design (Adobe Photoshop, Illustrator, Figma) • Logo Design & Branding • Digital Marketing Strategy • Content Creation & Video Editing • Business Plan Development & Presentation

Experience

Talent

FYP Media

MARCH 2025 - PRESENT

- Collaborated with brands to create engaging sponsored content for social media platforms.
- Developed and executed creative concepts for short-form videos.

Marketing Director

Garuda Hacks 6.0

SEPTEMBER 2024 - PRESENT

- Led a team to develop and implement a comprehensive marketing strategy for a national-level hackathon.
- Managed social media campaigns, outreach, and public relations to attract participants and sponsors.

Content Creator

@willyy.dzn

JUNE 2024 - PRESENT

- Create and publish motivational self-development content on social media.
- Grew total followers to 70k+ across Instagram and TikTok.

Logo Designer

Soca Creative Media

JUNE 2023 - AUGUST 2023

- Designed unique and compelling logos for a diverse range of clients.

Education

Undergraduate, Visual Communication Design

BINUS University

2023 - 2027 (Expected)

Current GPA: 3,59

Awards

- 1st Place, Graphic Design Technology - Worldskills ASEAN Regional Selection 2025
- 3rd Place, Graphic Design Technology - Worldskills ASEAN National Selection 2025
- 1st Place, Business Plan Competition - B-Startion 2024
- Best Presentation, Business Plan Competition - Recursion 2025