

CLAUDIA VALLENCIA

GRAPHIC DESIGNER



Hello! My name is **Claudia Vallencia Hermanto**, a passionate **creative designer** and **illustrator**. Mainly work as a freelancer, I bring brands and companies to life through unique and captivating designs. **My work is driven by a love for creativity and dynamic elements.**



085334983000



vallen2700@gmail.com



SKILLS

Graphic Design	<div style="width: 90%;"><div style="width: 90%;"></div></div>	90%
Illustration	<div style="width: 91%;"><div style="width: 91%;"></div></div>	91%
Motion Graphic	<div style="width: 65%;"><div style="width: 65%;"></div></div>	65%
Animation	<div style="width: 65%;"><div style="width: 65%;"></div></div>	65%

WORK EXPERIENCE

Freelance Book Designer & Illustrator

GRASINDO

2023-2024

- Designed, Illustrated for "Kumpulan Motivasi Untuk Anak: Anak Hebat, Ayo Kamu Pasti Bisa!" children book of 120 pages.
- In charge of layouting, textproofing words from the scenario

Graphic Designer

Namanyamana House

2023

- In charge of designing assets for the agency's needs
- Designed various product packagings
- Designed e-commerce banners and social media posts
- In charge of color grading & photo editing for products showcase
- Animated video bumper for video marketing & advertising

Freelance Motion Graphic Designer

IMUSIVE

2024

- Designed e-commerce banners and social media posts
- Created motion graphic videos for marketing & daily contents

MOMILEN

- Created motion graphic videos for marketing & daily content: Nursing Cream.

PRIMADERMA

- Created motion graphic videos for marketing & daily contents
- Designed daily content for promotional, "Hydrasnail"

Creative Designer & Motion Graphic Designer

Newlife (CV Hidup Baru Sehat)

2024

- In charge of designing New Life's social media posts & e-commerce
- Designed various product packagings for New Life corset
- Created motion graphic videos for marketing & social media
- In charge of color grading & photo editing for product catalogue
- Storyboarding & animating a single animation post "Baby Blues" for Newlife instagram.

Dekorasimart

2024

- In charge of designing Dekorasimart social media posts & e-commerce (shopee)
- Created motion graphic videos for marketing & social media
- In charge of color grading & photo editing for product
- In charge of photoshoot & videoshoot for product

EDUCATION

Visual Communication Design

Institut Teknologi Harapan Bangsa

2018-2022

Bandung, Jawa Barat

GPA: 3,9