



Design Portfolio

Sarah Puteri Adelia

hello! my name is

Sarah Puteri Adelia

I'm an interior architecture graduate with a growing interest towards design and exhibitions, due to my previous experiences which include being in charge of publication designs and exhibition planning. I am able to work in groups, eager to learn and give reliable inputs.

data

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education

University Bachelor's Degree of Interior Architecture at Universitas Indonesia with 3.54 GPA Aug 2018 - Aug 2022

- Part of Kominfo Ikatan Mahasiswa Arsitektur
- Lead of Exhibition Design at Ekskursi Arsitektur UI 2021
- Staff of Design at AFAIR UI 2020

work experience

Graphic Design Intern

Digmo Agency Sept 2021 - Dec 2021

- In charge of the agency's visual rebranding, design assets, and the client's social media designs.

PT Indesso Aroma Aug 2022 - Dec 2022

- Assigned for Food Ingredients Asia 2022's exhibition asset designs; year-end projects such as calendars, souvenirs, etc.

Product Design Intern

Dekoruma March 2022 - June 2022

- Worked on master guidebooks for products & services.

Freelance Designer

Origin Research June 2022 - present

- Developed various projects which include exhibition illustrations, spatial designing and stage decoration.

Creative Designer

MotoDW January 2023 - March 2024

- Responsible for photo editing, social media design and other creative works including web design.
- Learned set-styling for product photography.

Exhibition Designer

Mutual Design Office April 2024 - Present

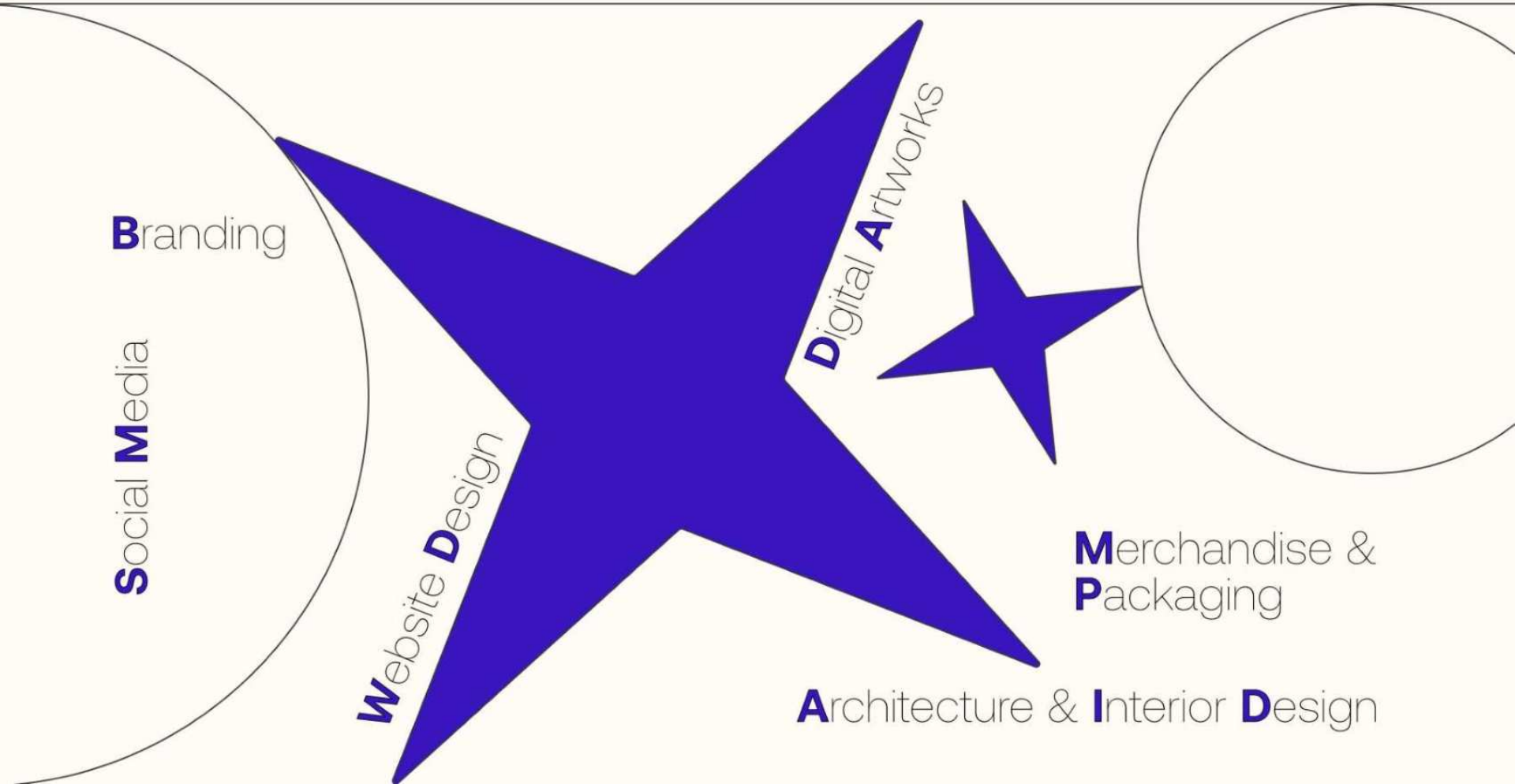
- Created 3D models and drawings for events such as Land of Leisures, Land of Beauty, OHBeauty, etc as well as window displays for clients mainly Lavani and Amero Jewellery.

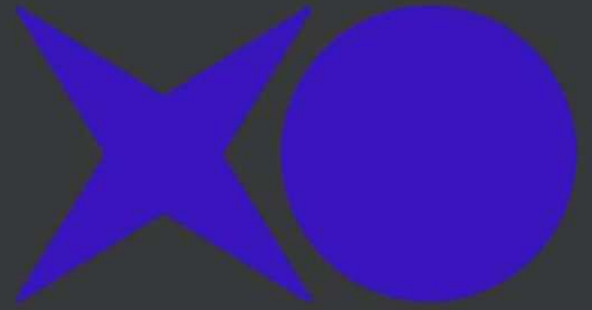
I am also working as an independent Freelance Illustrator and Graphic Designer.

skills

Graphic Design
UI Design
Exhibition Design
Interior Design
Illustrating
English Proficiency





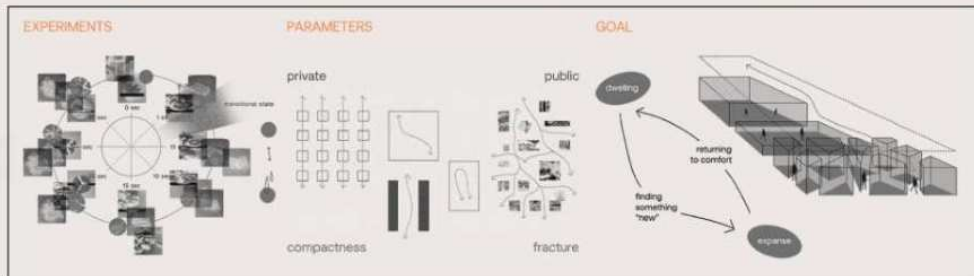
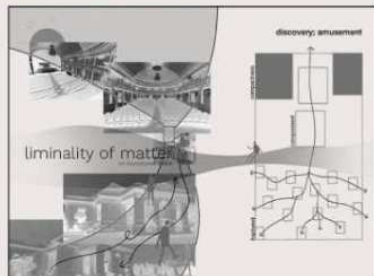


Architecture & Interior Design



Liminal Theatre

This intervention which takes place in Gedung Kesenian Jakarta focuses mainly on transitional spaces; where people freely pass by, however may lack close attention on how they could potentially find playfulness within those spaces. Liminality, or a non-permanent state exists in transitional spaces within interiors. These spaces are used for people to move in between two different spaces, and are often neglected. As people configure spaces in their scope of interior, they also desire to "expand" their boundaries by finding something new.



SITE



social-political contamination

Location : Sawah Besar, Central Jakarta, Indonesia
 Reconstructed : 2021
 Architect : J.C. Bahalilar
 Capacity : 475
 Architecture Style : Neoclassical Architecture
 Room Uses : Concert Hall, Live Music, Ban Chamber Music
 Building Size : 2481 sqm
 Land Size : 1900 sqm
 Hall Size : 34 x 17.5 m



- GFI
- Commercial Area
- Places of Worship
- Houses
- Public places
- Office
- Park
- Void
- Water

ISSUE
 Main hall fulfills the 475 capacity, but other spaces aren't made for visitors to dwell around, unless having a necessary business.

public places OFFICE offices



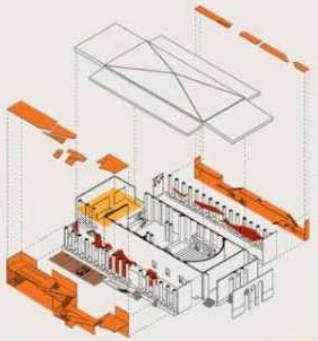
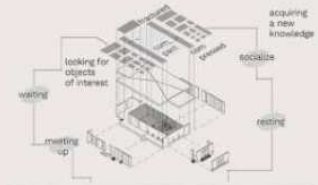
SECTION: Photo and Playground Area



PROGRAM

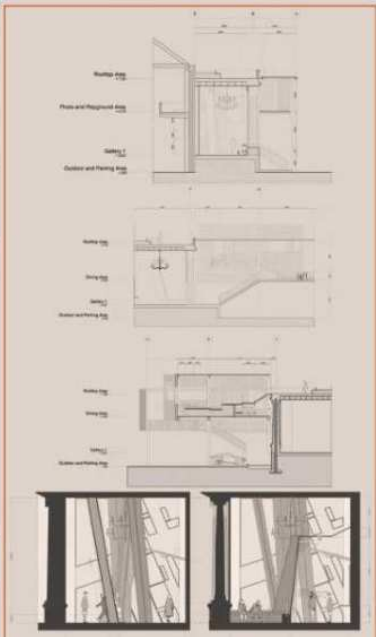
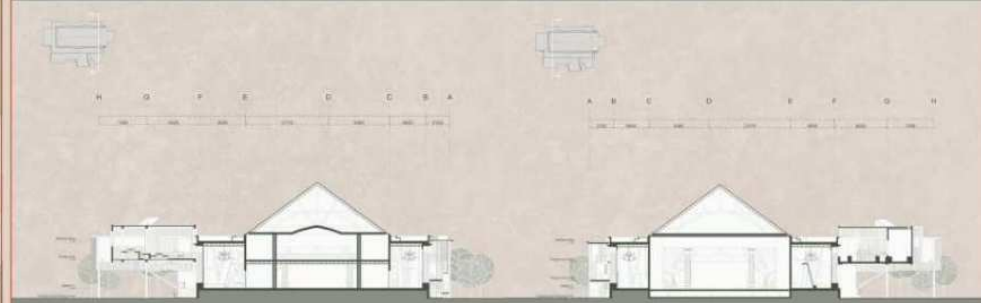
Traffic in entrance and exit (one gate) = 475 people

- socializing
- resting
- waiting



RESTING AREA: Food table, Bar, Dining area
 ACTIVE AREA: Sparring room, Playground, Public Area

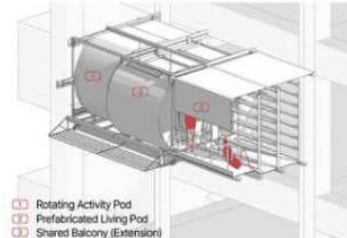




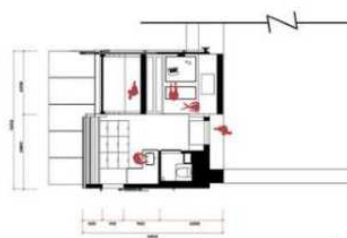


Shroome Living

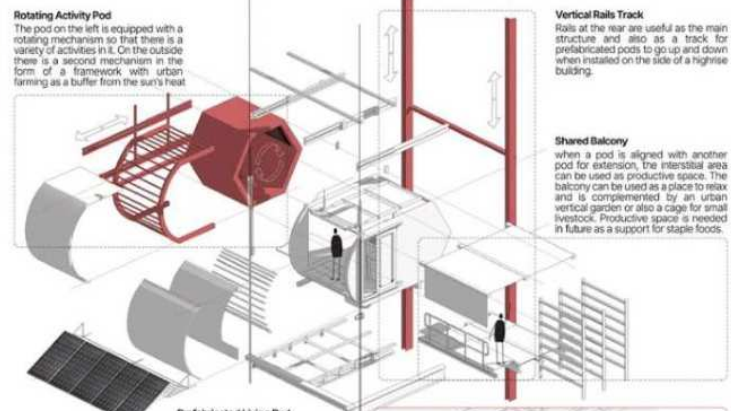
An entry for AFAIR UI 2021's Design Competition. Our work visualizes a small living space in the future where urban landscape is predicted to be overfilled due to a massive population growth. This design challenges the mechanisms to accommodate a variety of activities in a small space, paying close attention to a potential change of lifestyle years ahead where people may grow food sources by their own homes.



- ⊖ Rotating Activity Pod
- ⊖ Prefabricated Living Pod
- ⊖ Shared Balcony (Extension)



Site Plan



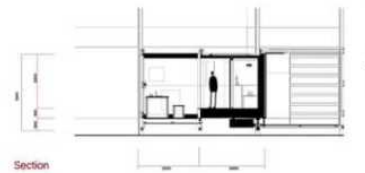
Rotating Activity Pod
The pod on the left is equipped with a rotating mechanism so that there is a variety of activities in it. On the outside there is a second mechanism in the form of a framework with urban farming as a buffer from the sun's heat.

Vertical Rails Track
Rails at the rear are useful as the main structure and also as a track for prefabricated pods to go up and down when installed on the side of a highrise building.

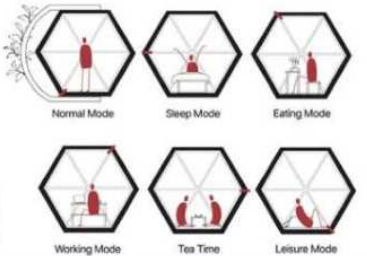
Shared Balcony
When a pod is aligned with another pod for extension, the interstitial area can be used as productive space. The balcony can be used as a place to relax and is complemented by an urban vertical garden or also a cage for small livestock. Productive space is needed in future as a support for staple foods.

Prefabricated Living Pod
The right pod is used for life that requires sanitation. As the main structure, the pod is formed with prefabricated technology with a lightweight steel frame and also insulation to withstand exposure to the sun's heat.

- 1 3 cm Polycarbonate
- 2 Waterproofing
- 3 Venting Airgap
- 4 5 cm Rigid Insulation
- 5 15 cm Batt Insulation
- 6 2 cm Plywood Sheathing



Section

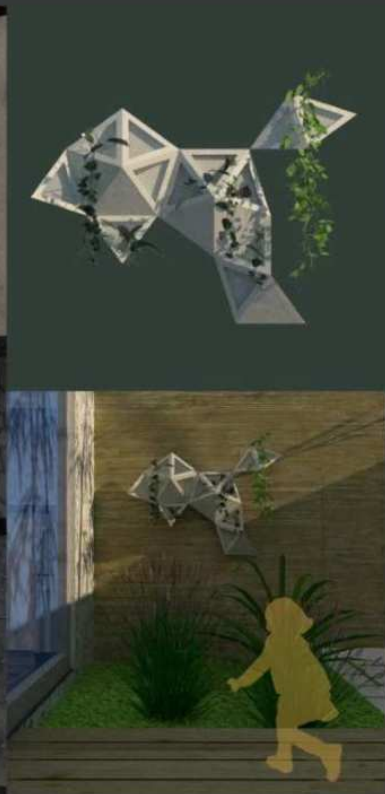


In this module, the areas are divided by still space: kitchen and bathroom; and adjustable spaces which changes throughout the day, keeping only the essential areas at a point of time. These adjustments are operated by pulling out surfaces according to the user's activity; which can also be a flat, spacious surface when not used.

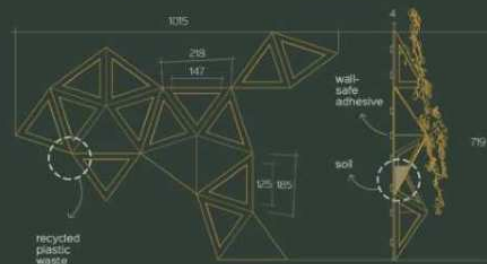


PRISM

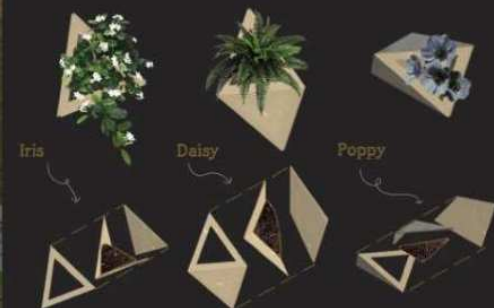
Assignment on Lifestyle and Interior Design about a habit or daily happenings of certain group of people. In this case, I created a planter design from the issue of space cluttering due to collecting plants, instead of creating a healthier environment.



details of prism/



modules





DEKORUMA

Modules and diagrams made to explain products and services sold in Dekoruma; ranging from furnitures such as wardrobes, shelves, countertops and services including civil works, design recommendations, etc.

Lemari Pina > Aksesoris Lemari
G.11 Secret Drawer

Ukuran :

	Min	Max	Recom	Unit
P	960	800	960	mm
L	405	800	495	mm
T	300	800	-	mm

* Perlu diberi tag dan jika tambahan di BoG untuk pemasangan kawat Pulaan.

- Secret Drawer adalah aksesoris laci dengan tambahan laci rahasia.
- Penggunaan aksesoris ini perlu memperhatikan jarak untuk **rangkai gerak** user di **4700 mm**.
- Latar anak laci di **400 mm** dengan alijarah laci di **40 mm**.
- Spesifikasi muka laci di **200 mm**.
- Tipe laci yang tersedia **maksimal 3** varian.
- Posisi laci belakang di level eye level user, pada grid bergaris atau tanpa lemari. Untuk laci tipe B-C3 harus dipasang di bawah.
- Melakukan laci laci pada secret drawer **tidak** *safe* untuk.

Catatan Penggunaan
 Secret Drawer Tipe B-C1
 Secret Drawer Tipe B-C2
 Secret Drawer Tipe B-C3

Lemari Pina > Lemari Dama
A.6 Zoning Berdasarkan Kategori Barang

- Area Gantung**
 Area untuk gantung, dress, top, gaun, dan lainnya.
- Area Lipat**
 Area untuk kemeja, blus, dan lainnya.
- Area Personal**
 Area untuk barang-barang personal seperti tas, sepatu, dan aksesoris lainnya.
- Area Perlengkapan Tambahan**
 Area untuk berbagai keperluan tambahan seperti sprayer, sapu, dan lainnya.

Dapur Pina > HPL > Woodgrain
B. HPL Woodgrain

Berikut HPL Woodgrain yang dapat kamu pilih beserta kode edging yang disarankan.

Kode HPL	Nama HPL	Image	Latar	Perang Edging	Image Edging	Nites Edging
TH 03 AA	Teak Wood		HPL 1	807 J		Mirip
TH 052 J	Chocolate Akomara		HPL 2	821 H		Mirip
TH 020 AA	Spice Cherry		HPL 1	829 FC		Mirip
TH 021 H	True Rumbia		HPL 1	821 H		Sama
TH 003 J	Choc Akomara		HPL 2	829 FC		Sama

Dapur Dama > Standar Ukuran Dapur
B.2 Struktur Kabinet Dama

Crown
 L 100 mm
 T 100 mm

End Panel
 P 20 mm
 L 600-700 mm
 T 400-800 mm

Flint
 P 300-800 mm
 L 30 mm
 T 300-800 mm

Bottom Panel
 L 400-700 mm
 T 20 mm

Back Panel
 P 800-800 mm
 L 3 mm
 T 400-800 mm

Countertop
 T 40 mm

Ambalan
 T 20 mm

Laci
 P 300-800 mm
 T 150-400 mm

Kaki Plastik
 L 20 mm
 T 100 mm

Plinth
 L 20 mm
 T 100 mm

Dapur Dama > Introduction
B.1 Standar Ukuran Dapur

Mengembangkan sebuah aspek dari penggunanya, Dapur Dama dibuat untuk memberi kenyamanan untuk aktivitas di dapur kamu.

Kabinet Atas (1000 mm)

Backsplash (600 mm)

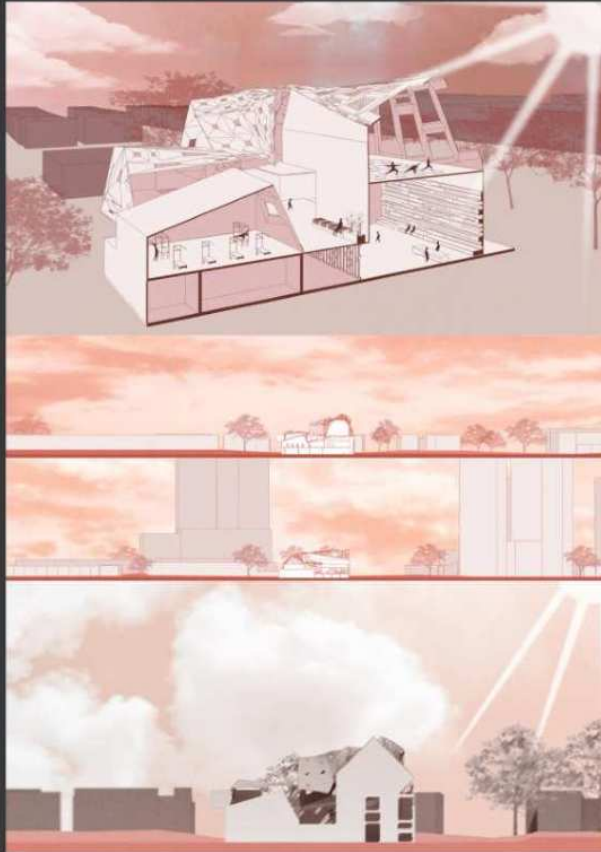
Countertop (600 mm)

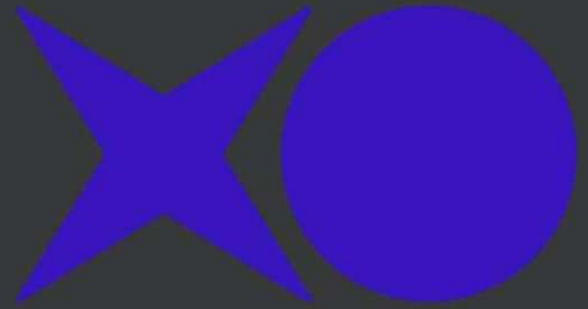
Kabinet Bawah (900 mm)

Kabinet Pina > Kabinet Rak Sepatu
Simulasi Pemakaian Rak Sepatu

Kabinet sepatu dengan 1 pintu ini dapat digunakan bersama dengan kabinet lainnya. Bisa digunakan sebagai bench apabila pengguna ingin mengistirahatkan dan memelihara sepatu.

Tag on BoG





Exhibitions and Displays



Lavani Installation

An installation at Senayan City for Lavani, showcasing the special jewelries as the official partner for Team Indonesia at the 2024 Paris Olympics. Made with the composition of white geometries, natural rock textures and the batik kawung pattern.





Amero Roadshow

Roadshow event for Amero Jewelry in various regions ranging from Jakarta, Bekasi, Serpong and Cibinong. Following the theme of "wanderlust" with the use of toile patterns and dark green, I created small booths and activations for the event.





Lavani Totem

Display totems for Lavani Jewelry stores. The process follows an exploration of solid, white geometries, which creates an elegant clean look suitable for the brand's image.





OHBeauty 2024

Concept Design for OHBeauty Event using the ideas of pillowcases, curtains and preppy elements according to the Key Visual.





Land of Leisures

Designs for the 2024 Land of Leisures concert event which are composed based on the event's illustrator partner, SloppyRobb.





KFC

A set of illustrations which is used for a projection mapping in the exhibition to explain the journey of KFC in Indonesia throughout the years.

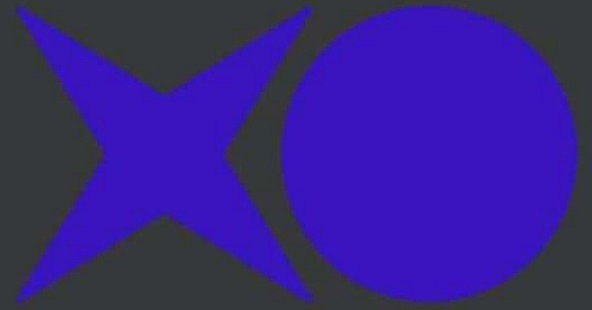






Display designs for various exhibitions participated by Indesso, which includes FIA (Food Ingredients Asia) 2022 and Tabacaroma office display.



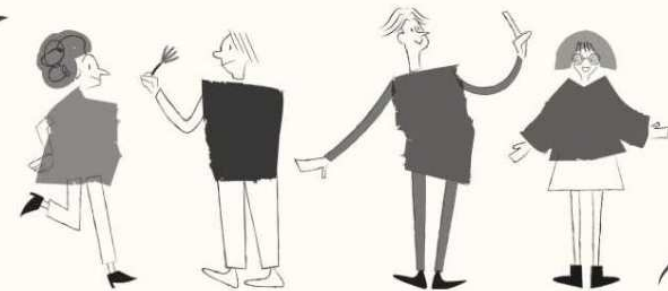
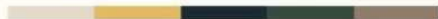


Graphic Design, Artworks, UI/UX



DIGMO AGENCY

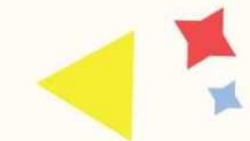
Digmo, short for "Digital Motion", is a Social Media and Branding Agency based in Jakarta. The branding of the agency uses the keywords Gentle, Neutral and Synthetic which were reflected in the calmer color scheme and typography; supported by the more playful graphic elements to show a fun approach towards social media and design.





AT LAST

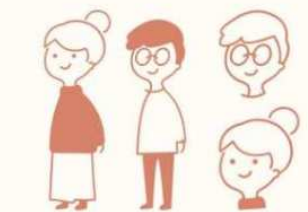
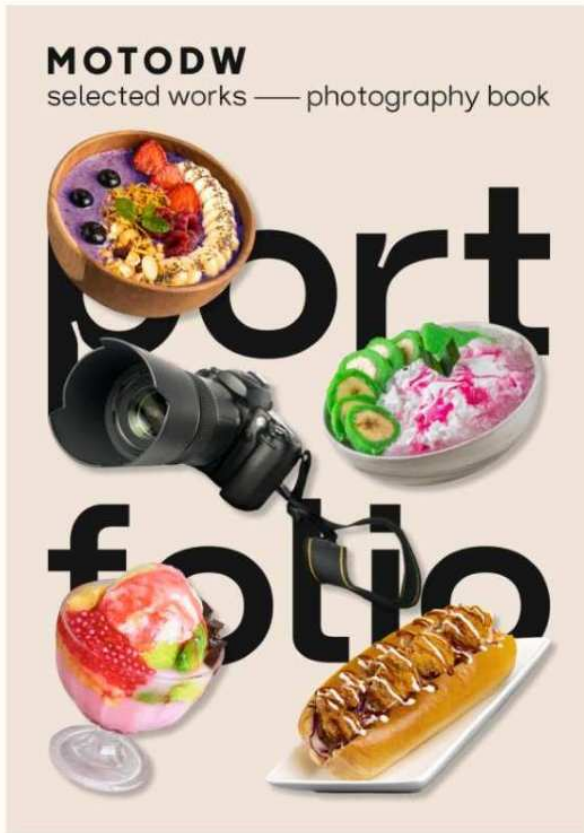
The branding of a clothing store, "At Last" that has an idea of celebrating the everyday life, hence the visualization of domesticity through the keywords "witty" and "playful". These key ideas are reflected in the neat yet expressive design and vibrant colors.





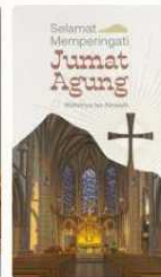
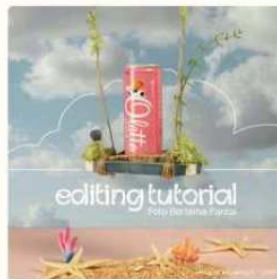
MOTODW

MotoDW is a business that sells photography-related products such as backgrounds, decorations and other properties to support a product's imagery. The branding leans towards a more laid-back, soft look with neutral colors as the primary source to elevate the photography aspect.





Various graphic designs made for MotoDW's social media and e-commerce platforms. The themes vary on the time of festivity. This includes seasonal banners for products, blog posts, instagram feeds, etc.





NATAMATA

“Nata” and “Mata”, which translates to organizing and vision, is a photography studio that focuses on food photography. The branding for this studio is a mix of a soft-image and a bolder one, representing the younger generation’s tenacity to create, compose and produce.



studio handbook



NATA
MATA
STUDIO

photography services
handbook



NATA
MATA
STUDIO

sekilas natamata



Natamata berasal dari kata “Nata” dan “Mata”.
Tidak semua harus melihat, mata juga bisa melihat untuk memotivasi
sampaikan kembali yang sebelumnya terlihat oleh mata.

natamata

house rules

PERATURAN DAN METODA

1. Selalu pastikan semua peralatan dapur dan perlengkapan dapur selalu bersih dan steril.
2. Selalu pastikan semua peralatan dapur dan perlengkapan dapur selalu bersih dan steril.
3. Selalu pastikan semua peralatan dapur dan perlengkapan dapur selalu bersih dan steril.
4. Selalu pastikan semua peralatan dapur dan perlengkapan dapur selalu bersih dan steril.

brightmood cold tone

Konsep ini berfokus pada suasana yang cerah dan dingin, serta menampilkan foto-foto makanan yang segar dan lezat.





NOT FORGOTTEN

Visual branding for a hampers project. "Not Forgotten" represents the act of giving curated gifts for our loved ones, as something that will always be remembered. The bright, soft colors and cartoonish elements creates a friendly image for the brand; while the strings symbolize a "connection" that doesn't cut off.



not
forgotten



Dear,

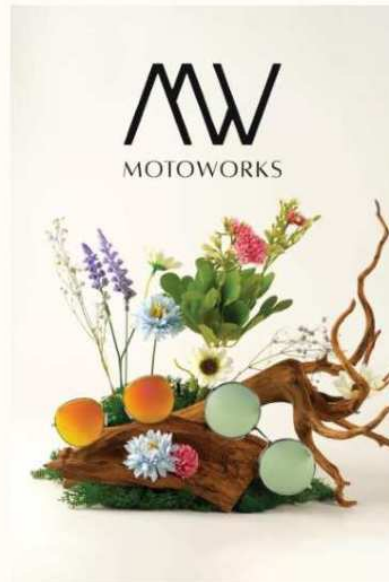
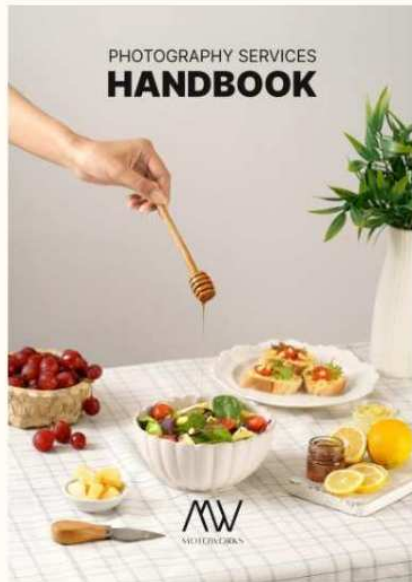
Jane

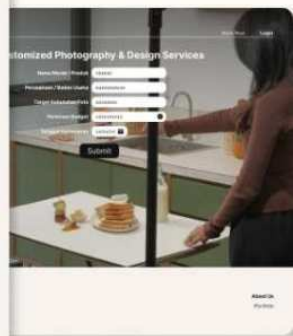
We hope this gift would bring you joy,
however small it may be



MOTOWORKS

Branding design for Motoworks, a firm that provides photography services. The goal was to create a universal image that is suitable for small business clients to corporations. The muted brand colors support the variety of photography works which are presented.







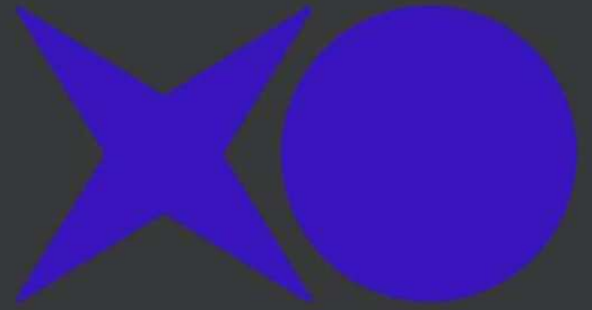
Ekskursi Arsitektur UI

“Rumah Pohon” is an online exhibition that documents the vernacular architecture of Kaili Da’a in Wawujai, Sulawesi. Alongside the exhibition design team, we composed the research into an immersive website with fun storytelling that shares the culture, lifestyle, and how Kaili Da’a people dwell into their architecture.









Product Design and Styling



Product design and styling for a colorful photography property series, "Playful Minies". The simple yet vibrant ornament brings a bold message to the product being photographed.



COLOR THEORY



Ramadan series for product photography property; "Golden Banquet". With the general mood being all-shimmering gold and dark wood, this collection brings a more exclusive, yet festive energy for Ramadan season.





The "Bag of Fortune" collection is a photography property suitable for Chinese New Year celebration. This ornament is inspired by the room partition in Chinese traditional houses.





Surely, product photography does not only stop after the camera shutter. A process of editing on Photoshop and Lightroom creates a more attractive picture.









end.

please look forward to more works in the future!