

LAURENTHIA SUGIANTO

Senior Graphic Designer

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EXPERIENCE

Maternity/Parental Leave

Nov 2024 - Nov 2025

Currently on parental leave, ending late Nov 2025.

Fully available Jan 2025.

Creative Designer

Prince of Travel

Apr 2024 - Nov 2024

As the sole designer on the marketing team, I led the development of the brand's visual identity across three sub-brands.

I created comprehensive brand guidelines and designed landing pages, website wireframes, social media assets, paid ads, email campaigns, and various marketing materials - ensuring a cohesive, engaging, and on-brand experience across all platforms.

Senior Graphic Designer

Breadstack Technologies Inc

Apr 2022 - Mar 2024

Within the marketing team, I took the lead in creating graphics for various digital marketing collaterals including brand identity creation, social media, newsletters, brochures, and ad campaigns. My focus extends to creating responsive and user-centric web interfaces, where I oversaw the redesign of two main websites for the upcoming software product launches.

My role involved research, analysis, prototyping to testing while ensuring brand consistency across platforms.

Web Content Specialist

Purdys Chocolatier

Dec 2021 - Apr 2022

I managed the merchandising calendar and the e-commerce website content update, as well as assisted in user testing (QA) during the website's platform migration. Additionally, I was responsible for creating landing pages, blogs, and marketing emails.

Graphic & Web Designer

Ethony Enterprises Ltd.

Sep 2020 - Dec 2021

I created a diverse array of digital and print assets, ranging from social media graphics to comprehensive guidebooks/workbooks and marketing collaterals. I was in charge of designing and developing wireframes, mockups, and landing pages for seasonal online courses.

Graphic Designer & Front End Developer

The Bannermen

Oct 2017 - Sep 2019

I worked with clients and creative teams to develop brand-aligned ad concepts. I designed visually appealing and converting banner ads and wrote the animation code using JavaScript libraries.

SKILLS

Design

- Brand Identity
- Interface Design
- Responsive Design
- Prototyping
- User Research
- Usability Testing
- Information Architecture
- Design System

Technical

- Photoshop
- Illustrator
- InDesign
- XD
- Figma
- Canva
- HTML/CSS

EDUCATION

Google UX Design

Online | Jul 2023 - Dec 2023
Google through Coursera - Certificate

User Interface Design

Vancouver, Canada | Jan 2021 - Mar 2021
Brain Station - Certificate

Applied Web Development

Vancouver, Canada | Jan 2019 - Dec 2020
British Columbia Institute of Technology - Certificate

Web Development & Interactive Design

Vancouver, Canada | Sep 2016 - Sep 2017
Vancouver Institute of Media Arts - Diploma

Hospitality and Events Management

Montreux, Switzerland | Jan 2013 - Jun 2016
Swiss Hotel Management School - Bachelor