

Daniela Fahma Wijaya

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SUMMARY

A highly creative and results-driven Visual Communication Design Fresh Graduate (GPA 3.88/4.0) specializing in illustration, Graphic Design, Digital Content Production, and Multimedia Storytelling. Proven track record in crafting high-performing social media assets, cohesive brand identities, and engaging consumer campaigns through high-impact internships in the FMCG (Personal Care) and Government sectors. Adept at managing end-to-end creative processes, formulating data-driven content plans, and translating fast-moving market trends into compelling visual solutions to maximize digital brand presence and consumer engagement.

EDUCATION

Universitas Pembangunan Nasional “Veteran” Jawa Timur August 2022 - June 2026
Bachelor of Visual Communication Design
GPA: 3.88 / 4.00

WORK EXPERIENCE

Box to Box Photobox June 2026 - Present

Freelance Graphic Designer

- Conceptualized and designed seasonal, event-based, and trend-driven photobox frames, producing high-volume visual assets (5-30 custom frame layouts per project/theme).
- Conducted visual and trend research on Gen Z pop-culture aesthetics to align frame concepts with evolving photobox room themes and interior concepts.
- Developed interactive, customer-centric print or digital frame layouts to enhance user experience and photo-engagement.

Man Osman June 2026 - Present

Freelance Social Media Graphic Designer

- Directed and produced post-event recap carousel feeds for Instagram (7 slides each, averaged 4 carousels monthly) to archive live music performances.
- Crafted dynamic visual storytelling, custom typography layouts, and photo curation tailored to the band's visual aesthetic and fanbase culture.
- Maintained brand visual consistency across social media channels to boost digital audience engagement after every gig.

PT Inovasi Teknologi Kosmetika February - June 2025

Graphic Designer Intern

- Conceptualized and produced 36 cohesive, high-quality social media visual assets for Instagram, directly aligning with the brand's herbal and personal care marketing strategy and content pillars.
- Designed 16 high-impact promotional and consumer-facing event assets, including marketing pamphlets, event backdrops, product posters, and public relations materials.
- Developed 33 internal communication assets, custom room signages, and visual facility tutorials to optimize corporate branding and workplace engagement.
- Engineered the official corporate Code of Conduct visual layout, ensuring compliance with strict corporate brand guidelines.
- Formulated comprehensive cross-platform social media content plans to streamline creative workflows and product marketing execution.

Magang Bersertifikat Kampus Merdeka (MSIB) Batch 7
Dinas Koperasi Usaha Kecil dan Menengah dan Perdagangan
Kota Surabaya
Media Sosial Crew

September - December 2024

- Spearheaded the development of the Department's official visual identity, establishing comprehensive logo guidelines and brand application frameworks for public communication.
- Created 16 high-engagement infographic carousel posts (6-8 slides each) to effectively communicate government commerce and MSME initiatives to the public.
- Illustrated 16 custom thematic, holiday-specific vector greetings and produced over 20 optimized video thumbnails to boost digital click-through rates.
- Directed and produced the visual intro/opening video profiles for 51 local culinary centers (*Sentra Wisata Kuliner*) and acted as the on-camera promotional talent.
- Designed 9 custom Instagram story highlight icons to enhance the institutional profile's UI/UX and visual consistency.

ORGANIZATIONAL & LEADERSHIP EXPERIENCE

Paguyuban Remaja Peduli AIDS Kab. Sidoarjo

October 2022 – October 2025

Public Relations & Advocacy Officer

- Managed community digital channels, producing 2-3 timed monthly public awareness campaign assets on Instagram Stories.
- Produced dynamic multimedia content (Instagram Reels and TikTok videos) twice a month to enhance digital engagement and community reach.
- Handled official external communications and email management to coordinate partnerships with external stakeholders.

World AIDS Day Committee

December 2023

Creative & Media Production Committee (PDD Division)

- Designed 21 integrated Instagram feed posts, promotional banners, event posters, and formal certificates for 53 participants.
- Served as the lead event documenter, capturing professional photography and videography for post-event publications.

Raya Karya Fakultas Arsitektur dan Desain

UPN "Veteran" Jawa Timur

November 2023

Public Relations Coordinator

- Managed participant registrations and served as the primary liaison for the National Sketch Competition, coordinating 85 student participants nationwide.
- Oversaw visitor logistics and digital attendance tracking for the main design exhibition, successfully handling over 500+ attendees.

HONORS, AWARDS & ACADEMIC ACHIEVEMENTS

Favorite Winner

National e-Toll Card Design Competition

September 2026

Jasamarga Metropolitan Tollroad

Selected as a Favorite Winner out of 130+ nationwide entries in an e-Toll card design competition hosted by Jasamarga Metropolitan Tollroad under the theme "*Pesona Indonesia dalam Setiap Perjalanan*"

Higher Education Scholarship Recipient

(Non-Academic Achievement)

September 2024

Sidoarjo Government

Selected as one of 209 elite student achievers based on creative and community merits.

Teaching Assistant for Nirmana II

February - June 2024

UPN “Veteran Jawa Timur

Appointed as 1 of 8 specialized assistants to mentor 10 design students bi-weekly on core principles of composition, form, and color theory.

Guest Speaker**Visual Communication Design Student Orientation**

November 2023

UPN “Veteran” Jawa Timur

Selected as 1 of 3 subject-matter experts to present core academic design curricula to incoming freshmen.

Most Talented Ambassador (*Putri Berbakat*)**Sidoarjo AIDS Awareness Pageant**

October 2022

Paguyuban Remaja Peduli AIDS Kab. Sidoarjo

Evaluated against 108 competitors, finishing in the Top 20 and earning the talent accolade at the Grand Final.

SKILLS & COMPETENCIES

Core Expertise: Digital Content Production, Graphic Design, Social Media Marketing, Content Strategy, Visual Identity & Branding, Digital Illustration, Creative Direction, Corporate Communications.

Software & Tools: Adobe Illustrator, Adobe Photoshop, Procreate, Canva, Microsoft Office.

Languages: Indonesian (Native), English (Professional Working Proficiency).