

MUHAMMAD BELVA ZULFAN FIRDAUS
Bandung, West Java, Indonesia
+62 85271169969 | belvafirdaus29@gmail.com

SUMMARY

Multimedia Engineering student with experience in graphic design, digital content creation, and promotional campaigns. Experienced in developing visual assets for social media and supporting marketing execution in team-based environments.

EDUCATION

Bachelor of Applied Science – Multimedia Engineering Technology
Telkom University | 2023 – Present
GPA: 3.39 / 4.00

SKILLS

Graphic Design: Adobe Photoshop, Canva, Figma, Affinity
Video Editing: Adobe Premiere Pro, CapCut
Soft Skills: Teamwork, Communication, Project Coordination
Languages: Indonesian (Native), English (Fluent)

EXPERIENCE

Graphic Designer – Golden Project (HIMATREDIA) | 2024

- Designed Instagram feeds and promotional materials for merchandise campaigns.
- Ensured visual consistency aligned with brand identity.
- Collaborated with marketing team to support fundraising initiatives.
- Contributed to digital campaign execution and content planning.

Entrepreneurship Division Staff – HIMATREDIA | 2024

- Supported marketplace and fundraising programs.
- Assisted in merchandise production coordination and promotion strategy.

Promotions Team – MAPS 2024 | 2024

- Created promotional content for social media platforms.
- Assisted in media partnership coordination and event branding.

PROJECTS

RINGLES Advertisement Project | 2025

- Contributed to visual identity development and packaging design.
- Assisted in video post-production and visual editing process.

Slice & Sip | 2025

- Developed the complete visual identity, including logo design and brand elements.
- Produced engaging visual content for social media platforms to build brand awareness.
- Managed visual consistency across digital and print promotional assets for Market Day.
- Executed content publication strategies to drive customer engagement and interaction.