

MUHAMMAD BELVA ZULFAN FIRDAUS

Graphic Designer

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SUMMARY

6th semester Multimedia Engineering Technology student with project-based experience in graphic design, visual branding, layout design, and social media content creation. Skilled in creating promotional posters, Instagram content, merchandise visuals, and campaign assets for student, community, and F&B projects. Seeking a graphic design internship to develop professional experience and contribute to creative campaign support.

EDUCATION

Telkom University | Bandung, Indonesia

Bachelor of Applied Science in Multimedia Engineering Technology | 2023 - Present

GPA: 3.39 / 4.00

ORGANIZATIONAL EXPERIENCE

HIMATREDIA - Entrepreneurship Division Staff | 2024

- Supported student merchandise, marketplace, and fundraising initiatives within the department.
- Assisted promotional strategy, product coordination, and campaign execution for department activities.
- Collaborated with team members to prepare campaign needs, ordering materials, and visual content requests.

MAPS 2024 - Promotions Team | 2024

- Created promotional content for social media platforms to support event awareness.
- Assisted with event branding and media partnership coordination.

PROJECTS

Golden Project (HIMATREDIA) - Merchandise & Promotional Design | 2024

- Designed promotional materials and merchandise visuals for student-led apparel and department product campaigns.
- Created Instagram feed and story content, promotional posters, and Google Form design for merchandise ordering.
- Maintained visual consistency across campaign assets to support branding and sales activities.

LariAH Running Community - Visual Branding & Social Media Design | 2025

- Developed logo direction and visual identity for a small running community initiated and managed with a partner.
- Designed Instagram feed layouts, Sunday Fun Run posters, social media announcements, and educational running content.
- Maintained consistent visual style across community branding and social media posts.

Slice & Sip - Branding & Social Media Design | 2025

- Developed visual branding direction for an F&B entrepreneurship project targeting students and young audiences.
- Designed logo concept, Instagram feed layouts, highlights, Market Day poster, product showcases, and customer highlight posts.
- Created marketing materials for pre-order and event campaigns while maintaining brand consistency.

Personal & Friend-Assisted Design Projects - Graphic Design | 2026

- Created personal design work and assisted friends' projects focused on branding, visual identity, and social media design.
- Produced poster designs, event documentation layouts, and promotional visuals for digital use.

SKILLS

Design Skills: Visual Branding, Layout Design, Social Media Design, Digital Content Creation, Poster Design

Tools: Adobe Photoshop, Canva, Figma, Affinity, Adobe Premiere Pro, CapCut

Soft Skills: Teamwork, Communication, Adaptability, Fast Learner, Time Management

Languages: Indonesian (Native), English (Fluent)