



## HEROIKA MULJADI

PO Box 357

New York, NY 10018

design@heroikamuljadi.com

### URL:

www.heroikamuljadi.com

## EXPERIENCE

Freelances, Internships, and Volunteering. 2003 – present

Chris Babcock Art, The House That Tree Built, Rugs by Vicki Simon, Taproot Foundatio, UN-WANG (wango.org), Hip Hop Association

Big Machine Design, Los Angeles, CA. 2005

Motion Graphics Designer

Assisted the Creative Director with different stages of design and production, including rotoscoping, image preparation, logo design, storyboard design and preparation, and creating lower third animation.

Kirshenbaum Bond & Partners, San Francisco, CA. 2005

Interactive Graphic Designer

Collaborated with art director in web design development and assembling creative design proposal for new businesses.

Assisted the creative team and the Director of Interactive Department with different stages of site development, researches, and business proposals.

Tribal DDB Worldwide, San Francisco, CA. 2005

Designer

Part of the Intel Corporation global new business pitch team

Participated in the development of Intel Desktop Briefcase design and assisted the team with the presentation.

Internship. MTV Networks, New York, NY. June – August 2004

VH1 On-Air Graphics Department

Motion Graphic Designer

Created on-air graphics and assisted the creative department with art production.

Special project: “Celebrity Blowout Weekend” 30-second promo spot.

Internship. Bleu Marketing Solutions, Inc., San Francisco, CA. April – May 2004

Interactive Graphic Designer

Assisted the creative team with design and art production. Collaborated with the team in the development and implementation of innovative design solutions for a variety of marketing and online media projects.

San Francisco Estuary Institute, Oakland, CA. 2003 – 2004

Designer

Designed presentation posters and collateral pieces and coordinated web site development for company site links

Internship. Yashi Okita Design, San Francisco, CA. March – May 2003

Designer

Assisted Creative Director with ad campaign designs and collateral pieces.

Bernard Hodes Group. Palo Alto, CA. 2000 – 2001

Junior Art Director

Conceptualized and designed new ad campaigns, collateral pieces, and on-line recruitment graphics.

Collaborated with copywriters and art directors. Assisted Creative Director with presentations and business proposals.

## EDUCATION

Pratt Institute, New York, NY

Master of Professional Studies in Design Management – Candidate, May 2008

MPS Design Management is an executive MBA-style program geared toward educating working design professionals in management, leadership, and general business principles. Courses include Managing Innovation and Change, International Business, Managerial Decision Making, Strategic Marketing, Money & Markets, Negotiation, and New Product Development

Academy of Art University, San Francisco, CA

Major: New Media/Advertising

Courses: Advertising, motion graphics, web design, multimedia, HTML/CSS, flash animation, web usability

Savannah College of Art and Design, Savannah, GA

Magna Cum Laude Bachelor of Fine Arts in Graphic Design, August 1999

Oklahoma State University, Stillwater, OK, 1992 – 1997

Major: Architecture Completed hours: 122

Continued



**HEROIKA MULJADI**

PO Box 357

New York, NY 10018

design@heroikamuljadi.com

**URL:**

www.heroikamuljadi.com

**QUALIFICATIONS**

Proficient in PC and Macintosh platforms

Current version of Adobe After Effects, Photoshop, Illustrator, ImageReady, InDesign, Flash, Dreamweaver, Fireworks, QuarkXPress, BBEdit, HTML, CSS and Final Cut Pro

Familiarity with Swift 3D and ActionScript

Adept at logo design and layout of websites, magazines, brochures, and posters

Color and black and white photography

Strong conceptualization, typography and organizational skills

Fluent in English and Indonesian

**HONORS/ACTIVITIES**

American Institute for Graphic Artists, AIGA, member (1998 — present)

Taproot Foundation, volunteer (February 2005 — present)

Academy of Art University, Spring Show (Spring 2003 and Spring 2004)

Hostelling International USA, volunteer (August 2002 — May 2003)

Friends of the San Francisco Public Library, volunteer (September 2002)

American Cancer Society, volunteer (July 2002)

Modern Pentathlon World Championships 2002, volunteer (July 2002)

Savannah College of Art and Design, Dean's List (August 1997 — May 1999)

Oklahoma State University, President's and Dean's Lists

Member of Board of Supervisors for Indonesian Student Association, Stillwater, Oklahoma (August 1996 — January 1997)

Cultural Coordinator and Choreographer for Indonesian Student Association, Stillwater, Oklahoma (August 1993 — August 1996)