**Ira Kuswara**

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**About Me**

Graphic Designer with over 3 years of experience in graphic design, illustration, and visual identity development, with a strong foundation in leadership, problem-solving, and communication. I’ve worked on over 20 diverse projects, including branding for UMKM Kue Ali H. Sobari, the short film Post-Truth, photo comics, illustrated books, typography and visual identity publications, as well as a promotional video for Gojek. During my internship at Sukabumi Update, I contributed as a graphic designer and content creator, where one of my videos reached over 300,000 views. My most notable achievement was developing a high-performing video content strategy using Adobe Premiere Pro, After Effects, and visual storytelling generating 300K+ views in just a few days with over 85% reach rate and strong viewer retention. I’m ready to bring my creativity and out-of-the-box thinking to solve your business challenges as a Graphic Designer.

**Working Experiences**

****Owner & Visual Branding Designer, Oleh-Oleh Kue Ali H. Sobari**** 2015 – Present

* Designed the full visual identity, including logo, packaging concept, and promotional materials for a traditional snack brand passed down through generations.
* Developed marketing assets and brand storytelling to strengthen its positioning as a local Sukabumi souvenir.

**Video Talent & Graphic Designer, Sukabumiupdate.com** Feb 2025 – Jun 2025

* Presented news and feature content as on-camera talent while assisting in planning and scripting social media videos that reached over 300,000 viewers.
* Designed daily feed visuals and infographics to support Sukabumiupdate’s digital content strategy.

**Education**

**Universitas Nusa Putra** September 2022- Present

GPA: 3.75

Visual Comunnication Design

**Organization Experiences**

**Treasurer, Event Inagurasi DKV** Jan 2022 – Mar 2022

* Managed all financial operations for an internal event attended by over 200 students, ensuring clear fund allocation and accurate reporting throughout the event lifecycle.

**Treasurer, Event Amerta DKV** Nov 2022 – Feb 2023

* Handled budgeting and expense tracking for a large-scale campus orientation event involving nearly 300 participants and coordinated closely with sponsorship and logistics teams.

**Vice Treasurer, Himpunan Mahasiswa DKV – Universitas Nusa Putra** Apr 2023 – Aug 2024

* Managed the financial planning (RAB) and reporting for an organization of over 150 members across 7 divisions, and served as treasurer for multiple events under the student association.

**Additional Information**

**Skills:** Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, After Effects, Figma, Ibis Paint, Lightroom, Canva, Snapseed, CapCut, VN, CorelDRAW, 2D Animation, Illustration, Photography, Videography, Visual Branding, Leadership, Problem Solving, Communication

**Certification:** 1**.** [Basic Photography Program, GGTC](D:\\sertifikat skpi\\IRA-KUSWARA.pdf) July 2024