



Audrey Martiandy

# AUDREY MARTIANDY

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## EXPERIENCE

### PRINT AND GRAPHIC DESIGNER | 03/2023-PRESENT FREELANCER, IDN

- Created textile prints consisting of 5 repeat patterns for cloami
- Designed and created menus for Bloof Restaurant
- Designed a unique flavor wheel illustrations for Bloof
- Illustrated characters and backgrounds for the new Playtopia in SPARK and KOKAS, designs are drawn on adobe illustrator and now placed on a 15 meter wall
- Created logos and branding for @MooKrafts
- Designed merch for Nur Corner Restaurant

### CALIA PHOTO | 02/2023-PRESENT JUNIOR IN HOUSE STYLIST, JAKARTA, IDN

- Created Moodboards and Concept boards for Prewedding clients (Client count:32)
- Styled clients with appropriate outfits for each photoshoot looks
- Attended and style Photoshoots
- Created and curated concepts for Instagram posts and captions

### INDONESIA FASHION ASSOCIATION | 08/2022-PRESENT CREATIVE DIRECTOR, JAKARTA, IDN

- Moderated a fashion talk panelist with Mrs. Nur Asia Uno and Bin House
- Managed and created tasks for volunteer team in managing backstage preparations
- Handle Social Media contents and flyers (IG: AsosiasifashionIndonesia)
- Created their official logo
- Curated and selected fashion designers to be used at the fashion show
- Directed 2 fashion shows at G20 (Bali) and Asean Tourism Forum (Jogja),
- Created concepts and lead a group of team to work on the Fashion Show

### CHF INDUSTRIES | 07/2021-08/2022 CAD TEXTILE DESIGNER, IRVINGTON, NY

- Work directly with Senior Design Director of Bath and Hard Goods on clients like Walmart, Ross, Burlington, Target and Macy's
- Utilize CAD to create original artworks for bath products soon to be in store next spring
- Recolor and create repeat layouts on existing artworks
- Curated seasonal color palette for the design team
- Create physical and virtual presentations for buyers
- Create 2D rendering for bath accessories for Target
- Create design/ tech specs for overseas suppliers

### CHF INDUSTRIES | 02/2021- 06/2021 TEXTILE DESIGN INTERNSHIP, IRVINGTON, NY

- Utilize CAD to create and recolor art prints for Walmart
- Utilize CAD to create existing design into a mockup rug and towels
- Matched colors on prints to Pantone Color chips
- Sorted and Arrange Target Achroma and Walmart CIS coloring chips
- Repackaged and reassembled products for Target
- Created a sorting and inventory system for products in storage

### JOE FRESH | 06/2020- 08/2020 CHILDREN'S ART AND PRINT DESIGN INTERNSHIP NEW YORK, NY

- Research Future Childrenswear prints and color forecast
- Utilize CAD to create original childrens prints, design used for fall 2021 collection
- Utilize CAD to create a personal Childrenswear collection consisting of 5 designs
- Created moodboards and inspiration on Pinterest
- Manage and Arrange seasonal color palettes
- Shadowed senior designer in print design meetings with art studios

## EDUCATION

### FASHION INSTITUTE OF TECHNOLOGY, STATE UNIVERSITY OF NEW YORK

Bachelor of Arts, Textile Surface and Design  
Minoring in Art History and Asian Studies  
GPA: 4.0

Associate in Applied Science,  
Textile Surface and Design 05/2019  
GPA: 3.9, Dean's List

Study Abroad, Fabric Styling,  
Como/ Florence, Italy 05/2018- 06/2018

## SKILLS

- PC/MAC OS
- Microsoft Word, Excel, PowerPoint
- Adobe Photoshop, Illustrator, InDesign, Procreate, Sigma
- WordPress
- Pointcarre, Ned Graphics Pro, Kaledo Knit
- Painting, Drawing, Printmaking, Photography
- Weaving, Screen Printing
- Bilingual English/Bahasa Indonesia

## CERTIFICATIONS

### COURSERA Google UX Design Certification

- Conduct UX Research and Test Early Concepts
- Build Wireframes and Low-Fidelity Prototype
- Foundation of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate

## PORTFOLIO

[HTTPS://WWW.AUDREYMARTIANDY.COM/](https://www.audreymartiandy.com/)

ART INSTAGRAM: BYAUDREYMARTIANDY

## VOLUNTEER WORK

- PERMIAS NYC (Indonesian Students at NYC) (2019-2020)- ART DIRECTOR
- ENGLISH SPEAKING BUDDY (2021-PRESENT)- English Teacher

**MONSE | 01/2020- 04/2020**

### **FABRIC DESIGN AND RESEARCH INTERNSHIP NEW YORK, NY**

- Utilize CAD to create original prints used as a final product
- Research future trends and forecast
- Responsible for fabric shrink test involved with product development process
- Created incoming fabric spreadsheet and created tech specs
- Communicated with local sampling factories
- Assisted photoshoots for market week and assign 25 models to photoshoot
- Reorganized and created fabric swatch book and created seasonal color palette sheet for the design team
- Help with market week with photoshoots

**FASHION INSTITUTE OF TECHNOLOGY | 08/2019-05/2021**

### **CULTURAL FELLOWS, NEW YORK, NY**

- Mentor a group of international students helping them transition to New York City
- Lead a group of 30 freshman on international students' orientation
- Increased Instagram followers by 600%
- Create Instagram content and feeds
- Create FIT Official Events Promotional Posters
- Involved in Globally Connected FIT, an official webinar series conducted by Professors and Students at Fashion Institute of Technology