

2025-26

Portfolio.

Journey by Hadid Awaludin

Profile Overview.

Hadid Awaludin

Creative Branding Specialist | Visual & Web Designer |
SEO Content Writer | Creative Campaign Strategist |
Adobe Stock, Magnific & Shutterstock Contributors.

About Me

Creative professional with **8+ years of experience in branding, visual communication, SEO content writing, digital marketing, and campaign strategy.** Experienced in handling industrial corporate branding, web design, social media campaigns, e-commerce visuals, and creative digital projects across various industries in Indonesia.

Successfully completed:

- **827+ industrial operational & creative tasks.**
- **53+ freelance projects & business collaborations.**
- **928+ published creative assets on Adobe Stock, Magnific and Shutterstock.**

I am **also one of the founders of Itico Tech & Agency**, focusing on creative solutions, digital branding, and visual communication development.

Academic Background

I graduated from **Ibn Khaldun University Bogor** with a Bachelor of Engineering degree in Multimedia Information Systems in 2017.

Certifications

- **Junior Digital Artist Certificate**, issued by Kemkominfo Indonesia — July 2021.
- **Junior Office Operator Certificate**, Issued by Kemkominfo Indonesia — June 2021.
- **Internal Occupational Health & Safety Audit ISO 45001:2018**, Issued by Kualita Sinergy — September 2019.



Experiences

2018 -
Present

Creative Designer | Visual & Web Designer | SEO Content Writer | Creative Campaign Strategist

Sutrakabel Intimandiri

Career Progression :

- ISO Documentation & Quality System Staff
- ISO Compliance & Internal Audit Staff
- Senior Graphic Designer & Social Media Management
- Creative Designer | Visual & Web Designer | SEO Content Writer | Creative Campaign Strategist

2022 -
Present

Freelance Creative, Web & Landing Page Designer

Self-Employed / Itico Tech & Agency

Clients/projects:

- Citilink Indonesia
- PT LSBU Indonesia Gatrik
- PT Berlian Energi Mandiri
- PT DB Logistics
- PT Fazza Lestari (FL Logistik)
- PT Surya Dwi Utama
- Marry Me Muslim Wedding
- Moz5 Salon Muslimah

Sept 2017 -
Apr 2018

Web & Digital Public Designer - Intern

Ibn Khaldun University Bogor

Oct 2016 -
Jan 2017

UI Designer & Database Trainee

Commcap (PT Maya Berstari)

Skills & Software

CorelDRAW

Premiere

Microsoft Office

Brevo

Illustrator

Cupcut

Google Analytics

Yoast

Photoshop

Sketchup

Google Trends

HTML 5

Lightroom

Enscape for Sketchup

Google Ads

CSS 3

InDesign

Figma

Meta Business Suite

Php

Let's Connect!

6296 1455 9477

hadid.awaludin@gmail.com

Hadid Awaludin

maxtrystudio



Scan for CV Online

Handled Clients.



And More +

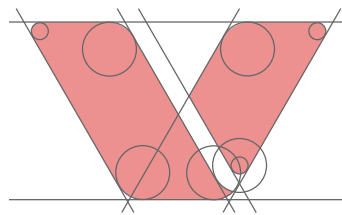
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Branding Identity

Logo design, brand guidelines, packaging,
typography, visual identity system,
and branding concepts.

Visicom



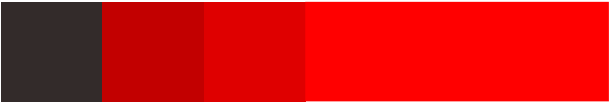
Coolvetica

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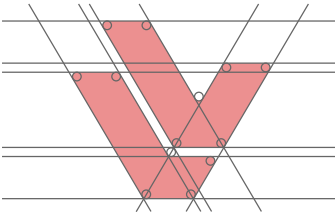
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Visimax

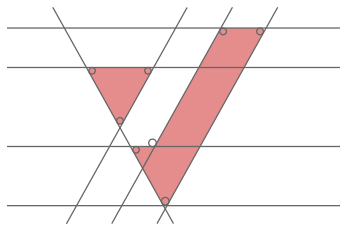
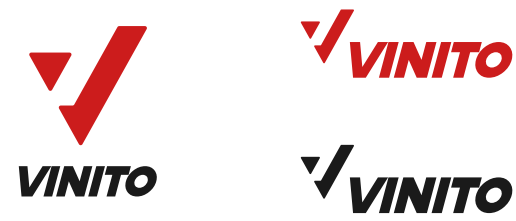


Chillax

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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Vinito

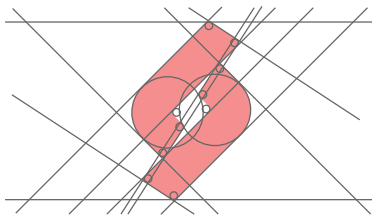


Quicksilver

AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU VV WW XX YY ZZ
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Senara



Coolvetica

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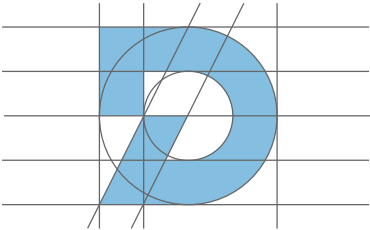
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Daisaku



Gilroy

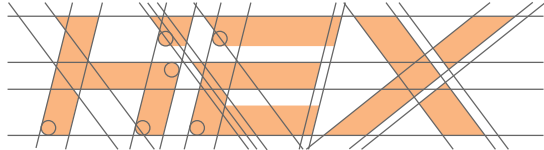
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HEXpress

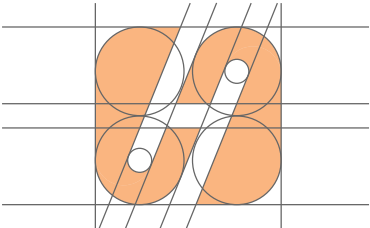


Future Tense

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Go with Humala

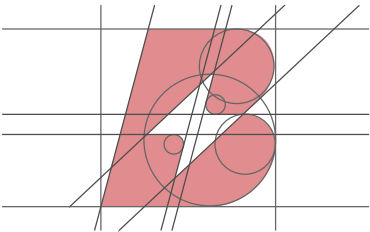


Nunito

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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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Blumax



Satoshi

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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Digital **Printing** & Promotional Design

Brochure, catalogue, flyer, banner, sticker,
packaging, neon box, decorative poster,
souvenir, calendar, and outdoor advertising
materials.

2

Printing / OOH



Garment



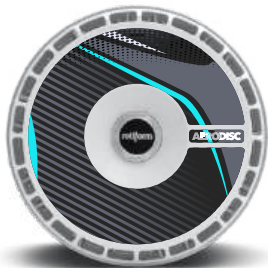
Souvenirs

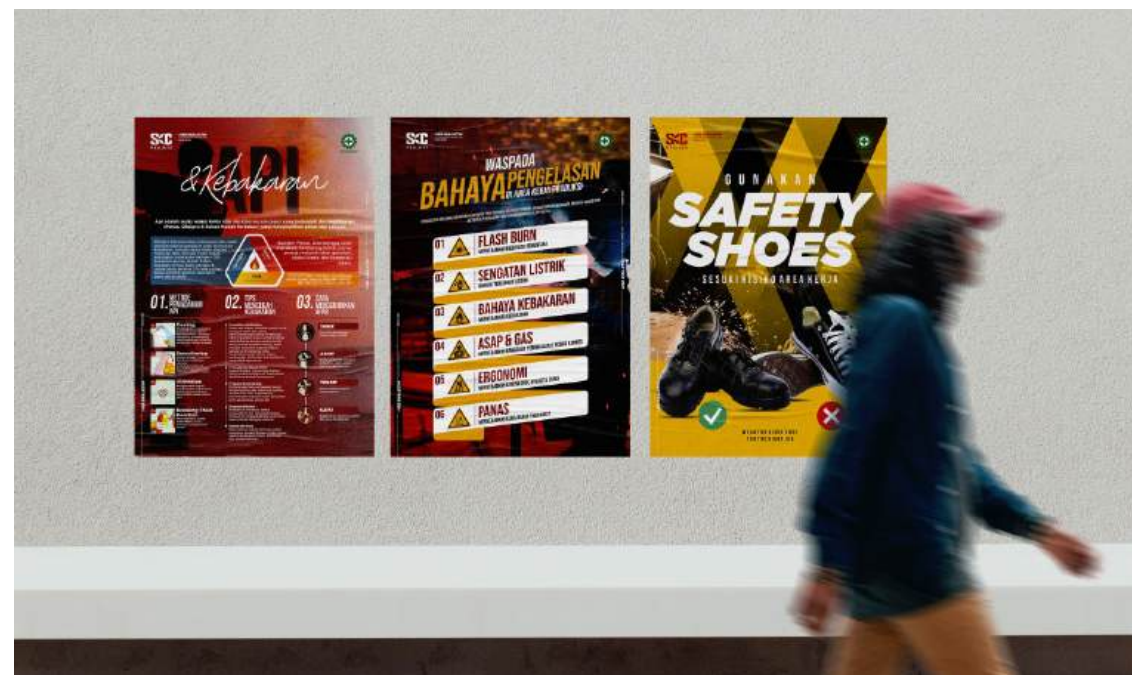


Stationery



Product & Packaging





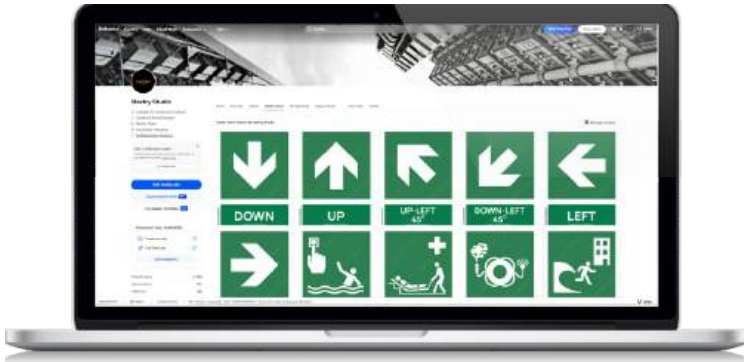
Safety Signs



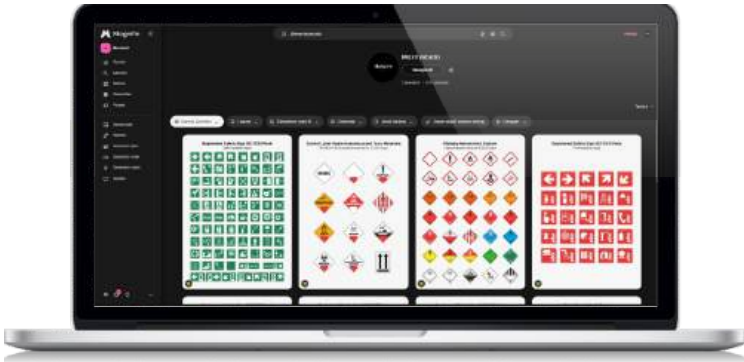
Stock Contributors

Adobe Stock, Shutterstock, Magnific
published assets and creative explorations.

3



Adobe Stock



Magnific



shutterstōck

Maxtry Studio

317+ Image Licenses
Join 2 Nov 2023
Vector

- Type / Varians
- Poster
 - Signs ISO 7010
 - Merchandise
 - Phohibition Sign
 - Mandatory Sign
 - Warning Sign
 - Fire Safe Sign
 - Safe Condition Sign
 - GHS Sign, Etc.

Maxtry Studio

358+ Image Licenses
Join 4 Sept 2022
Vector

- Type / Varians
- Poster
 - Signs ISO 7010
 - Merchandise
 - Phohibition Sign
 - Mandatory Sign
 - Warning Sign
 - Fire Safe Sign
 - Safe Condition Sign
 - GHS Sign, Etc.

Maxtry Studio

325+ Image Licenses
Join 14 July 2023
Vector

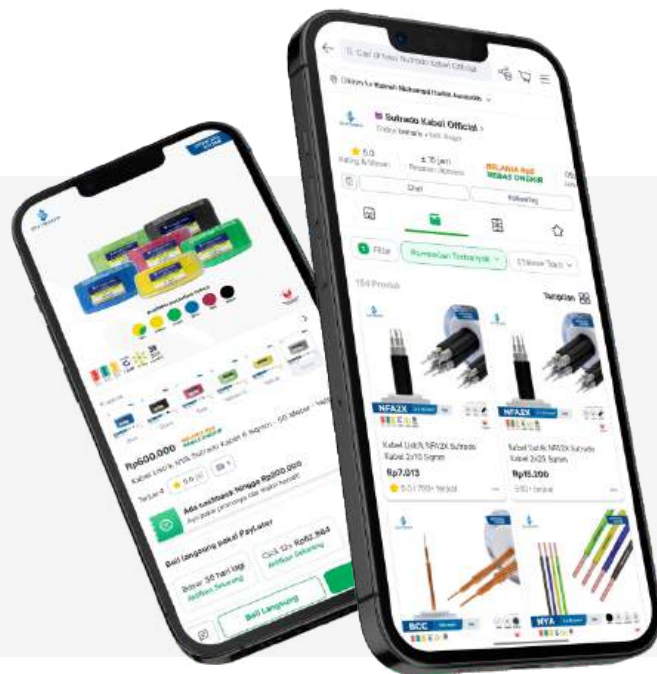
- Type / Varians
- Poster
 - Signs ISO 7010
 - Merchandise
 - Phohibition Sign
 - Mandatory Sign
 - Warning Sign
 - Fire Safe Sign
 - Safe Condition Sign
 - GHS Sign, Etc.

Coming Soon : **Canva** **envato** **Creative MARKET**

E-Commerce Visual Design

Marketplace banner, product campaign,
Tokopedia store decoration, product photography,
and sales promotion visuals.

4



2. Problems

The issues encountered include:

- Requiring a physical store with high rental costs.
- Additional printing expenses for promotional materials such as banners, brochures, and business cards.
- Deliveries handled by in-house couriers are inefficient and time-consuming.
- The emergence of counterfeit and unbranded products reduces product quality.
- Profit and loss reports are recorded manually, making the process inefficient and prone to data loss.

1. Project Overview

The growth of online stores in Indonesia has been rapidly increasing. Tokopedia is one of the largest and most trusted m-commerce platforms in Indonesia.

This project is part of our effort to provide decoration, layout, and design solutions that meet the needs of the online market.

The expected visualization aims to maintain the company's professionalism and create a positive impression among the public, especially in the hardware, electrical, and cable sectors, in order to compete and fulfill customer needs easily and efficiently.

3. Solutions

Based on the research findings, the solutions are:

- No need for physical store rentals, only a low-cost revenue-sharing system.
- All promotional materials and information are provided online without printing costs.
- Deliveries are managed through trusted courier services integrated with the application.
- An official badge feature is available and verified directly by Tokopedia.
- Reports can be accessed, viewed, and printed anytime easily.

4. Logo Identity

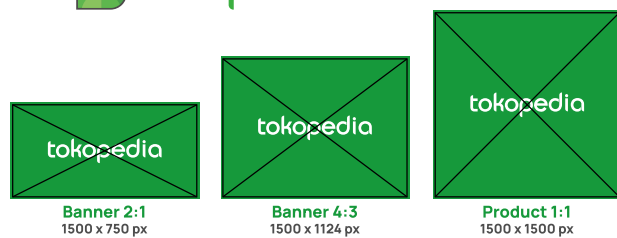


1, Pantone 2. CMYK 3. Grayscale 4. Black & White 5, 6, 7, 8. Logo application

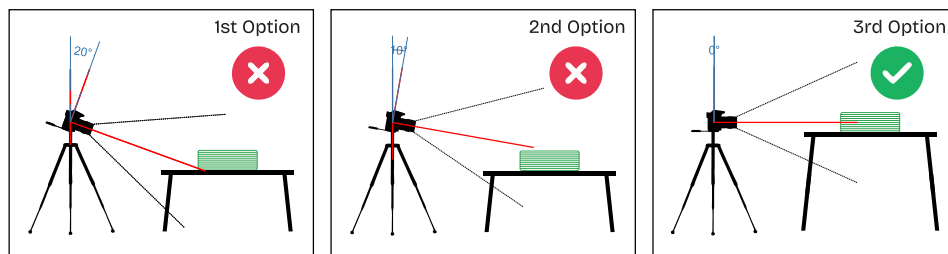


5. Tokopedia Guideline

This guideline rule form Tokopedia.



6. Setup Photo Product



- The product has large circular holes caused by the cooling machine process.
- The top and bottom dimensions remain stable from all viewing angles.
- The product branding is less visible due to its tilted position.
- The product has small circular holes from the cooling process with a fairly good visual result.
- The product dimensions remain stable without deformation.
- The branding is visible but slightly lacking in contrast.
- The product has no circular holes caused by the cooling machine process, showing precise composition from all angles.
- The product dimensions are highly stable and proportional.
- The branding is clear, upright, and easy to present.

7. Results from Setup

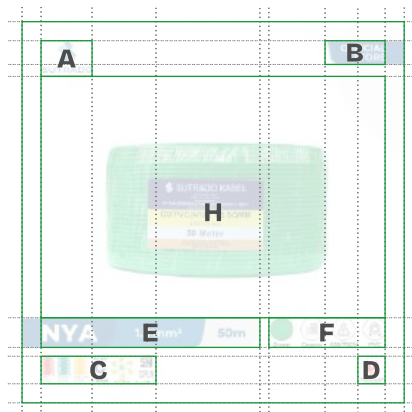


8. Finishing

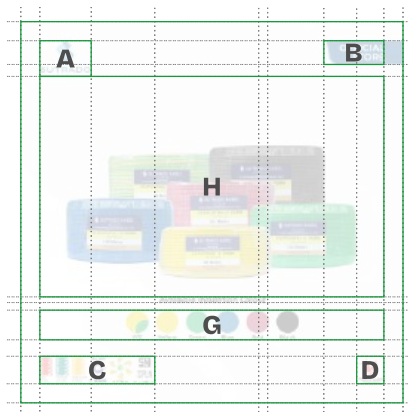


9. Carousel Setup

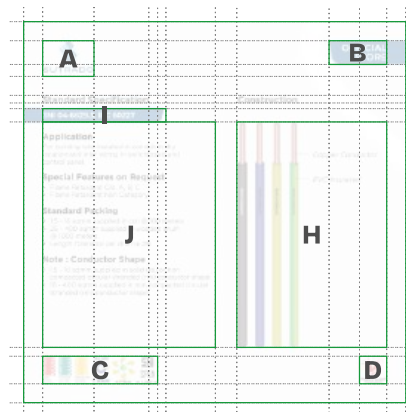
Page 1 of 5



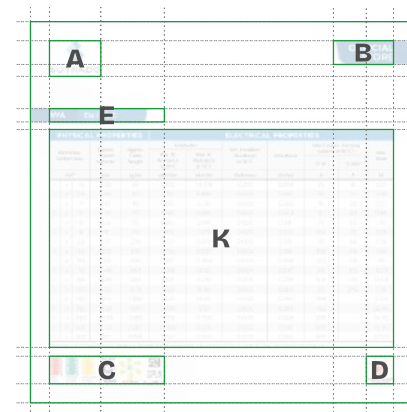
Page 2 of 5



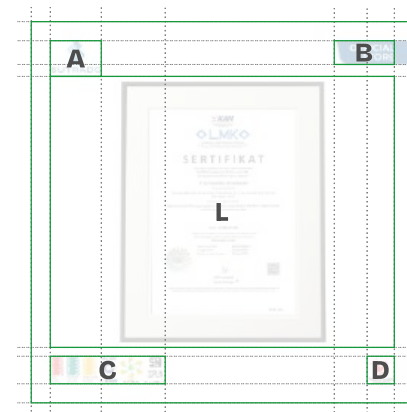
Page 3 of 5



Page 4 of 5



Page 5 of 5



A. Logo Company
B. Text Official Store
C. Logo Certified Company

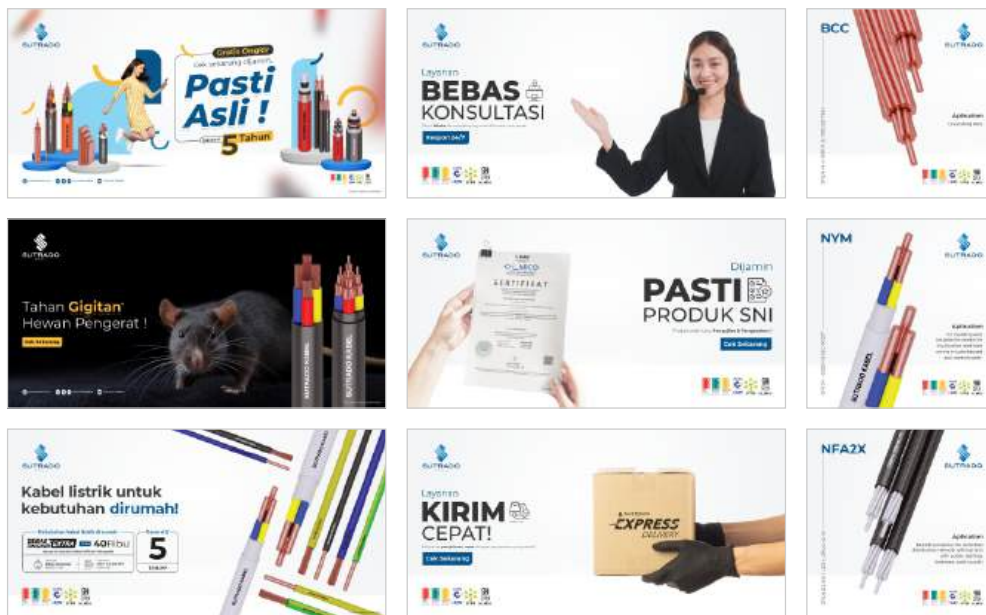
D. Logo Bangsa Buatan Indonesia
E. Product Name Identity
F. Product Spec. with Icon

G. Option Insulation Colour
H. Product Area
I. Standard Spec. Info

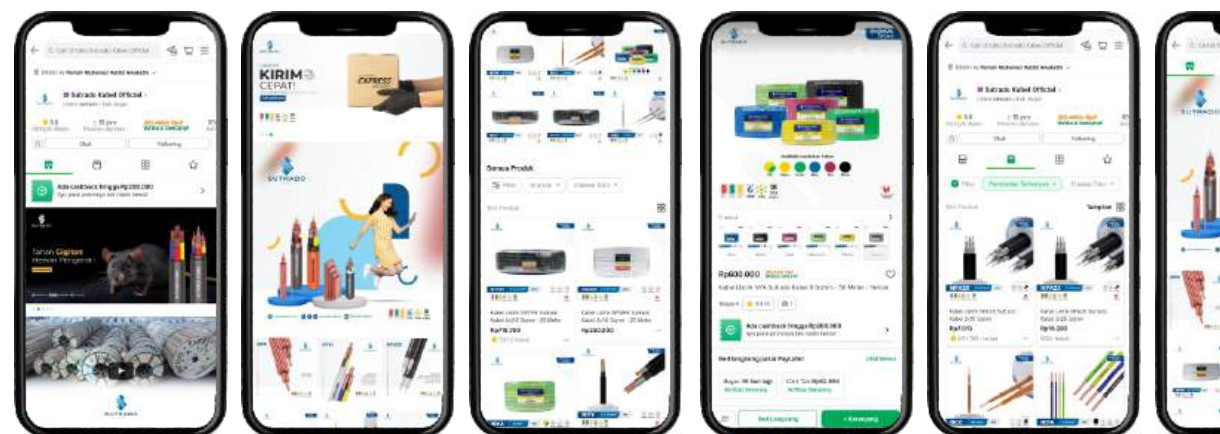
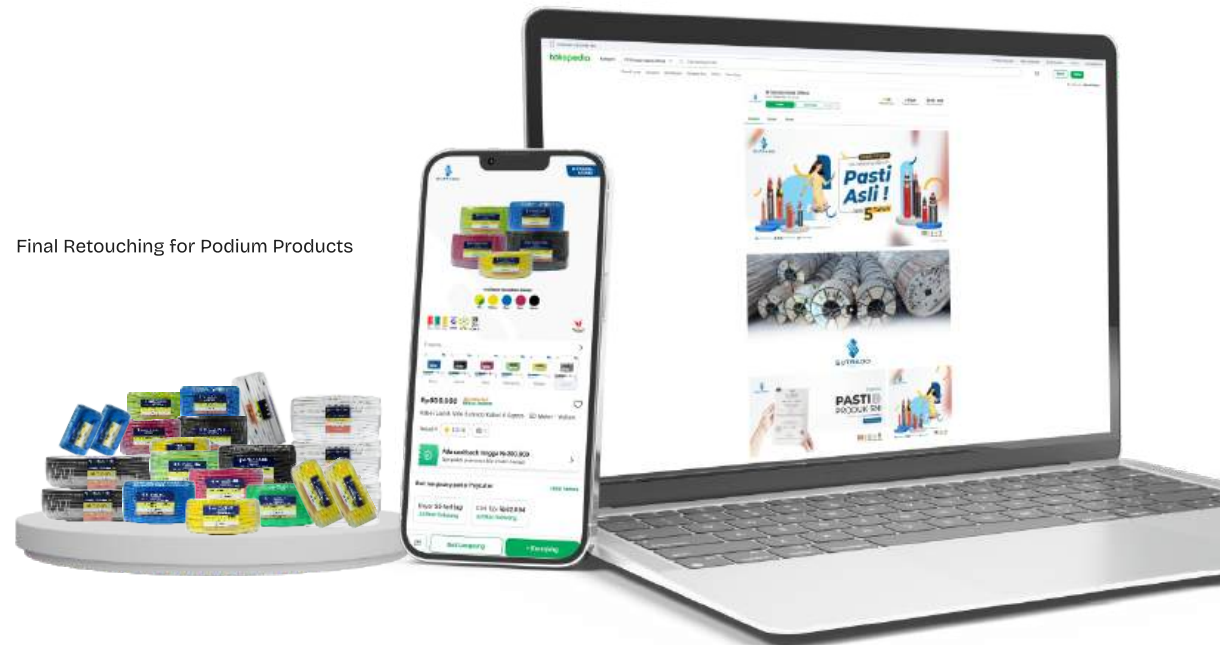
J. Spec. and Feature Product
K. Table Area Spec. Product
L. Certificate Product

10. Final Results & Public Release

Final Retouching for Banner



Final Retouching for Podium Products



Social Media & Content Design

Instagram feed, awareness campaign,
promotional content, engagement strategy,
and content branding.

5

Sutrado Kabel

BEDA PACKING, KUALITAS SAMA!

NYN Cu / PVC / PVC

SUTRADO KABEL

AKU DATANG BUAT YANG BARU.

KABEL PANEL SURYA

Kabel panel surya Sutrado PV (monocrystalline) adalah kabel khusus yang dirancang untuk mengoptimalkan efisiensi DC dari panel fotovoltaik. Kabel ini juga memiliki konstruksi ekstra terhadap sinar UV, cuaca ekstrem, dan jamur fungus.

Detail panel surya menggunakan kabel Sutrado PV adalah sebagai berikut:

- 2 mmel: Untuk panel monocrystalline, 2 mmel panel.
- 4 mmel: Untuk panel Polycrystalline, 4 mmel panel.
- 6 mmel: Untuk panel Polycrystalline, 6 mmel panel.
- 8 mmel: Untuk panel Polycrystalline, 8 mmel panel.
- 10 mmel: Untuk panel Polycrystalline, 10 mmel panel.

Untuk lebih lanjut, silakan kunjungi website kami atau hubungi kami langsung.

SUTRADO KABEL

SELAMAT HARI PAHLAWAN

10 November 2025

SUTRADO KABEL

TRUSTED PARTNER IN ELECTRICAL INFRASTRUCTURE FOR DECADES.

SUTRADO KABEL

1500 VDC Solar Cable (PV) H1Z2Z2-K

Standard Specification : BS-EN 50618, TÜV-2PFGL69

Is used for solar modules, recommendation laying in pipe. Not suitable for permanent insulation in water.

AVAILABLE AT SUTRADO KABEL

F 1991 STD 09-27

ASTRA CALYA

SUTRADO KABEL

PT Sutradokabel Indonesia

Website: sutradokabel.com

Instagram: @sutradokabel

Facebook: sutradokabel

LinkedIn: sutradokabel

Twitter: @sutradokabel

YouTube: Sutrado Kabel

KAMU PILIH KABEL YANG MANA?

HATI-HATI TERGODA HARGA MURAH

BANCI SNI

SUTRADO KABEL

HARI LISTRIK NASIONAL

20 25

SUTRADO KABEL

PAKAI TEMBAGA / ALUMINIUM KEDUANYA OK, ASALKAN..

SUTRADO KABEL

DB Logistics

DB Logistics

Pernah liat garis stiker dibelakang truk?

Sukan perjalanan dengan terlaya gas, terus?

dblogistics.co.id

JAKARTA - MEDAN

5RB + DISKON ONGKIR

KIRIM TANPA CEMAS, SEMAKIN DEKAT SAMA KAMU...

Jenis Barang yang tidak bisa kami kirim!

Tronton Box

Fuso

Double Engkel - CDD

JAKARTA - SURABAYA

2RB + DISKON ONGKIR

DAILY REPORT

Tracking Realtime

Jasa Packing Murah

Hotline 24 Jam

JUM'AT BERKAH

Santunan Anak Yatim

Sebelum kirim barang PILIH ARMADA

Sesuai kebutuhan kamu ya!

Kirim barang jadi lebih cepat dengan dblogistics!

Konsultasi Sekarang!

Sapa aja bisa, loak pengiriman sambil santuy!

dblogistics.co.id

Informasi Penting!

7, 8, 9, 10 & 11

DB LOGISTICS TETAP KIRIM SETIAP HARI TANPA LIBUR!

Ini yang kamu mau!

Melayani Pengiriman Setiap Hari..

Tips kirim barang SEGEDE GABAN dengan aman!

Semakin dekat dengan kamu..

Jakarta - Surabaya

2RB + DISKON ONGKIR

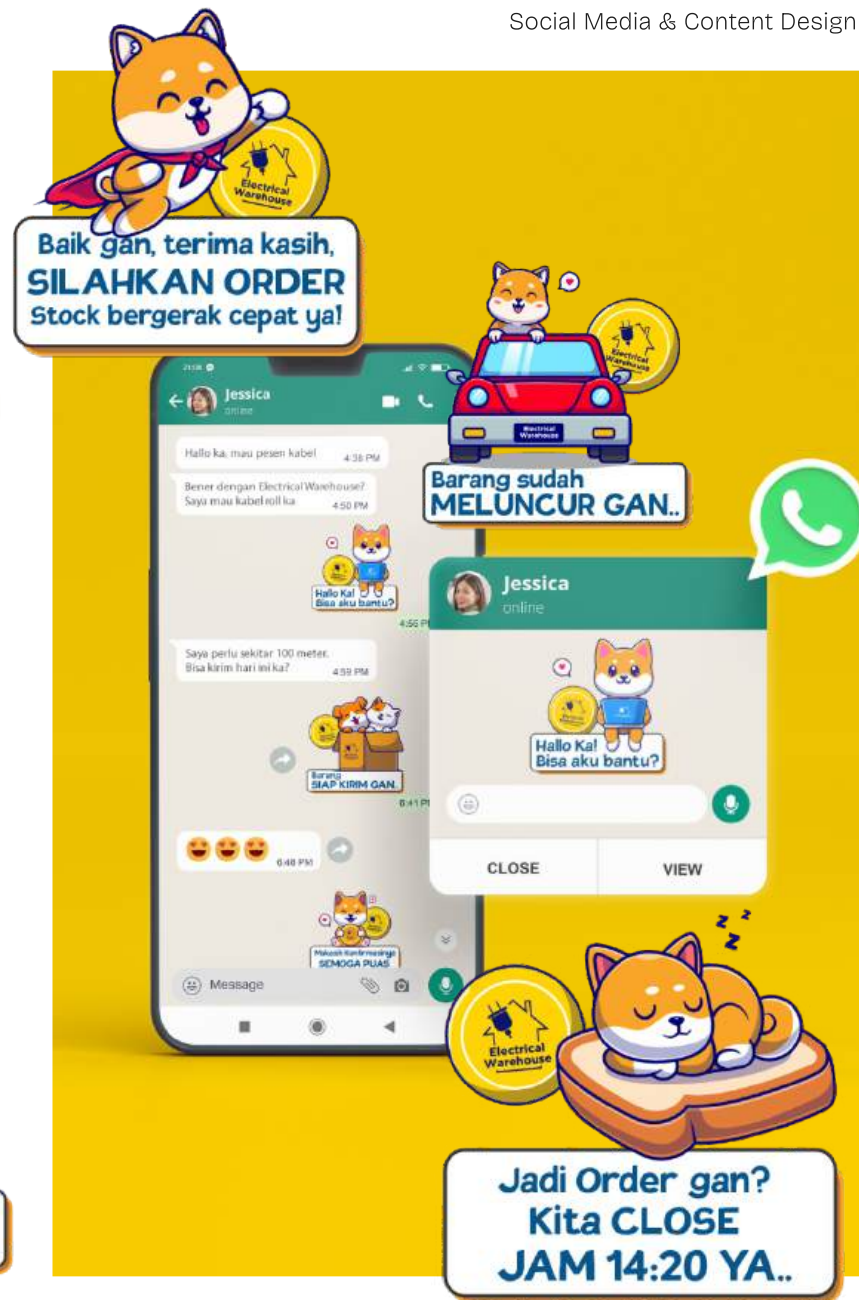
Jakarta - Medan

5RB + DISKON ONGKIR

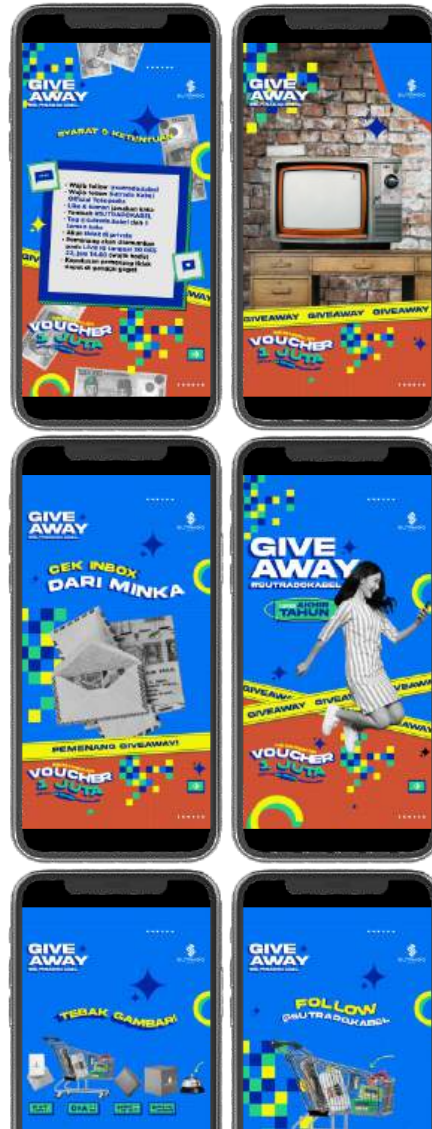
YUK GESER >

0812 1914 9914 [WWW.DBLOGISTICS.CO.ID](https://www.dblogistics.co.id) [DBLOGISTICS_1](https://dblogistics_1) [DBLOGISTICS](https://dblogistics)

Sticker Emoji



Giveaway Live Streaming

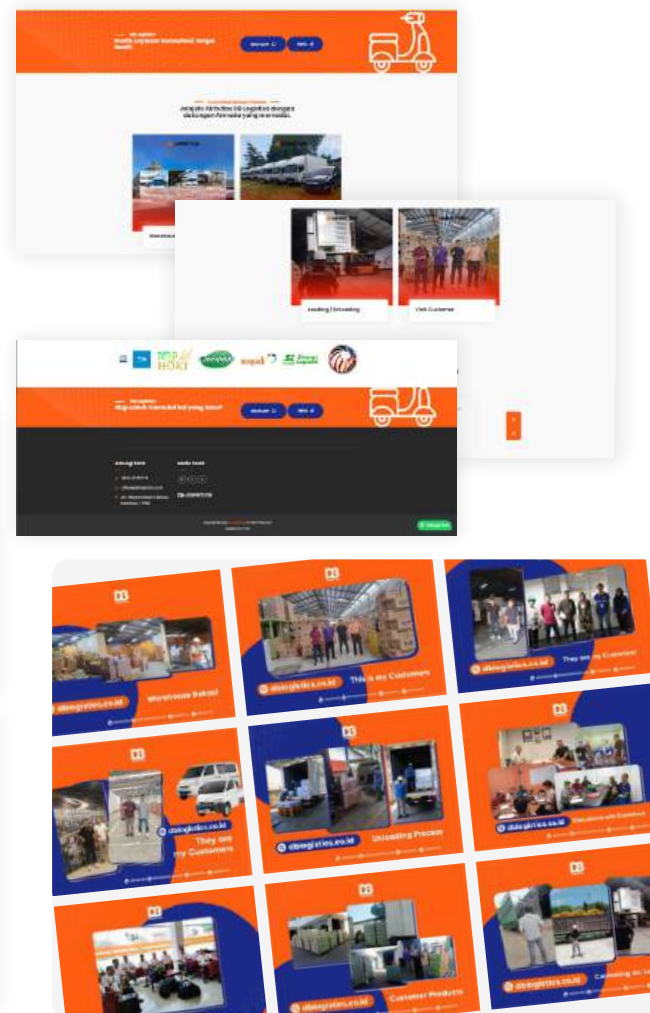
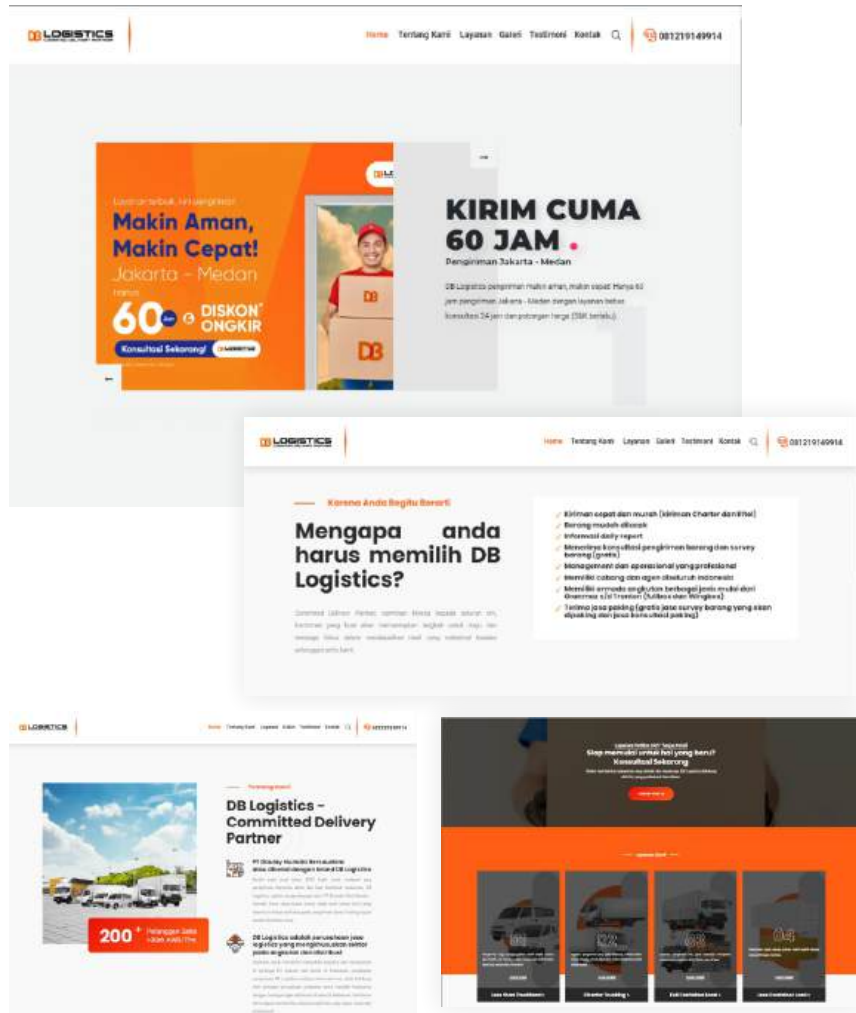


Landing Page & Web Design

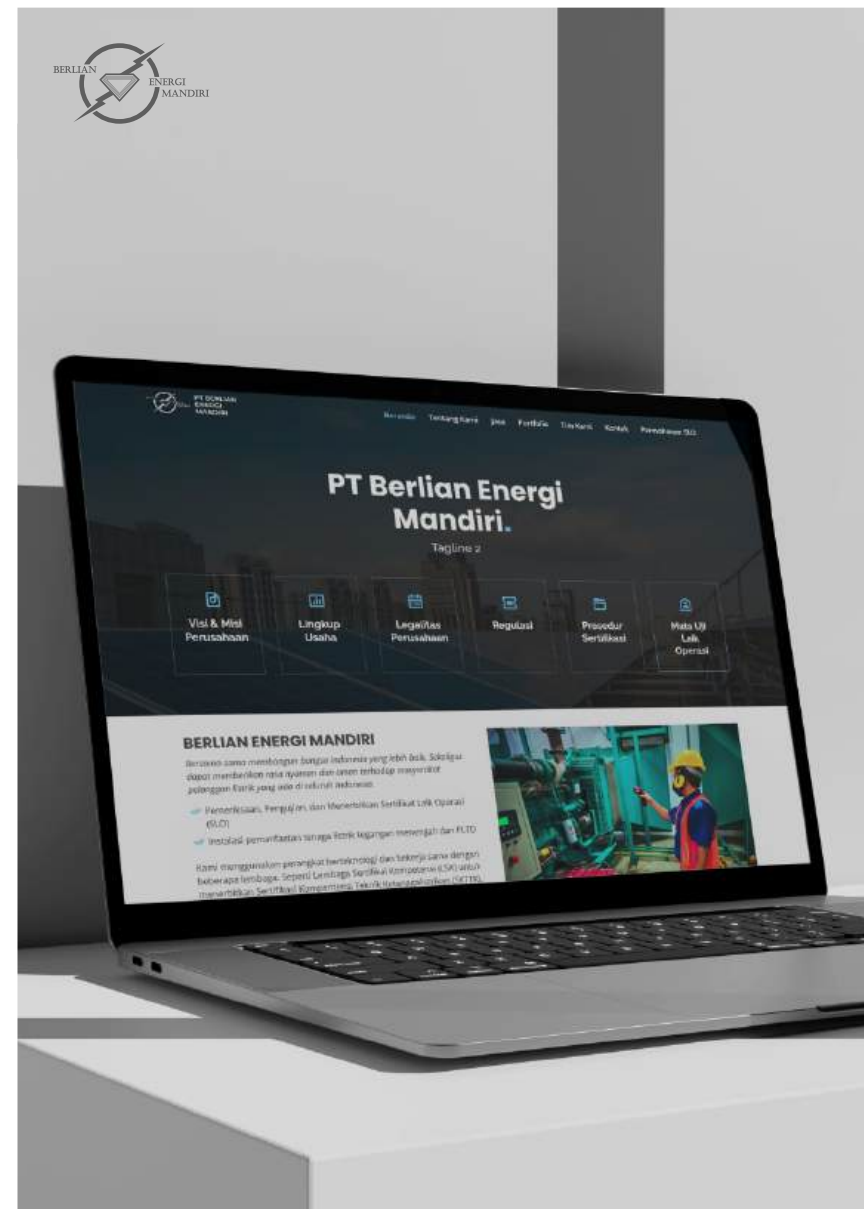
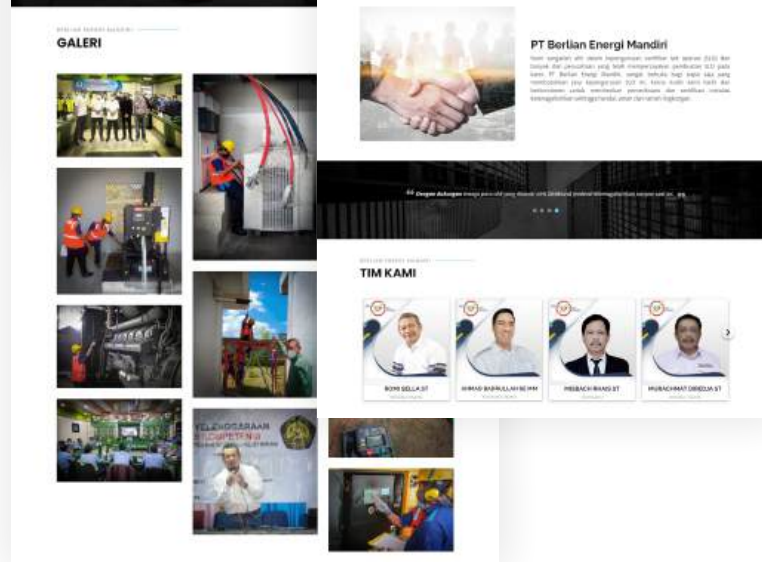
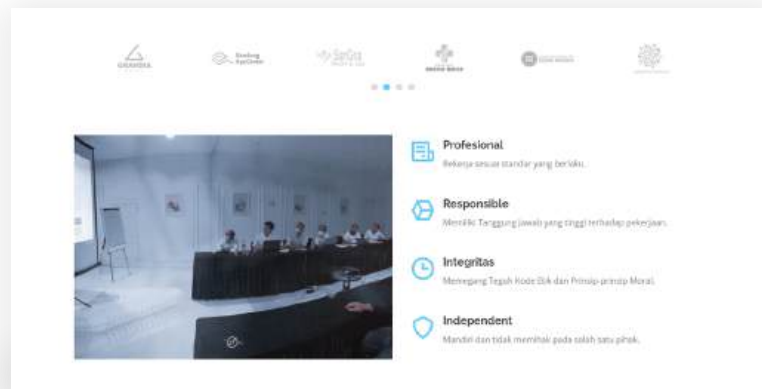
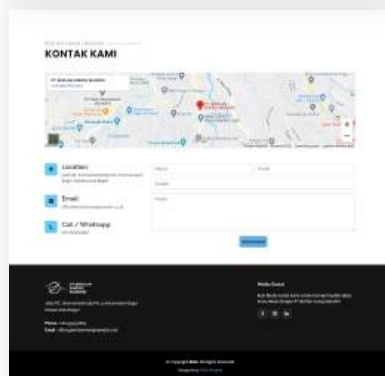
Responsive landing page,
UI design, HTML/CSS implementation,
campaign website, and web visual assets.



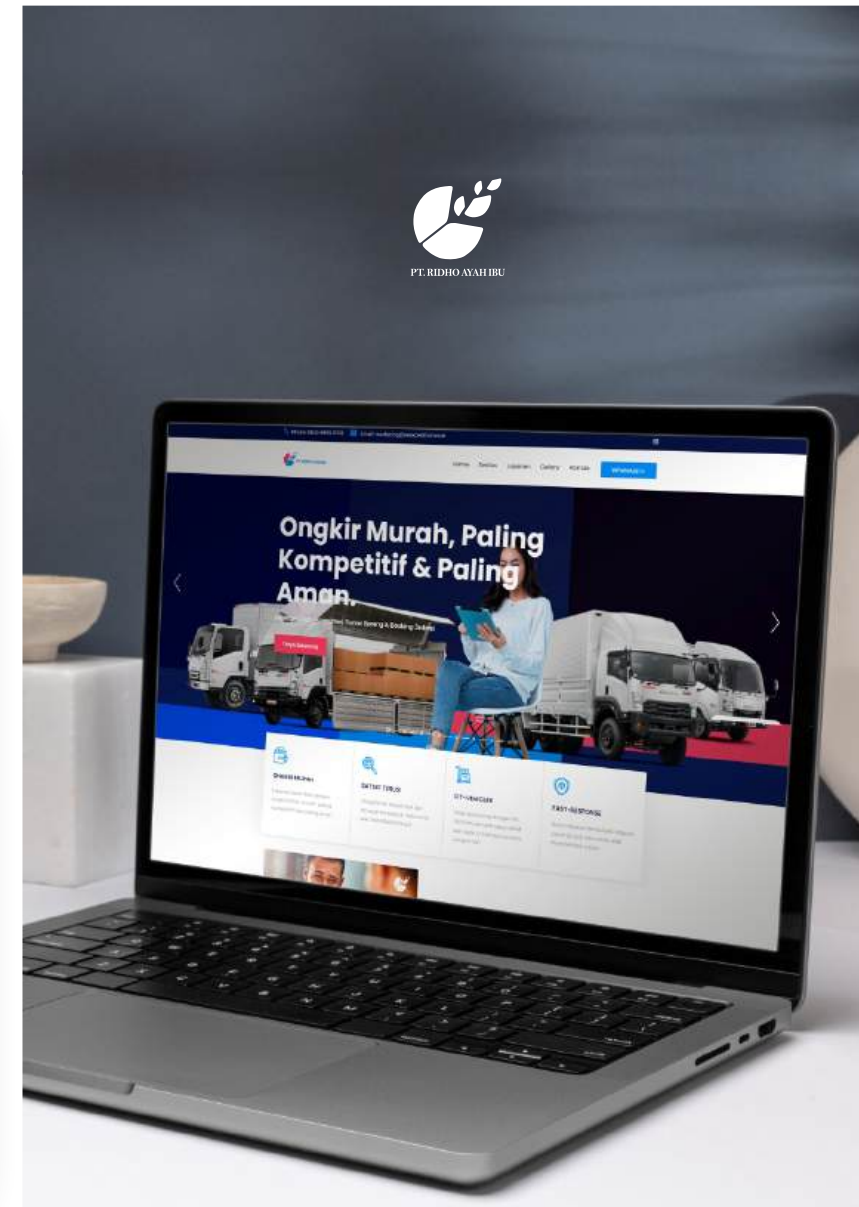
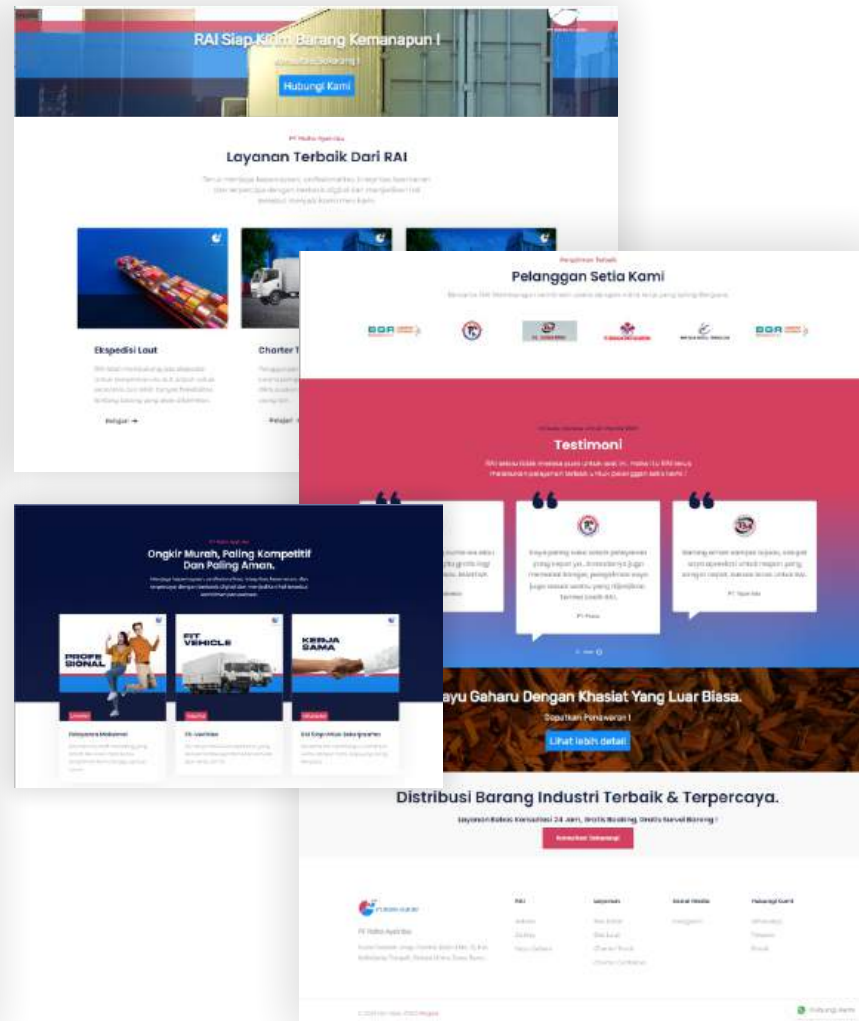
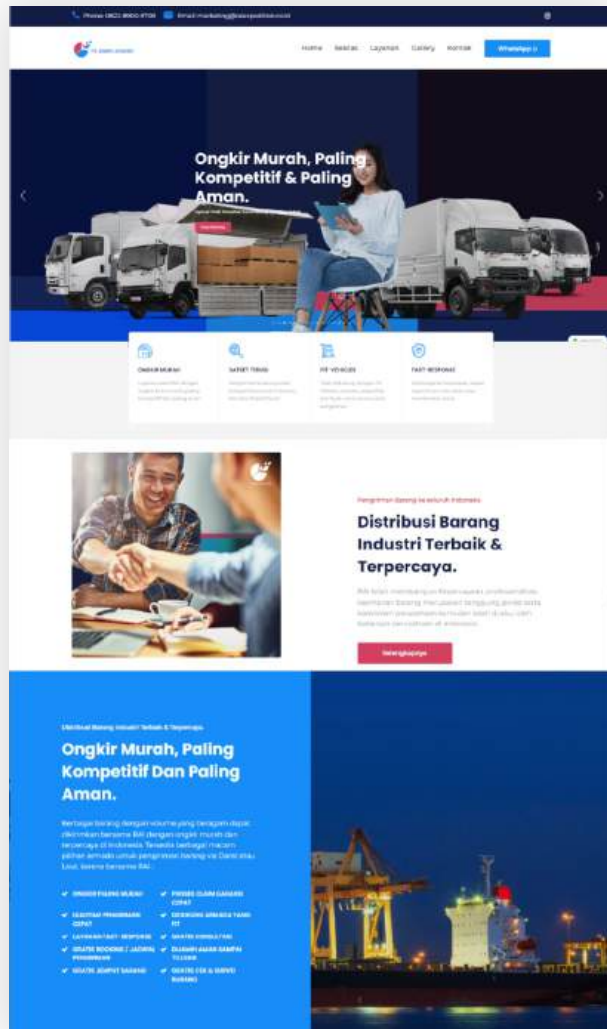
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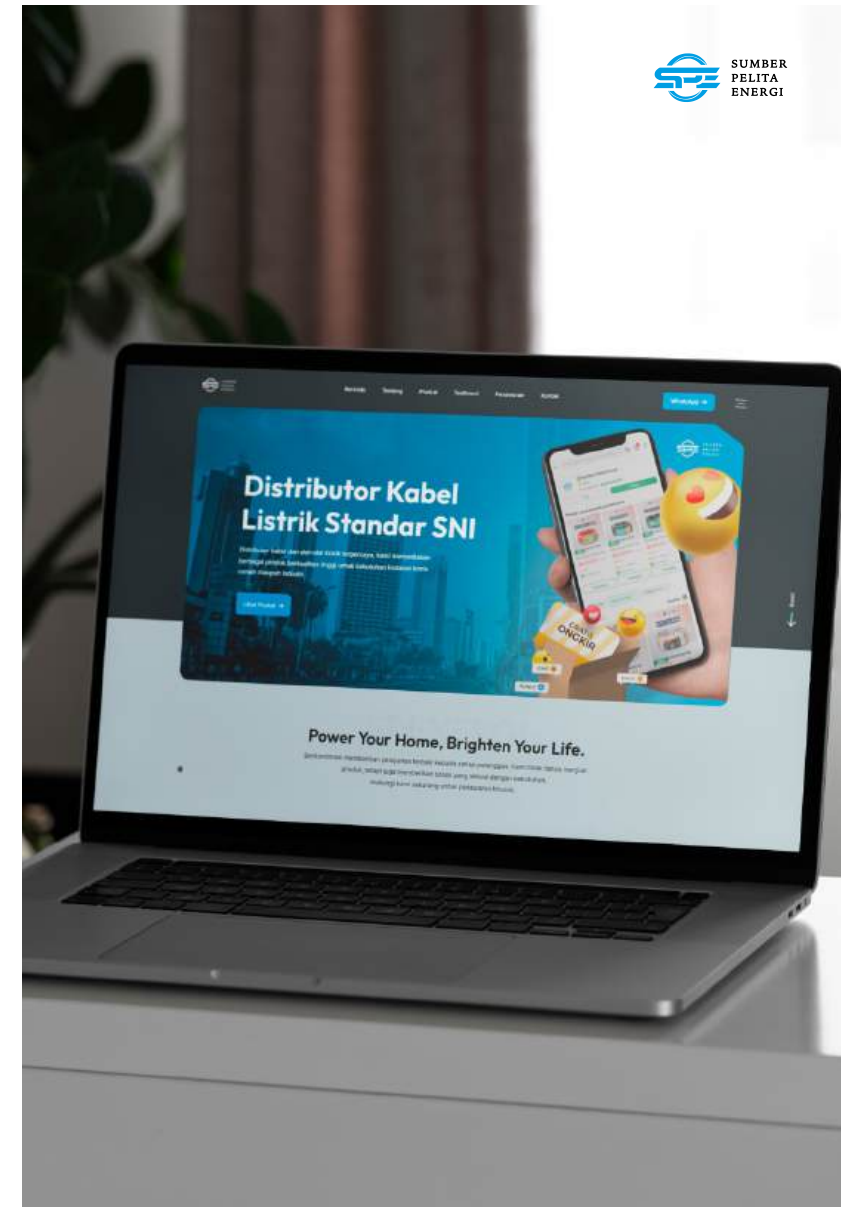
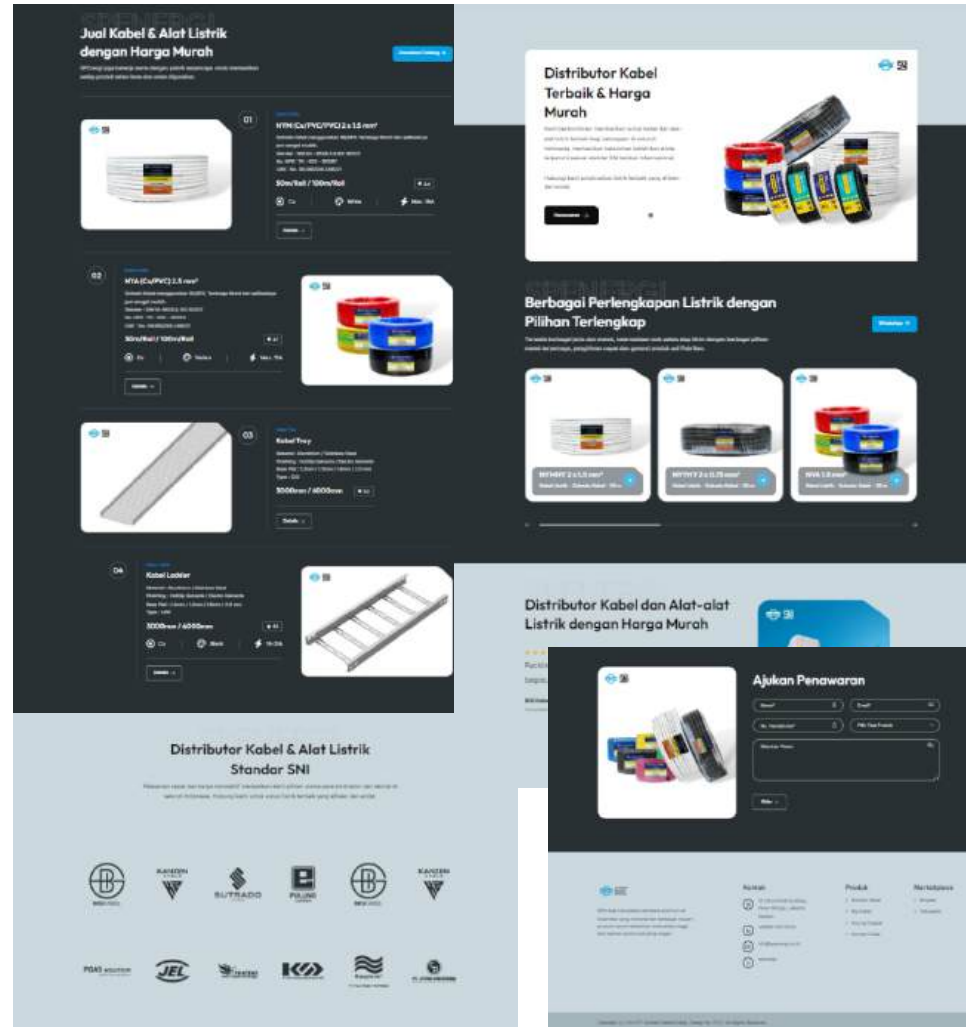
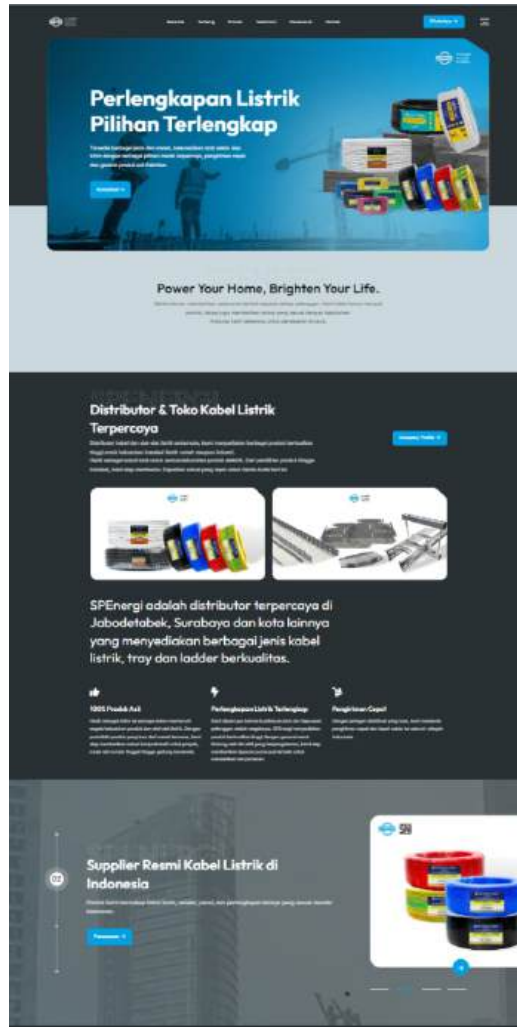
berlianenergimandiri.co.id



raiaexpedition.co.id



sdutama.com



separuhagamaku.com



Marry Me Muslim Wedding
Bagi Mereka, Menghadirkan Cerita Visual.



Marry Me Muslim Wedding
Terpercaya lebih dari 5 Tahun.



Marry Me Muslim Wedding
Visi
"Menghadirkan momen indah dalam pernikahan Anda di mata lensa yang bermakna, bermakna, dan bermakna, dengan menghadirkan momen indah dalam pernikahan Anda di mata lensa yang bermakna, bermakna, dan bermakna."

Marry Me Muslim Wedding
Misi



Terpercaya lebih dari 5 Tahun.

Marry Me Muslim Wedding
Kenapa Memilih
Marry Me Muslim Wedding?

Marry Me Muslim Wedding adalah layanan pernikahan yang profesional, terpercaya, dan bermakna, dengan menghadirkan momen indah dalam pernikahan Anda di mata lensa yang bermakna, bermakna, dan bermakna.



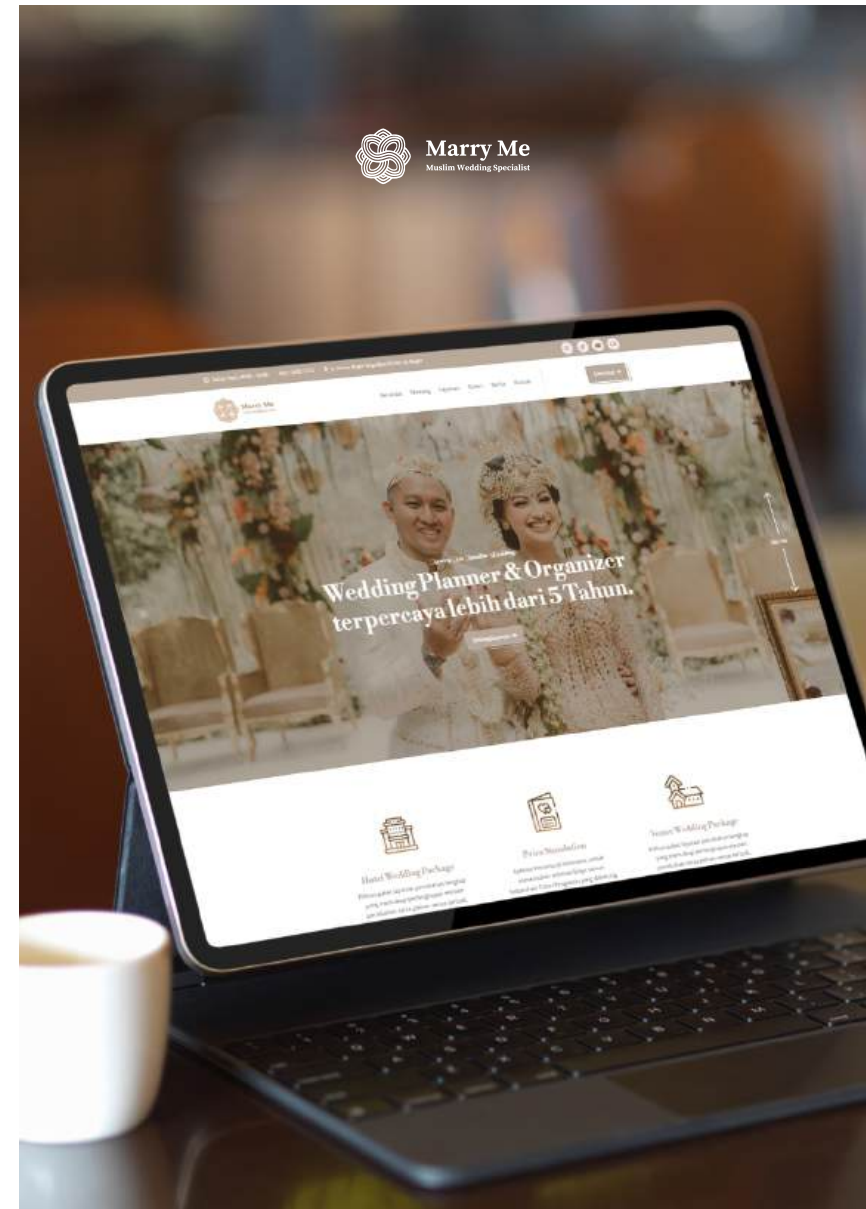
Total :
Data Diri
Nama Lengkap :
Alamat :
No. HP :
Email :
Kirim



Marry Me Muslim Wedding
Bagi Mereka, Menghadirkan Cerita Visual.



Terpercaya lebih dari 5 Tahun.





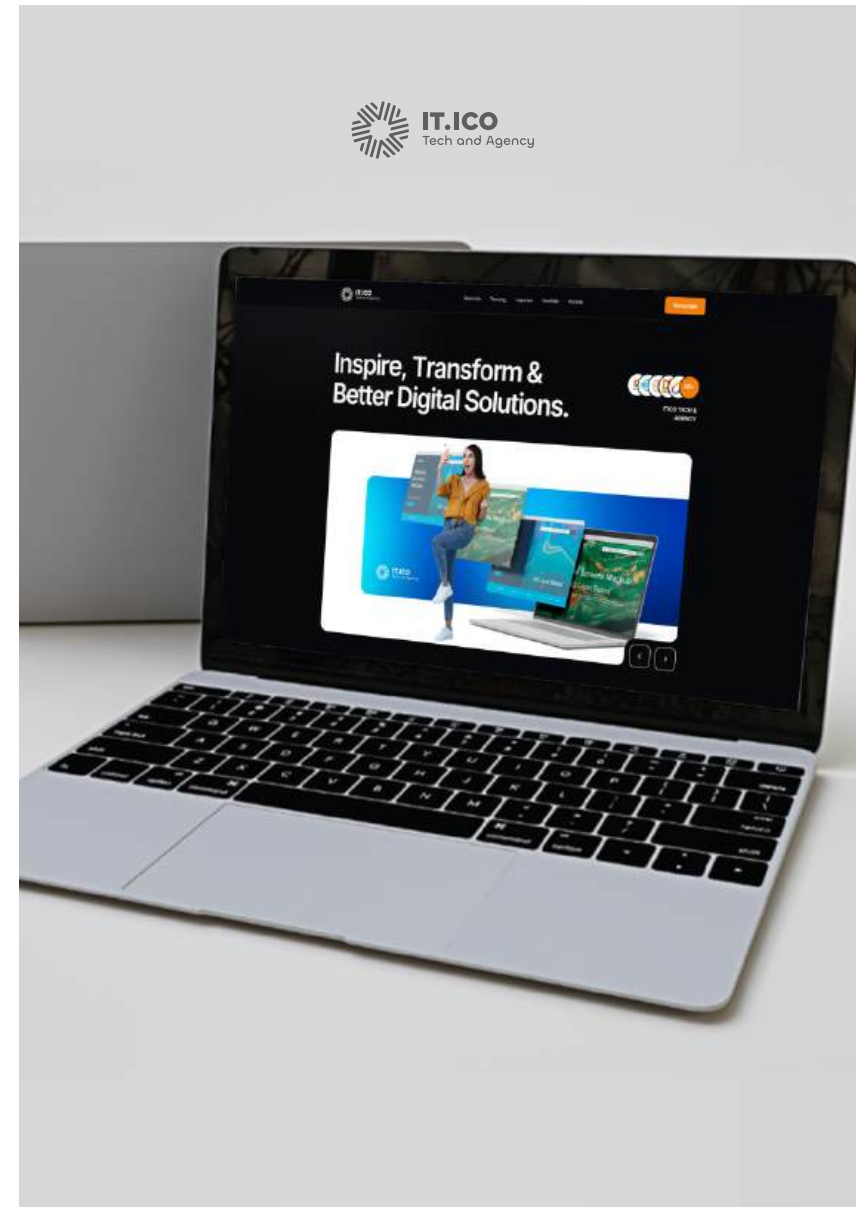
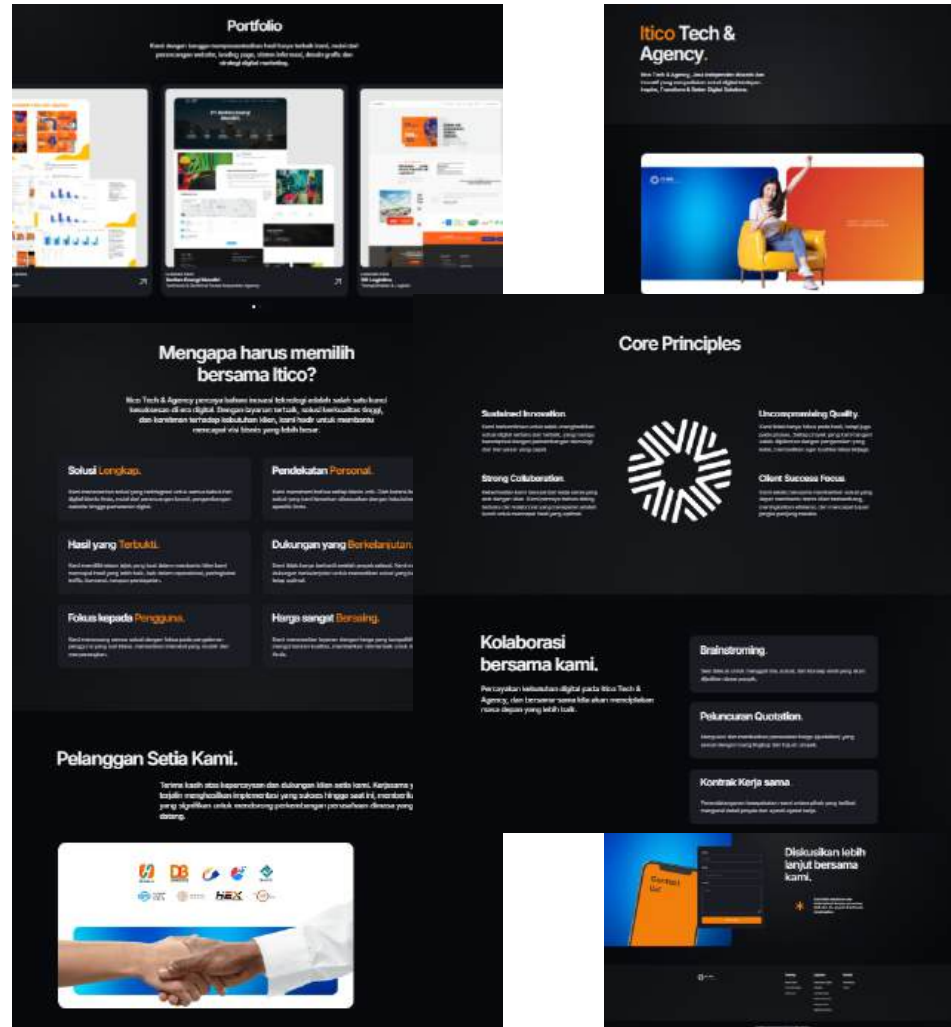
Mobile adalah layanan treatment lebih praktis, hemat, dan nyaman tanpa perlu datang ke outlet. Dengan layanan Mobile ini, kamu bisa menikmati berbagai perawatan wajah, rambut, tubuh, paket me day mini sensation, dan perawatan lainnya langsung di rumah. Cukup reservasi, beautician profesional Mo25 siap datang ke rumah kamu!



Shanghai Normal University



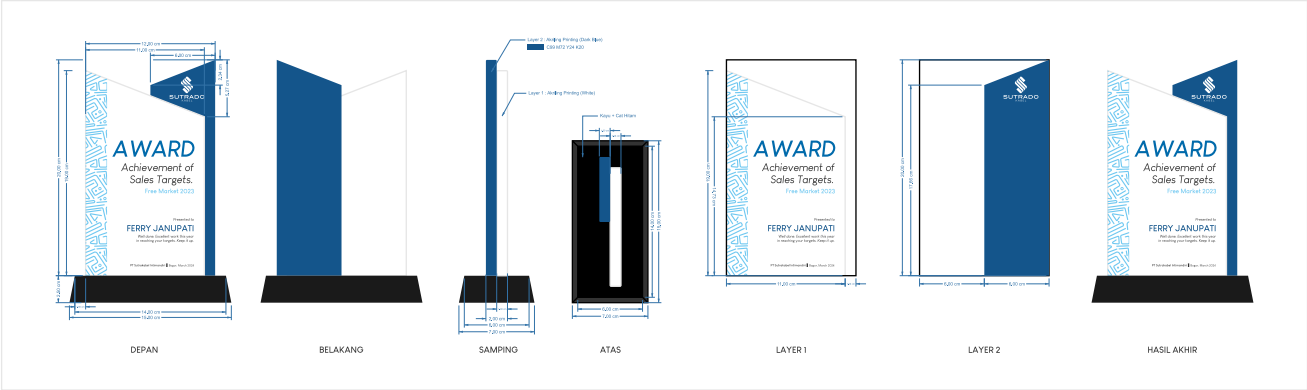
itico.id



3D Visualization & Design

3D mockup, product visualization,
concept rendering, and visual presentation.

Plaque



Lobby Decorative

Birthday Lobby Decoration

Designed a 3D visualization concept for the company's anniversary celebration in the lobby area, focusing on visual appeal, space arrangement, and event atmosphere before production and installation.



Render



Render



Real Setup



Render

72m² Booth

IEEE Series Exhibition Booth Design – JIEXPO Jakarta

Created a 3D exhibition booth design for the IEEE Series event at JIEXPO Jakarta with a 72 m² exhibition area. The design focused on brand visibility, visitor flow, product presentation, and creating an engaging exhibition experience.



Real Setup



Render



Real Setup



Real Setup



Render

20m² Booth

Forkapnas III Exhibition Booth Design – Jakarta Convention Center (JCC)

Created a 3D exhibition booth design for the Forkapnas III event at Jakarta Convention Center (JCC) with a 20 m² exhibition area. The design emphasized brand exposure, efficient space utilization, visitor engagement, and professional product presentation.



Real Setup



Render



Real Setup



Real Setup



Render

126m² Booth

Collaborative Exhibition Booth Design – IEEE Series, JIEXPO Jakarta

Created a 3D exhibition booth design for the IEEE Series event at JIEXPO Jakarta with a 126 m² exhibition area. This project was developed as a collaborative exhibition space for Sutrado Kabel, Triputra, and Traytek, focusing on unified brand presentation, visitor engagement, product showcasing, and efficient space utilization.



Real Setup



Render



Real Setup



Real Setup



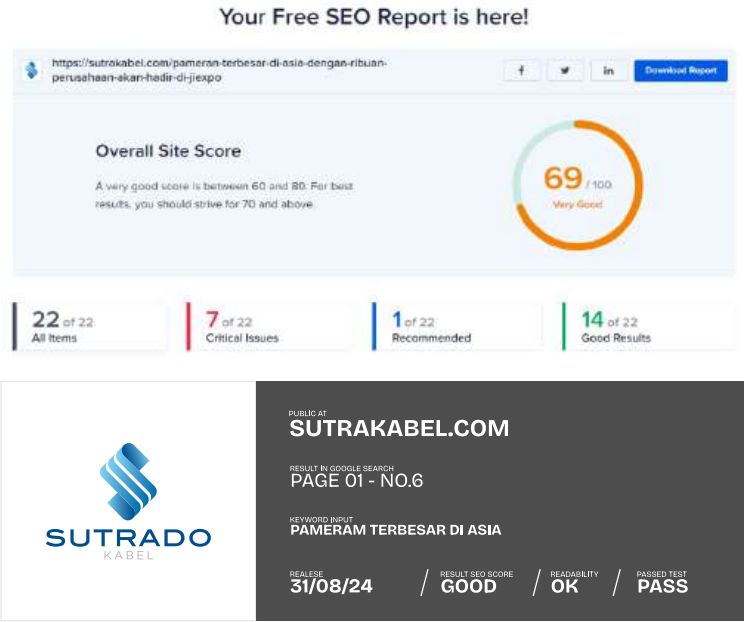
Render

SEO Content Writing

SEO article, keyword strategy,
readability optimization,
and content structure.

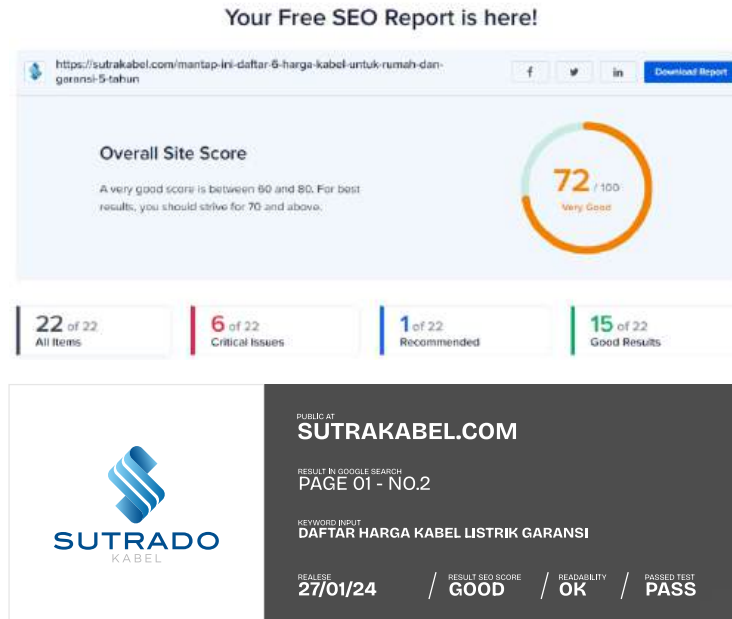
8

Exhibition Info



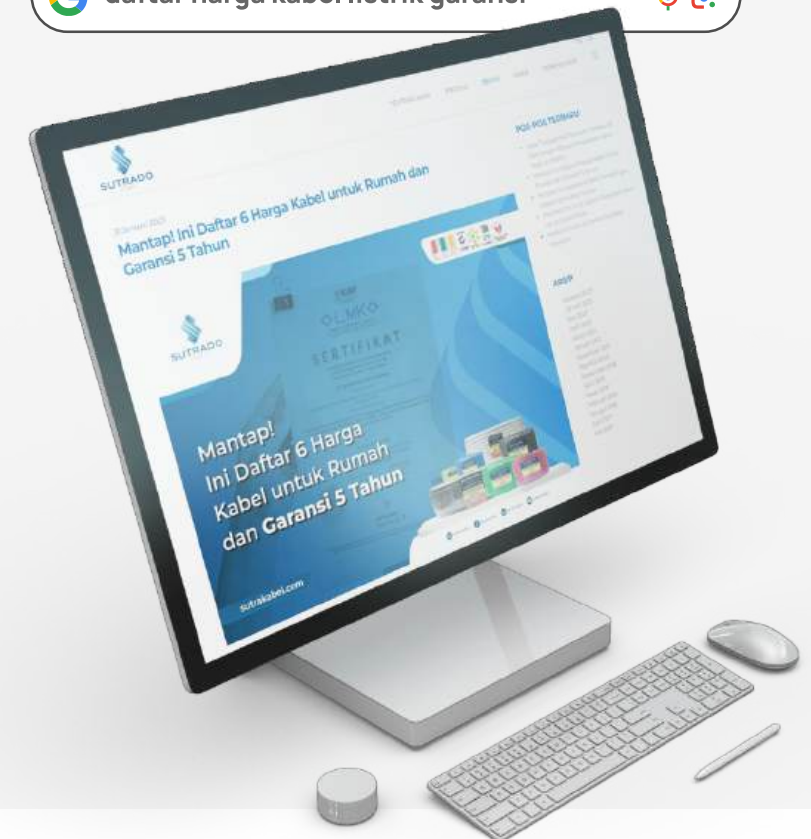
Catat Tanggalnya! Pameran Terbesar di Asia dengan Ribuan Perusahaan akan Hadir di JIEXPO.



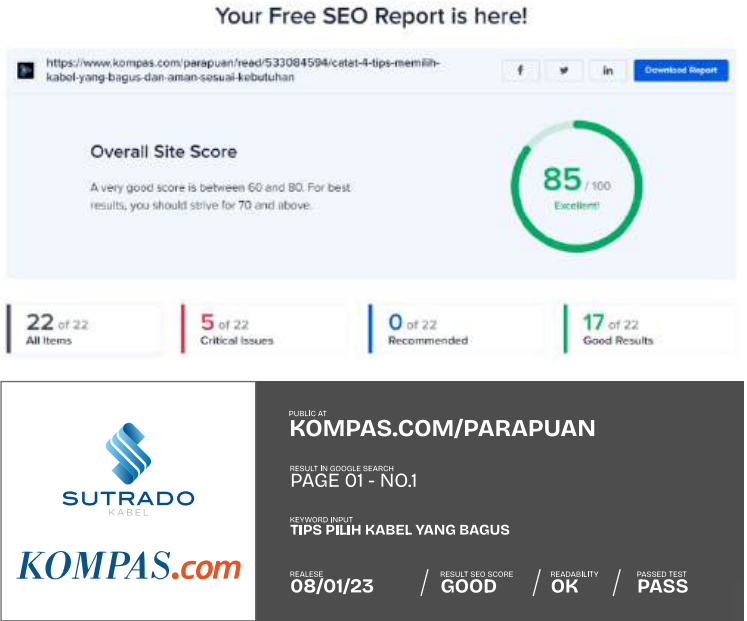
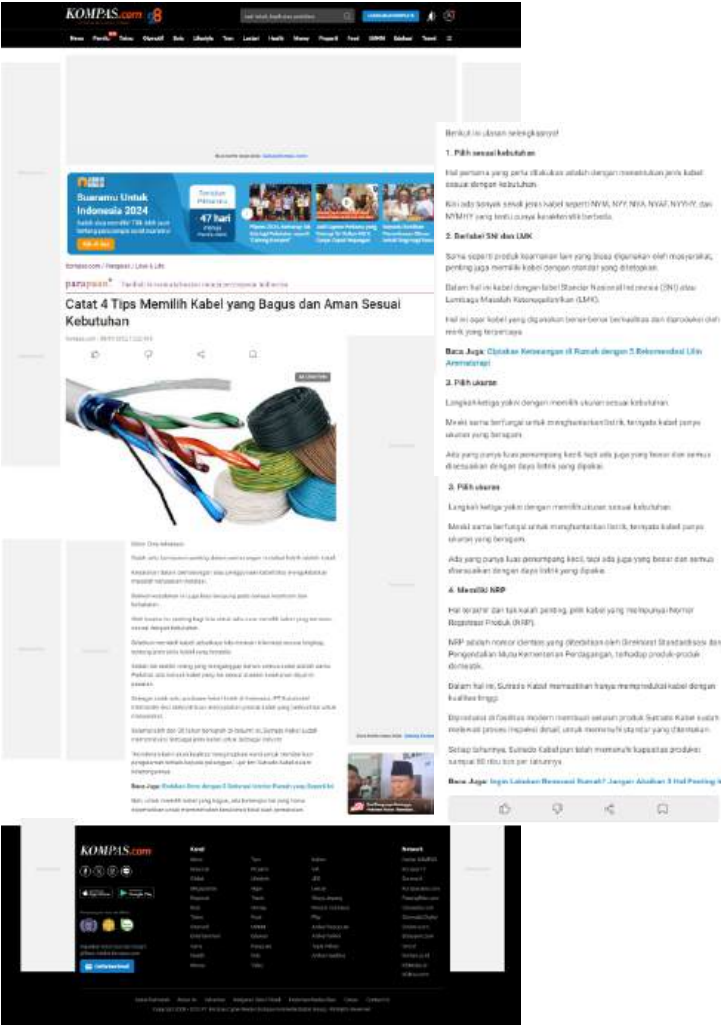


**Mantap! Ini Daftar
6 Harga Kabel untuk
Rumah dan Garansi
hingga 5 Tahun.**

 daftar harga kabel listrik garansi

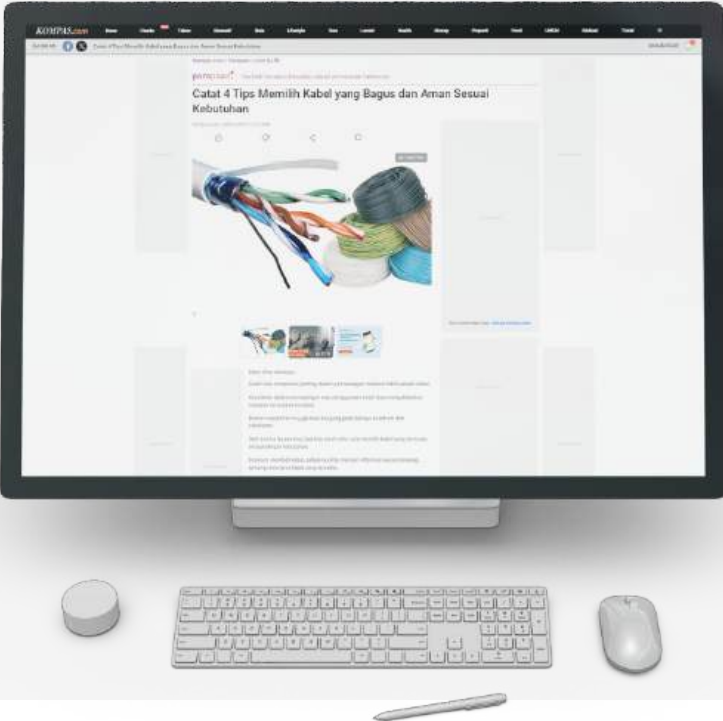


Tips Pilih Kabel



Catat! 4 Tips Memilih Kabel yang Bagus dan Aman sesuai Kebutuhan.

tips pilih kabel yang bagus



Digital Marketing Campaign

Advertising campaign, audience targeting, analytics, engagement optimization, and campaign strategy.



Email Campaign



Statistic Data by Send in Blue



PERIOD PUBLIC AT
11/01/24 - 01/02/24

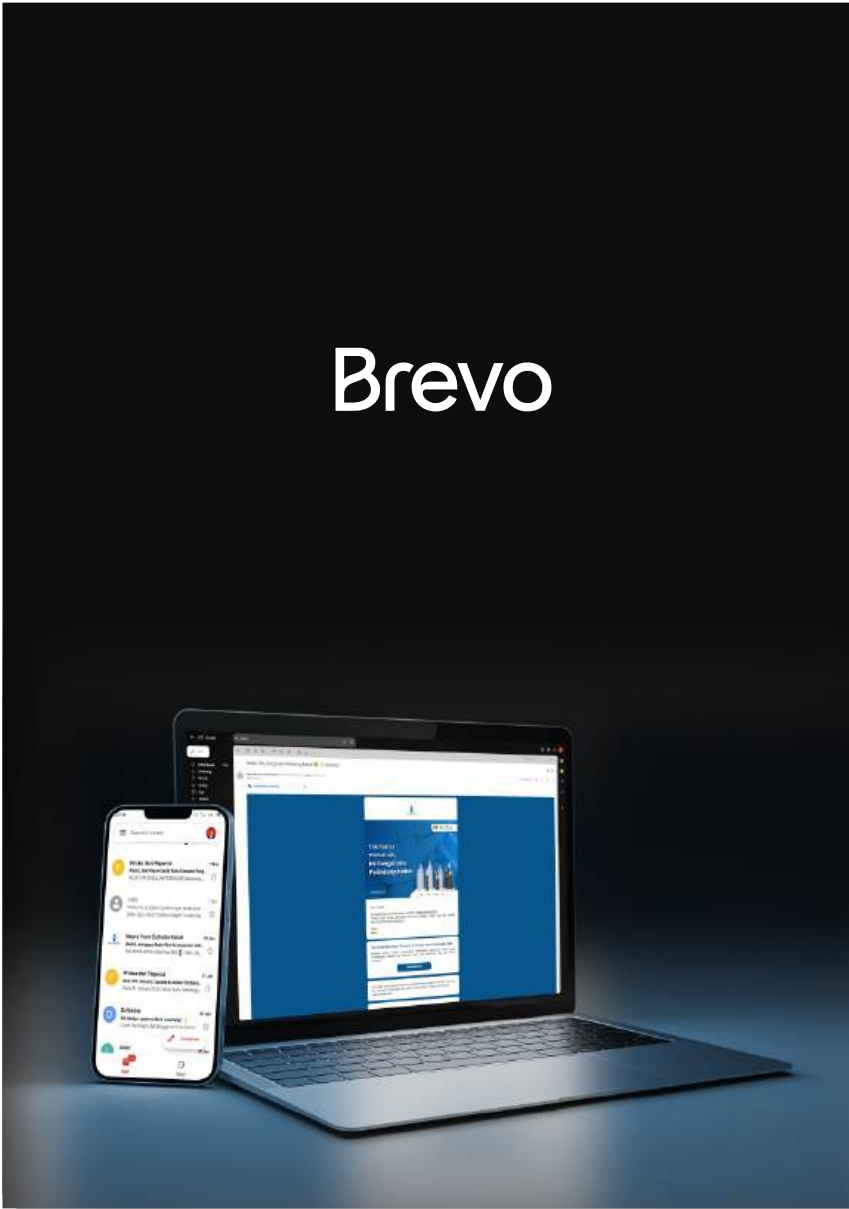
APPLICATION TECHNICAL
SEND IN BLUE

TITLE CAMPAIGN
INI FUNGSI PELINDUNG KABEL

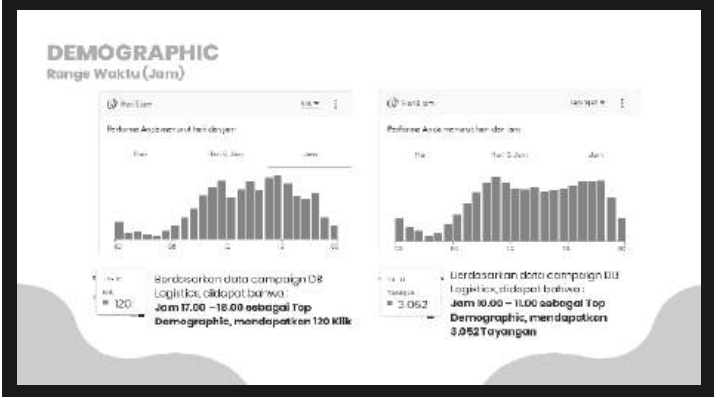
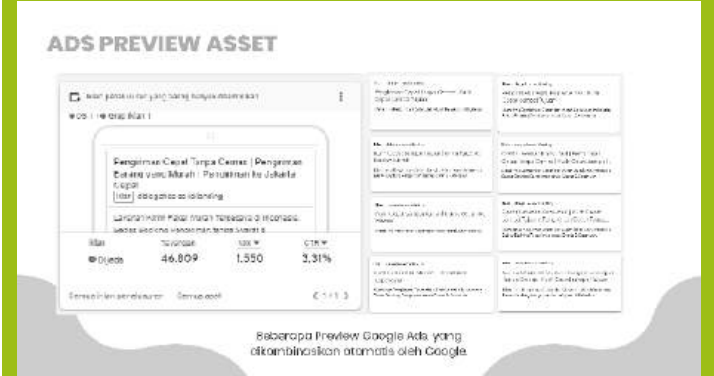
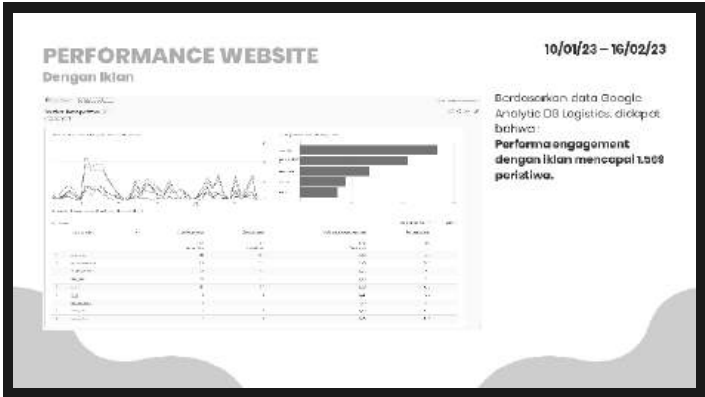
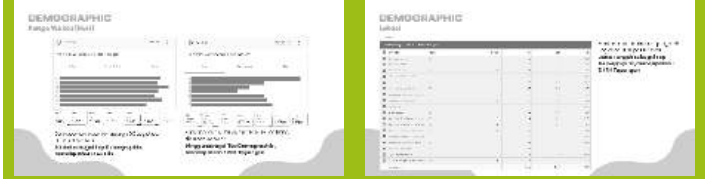
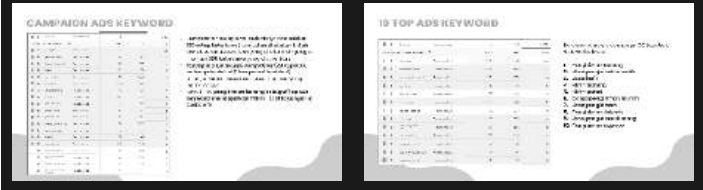
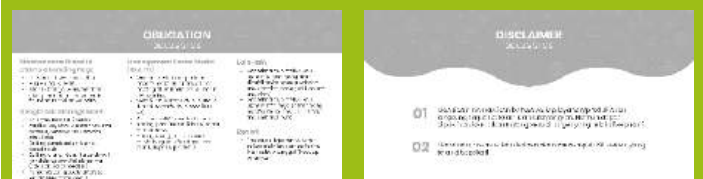
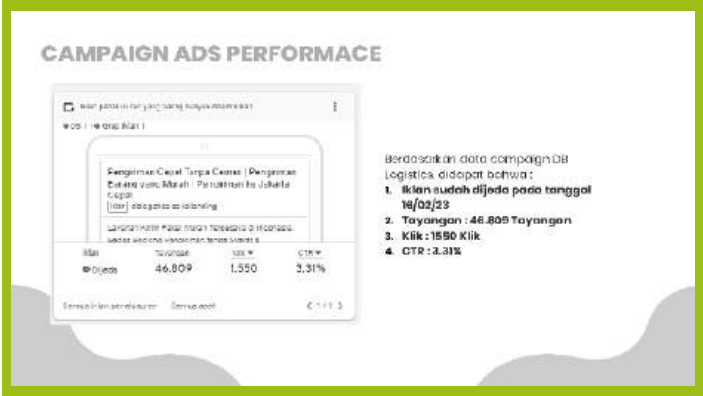
OPEN RATE
17.07%

CLICK RATE
0.77%

UNSUBSCRIPTION RATE
0.17%



Google Ads



Thanks

Let's Connect!



6296 1455 9477



hadid.awaludin@gmail.com



Hadid Awaludin



maxtrystudio



Scan for CV Online