



AGNES FILICA GIOVINNA

ABOUT



Hello! My name is Agnes! I'm a graphic designer currently preparing for my internship semester. Currently, I'm taking an Interactive Digital Media program in BINUS Northumbria School of Design where I focus on screen-based interface design.

CONTACT



filikong



agnesfilica@gmail.com



+62 81617772303

education

- 2020 – BINUS NORTHUMBRIA SCHOOL OF DESIGN
Graphic Design and New Media
- 2016 – 20 RAFFLES CHRISTIAN SCHOOL
High School

software



experience

2020 –
present

STREET SMART SOCIETY

Co-Founder and Web Designer

- Build a non-profit organization to help advocate for financial literacy & entrepreneurship to low-income communities
- Lead Content Writers to publish their informative business articles online
- Promote the organization through web design

2021 –
present

REMAJA RESAH

Podcast Illustrator

- Communicated with different podcast speakers about their topics
- Illustrating podcast covers based on the topics and publish them to listening platforms (e.g. Spotify)

2021 – 22

WECAREJKT

Social Media Designer

- Created posts for social media accounts
- Communicated with content writers to provide informative Instagram posts to viewers

TEACH FOR INDONESIA

Tutoring Volunteer

- Teaching primary students English and Math for the one-semester program

“ DESIGN IS
THINKING MADE
VISUAL ”

– SAUL BASS

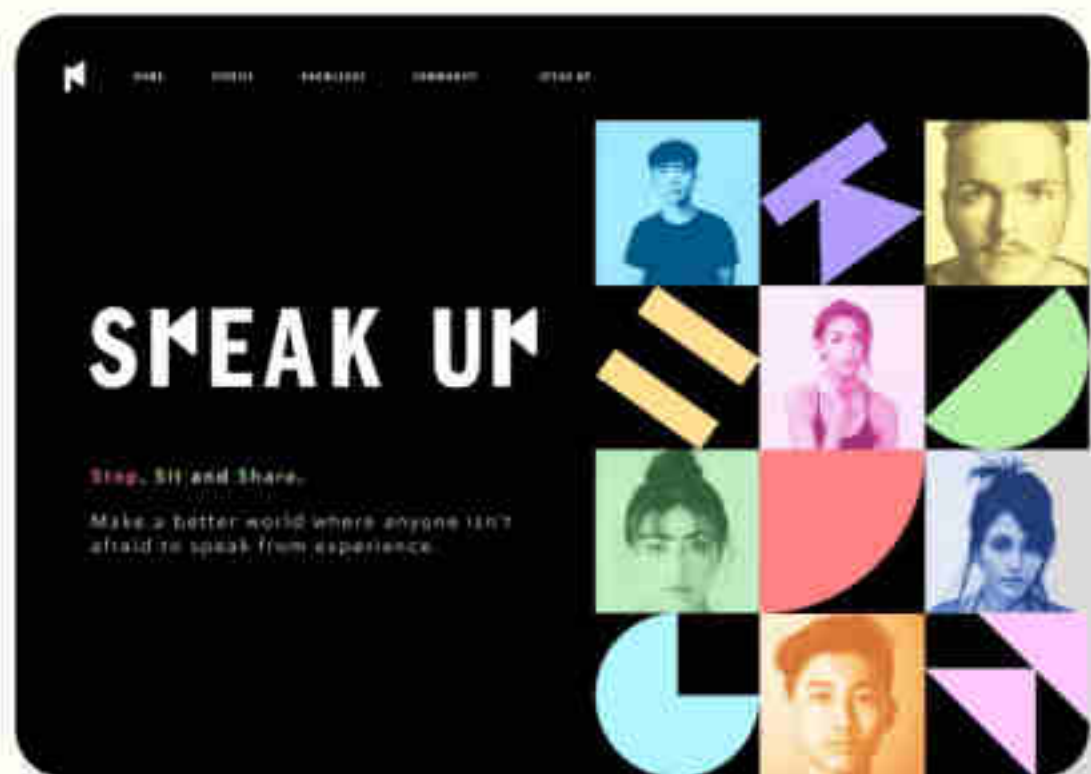


UI DESIGN
ONE



SPEAK UP

BOOKMARKED

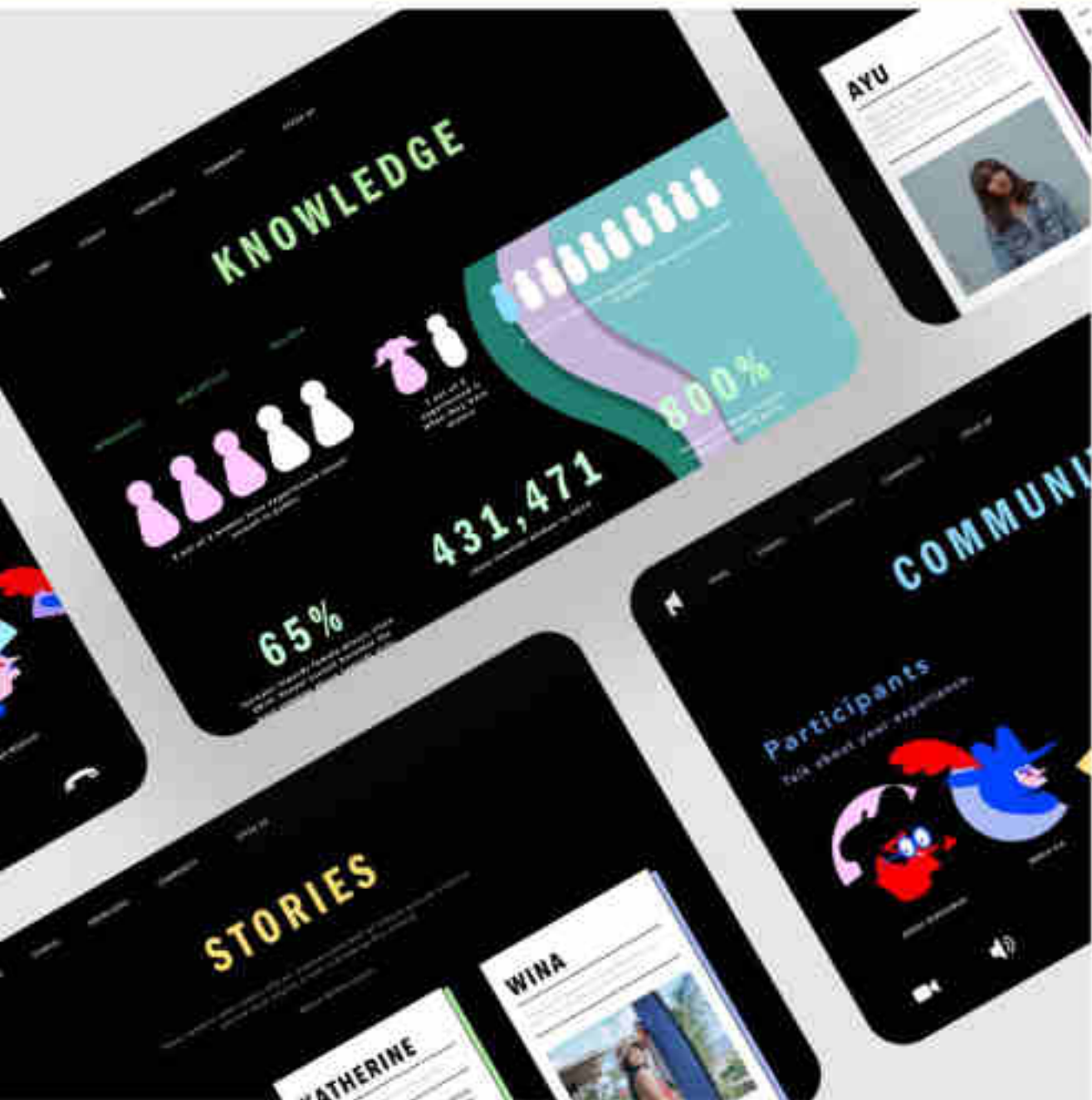


SPEAK UP



Website Prototype (2021)

A website to bring awareness to Sexual Assault victims in Indonesia for anyone regardless of their gender, religion, sexual orientation and etc.



The website aims to bring awareness toward Indonesians about Sexual Assault by sharing real-life stories of victims as well as infographics and articles regarding the topic. It also allows users to find a community and talk to other victims about their experiences to gain their perspective and a form where they can file a sexual assault report online since speaking up to other people can be difficult.

STYLE GUIDE



ITC Franklin Gothic demi compressed

Heading & Content

Avenir Next

Sub-content



#000000



#B3EDA3



#F5DC70



#88D7F8



#FC7F7F



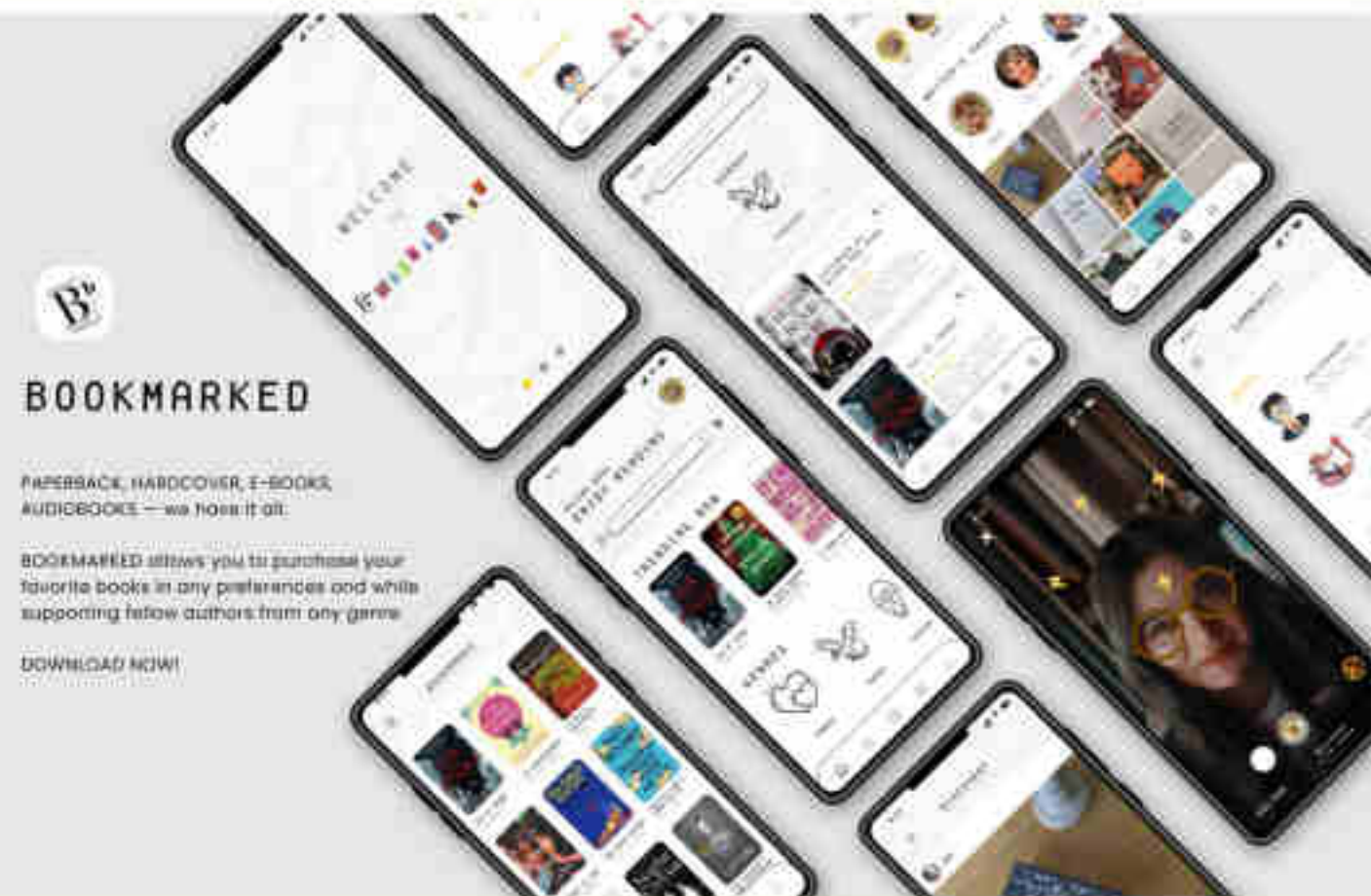
The project utilizes different colors since the website aims to be approachable to the target audience (no matter their age, gender, religion, sexual orientation, etc.). Above are some of the initial sketches and process of this project. I used the grid layout to make sure the website is cohesive before adding the prototype.

“

**DESIGN CREATES
CULTURE. CULTURE
SHAPES VALUES. VALUES
DETERMINE THE FUTURE.**

”

– ROBERT L. PETERS



BOOKMARKED

PAPERBACK, HARDCOVER, E-BOOKS,
AUDIOBOOKS — we have it all.

BOOKMARKED allows you to purchase your
favorite books in any preferences and while
supporting fellow authors from any genre.

DOWNLOAD NOW!

BOOKMARKED



Website Prototype (2022)

An interactive mobile app prototype that focuses on enlarging platforms for existing authors and their literary works by engaging readers to read their books legally from different affordable price-points.



The application includes different features other than delivery and purchase, such as:

- **Communities:** readers can contact with fellow book fans and clubs
- **Writer's Profile:** like Patreon where they can subscribe to access more literary works and lessons
- **AR:** readers can scan book barcodes as well as access different filters representing different books

STYLE GUIDE



FAKE RECEIPT

Heading & Content

Roboto Mono

Sub-content



#FFFFFF



#D4D3CE



#FFEA00



#E8B14A



For this project, only limited colors are used to accommodate the many varieties of book genres and covers that would be presented. Above are some of the wireframes and process of this project. Similar like before, I used the grid layout before adding the prototype.

“ A USER INTERFACE IS
LIKE A JOKE. IF YOU
HAVE TO EXPLAIN IT,
IT'S NOT THAT GOOD. ”

– MARTIN LEBLANC



PHOTOGRAPHY

TWO



HARAJUKU LOVERS

CHINESE NEW YEAR

HARAJUKU 原宿 LOVERS



HARAJUKU LOVERS



Advertising Photoshoot (2021)

A portrait photoshoot to promote the perfume brand "Harajuku Lovers" for their launched "Sunshine Cuties" version that focuses on different summer fragrances.

(Modeled by: Felice Eugenia Salim)



HARAJUKU  LOVERS





This includes a product photoshoot for the perfume itself with an additional horizontal portrait photoshoot to promote the brand.

The Summer theme is applied throughout the whole photoshoot, using vibrant colors as it is targeted to a more youthful audience for summer holidays.



Here are some initial sketches made before the shooting began and the lighting diagram based on the equipments used for the project. Since most of the pictures use bright backgrounds, lots of white reflectors are used to maintain the light. Once the pictures are edited, I transported it to CSP to edit the illustrations.



CHINESE NEW YEAR



Advertising Photoshoot (2021)

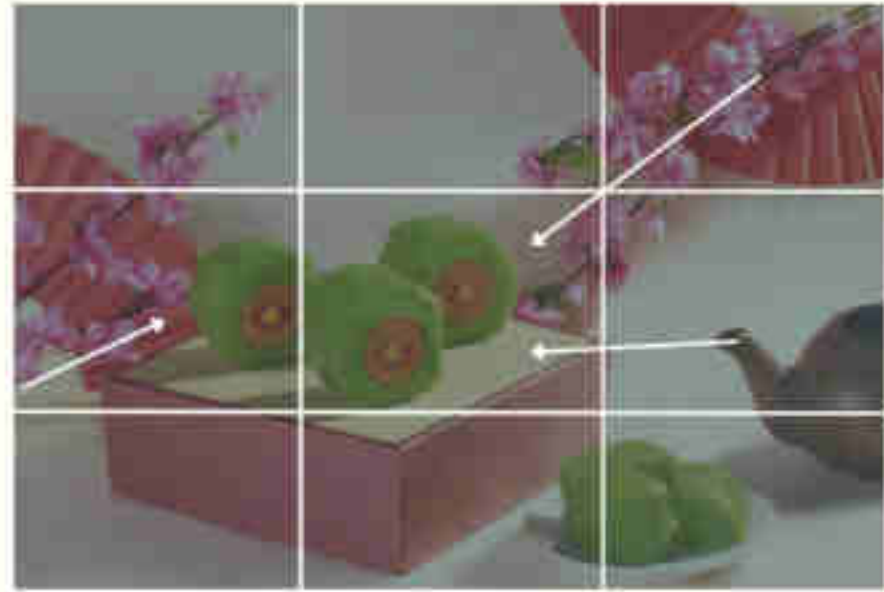
A photoshoot to promote Chinese-Indonesian dodol based on the theme of Chinese New Year using Front Angle, Rule of Thirds and Leading Lines for the layout.



2022
Happy New Year



Inspired by both Indonesian and Chinese cultures, the composition includes the classic red color to symbolize the ongoing theme of prosperity during the celebration as well as the additional "teh poci" which is a Javanese drink used in the photoshoot. This project is a merge between these two traditions of an ideal Chinese New Year in Indonesia.



The initial sketch is a brief composition that was refined again during the day of the shoot. The image itself follows the rule of thirds and leading lines that are facing towards the subject of the photoshoot and thus creating a more concise layout.



ILLUSTRATION

THREE



FARM TAROT

THE GREEN RIBBON

REMAJA RESAH

BATTLE ROYALE

PERSONAL PROJECTS



FARM TAROT

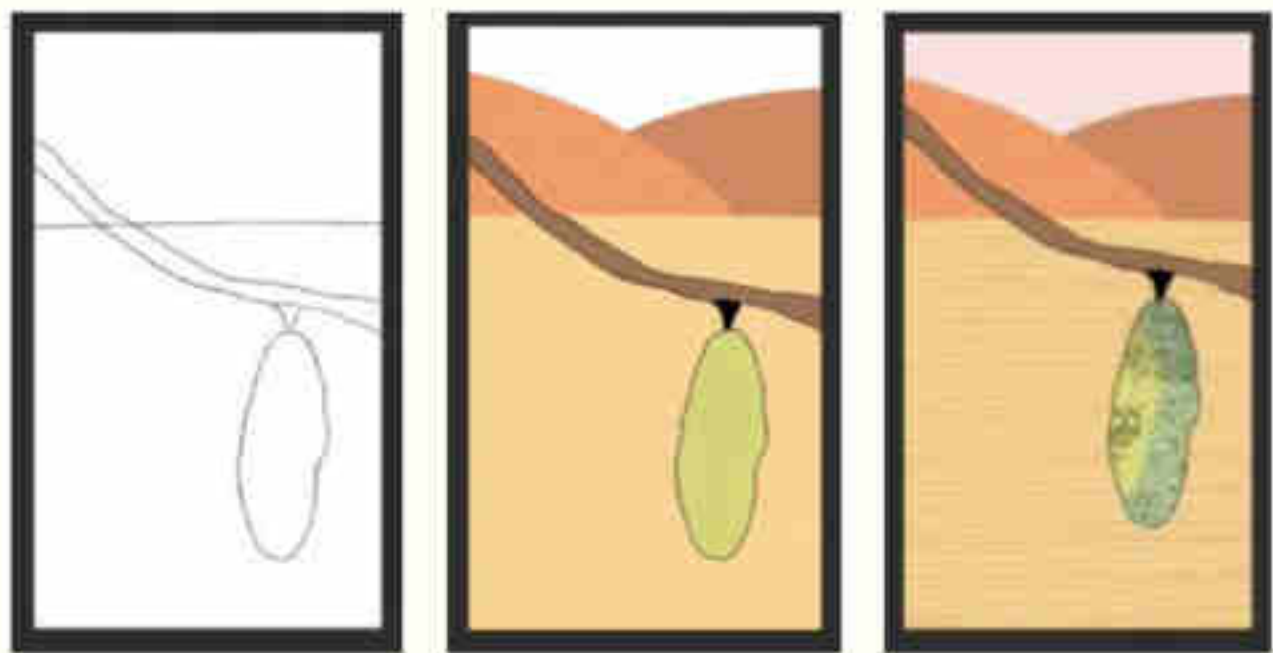


Major Arcana Tarot Cards (2022)

A set of 22 Major Arcana Tarot cards numbered from 0 to 21. Applying the theme of Farm Life, the deck of cards will each be symbolized by different farm activities and creatures.



All 22 cards including the back design uses the on-going theme around farm animals where most of the illustrations above depicts different characteristics of each of the cards' meanings and values.



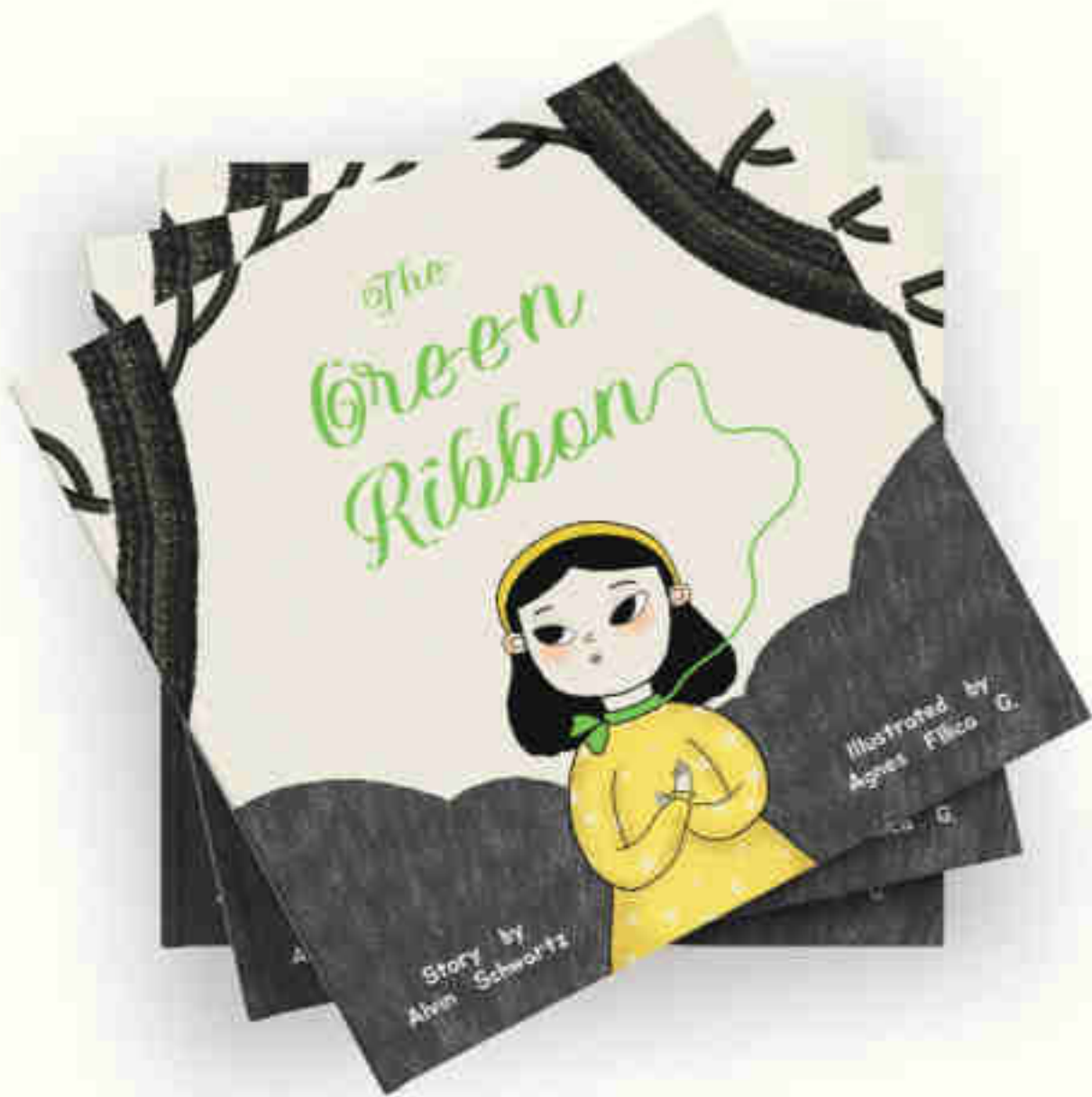
The tarot cards are first illustrated in Clip Studio Paint where I started with the line art before adding solid colors and later smaller details. After the illustrating process is done, I brought the drawings to Adobe Illustrator to make them into cards by adding borders and texts to make it look like tarot cards.

“

COLORS, LIKE
FEATURES, FOLLOW
THE CHANGES OF
THE EMOTIONS.

”

– PABLO PICASSO



THE GREEN RIBBON



Children's Book (2022)

A children's story book based on Alvin Schwartz's The Green Ribbon from the collection of horror urban legends "In a Dark, Dark Room and Other Scary Stories."



The story is about a girl named Jenny who always wore a green ribbon around her neck. Growing up, her best friend Alfred kept asking why she wore the ribbon and she would always deflect the answers, even when they were older and got married. Once Jenny was old and sick, she asked Alfred to pull the green ribbon to answer his question, and her head fell off.



REMAJA RESAH



Podcast Cover Design (2021)

A cover design for Remaja Resah – a youth initiated media providing a platform for information, aspiration, and entertainment through podcasts – for the Mysteries and Misconception subtopic.



Mysteries and Misconceptions Chapter 02: Tomino's Hell
Remaja Resah

Podcast Episode

Jul 2020 • 34 min • 100% liked

Episode Description

A notorious cursed poem believed to cause or even kill anyone who reads it out loud, we risk our lives today, and all of yours – to present the horrific tragic, terrible, shocking tale of Tomino's Hell. From the missteps under your bed to the skeletons in your closet – there are mysterious **POEM** which could be seen for anyone. [See more](#)

The second chapter of the podcast talks about an allegedly cursed poem called "Tomino's Hell." It is believed to tell a story about a young boy going through the journey to hell that is believed to be a metaphor of war.



Mysteries and Misconceptions Chapter 03: The Big Ol' V-Card
Remaja Resah

Podcast Episode

Dec 2020 • 26 min • 33 min

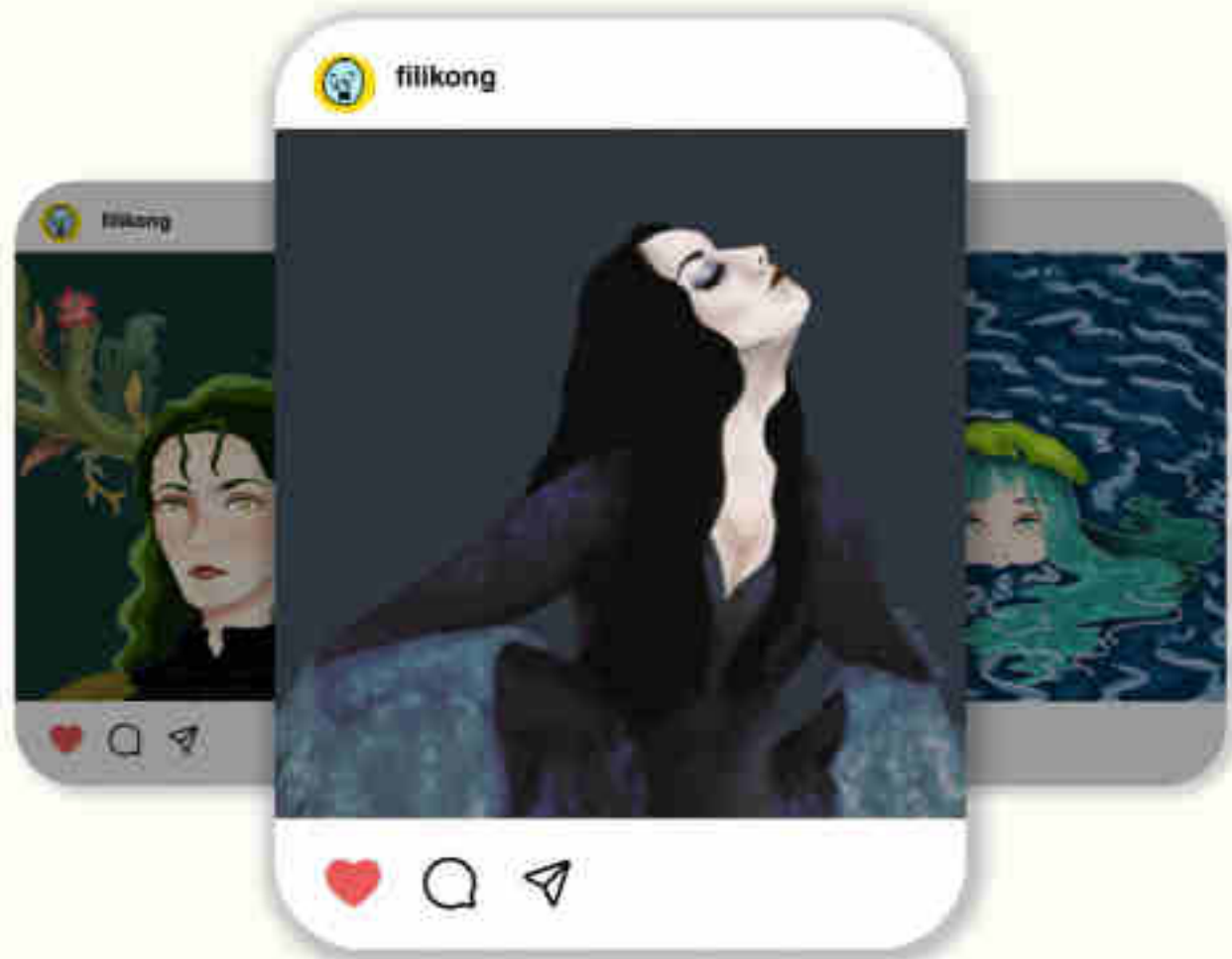
Episode Description

We've all heard that virginity is a social construct, but what does it actually mean? When we have sex for the first time we do not actually lose anything, it does not change our identity, it is not the wearing and it does not affect our worth. ... It grieves those who remain "pure" and shame those who attempt to have sex. [See more](#)

The third chapter talks about the misconceptions of virginity and how society views it as something that is valuable enough to change our identity and our worth. The underlying theme of this chapter is to see, talk and listen about these intimate topics that appear to be controversial to the public, hence the illustration depicting the Three Wise Monkeys.



The film is widely known for its elements of violence and gore, thus the reason why the poster shows as such. The process starts with a brief sketch/line art that I drew before adding solid colors. Afterwards, light shadings on the face were used before the details and texts were added.



PERSONAL PROJECTS

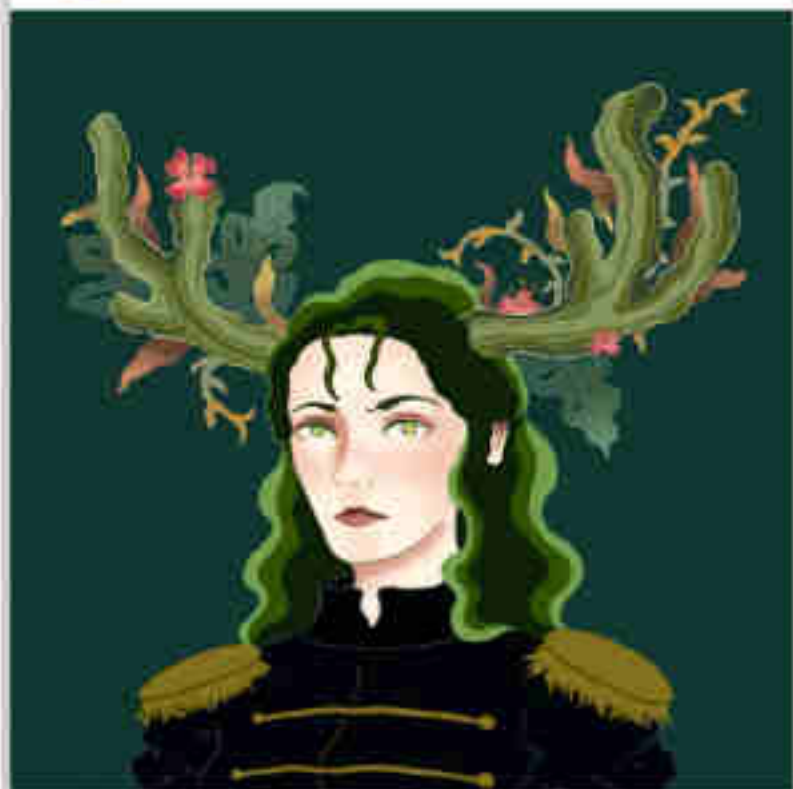


Instagram Posts (2021)

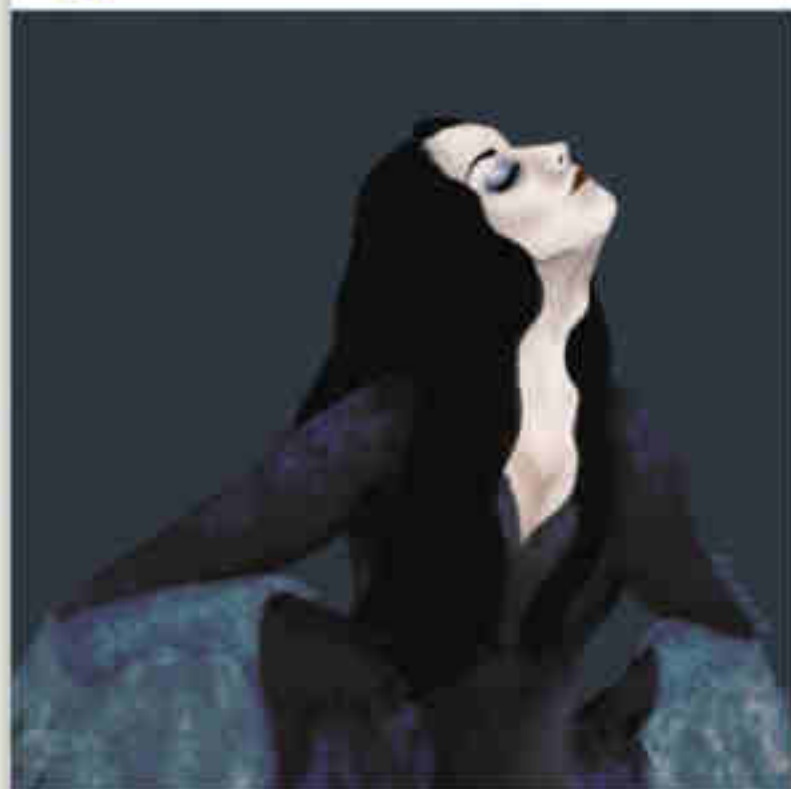
Some personal illustrations that are posted on my Instagram art account @flikong



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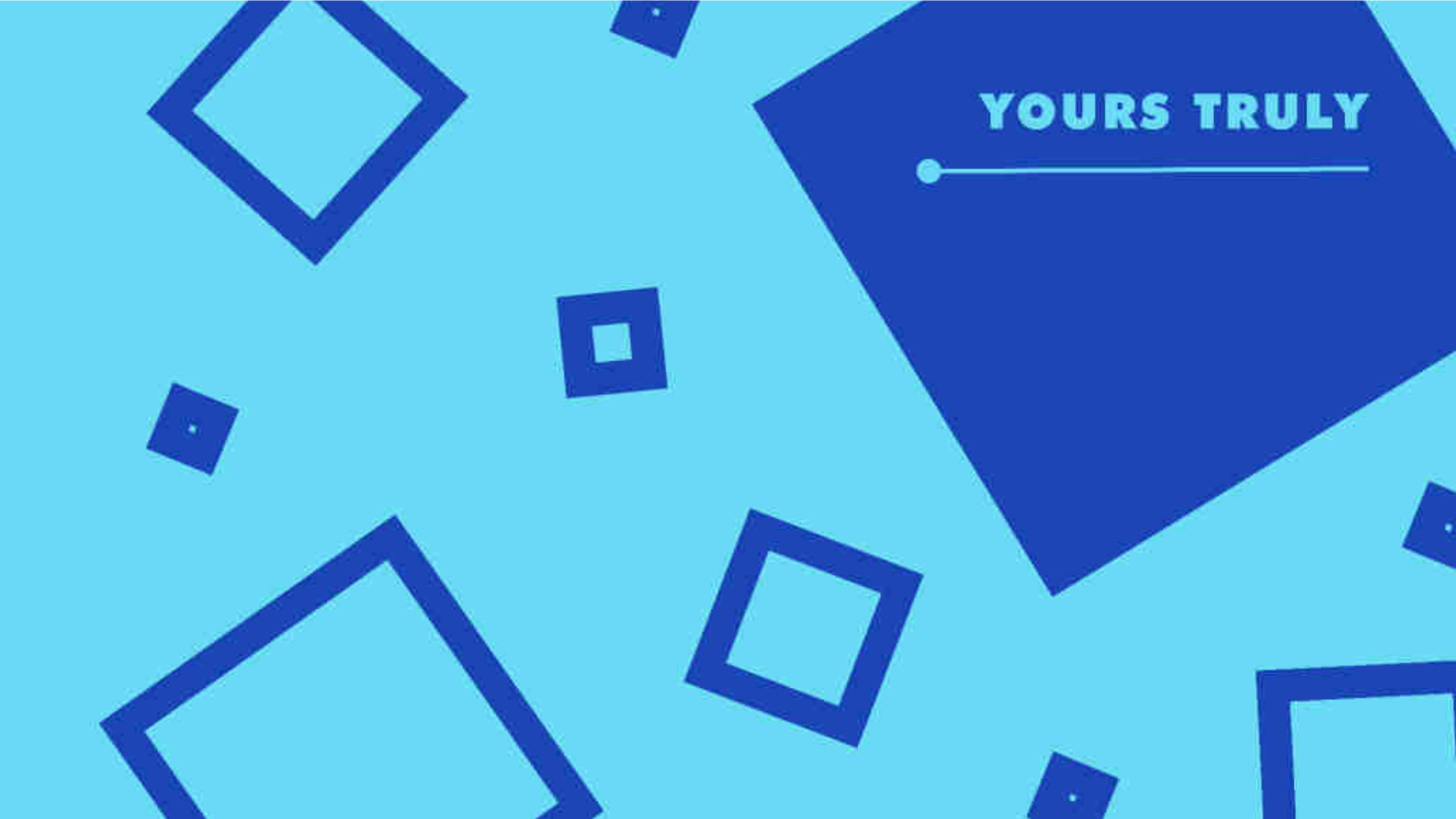
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**COMPUTER
GRAPHICS**
FOUR

YOURS TRULY





YOURS TRULY



Album Cover (2020)

An 80s dream pop album named "Yours Truly" based on a fictional indie group One Dream using only Adobe Photoshop software with existing photos.



Merch kit for the album including a tote bag, walkman and sticker using existing images to edit and design the final layout.



thank
you

