PORTFOLIO

Hello!

My name is Sharon Budiman. I had just finished my BFA in Advertising from Otis college.

I've learned from an early age how a creative person sees the world in a different perspective. I've embraced my strangeness and use it for my benefit. Making sure that I always do things differently enough that it is incomparable to others.

From my time creating I learned that you don't have to be loud to make a statement. As a previous soft spoken person I choose to create work that speaks louder than I ever could. I always aim my work to consist big ideas that speak beyond just the surface. I create work that speaks for me as well as create conversations for others.

Outside from work I enjoy old books, psychology, history, music, museums, exploring for food and googling weird wikipedia articles.



SCHOOL WORK // PORTFOLIO

SURREALISM // ZINE

OBJECTIVE

Create a zine consisting of hand made work following the Surrealism movement.

SOLUTION

Surrealism is a 20th Century art movement that focuses on portraying the subconscious world through the medium of art. I used a lot of collages as well as mixed medias to symbolize the illogical and clustered world of dreams. The bright colors used in these collages symbolizes vivacity.







EVENT POSTERS //QUICK POSTERS

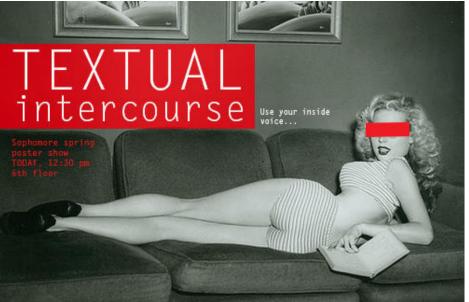
OBJECTIVE

Create event posters in less than 30 minutes.

SOLUTION

These posters were quickly put together to advertise the two sophomore shows following along each show's theme. The first show was a short film festival. The second show was a poster show with the theme of books.





JUMP FOR JOY // PRINT AD

OBJECTIVE

Create a print ad campaign that incorporates the action jump while keeping the work as vernacular and exaggerated as possible.

SOLUTION

The term jump though simple can be interpreted in many ways. In this specific campaign, I used the idea of jumping for excitement for a new line of Urban Outfitters. The campaign is called Jump For Joy to demonstrate how exciting the new line of Urban Outfitters is. The exaggeration comes from the the motion that exists in all the designs. The vernacular comes from the design of the whole campaign, using the same color scheme for all print ads.



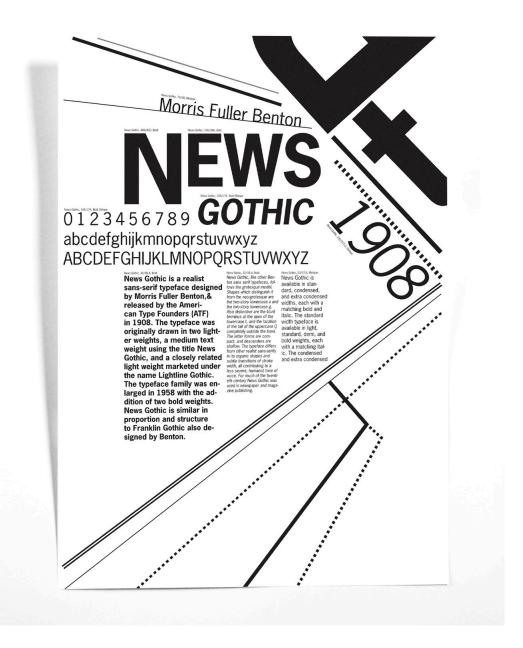
TYPOGRAPHY// POSTER

OBJECTIVE

Design a poster for the letter face News Gothic combined with the element Platinum.

SOLUTION

Platinum is an metal element known for being really condensed and heavy. I chose the letter face News Gothic because the design of the letters is thick and bold. The poster's design were meant to be compressed to represent Platinum's natural characteristics.



MUSEUM MACAN // PRINT AD

OBJECTIVE

Create billboard ads to promot the opening of Museum Macan.

SOLUTION

Museum Macan is Indonesia's first modern art and design museum. To celebrate this new establishment I created print campaigns that were basically backed by the idea of Old meets New. Indonesia has been known to be a culture that appreciates art since the begining, therefore this campaign combines traditional ideations as well as the future mindset to highlight Indo's colorful and vivid Art culture.





SNAKEHIPS // UI/UX DESIGN

OBJECTIVE

Redesign website for the artist Snakehips

SOLUTION

Snakehips are an electronic music duo that has recently been climbing up the top 100 charts. Their fresh new wave sound has become popular amongst the electronic music scene as well as the mainstream scene. Unfortunately their current site does not showcase the enthusiasm that they portray in their music. Taking inspiration from the city nightlife as well as Neon signage I've developed a new design for the band that illustrates the environment their music represents.









WE WILL BE OK // VIDEO & PRINT CAMPAIGN

OBJECTIVE

A personal project.

SOLUTION

This campaign has a simple goal, to create conversations about mental health among young people in Asia. Mental illnesses such as depression has always been a taboo among Asian cultures that have a more conservative outlook. This project was conducted by interviewing three individuals from China, Korea and Indonesia about their real experiences about mental health and the hardships they have with the stigma that sticks to their illnesses. The video is a combination of digital and handmade collages that are made into a stop motion video.















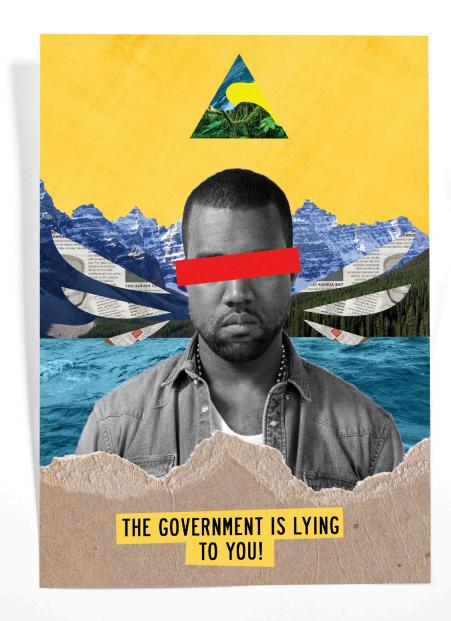
THE BURUNGS // CREATIVE BRANDING

OBJECTIVE

Create a new country and develop a brand identity for that country.

SOLUTION

Panic LA is an organization in Los Angeles that focuses on treating and helping patients that suffer with anxiety disorder. The focus for this app are for people to learn more about anxiety disorders. This website is an updated look for their previous site, which was unorganized and all around outdated. The print ad aims to bring people to the site and to sympathize with people who suffer from panic attacks, therefore it is placed in areas that commonly triggers panic attacks. This design was inspired by healing crystals which are used often times for meditation.





tyleguide 11



BERNIE SANDERS// AD CAMPAIGN

OBJECTIVE

Create a campaign for the presidential candidate Bernie Sanders.

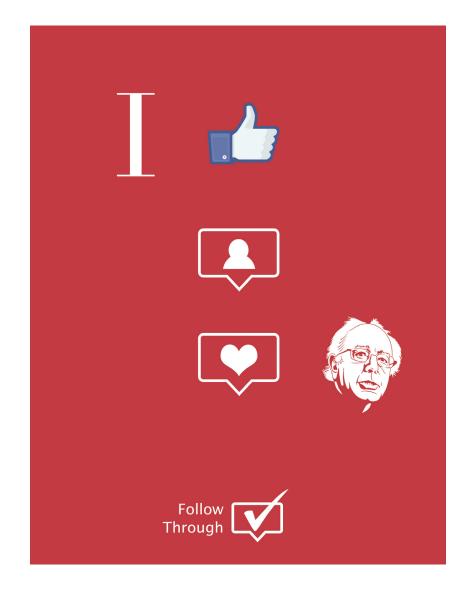
SOLUTION

The issue with Bernie Sanders in the 2016 election is that a lot of millennials have supported Bernie's views on issues yet they are still unmotivated to actually follow through and vote. Working together with fellow classmates Justin Farlo and Rachel Lee, we created a campaign in which we use social media language and notifications to motivate millennials to follow through and support Bernie all the way to the voting booths.



WWW.SHARONBUDIMAN.COM

SHARON BUDIMA

















THE GRAMMY MUSEUM // UI/UX DESIGN

OBJECTIVE

Redesign the Grammy's Museum website

SOLUTION

The Grammy Museum in Los Angeles is a museum dedicated to the winners and talented musicians associated with the Grammys awards. The design for the site, for both mobile and desktop, was to create a more playful look into the museum and to integrate as well an interactive element that the museum's exhibition often displays.

















INTERNSHIP & WORK // PORTFOLIO*

SHARON BUDIMAN

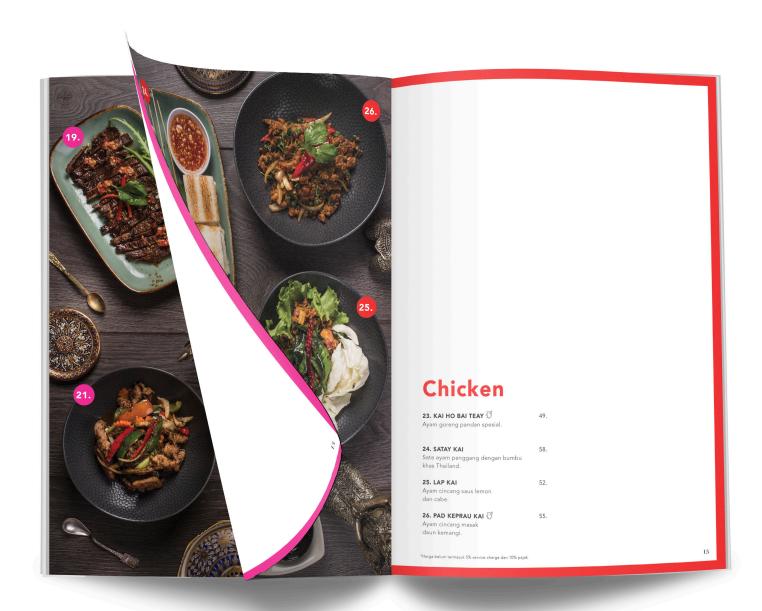
DAILYLOOK // **WEB BANNERS** WELCOME TO DAILYLOOK! OFF YOUR FIRST PURCHASE WE'RE EXCITED TO WELCOME YOU TO A PERSONAL STYLING EXPERIENCE!





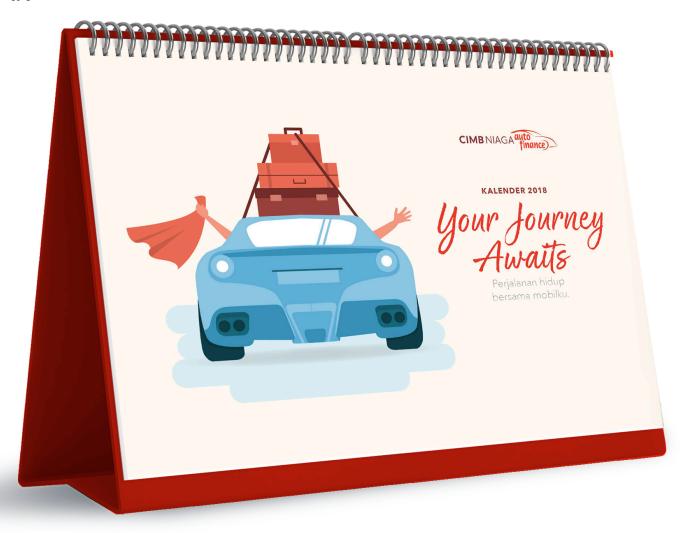
SUAN THAI BISTRO //MENU DESIGN





XTREME GRAPHICS //

CIMB NIAGA CALENDAR











LAPORAN DEWAN KOMISARIS - LAPORAN TAHUNAN2017

OPTAT. SANT OPTUR. OM NIH LORAE DISQ

DOLOREHENDIS SINIS MOS SOLUPTIA

......

Optat. Sant optur, om nih lorae disquae sincil? Optat. Sant optur, om nih lorae disquae sincil?

16

Equat. Ovid qui of-ficip icienit volupta ficip icienit volupta fi estibuscium, consequia estibuscium, consequia estibuscium, consequia consecus nulpa verum consecus nulpa verum estibuscium, consequia consecus nulpa verum consecus nulpa verum deliquatetur re, simeni deliquatetur re, simeni deliquatetur re, simeni deliquatetur re, simeni

Optat. Sant optur, om nih lorae disquae sincil iassant eossi oditatur? iassant eossi oditatur? iassant eossi oditatur? iassant eossi oditatur? sinis mos soluptia sinis mos soluptia sinis mos soluptia earum idio blabor re earum idio blabor re sinis mos soluptia earum veliqui non rerum facil veliqui non rerum facil veliqui non rerum facil iusam et eum quo veliqui non rerum facil iusam et eum quo et eum quo veliqui non rerum facil iusam et eum quo veliqui non rerum f moloriae. Ut parchil moloriae. Ut parchil moloriae. Ut parchil

erum volut quo modis solupta tioratur, odic te is perum conserum quae conem num iditat esciusandi accullenis esciusandi accullenis

Optat, Sant optur, om Optat, Sant optur, om Optat, Sant optur, om Optat, Sant optur, om iassant eossi oditatur? iassant eossi oditatur? Andion ea dolorehendis Andion ea dolorehendis sinis mos soluptia sinis mos soluptia

"OPTAT. SANTPS **OPTUR, OM NIH LO"** "Optat Sant optur, om nih lo rae

iassant eossi oditatur?
Andion ea dolorehendis
Andion ea dolorehendis sinis mos soluptia asd earum idio blabor re sinis mos soluptia dsaf earum idio blabor re veliqui non rerum facil veliqui non rerum facil

Optat. Sant optur, om nih lorae disquae sincil nih lorae disquae sincil iusam et eum quo iusam et eum quo

nih lorae disquae sincil nih lorae disquae sincil iassant eossi oditatur? iassant eossi oditatur? sinis mos soluptia sinis mos soluptia earum idio blabor re earum idio blabor re veliqui non rerum facil veliqui non rerum facil iusam et eum quo moloriae.Ut parchil erum volut quo modis Ut parchil erum volut solupta tioratur, odic quo modis solupta tio-te is perum conserum quo modis solupta tio-ratur, odic te is perum

REPORT OF THE BOARD OF COMMISSION • ANNUAL REPORT 2017

Equat. Ovid qui officip icienit volupta

et eum quo moloriae. quae conem num iditat esciusandi accullenis num iditat esciusandi eat sadvadfadf dasf adf accullenis eatsad dfadsf

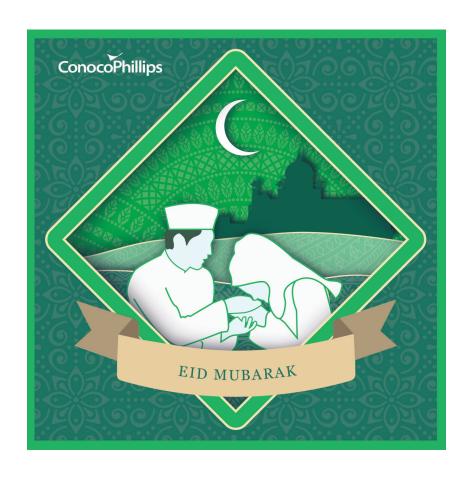
dolestinctat que diciatis dolestinctat que diciatis estibuscium, consequia consecus nulpa verum estibuscium, consequia consecus nulpa verum deliquatetur re, simeni deliquatetur re, simeni

17

XTREME GRAPHICS // HOLIDAY GREETINGS



XTREME GRAPHICS // CONOCO PHILLIPS GREETING CARDS





STALK ME ANYTIME



www.sharonbudiman.com



sharonmarcell1227@yahoo.com



424 385 6355



@sharonmarcell



Behance.net/sharonbudiman



www.linkedin.com/in/sharon-budiman-413a5192