

# Devina Tjendradjaja

## CONTACT

- 🌐 devtjen.com
- ✉ devtjen@gmail.com
- 📞 +1 626 428 5361
- 📍 Rowland Heights, CA

## SUMMARY

**Graphic Designer** with 10+ years experience in printed and digital resource production. Additional knowledge in coding with Front-end Development understanding.

## EXPERTISE

- Social Media Graphics
- Marketing Emails
- Marketing Materials
- Website Visuals
- Front-end Customization
- Product Photography
- Product Packaging
- E-commerce Websites

## EDUCATION

**Bachelor of Fine Arts, Graphic Design**  
Cal State Fullerton • 2014

## TOOLS & PLATFORMS

- Adobe Programs • Illustrator, InDesign, Photoshop, Premiere Pro
- Social Media Platforms • Facebook, Instagram, X (Twitter), YouTube
- Email Platform • Mailchimp
- Web Platforms • BigCommerce, Shopify, Squarespace, WordPress

## EXPERIENCE

### Marketing Coordinator

*Feb. 2022 – Oct. 2024*

SigmaGraft, Inc. • Fullerton, CA

- Worked under the supervision of the Director of Business Development
- Developed a proper branding style guide, updating the overall look of all marketing assets
- Generated content, both images and videos, for the company's social media accounts
- Created the company's printed and digital resources which included various handouts, event graphics, product-related assets, web content, and marketing emails
- Managed the company's main website on WordPress and e-commerce website on BigCommerce, styling and updating them through HTML, CSS, and jQuery customizations
- Organized materials for hands-on courses coordinated by company-sponsored institutes

### Graphic Designer

*Dec. 2016 – Feb. 2022*

KVP International Inc. • Chino, CA / McKinney, TX (remote)

- Worked closely with Marketing under the supervision of the Art Director and collaborated with Sales on various business development projects
- Created multi-use graphics functioning as both printed and digital marketing materials and regularly updated printed quarterly catalogs
- Retouched and color-corrected product photos for use with occasional photo-manipulation required
- Launched and managed multiple Shopify websites, setting up all functions and styling them through HTML, CSS, and jQuery customizations
- Built marketing emails in Mailchimp and regularly managed all contact lists via CSV files organization

### Web Designer

*Aug. 2014 – Jan. 2017*

DecoNetwork • Whittier, CA

- Self-managed every front-end customization project and maintained consistent communication with the clients
- Successfully reproduced every approved mockup as the final look of the website's front-end through HTML, CSS, and jQuery customizations
- Created internal marketing assets such as flyers and graphics for marketing emails
- Participated in tradeshows as a representative responsible for inviting attendees into the booth

### Graphic Design Intern

*Jan. 2014 – July 2014*

Hype Well, Inc. • City of Industry, CA

- Designated as the designer for one Account Manager responsible for 30+ clients
- Created graphics for multiple social media platforms and MailChimp marketing emails
- Designed flyers, menus, and other printed materials for clients' businesses