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**MARIO A.**  
Designer



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# MARIO AKBAR

*Designing across industries. I've built brands & designed moments for constructions, advertising agencies, music festivals, sporting events, & everything in between. Whether I'm art directing a photoshoot, crafting print collateral, or designing immersive spaces for exhibitions or parties, my goal is always the same: create something people remember.*

## PERSONAL DATA



**Place and Year of Birth**  
Jakarta, 1983



**Address**  
Kota Bekasi, Jawa Barat, Indonesia



**Phone**  
[0812 9036 2283](tel:081290362283)



**Email**  
[ioachbarr@gmail.com](mailto:ioachbarr@gmail.com)



**Nationality**  
Indonesian

## ONLINE PORTFOLIO

## TECHNICAL SKILLS

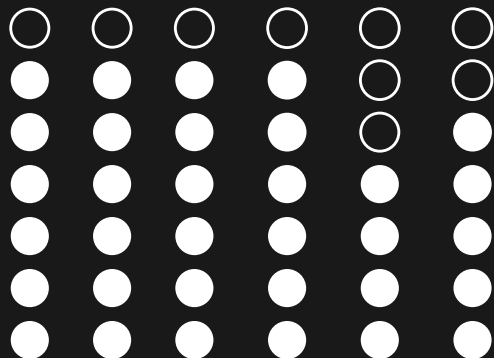
Graphic Design  
Interior Design  
Architecture  
Rendering  
3D Design

Video Editing  
Packaging Design  
Mockup Design  
Event Production  
Photography

## ADDITIONAL INFORMATION

I love learning, pushing limits, and jumping into new tools and technologies headfirst.  
(If I don't know it, I will. Fast.)

## SOFTWARE SKILLS



Photoshop



Corel Draw



SketchUp



Indesign



After Effect



Illustrator



## EDUCATION

**2001-2005**

Jayabaya University, Bachelor of Arts in Social and Political Science  
Major in International Relation



## DESIGN EXPERIENCE

**FREELANCE** (March 2010 - Present)

*Design, Photography & Event Production*

**INDONESSO** (Branding Design - Content Creator)

*Graphic Design - Merch - Ads - Reels - KV - Compro - Mockup - Motion Graphic - Render*

*I collaborated with a local Indonesian coffee brand to bring their visual identity to life across digital and promotional channels. From crafting bold social media content and e-commerce visuals to designing impactful banners, I shaped a cohesive brand story. I also created detailed 3D product renders, sleek mockups, and produced engaging video ads — all tailored to boost visibility and connect with coffee lovers everywhere.*

**HANESA CIPTA KARYA** (Creative Director - Music & Party Event)

*Graphic Design - Booth Design - Merch - Ads - Reels - KV - Mockup - Motion Graphic*

*A monthly Full Moon and Sunset Party on the black sands of Kedungu Beach, Bali — featuring live DJs, beachside stages, chill gazebos, great food and drinks, killer audio, dreamy lighting effects, and a vibe-lit atmosphere. I took the lead as Creative Director, handling everything design-related: banners, invites, layout plans, booth setups, interior and exterior styling, custom furniture — the whole visual experience. I also helped shape the event concept and rolled out campaigns across social media and key locations.*

**PT. SPEKTRUM WARDHANA ABADI** (Interior Design)

*Graphic Design - Interior Design - Layout - Rendering*

*I was involved in the renovation of the historic PT. VHQ Pos Indonesia building in Jakarta, where several rooms were completely reimaged from the ground up. As part of the transformation, I also designed a selection of custom furniture pieces — tailored to complement the refreshed spatial identity and reflect the building's new purpose while honoring its legacy.*

**PT. MAGNA KASTARA GLOBAL** (Creative Design - Series Event)

*Graphic Design - Layout - Booth Design - Mockup - Worksheet*

*A series of official events organized by PTDI-STTD, a higher education institution based in Bekasi, ranging from coaching clinics and fashion shows to bazaars and live music featuring prominent Indonesian bands. I was fully responsible for the design direction, including sponsorship proposal documents, banners, booth designs, and comprehensive venue layout planning — ensuring consistent visual identity and professional execution across all touchpoints.*

**PT HANTECH WATER TECHNOLOGY** (Interior Design - Exhibition)

*Graphic Design - Layout - Booth Design - Mockup - Worksheet*

*PT. Hantech Water Technology undertook a renovation project for their office floor at the Kensington Building in Kelapa Gading, Jakarta. I was appointed by their contractor to lead the development of the new interior layout and design, including the preparation of detailed design worksheets for custom furniture production. PT. Hantech also participated in an exhibition at JCC, for which they requested a custom-designed booth.*

**PT BOLA BASKET INDONESIA** (Creative Design - Sporting Event)

*Graphic Design - Video Content - 3D Design - Layout - Trophy Design - Production*

*An annual nationwide event by the Indonesian Basketball League (IBL), in collaboration with GOJEK and Pertamina, brought the energy of pro basketball to multiple cities across Indonesia. I was entrusted to lead the full spectrum of design and visual production — from immersive event layouts and custom booths to bold graphics and dynamic video content. As part of the visual direction, I also directed the official player photoshoots, ensuring consistency across all branding materials. Additionally, I had the honor of designing and producing the league's official championship trophy, along with several unique award pieces, all of which are still proudly used as lasting icons of the league's identity.*



## HOBBIES - INTEREST



Design



Photography



Reading Books



Watching Movies



Playing Games



EATING!



Travelling



# I DESIGN FOR IMPACT.

FROM SPORTS ARENAS TO EXHIBITONS, BROCHURES TO BRAND IDENTITY  
— I BRING BIG IDEAS TO LIFE.



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## 50% Human, 50% Machine - 100% DESIGNER

After 15 years designing across industries, I've learned that great design is never just visual – it's experiential. It's the feeling you get when you walk into a branded space, scroll through a campaign, or see a stadium light up with energy. That's where I thrive.

I've built brands & designed moments for constructions, advertising agencies, music festivals, sporting events, & everything in between. Whether I'm art directing a photoshoot, crafting print collateral, or designing immersive spaces for exhibitions or parties, my goal is always the same: create something people remember.

Design isn't just my career – it's my language. I balance aesthetics with strategy, visuals with marketing insight. I love learning, pushing limits, and jumping into new tools and technologies headfirst. (If I don't know it, I will. Fast.)

Time zones? No sweat. Deadlines? Let's dance.  
If you're looking for someone who blends creativity, versatility, and real-world design thinking – I'm your guy.

So that is me! the perfect combination of Man and machine, 100% designer.

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## ABOUT THE PROJECT

INDONESIAN BASKETBALL LEAGUE | SEASON 2017 - 2020

Annual event of Indonesian Basketball League located in several cities in Indonesia

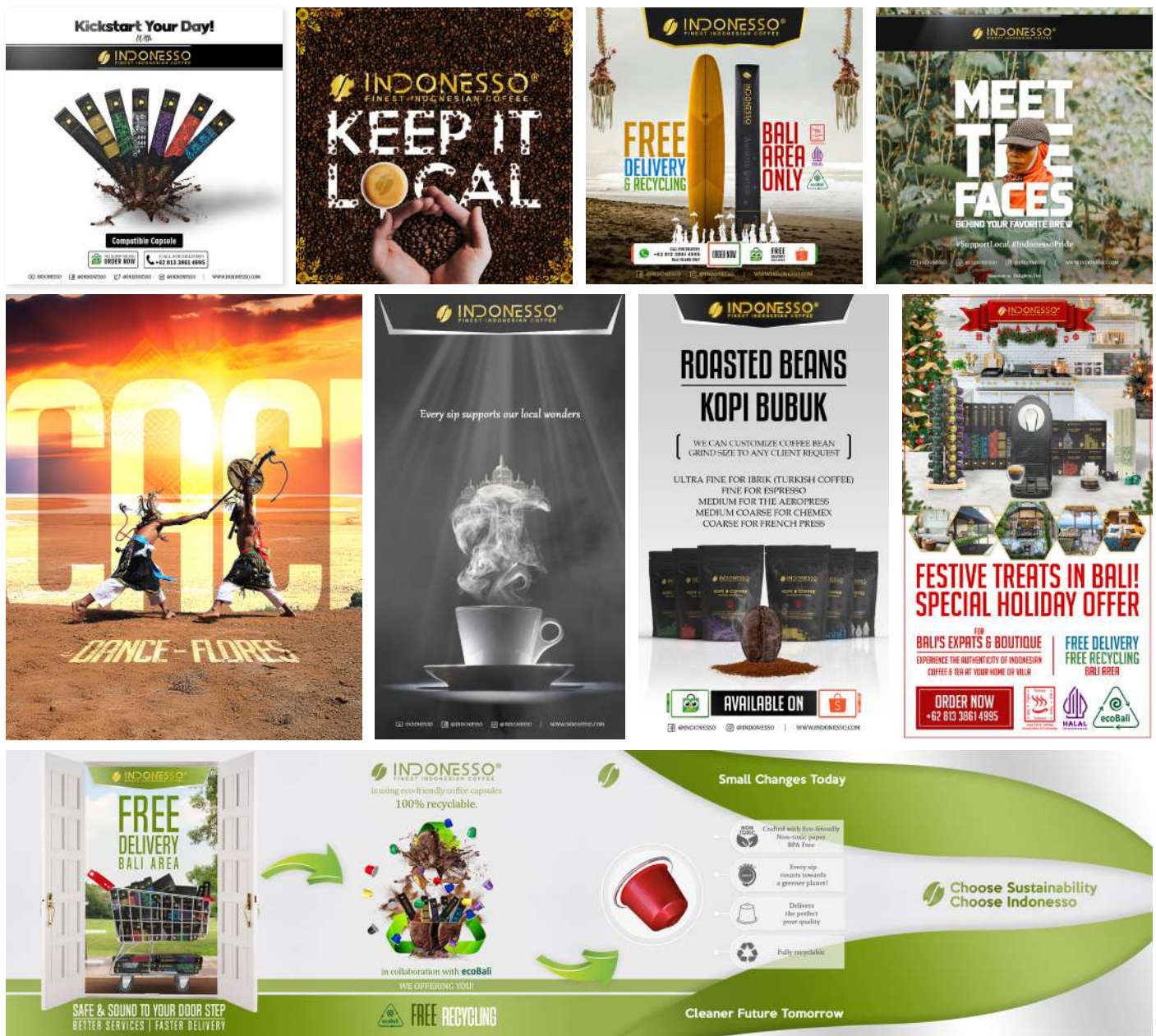
GRAPHIC DESIGN - LAYOUT DRAWINGS - MOTION GRAPHIC - TROPHY DESIGN - PRODUCTION

Challenges :

- Tight deadlines — some within hours.
- Supporting 3 divisions simultaneously
- Always on-call for urgent changes.

Solution :

- Prioritized focus and speed to meet deadlines.
- Carried design tools at all times for instant response.
- Maintained clear, constant team communication.



## ABOUT THE PROJECT

INDONESSO® | Finest Indonesian Coffee | 2023 - 2025

Social Media Content - Merchandise - Advertisement - Reels - Bumper - Key Visual - Company Profile

GRAPHIC DESIGN - MOCKUP - MOTION GRAPHIC - RENDER

**Challenges**

- : - Tight deadlines.
- Limited product visuals.
- No dedicated creative team.
- Minimal briefing.

**Solution**

- : - Applied focus and efficiency to meet all deadlines.
- Captured photos and leveraged stock assets.
- Maintained clear communication to align on visual style.
- Delivered multiple tailored options to clients.



## ABOUT THE PROJECT

HANESA CIPTA KARYA | Fullmoon & Sunset Party | 2024 - 2025

Social Media Content - Print Design - Proposal - Key Visual - Bumper - Booth Design - Creative Event Concept - Merch - Motion Graphic

GRAPHIC DESIGN - MOCKUP - LAYOUT DRAWINGS - 3D DESIGN

**Challenges** :

- Tight timeline.
- New company, new team.
- Premiere event with no stock photos available.
- Venue had never hosted a similar event
- Rainy season.

**Solution** :

- Delivered all visuals efficiently with focused, fast-paced workflow.
- Established clear, quick collaboration to align goals.
- Created custom visuals through original shoots & Editing Skills.
- Adapted concept based on site visits and layout study.
- Planned weatherproof solutions with production team.



## ABOUT THE PROJECT

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## ABOUT THE PROJECT

MAGNA EVENT ENTERPRISE | PTDI - STTD EXPO | Bazaar - Exhibition

Banner - Billboard - Proposal - ID Card - Poster - Key Visual

GRAPHIC DESIGN - MOCKUP - LAYOUT DRAWINGS

## Challenges

- : - Tight timeline.
- Event held during the pandemic.
- Team faced COVID-related disruptions.
- Budget constraints.

## Solution

- : - Maintained focus and efficiency to meet all deadlines.
- Collaborated closely to align design with budget and style.
- Offered multiple tailored options to support client decision-making.



## ABOUT THE PROJECT

MAGNA EVENT ENTERPRISE | PTDI - STTD EXPO | Bazaar - Exhibition

Banner - Billboard - Proposal - ID Card - Poster - Key Visual - Backdrop - Gate - Invitation - videotron content

GRAPHIC DESIGN - MOCKUP - LAYOUT DRAWINGS

## Challenges

- : - Tight timeline.
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## Solution

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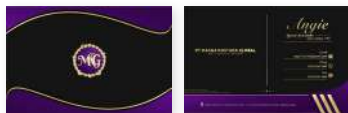
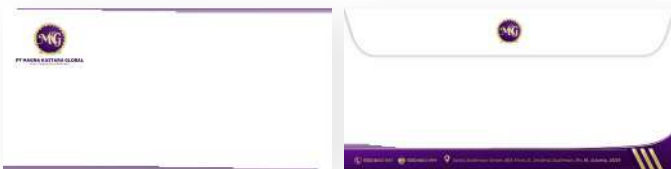


## ABOUT THE PROJECT

PT. ARAYA

GRAPHIC DESIGN

Logo - Name Card - Company Profile



# ABOUT THE PROJECT

MAGNA KASTARA GLOBAL | STATIONERY

Logo - Map folder - Receipt - Name Card - Envelope - Letterhead

GRAPHIC DESIGN - MOCKUP

**Challenges** : - Client had no clear design concept.

**Solution** : - Conducted in-depth research to understand the client's brand & needs.  
 - Presented multiple tailored design options with clear details for easier decision-making.



## ABOUT THE PROJECT

GRAPHIC DESIGN

Sport Clothing - Office Uniform - Apparel

GRAPHIC DESIGN



## ABOUT THE PROJECT

PACKAGING DESIGN

Dietary Supplement

GRAPHIC DESIGN - 3d DRAWINGS - 3D RENDERINGS

**Challenges** : - Tight schedule.  
- Limited availability of materials.

**Solution** : - Maintained focus and efficiency to deliver designs on time.  
- Collaborated closely with vendors and workers to ensure the concept was executed properly within constraints.



## ABOUT THE PROJECT

### IBL-GOJEK BASKETBALL TOUR EVENT

Annual event of Indonesian Basketball League colaboration with GOJEK  
located in several cities in Indonesia

3D DRAWINGS - 3D RENDERINGS - LAYOUT DRAWINGS - GRAPHIC DESIGNS - VIDEO

- Challenges :**
- Tight deadlines — some within hours.
  - Supporting 3 divisions simultaneously
  - Always on-call for urgent changes.
  - Outdated venue layout information.

- Solution :**
- Prioritized focus and speed to meet deadlines.
  - Carried design tools at all times for instant response.
  - Maintained clear, ongoing communication with the team, contractor, and venue to ensure accurate layout data.



## ABOUT THE PROJECT

BUNDESLIGA EXPERIENCE INDONESIA

SENAYAN CITY - JAKARTA  
GELORA BUNG KARNO - JAKARTA

3D DRAWINGS - 3D RENDERINGS - LAYOUT DRAWINGS



## ABOUT THE PROJECT

PUZZLE CREATIVE HOUSE | DANDAN PREMIUM STORE

Jakarta

3D DRAWINGS - 3D RENDERINGS

**Challenges** : - Tight deadline.  
- High-stakes pitching process.

**Solution** : - Maintained focus and efficiency to deliver quality designs on a tight timeline.  
- Presented multiple detailed options tailored to the client's goals and preferences.



## ABOUT THE PROJECT

HANESA CIPTA KARYA | Fullmoon & Sunset Party | 2024 - 2025

Social Media Content - Print Design - Proposal - Key Visual - Bumper - Booth Design - Creative Event Concept - Merch - Motion Graphic

GRAPHIC DESIGN - MOCKUP - LAYOUT DRAWINGS - 3D DESIGN

### Challenges

- : - Tight timeline.
- New company, new team.
- Premiere event with no stock photos available.
- Venue had never hosted a similar event
- Rainy season.

### Solution

- : - Delivered all visuals efficiently with focused, fast-paced workflow.
- Established clear, quick collaboration to align goals.
- Created custom visuals through original shoots & Editing Skills.
- Adapted concept based on site visits and layout study.
- Planned weatherproof solutions with production team.



## ABOUT THE PROJECT

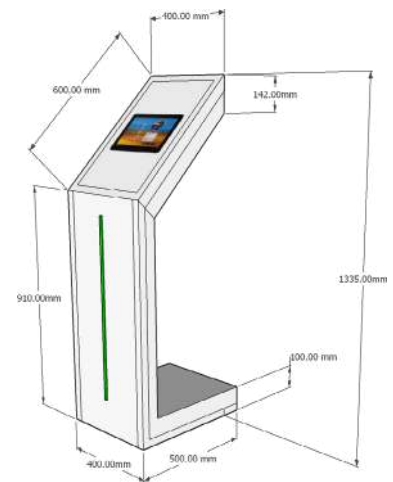
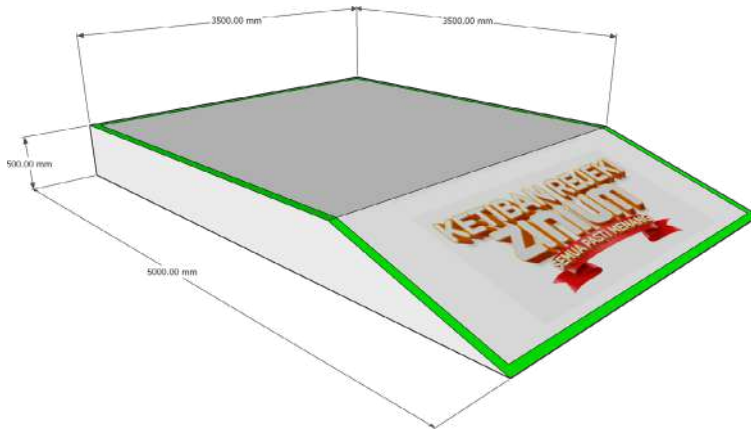
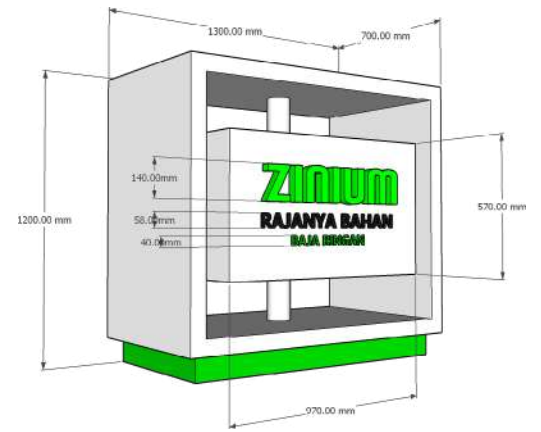
PUZZLE CREATIVE HOUSE | DANDAN PREMIUM STORE

Jakarta

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## ABOUT THE PROJECT

BOOTH & PARTITION

3D DRAWINGS - 3D RENDERINGS - WORKSHEET



## ABOUT THE PROJECT

MAGNA EVENT ENTERPRISE | PTDI - STTD EXPO | Bazaar - Exhibition

3x6m Premium Booth Design

GRAPHIC DESIGN - 3D DESIGN - WORKSHEET

### Challenges

- : - Last-minute request with only 2 days to design, produce, and install.
- Booth space mismatch: 3x6 m space for a 3x3 m knockdown booth.
- Required 3 booth style variations in a short timeframe.

### Solution

- : - Maintained sharp focus and efficiency to meet the tight deadline.
- Coordinated closely with the contractor to align style and execution under pressure.
- Delivered multiple design options with clear details tailored to client needs.



## ABOUT THE PROJECT

PT. HANTECH | THE KENSINGTON PROJECT

Boulevard Raya St., Kelapa Gading, Jakarta

3D DRAWINGS - 3D RENDERINGS

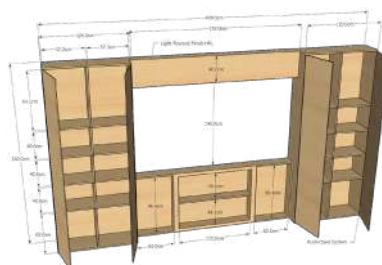
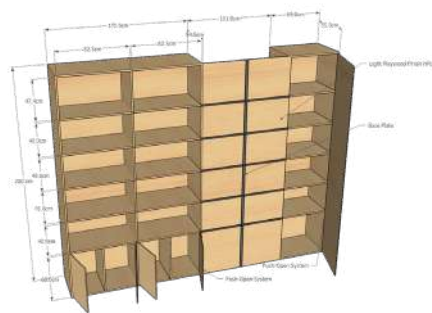
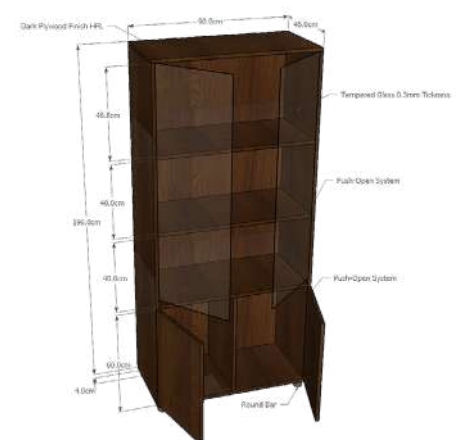
LAYOUT DRAWINGS - WORKSHEET

## Challenges

- : - Project director was on holiday.
- Limited access due to building PIC's unavailability.
- Insufficient details provided by the client.
- New building with no existing layout.
- Client repeatedly changed the agreed design style during final stages.

## Solution

- : - Conducted briefing and set clear deadlines for the director to provide timely feedback.
- Maintained active communication with the building PIC to manage access.
- Studied the old building to adapt and refine the concept for the new space.
- Visited the site frequently to manually draft an accurate layout.
- Provided multiple design options with clear details to support client decisions.



PT. HANTECH | THE KENSINGTON PROJECT  
Boulevard Raya St., Kelapa Gading, Jakarta  
3D DRAWINGS - 3D RENDERINGS  
LAYOUT DRAWINGS - WORKSHEET

## LAYOUT DRAWINGS - WORKSHEET



Auditorium



Cafeteria

## ABOUT THE PROJECT

PT. PRISMA SINERGI PERSADA | SMAN 14 JAKARTA PROJECT

Cawang, Jakarta

3D DRAWINGS - 3D RENDERINGS - LAYOUT DRAWINGS - WORKSHEET

**Challenges** : -Tight deadline.

**Solution** : - Applied focus, discipline, and efficient workflow to deliver high-quality designs within a compressed timeline.



## ABOUT THE PROJECT

PT. PRISMA SINERGI PERSADA | SMAN 49 JAKARTA PROJECT

Jagakarsa, Jakarta

3D DRAWINGS - 3D RENDERINGS - LAYOUT DRAWINGS - WORKSHEET

**Challenges** : -Tight deadline.

**Solution** : - Applied focus, discipline, and efficient workflow to deliver high-quality designs within a compressed timeline.



## ABOUT THE PROJECT

PT. PRISMA SINERGI PERSADA | SECURITY POST

Jakarta

3D DRAWINGS - 3D RENDERINGS

**Challenges** : -Tight deadline.

**Solution** : - Applied focus, discipline, and efficient workflow to deliver high-quality designs within a compressed timeline.



## ABOUT THE PROJECT

SIGIT RESIDENCE | MODERN CLASSIC.  
Facade Drawings | Opt. 2 - Layout Drawings.



25 x 12  
meters



5  
Beds



5  
Baths



2  
Floors



1  
Garages

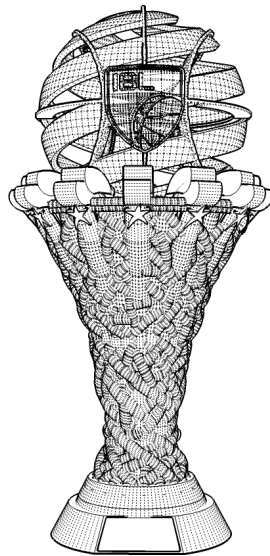
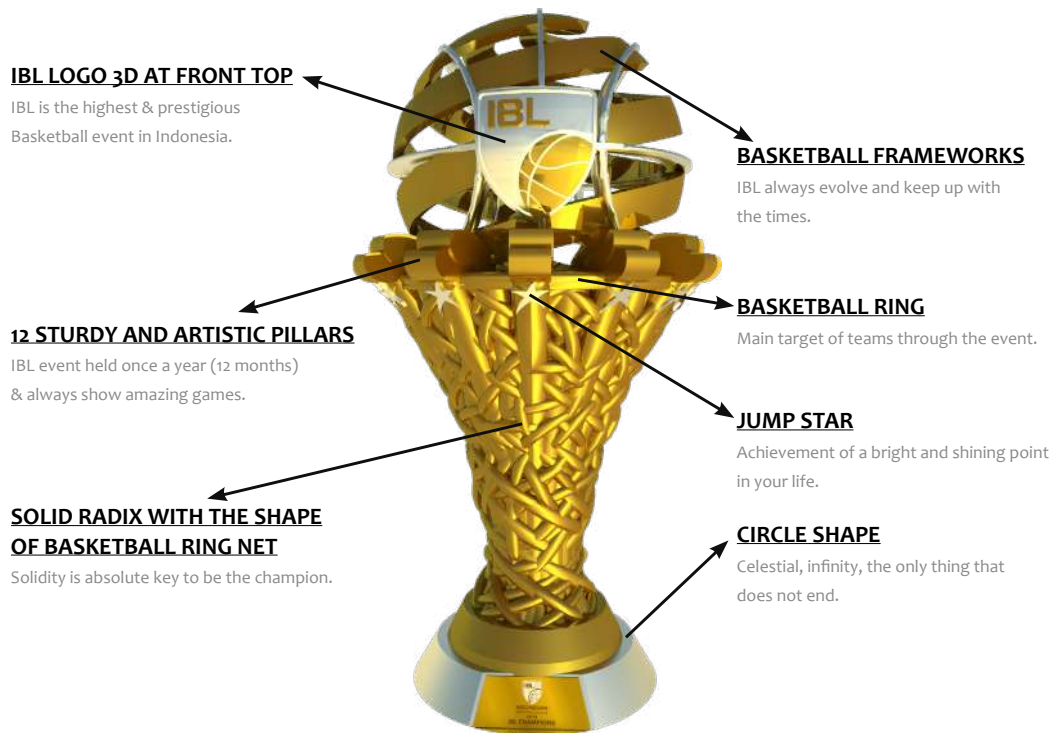
Located on Citra Grand Blvd St., Bekasi, West Java.

## Challenges

- : - Clients (a family) had varying style preferences.
- Limited budget.
- Short deadline.
- Delayed client feedback.

## Solution

- : - Harmonized differing tastes while preserving the core of the Modern Classic style.
- Collaborated closely with the contractor to align design with budget constraints.
- Delivered multiple tailored options with detailed breakdowns to guide client decisions.



## ABOUT THE PROJECT

### INDONESIAN BASKETBALL LEAGUE | TROPHY

Annual event of Indonesian Basketball League located in several cities in Indonesia

3d DRAWINGS - 3D RENDERINGS - PRODUCTIONS

### Challenges

- : - Tight timeline.
- Final decisions made by the CEO, with input from multiple directors.
- Design needed to be producible in brass and silver materials.

### Solution

- : - Maintained focus and efficiency to meet all deadlines.
- Developed a unique, philosophy-driven design that stood out.
- Coordinated closely with the production team to ensure the design was both visionary and manufacturable.





## ABOUT THE PROJECT

### INDONESIAN BASKETBALL LEAGUE | TROPHY

Annual event of Indonesian Basketball League located in several cities in Indonesia

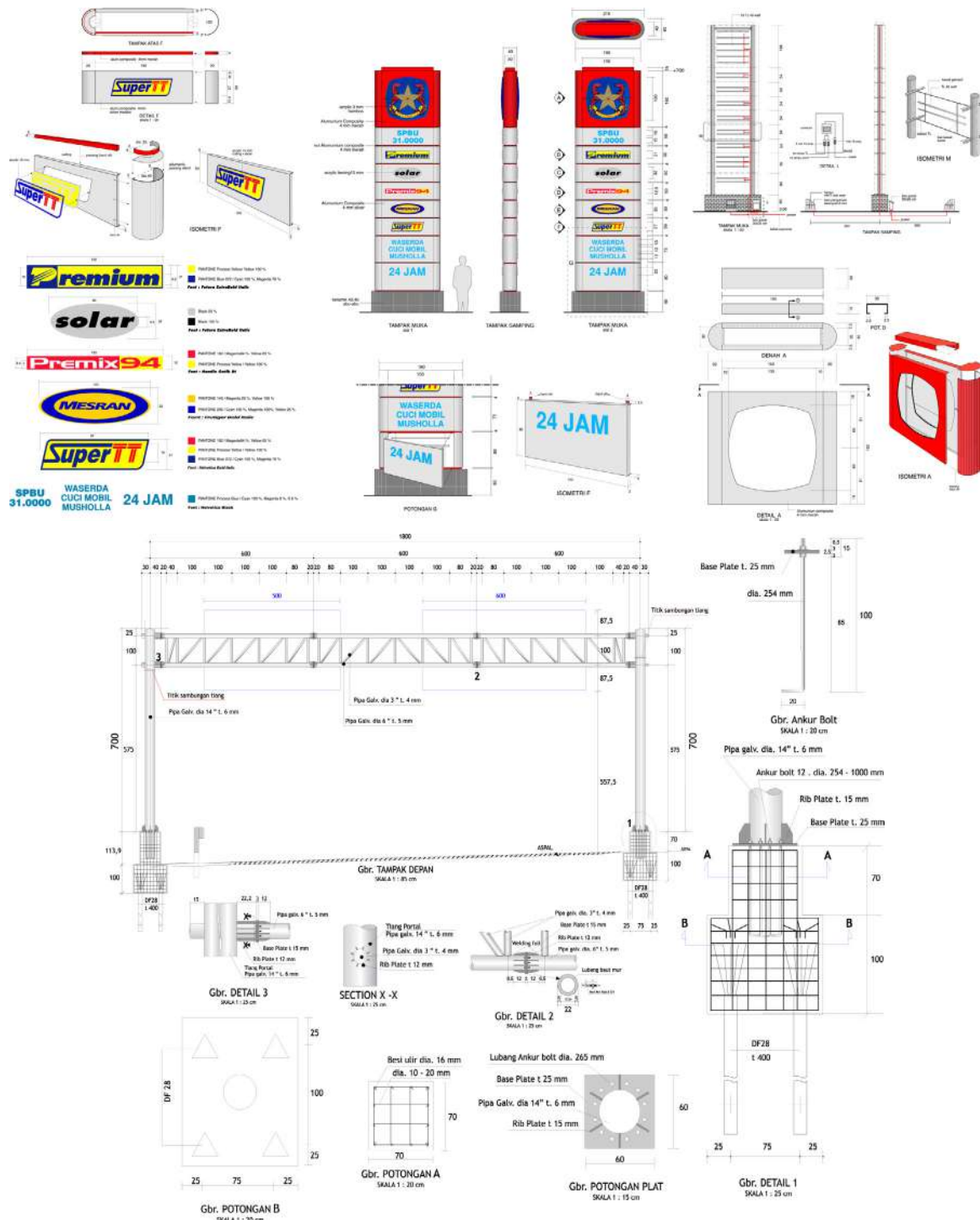
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## ABOUT THE PROJECT

CONSTRUCTION | Palm Box / Pertamina Gas Station | Portal Road Sign

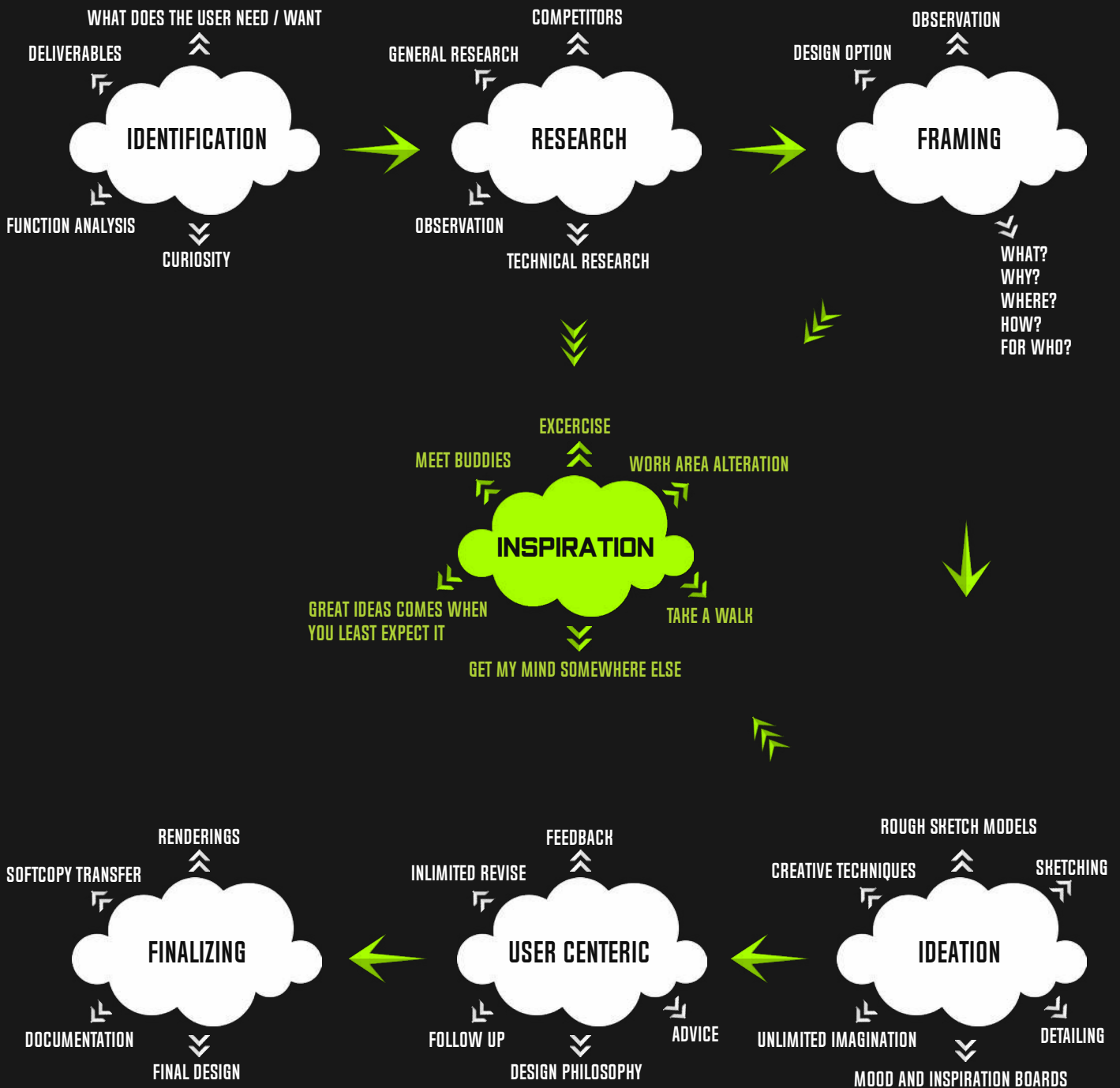
km 31 + 400 - 34 + 400 | Jakarta - Cikampek

SHOP DRAWING - AS BUILT DRAWING - LAYOUT DRAWINGS

**Challenges** : - Tight timeline.  
- Limited material availability.

**Solution** : - Applied focus, discipline, and efficiency to deliver all visuals on time..  
- Ensured strong coordination with vendors and workers to execute the concept within available resources and procedures.

# THE WAY I WORK



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THANK YOU FOR YOUR TIME

I look forward to hearing from you soon!

MARIO | Designer



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