



ASTRID METTA

Graphic Designer

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EDUCATION

Pratt Institute, New York City

Associate Degree in Graphic Design

2019 - 2021

Award: Outstanding Merit

Work displayed in NY Public Library

University of London(SIM), Singapore

BSc. Accounting and Finance

2015 - 2018

Award: Second Class Honors (Upper Division)

Singapore Institute of Management (SIM), Singapore

Diploma in Accounting and Finance

2014 - 2015

Award: Silver Award

KEY SKILLS

Design Skills: UI/UX, Branding, Advertising, Digital Marketing, Photography, Print Design, Packaging Design, Editorial Design & Typography

Technical Skills: Proficiency with Adobe Creative Suite InDesign, Illustrator, Photoshop, Lightroom, Microsoft Office, Microsoft Excel, Microsoft PowerPoint, DSLR and Studio Photography, Photo Retouching, Proficient With Various Social Media Platform, Visual Studio Code, Dreamweaver, HTML, and CSS

Management Skills: Management of Financial Resources, Complex Problem Solving, Operations Analysis, Quality Control, Analysis, Staff Time Management, Interpersonal & Relationship-building, Communication & Leadership skills

Language: English, Indonesian

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGN INTERN

C3.NYC, 2020 – Present

- Supporting the creative team in designing a social media presence
- Increased social media engagement significantly by increasing account reached 200%
- Taking professional pictures in the studio or on locations
- Reviewing 400 - 600 photographs and select the best results
- Using artistic knowledge to enhance and compose photographs

Dekata Creative, Indonesia, Jan 2021 – Present

- Designing customers' social media content
- Analyzing the brand positioning and consumers' insight
- Increased social media engagement significantly by increasing Instagram likes 150%
- Creating customers' brand identity

FREELANCE

Migoto Group, Singapore, Dec 2018 – Present

- Designing menu and banner designs

Annetta, New York City, Feb 2021

- Designing social media content

Techwin Energy Group, Indonesia, Jan 2021 – Feb 2021

- Creating customers' brand identity

Alltimate Luggage, New York City, Oct 2020

- Recommending creative ideas to exceed expectations of goals and objectives
- Taking professional pictures in the studio or on locations
- Reviewing 200 photographs and select the best results
- Using artistic knowledge to enhance and compose photographs

ACCOUNTING ASSOCIATE

Techwin Energy Group, Indonesia, Aug 2018 – Jul 2019

- Analyzed balance sheet account and posted monthly journal entries in accordance with GAAP
- Performed monthly financial reporting and analysis for assets worth over \$12M.