

Sa



# sheera angelina

**art director + strategist + graphic designer**

In 2004 Sheera Angelina discovered creative industry. As her works published she knew that she had found love for life. This love for advertising and design became a guide into a profession. She graduated in 2008 with solid knowledge of design. In 2009, Sheera became an art based creative in advertising agency. Her work was soon appreciated and applied by various brand. For Sheera, advertising is just starting point of her work. She can handle any type of brief related to design and communication.

# experiences

2007 - 2008

**Intern Art Director**

LOWE Lintas, Indonesia

Brands:

Close Up (*tooth paste, Unilever*)

Blue Band (*margarine, Unilever*)

Bango (*soy sauce, Unilever*)

Rinso (*detergent, Unilever*)

Good Time (*biscuit, Arnotts*)

Sampoerna Hijau (*cigarette*)

2008 - 2012

**Art Director**

colmanhandoko, Indonesia

Brands & Business won:

Bebelac (*formula milk, Nutricia, Danone*)

HSBC (*bank*)

Telkomsel (*Telco*)

AXIS (*Telco*)

Taro (*snack, Unilever*)

Frisian Flag (*formula milk*)

Nutrilon (*formula milk, Nutricia, Danone*)

Gudang Garam (*cigarette*)

Tempra (*drug & medicine*)

Permata Bank

Indofood (*ketchup*)

Pitches:

Pizza Hut Delivery

Sariwangi (*tea*)

2013 - 2014

**Creative Group Head**

colmanhandoko, Indonesia

Brands & Business won:

Bebelac (*formula milk, Nutricia, Danone*)

Dugro (*formula milk, Danone*)

Xenia (*automotive, Daihatsu*)

SONY (*mobile phone*)

Morinaga (*formula milk*)

Pocari Sweat (*sports drink*)

Lucky Dragons (*production house*)

**Creative Group Head**

The Colorist, Indonesia

Brands:

Gery (*snacks, Garuda Food*)

CIMB (*bank*)

Thompson (*supplement*)

Mazaya (*cosmetic*)

Sampoerna Foundation

(*educational institution*)

2015

**freelance**

Indonesia and The Netherlands

projects:

Vera Amalia

Kribowstore

Trilite

Benson & Mariska

IFF festival

Kisel (Koperasi Telkomsel)

# proficiencies

## programme



Final Cut Pro



iWork, Keynote, Pages

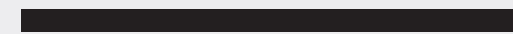


Microsoft Office, Power Point



Basic HTML/CSS

## languages



English



Bahasa Indonesia

work







# NUTRICIA Bebelac 4



Susu Pertumbuhan  
untuk  
anak usia **3+**  
tahun  
ke atas



- dibuat dengan Minyak Ikan
- Prebiotik FOS-GOS
- 12 Vitamin + 9 Mineral

rasa **Vanila**

**Komposisi**  
Susu bubuk full cream, laktosa, susu skim bubuk, sukrosa, sirup glukosa padat, galaktosa oligosakarida, fruktosa inulosa, pemanis vanila, vitamin, fruktosa oligosakarida, kalsiyum, minyak ikan (DHA), minyak esensial (A), laktulosa.

INFORMASI NILAI GIZI	
Sajikan top 4 sendok makan (120 ml) untuk setiap 100 ml air	
SILANGAN PER 100 GRAM	
Energi Total	200 kcal
Energi dari lemak	100 kcal
Lemak total	8 g
Lemak jenuh	3.5 g
Lemak tak jenuh	4.5 g
Protein	3 g
Karbohidrat total	28 g
Serat pangan	1.4 g
Serat pangan larut	1.2 g
Total gula	26 g
Laktosa	15 g
Sukrosa	9 g
Galaktosa	2 g
Natrium	80 mg
Kalsium	300 mg
Vitamin A	300 IU
Vitamin D3	40 IU
Vitamin E	30 IU
Vitamin K	40 IU
Vitamin B1 (Thiamin)	40 IU
Vitamin B2 (Riboflavin)	40 IU
Vitamin B3 (Niasin)	30 IU
Vitamin B5 (Asam Panthematik)	30 IU
Vitamin B6 (Pyridoxin)	30 IU
Vitamin B9 (Asam Folat)	30 IU
Vitamin B12 (Kobalamin)	30 IU
Kalsium	30 IU
Fosfor	30 IU
Magnesium	30 IU
Zat Besi	30 IU
Zinc	30 IU
Selenium	30 IU
Zat Besi	30 IU
Zinc	30 IU
Selenium	30 IU
Zat Besi	30 IU
Zinc	30 IU
Selenium	30 IU

Berat bersih 400g. BPO/M: 81-MD-802209128040 • Kode Produk/Barcode digunakan sebelum tanggal yang tercantum pada kemasan akan berlaku • Dipeproduksi oleh PT Nutricia Indonesia, Jagabaya, Jl Raya Bogor Km 20,5, Jakarta 13176, Indonesia dengan izin dari: Nutricia, Belanda



### PETUNJUK PEMAKAIAN

1. Rebus air bersih dan tuangkan menjadi volume 100 ml. Dinginkan sampai suhu suhu.
2. Tuangkan air masak tersebut sebanyak 200 ml ke dalam gelas.
3. Masukkan 2 sendok teh **Bebelac 4** ke dalamnya.
4. Aduklah sampai tidak ada gumpalan.
5. **Bebelac 4** yang benar siap untuk dikonsumsi.

**Aturan pemberian**  
Berikan sesuai. Anda paling sedikit 3 gelas **Bebelac 4** setiap hari sebelum dan sesudah yang bisa dikombinasikan. Siapkan botolnya serta hanya untuk satu kali pemberian, dan gunakan langsung formula ini setelah dibersihkan. Buang sisa formula susu yang berlebih.

**PERSIAPAN**  
Tidak boleh untuk bayi di bawah umur 12 bulan.  
**Pelengkap Penyimpanan:**  
Tutuplah rapat-rapat kemasan sesudah dipakai dan simpan di tempat yang sejuk dan kering, tetapi bukan di bawah es. Hindari sinar matahari. Pakailah se kemasan ini dalam 2 minggu sesudah dibuka. Jika Anda menemukan perubahan warna, bau dan rasa pada produk ini, jangan dikonsumsi.

Informasi tambahan tentang anak dan nutrisi  
[www.dokterdokter.com](http://www.dokterdokter.com)  
021-25140255  
021-25140256  
021-25140257



**Bebelac 4** adalah susu pertumbuhan dengan **Nutrisi Seimbang** untuk anak usia 3 tahun ke atas yang diformulasikan agar anak mendapatkan nutrisi penting yang dibutuhkan pada tahap pertumbuhannya.

**Bebelac 4** dengan komposisi karbohidrat, lemak, protein, vitamin dan mineral yang telah disesuaikan dengan kebutuhan anak usia 3 tahun ke atas. Nutrisi makro dan mikro yang terkandung di **Bebelac 4** dapat membantu pertumbuhan anak Anda.



- Ayut dengan Minyak Ikan**  
**Bebelac 4** dibuat dengan **Minyak Ikan**. **Minyak Ikan** mengandung asam alpha linolenat sebagai asam lemak esensial.
- Prebiotik FOS-GOS**  
**Bebelac 4** dengan **Prebiotik FOS-GOS**. **Prebiotik FOS-GOS** dapat membantu mempertahankan fungsi saluran cerna.
- 11 Vitamin + 9 Mineral**  
**Bebelac 4** dengan 11 vitamin & 9 mineral dengan kandungan **zat besi, zinc, iodium, vitamin A dan kalsium**. **Kalsium** berperan dalam pembentukan tulang serta mempertahankan kepadatan tulang dan gigi apabila disertai dengan latihan fisik yang teratur dan konsumsi gizi yang seimbang. **Zat besi** dapat membantu mencegah dan mengatasi anemia karena defisiensi zat besi.

**Tentang Nutricia**  
Segala sesuatu yang kami lakukan di Nutricia, kami lakukan dengan satu tujuan bersama, yaitu untuk membantu Anda mendapatkan gizi yang baik bagi anak Anda. Tujuan itu membuat kami terus berinovasi, berpedoman pada riset sehingga menghasilkan produk yang baik dan bergizi. Tanggung jawab kami tidak hanya pada produk semata, tapi juga membantu membangun masa depan bagi setiap generasi baru.

### Bebelac 4

Terdapat rasa madu, vanila dan coklat.





Bebeclub  
Caroline  
0 800 1 202 2022  
CALL US!



Seimbangkan nutrisinya,  
dukung aktivitasnya



Minyak Ikan

Prebiotik  
FOS-GOS

12 Vitamin  
+  
9 Mineral

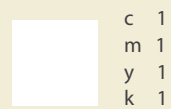


You are my everything









c 1  
m 1  
y 1  
k 1



c 17  
m 82  
y 83  
k 5



c 73  
m 88  
y 51  
k 68

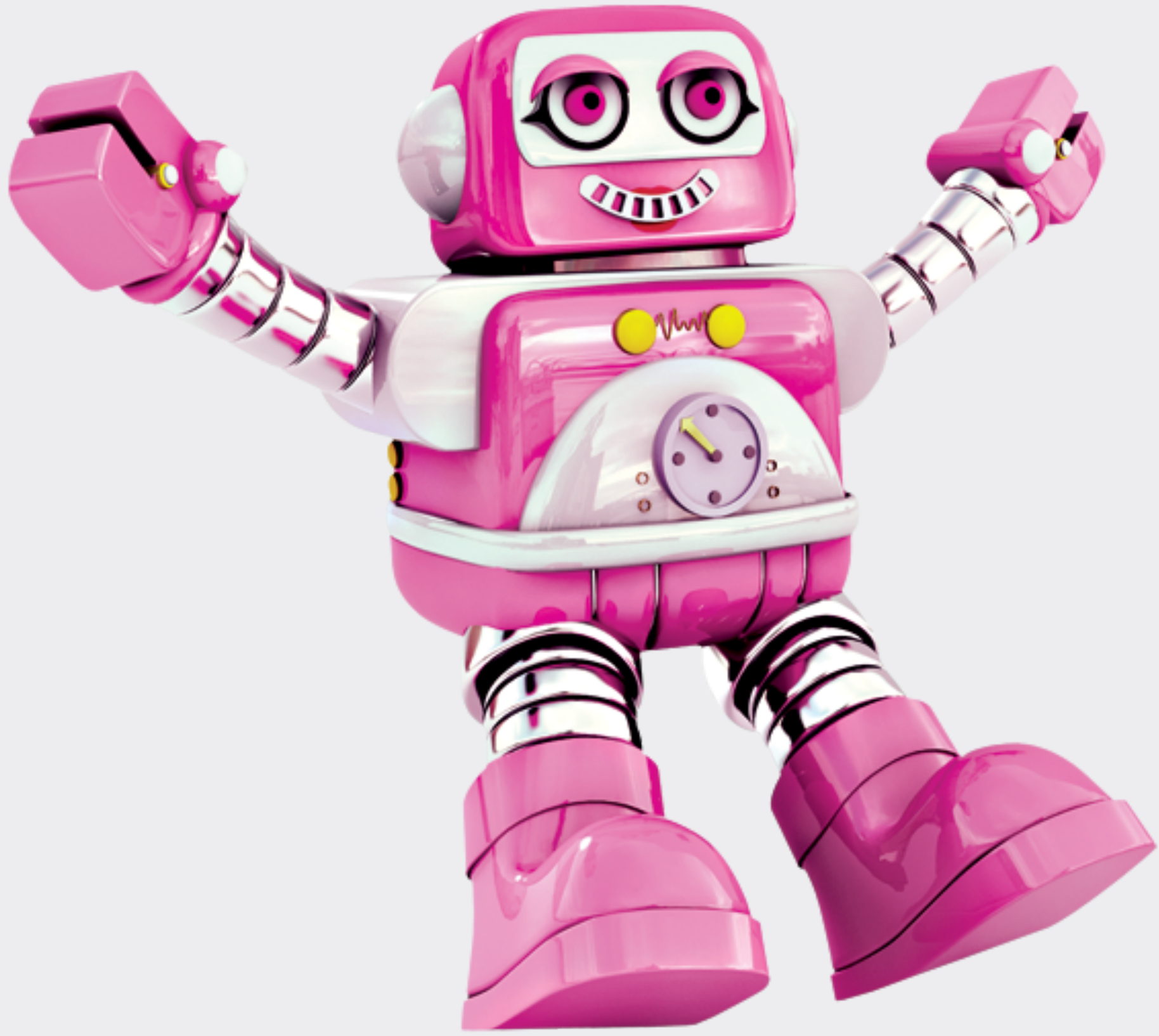




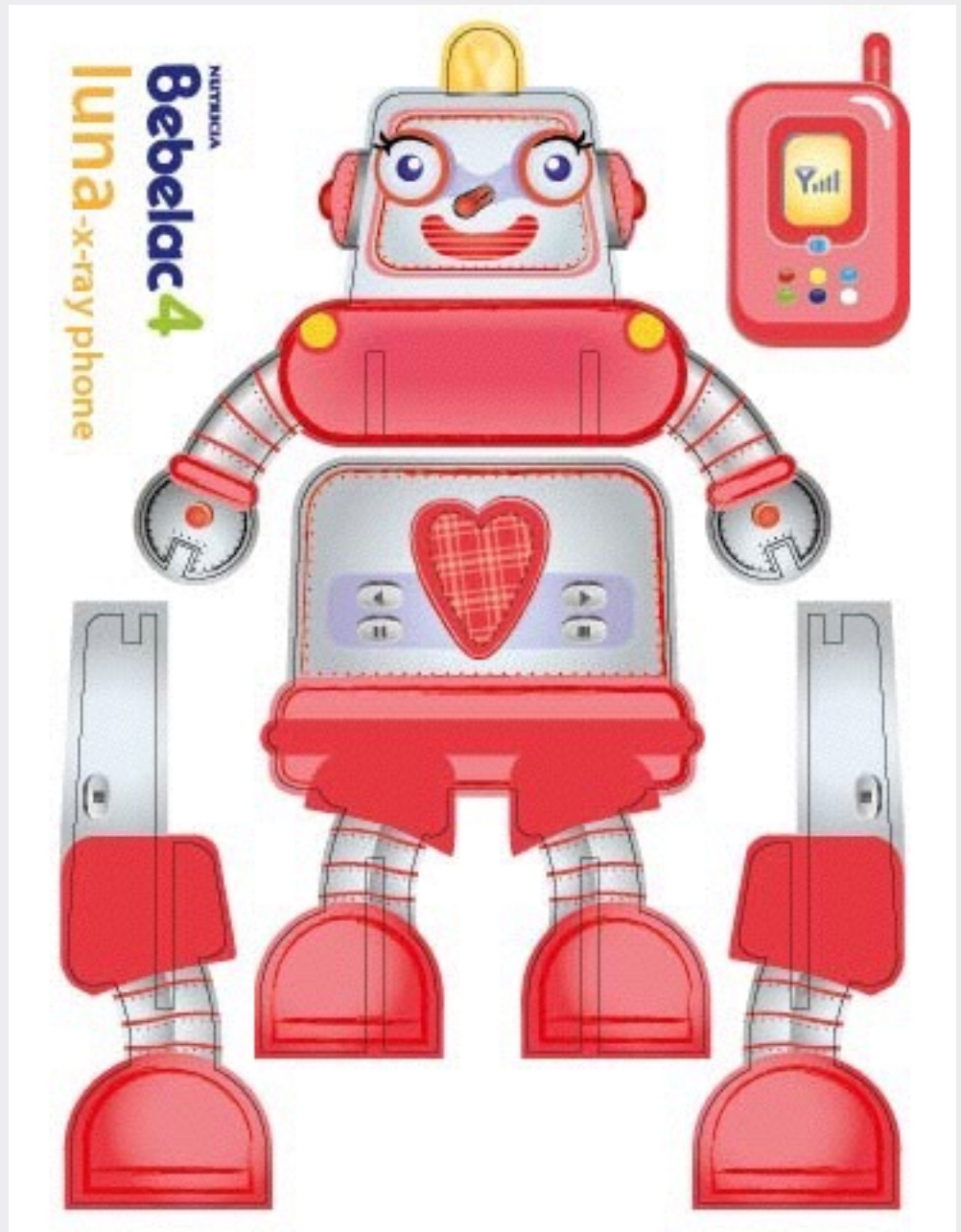
**Bebebots**

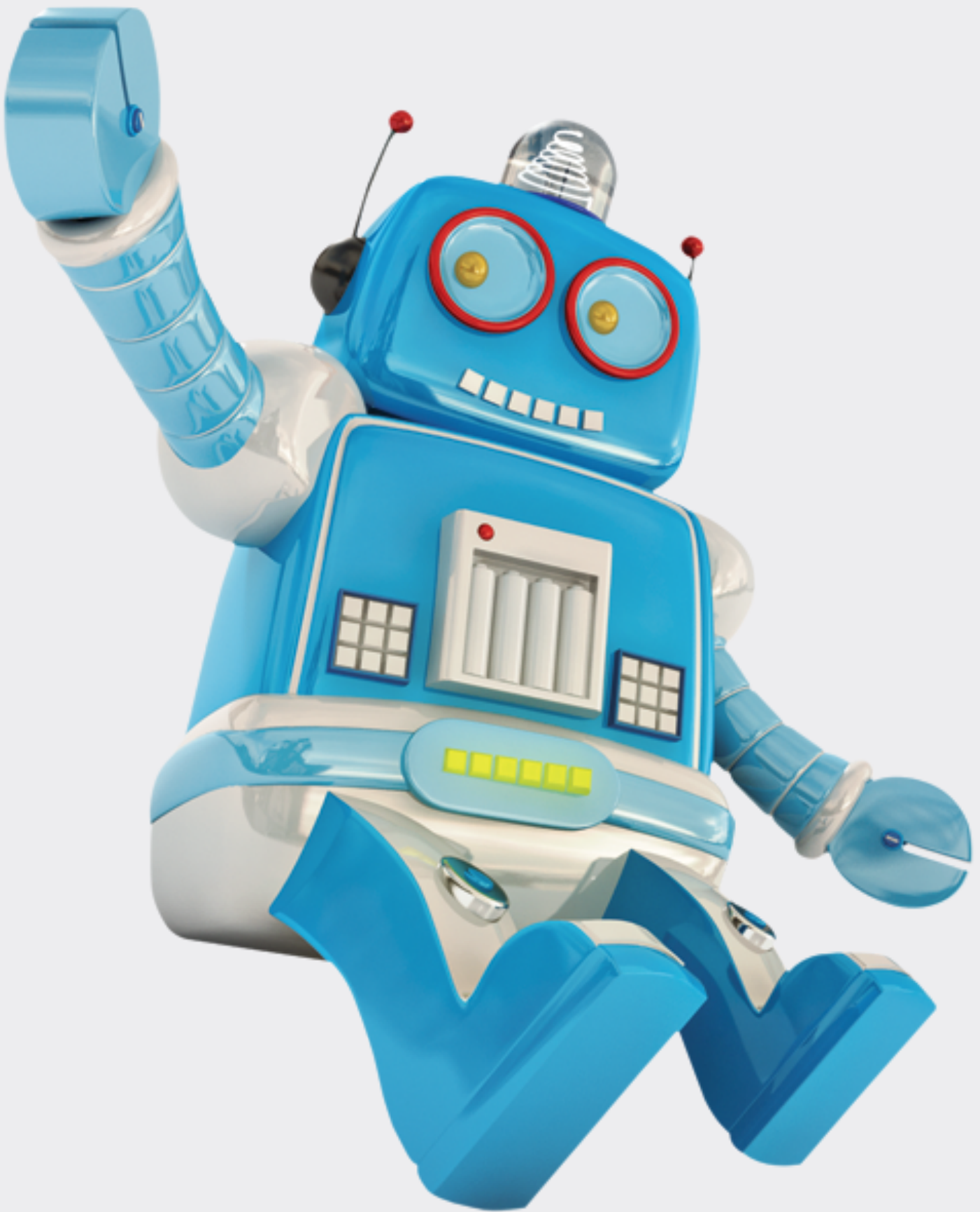


Bebebots character design promotional for Bebelac, Nutricia Indonesia. Robots design that appealing for boys and girls. From 2D design to live 3D. Bring it to life

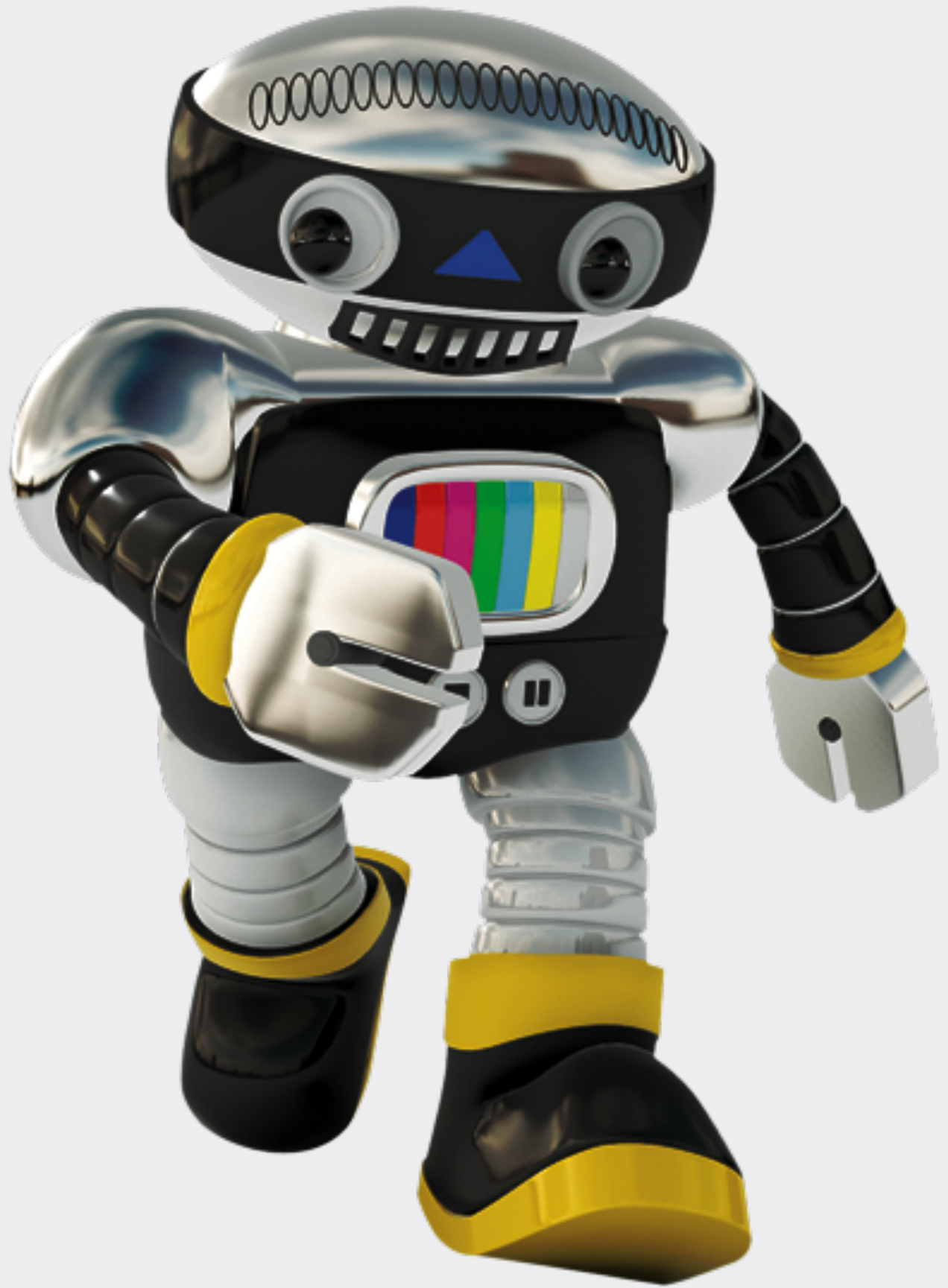




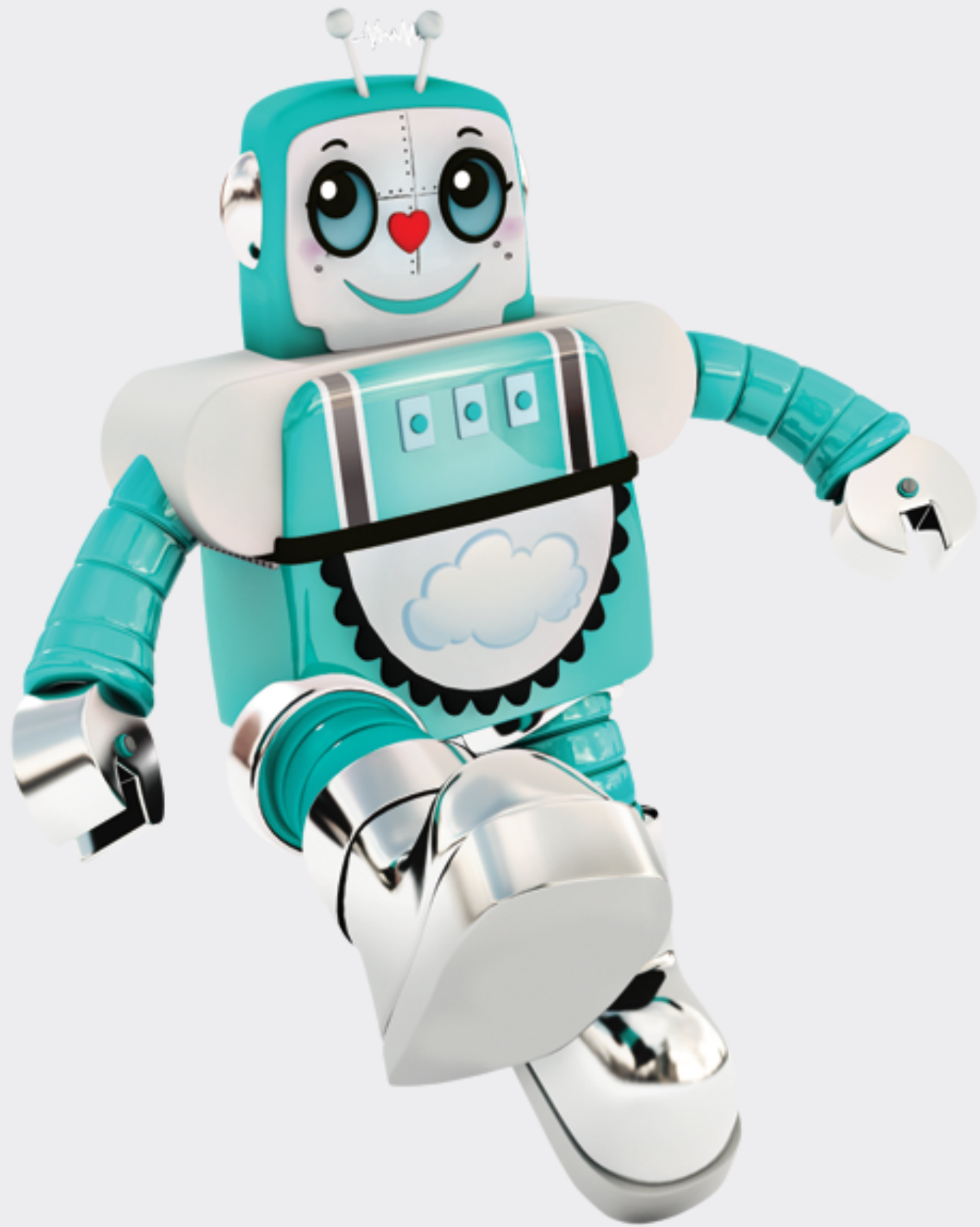


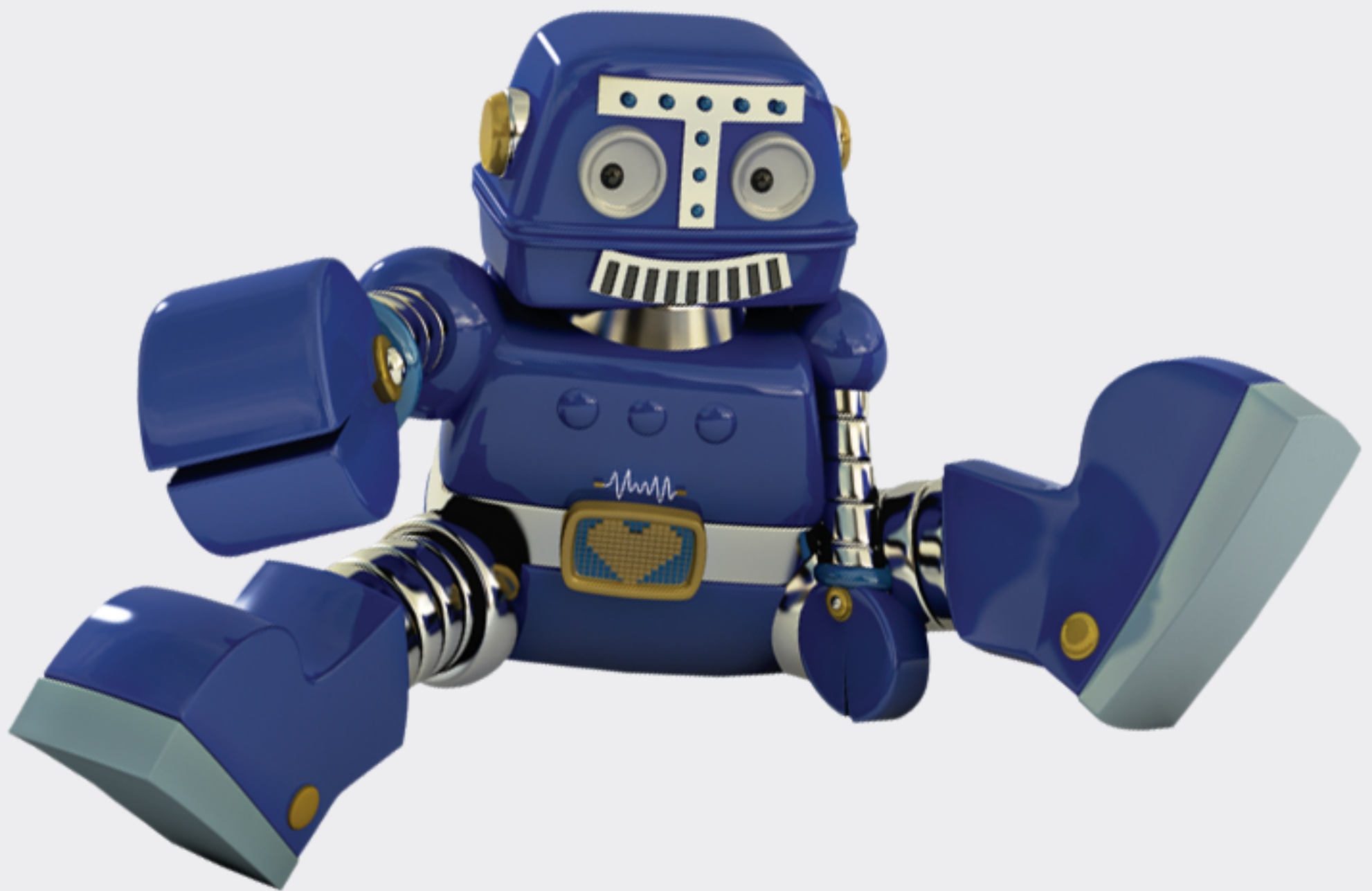




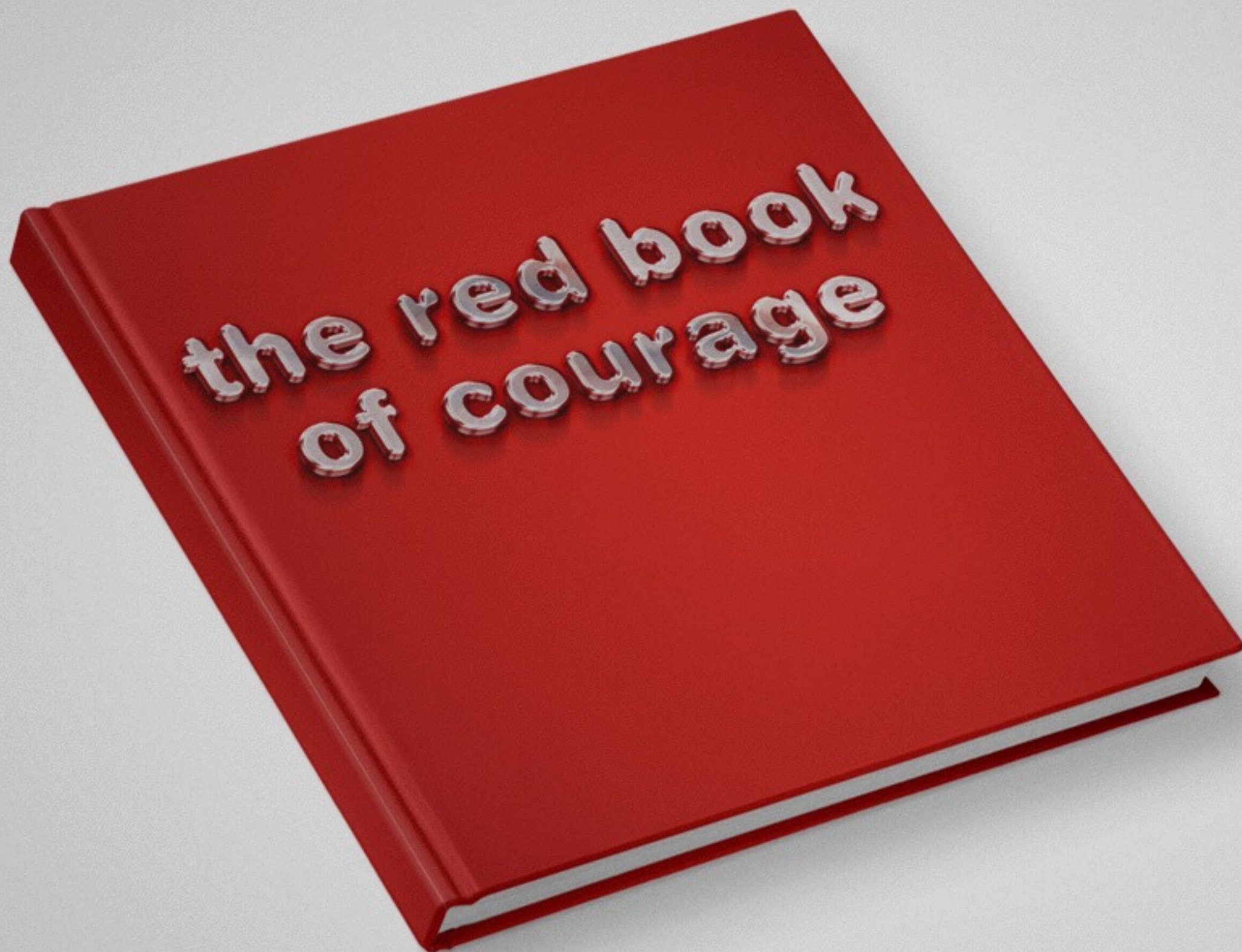














As we grow older, we begin to realize that the things we once thought were so important are not so important. We are told how we are doing and how we are doing but we are not so sure. We are told how we are doing but we are not so sure. We are told how we are doing but we are not so sure.



Why only he is called *otogari*, meaning to get up and arise again. This character has come to symbolize the ability to have success, overcome adversity, and recover from misfortune. Daruma is often illustrated alongside the phrase "Nanakorobi Yarakai," translated to mean "seven times down, eight times up."

**courage**  
noun \ˈkər-ij, ˈkə-rij\

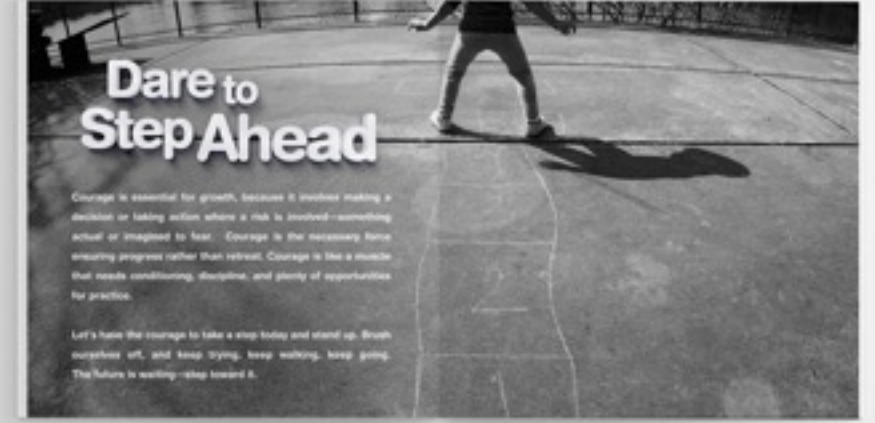
: the ability to do something that you know is difficult or contains risk




**LET'S GO BACK TO OUR CHILDHOOD**

The smell of freshly cut grass. The sound of your parents in the distance. Soft dirt and water on your feet. The comfort of bedtime stories. The joy of a full watermelon. The magnificence of fireworks. The true cost of a favorite thing. The fuzzy embrace of a couch in the afternoon. A warm nap on mother's shoulder. Hand counting between toes. The first rush of water from the running spout atop of a shower.


Remember how beautiful and incredible the world was to us as children?



**Dare to Step Ahead**

Courage is essential for growth, because it involves making a decision or taking action when a risk is involved—something actual or imagined to fear. Courage is the necessary force ensuring progress rather than retreat. Courage is like a muscle that needs conditioning, discipline, and plenty of opportunities for practice.

Let's have the courage to take a step today and stand up. Brush ourselves off, and keep trying, keep walking, keep going. The future is waiting—step toward it.



**Believe you can and you're halfway there.**




**then & now**

When we were young, the part of us which embraced curiosity and adventure and was constantly unafraid to ask "Why?" and "Why not?" was in full force. As children, we were learning rapidly. We were learning language and the laws of physics and the elements of balance. We had to be engaged or we would absorb everything— even when gone from and there—so we would know how to thrive in this land called the outside-the-world.

But as we grew older, another part of us began to gain a voice. It began to say things like "That's impossible," or "They will laugh at you," or "Don't be foolish." As we grew up, most of us came to believe the warnings, and as a result we lost the sense that magic was always around the corner. Instead, we started to believe that the end of magic was "Rapunzel" or simply "Lolita!"



**A step can't be made without the courage to experience.**

- It starts with the games you play, and leads to the achievements that you reach.
- It starts with the words you say, and leads to the commitments that you hold.
- It starts with the thoughts you have, and leads to the dreams that you build.

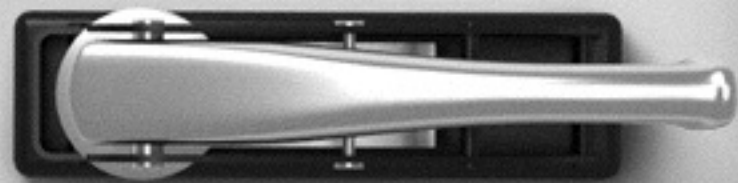


**GET UP AND ARISE**

A popular children's toy in Japan is the Daruma. Darumas are still usually made of paper-mâché, have a round shape, are hollow, and weighted at the bottom so that they will always return to an upright position unless they are thrown. The Daruma is a red



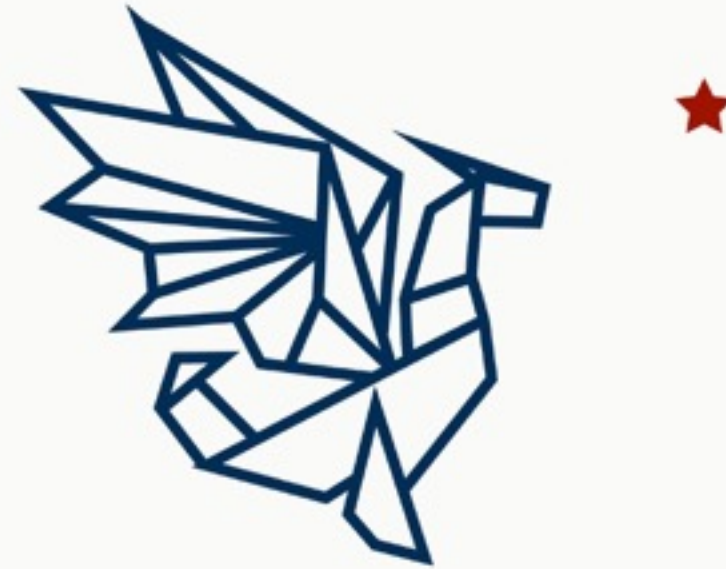
things have changed







As a start up production house company, it is important to hang on their belief. The star symbolize celestial navigation instrument and dragon is a symbol of power, strength, and good luck for people who are worthy of it.



LUCKY DRAGONS

LUCKY DRAGONS



Production House  
Jl. Puri Mutiara Raya 35 E, Jakarta Selatan  
Indonesia. 12430.



  
LUCKY DRAGONS

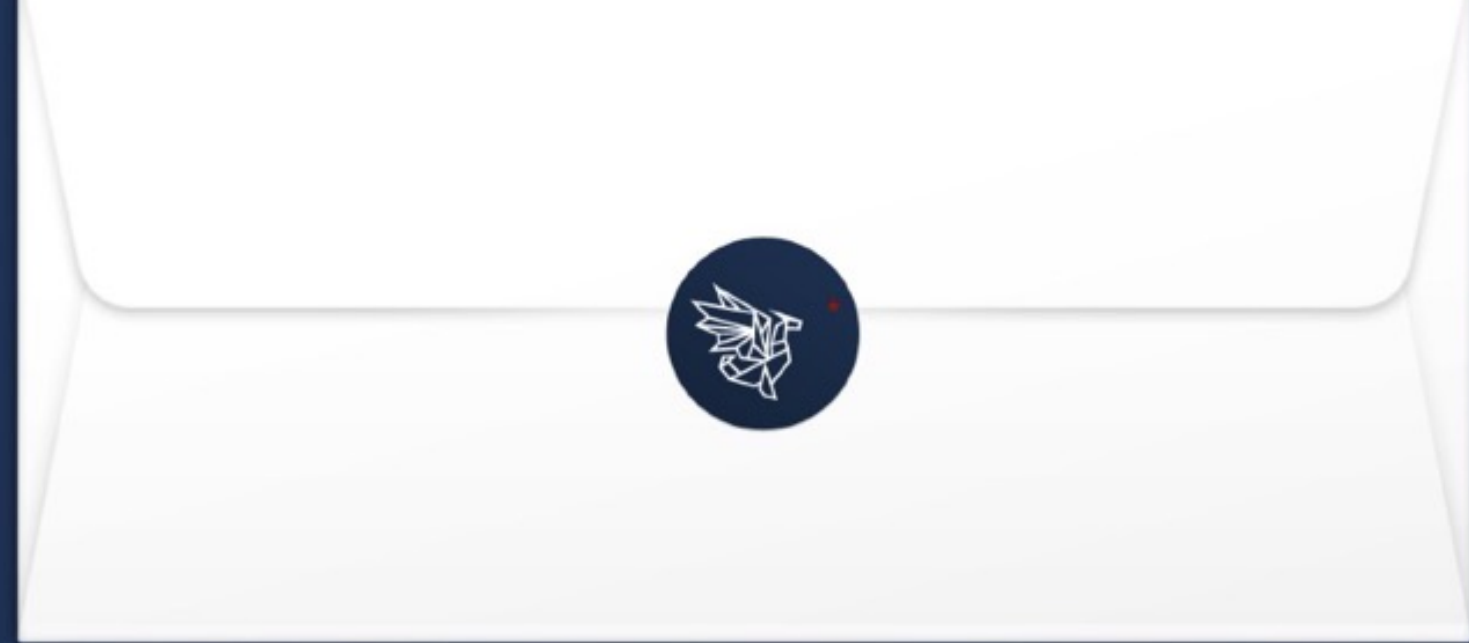
LUCKY DRAGONS

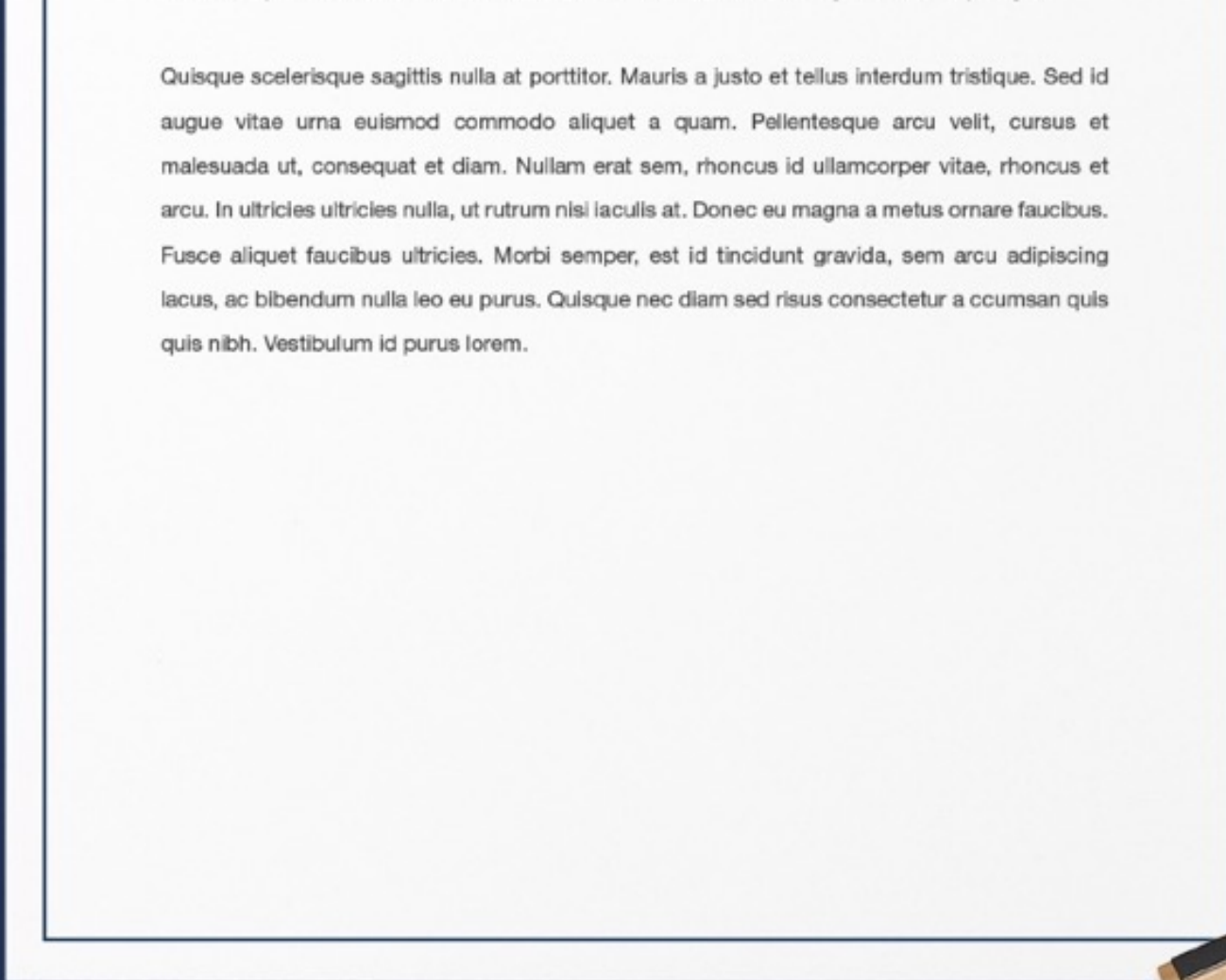
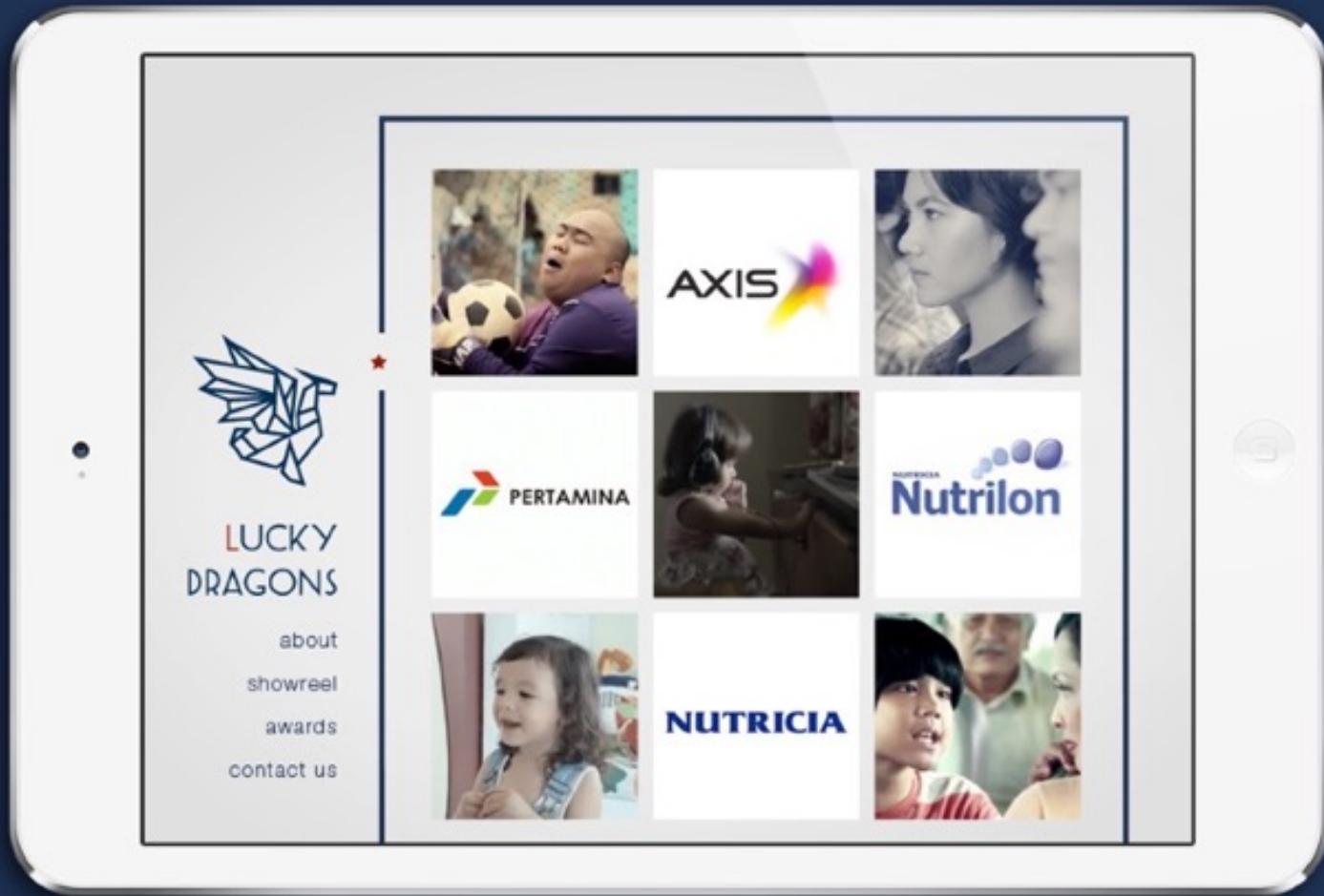


Production House  
Jl. Puri Mutiara Raya 35 E, Jakarta Selatan  
Indonesia. 12430.

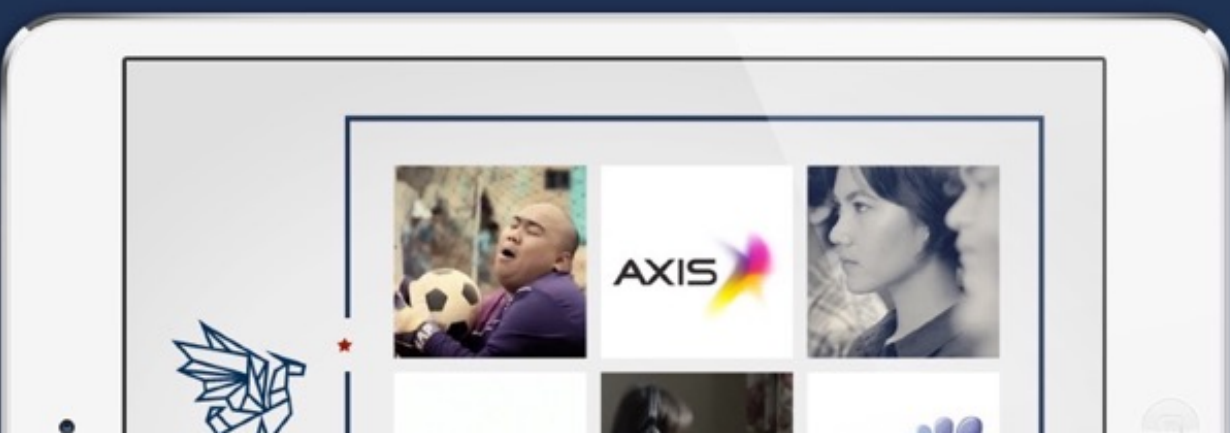


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# LUCKY DRAGONS

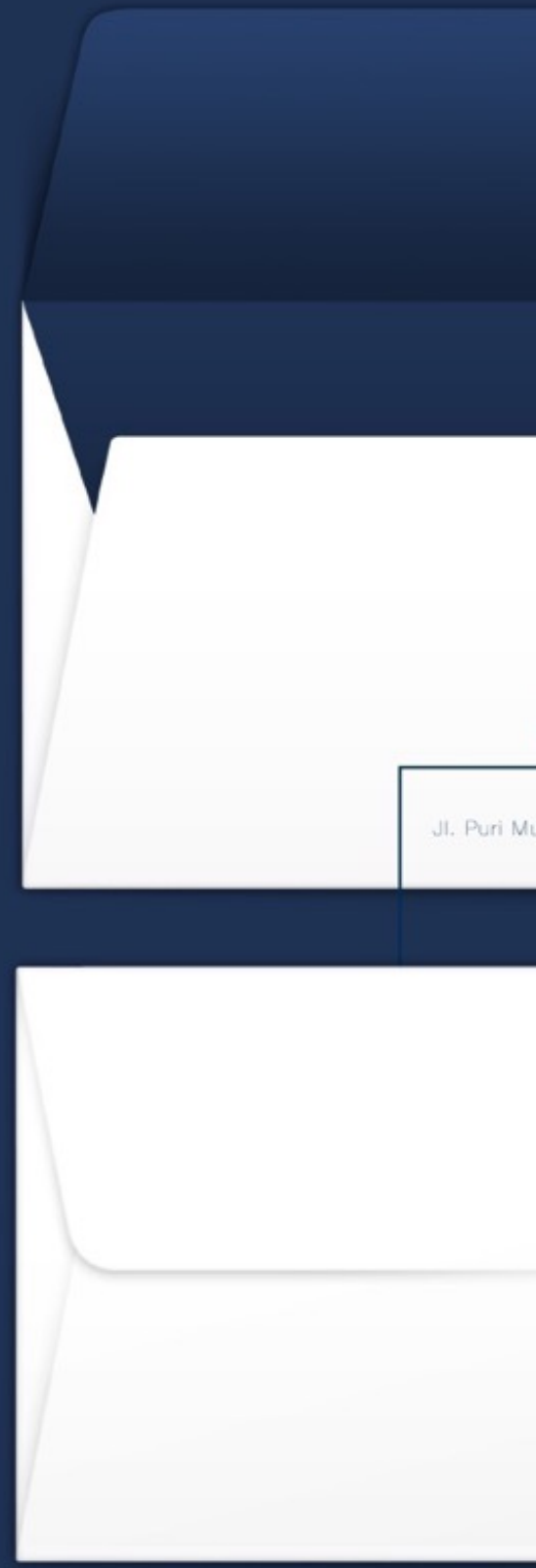
Production House  
Jl. Puri Mutara Raya 35 E I Jakarta Selatan, Indonesia | 12430



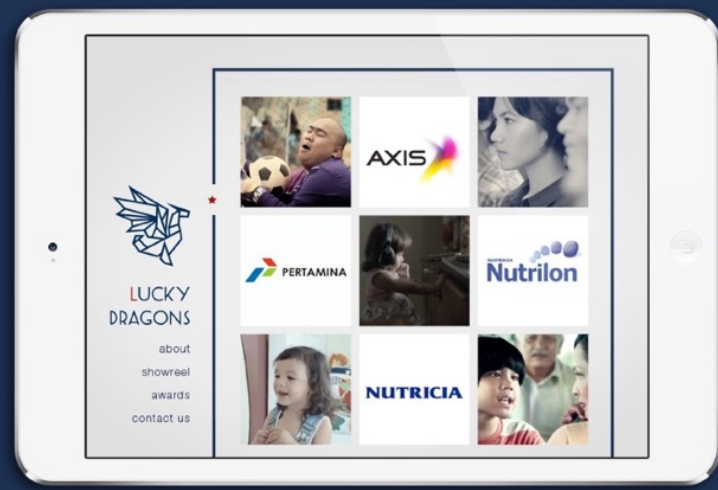
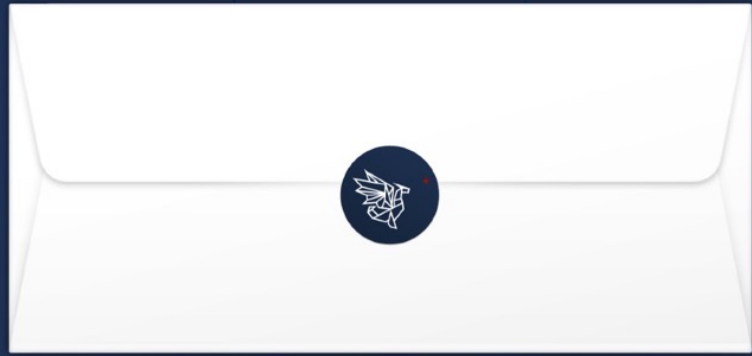
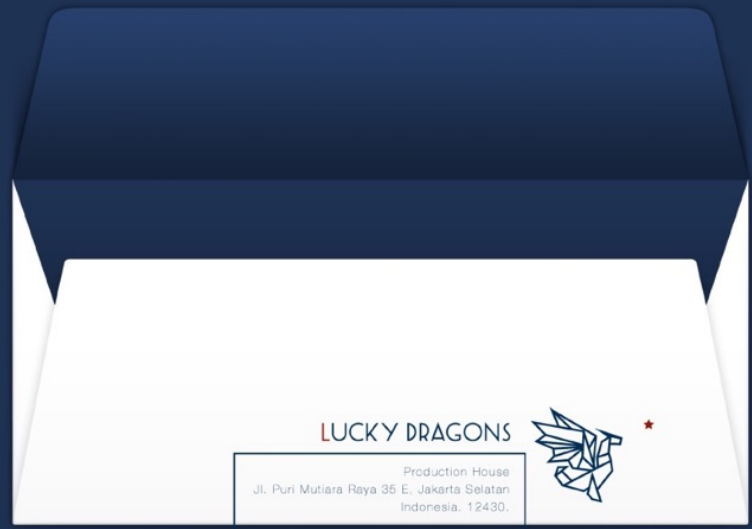
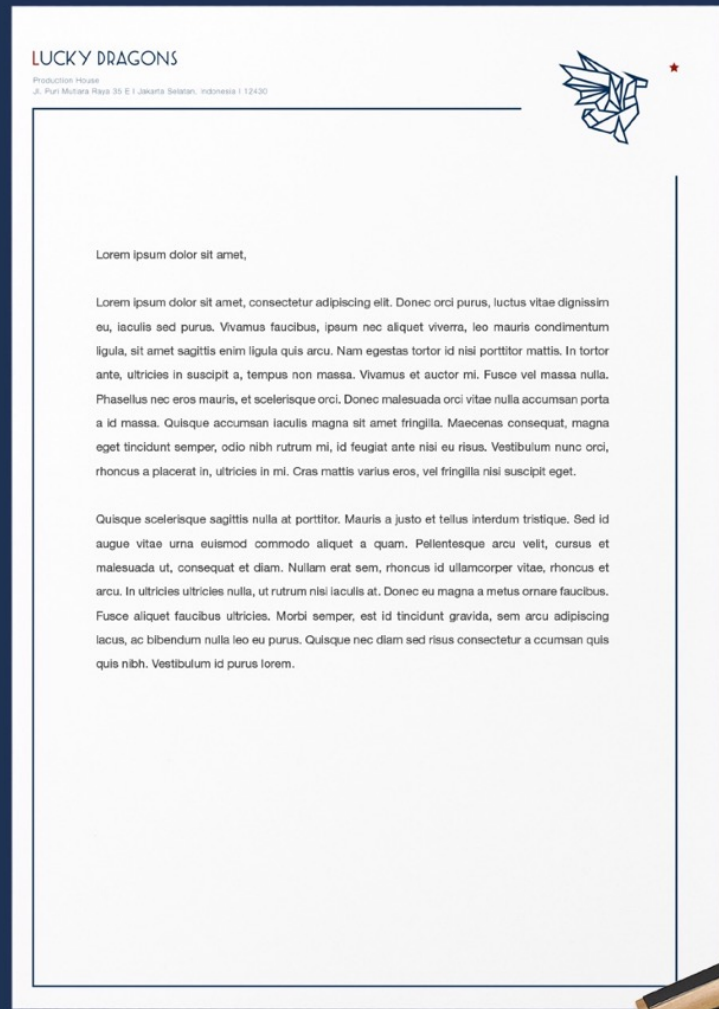
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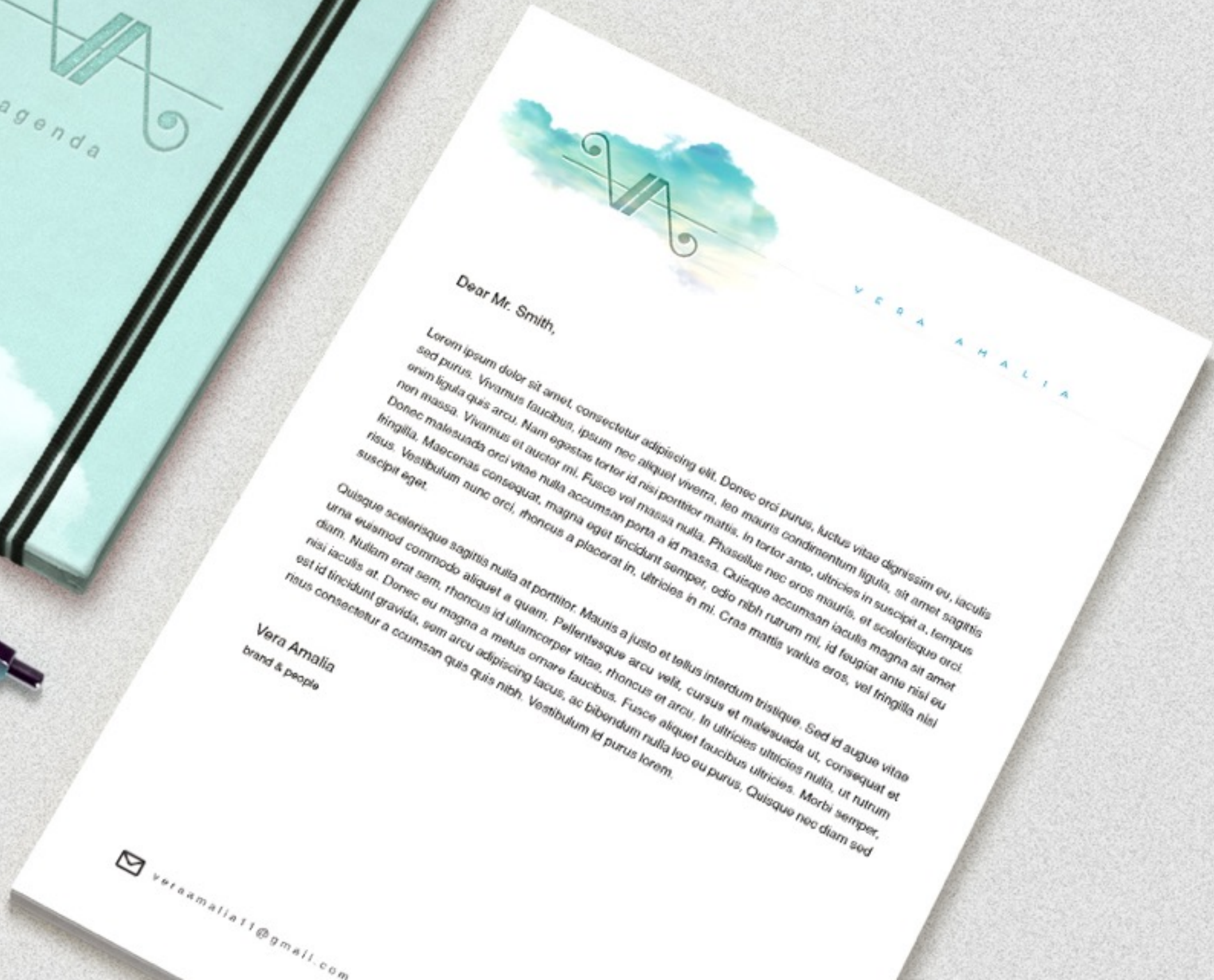








Logo identity design for Vera Amalia. More than 20 years experienced of working on multinational companies such as Vice President at CitiFinancial Indonesia, Marketing Director at Nutricia Indonesia, she is now a freelancer specialized for strategic partnership, consumer insights, and competitive intelligence. The design implemented into complete stationery set.



Dear Mr. Smith,

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis orim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor anso, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla accumsan porta a id massa. Crisquis accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget.

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Vera Amalia  
brand & people

 veraamalia1@gmail.com



V E R A A M A L I A

brand & people



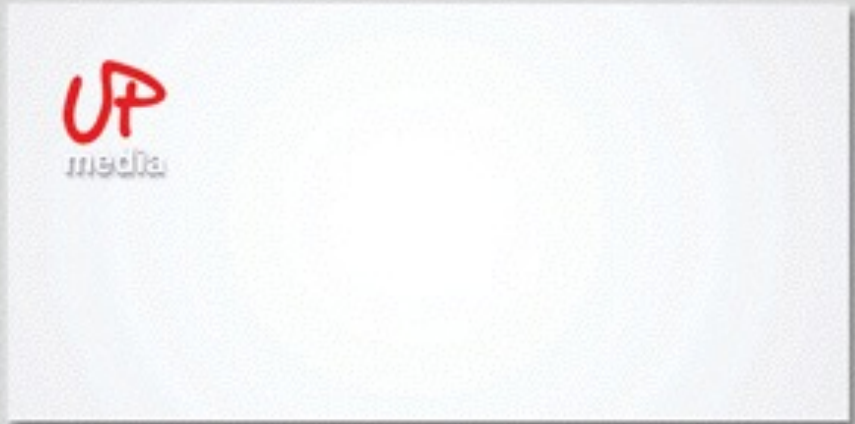
“Kribow” means afro in Indonesian. Kribowstore is an instagram based online-store specialised in street wear and sneakers. The identity design portrays the owner’s spirit and attitude of freedom and uniqueness.







A holding company Ultima Cipta Selaras mostly known with their bold moves in every decision. Growing fast within years in developing creative production company such as event organiser, production house, post house, and media agency. Bold red and youthfulness are their attitudes within work environment.





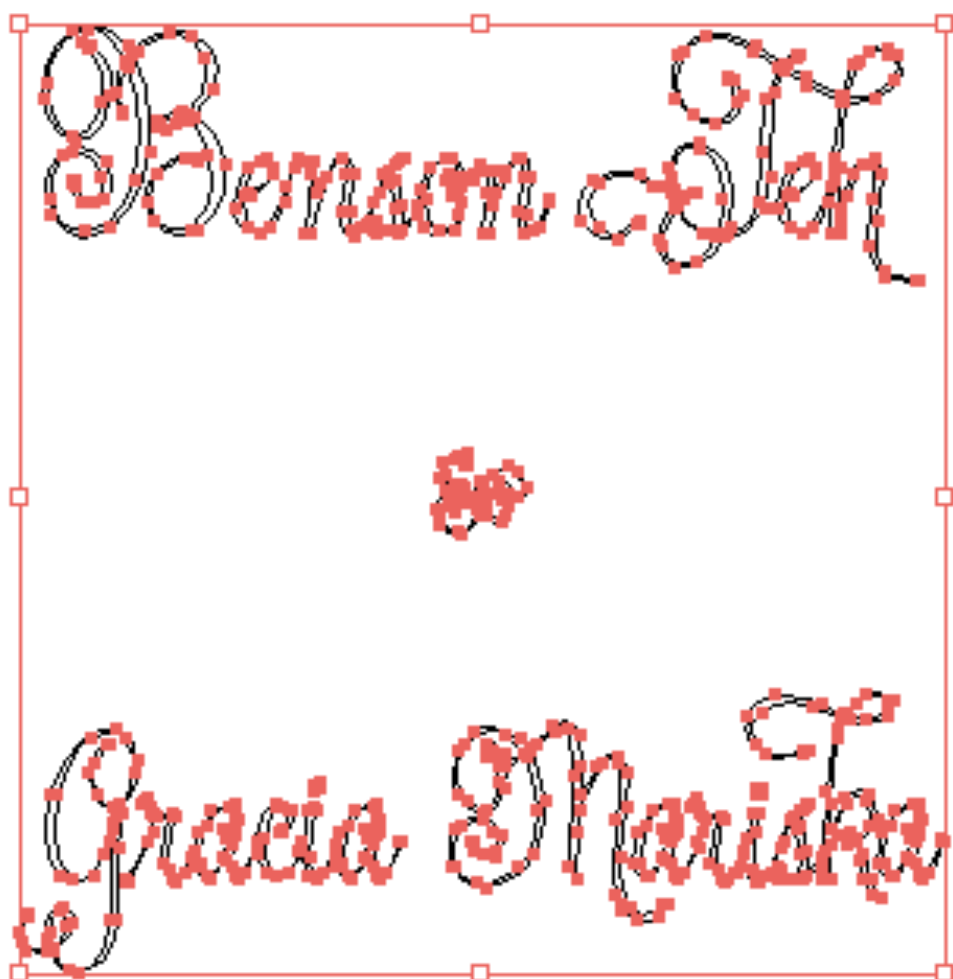




Benson

and

Mariska



Benson & Teh

&

Gracia Mariska





SUNDAY  
DAY 1 12 04 '15

Benson  
&  
Mariska

ARE GETTING MARRIED

OCT 10 2015

RITZ CARLTON | KUNINGAN, JKT

# Menu

## FIRST

### Shanghai Combination

Shrimp salad with lobster macellato and cold duck  
marinated Chinese cabbage

## FAMILY STYLE DINNER

### Buddha Jump Over Wall

Double boiled fresh scallop, toadstool, abalone and fish maw

### Seon Hock

Steam eel hock fish, crispy ginger and spring onion with soy sauce

Wok fried lamp chop with black pepper sauce

Fried prawn with spicy butter milk and curry leaf flavor

Braised baby abalone and sea cucumber topped with fish maw dropped sauce

Fried rice with crab meat, prawn and vegetable

## DESSERT

Red date and cranberry ice cream  
on milk broth and sesame tuile

...

DOM ARRÊTÉ.

Benson & Mariska



# TRILITE WEST GEN

ALL WE DO IS LIGHT. LIGHT IS ALL WE

Light creates trust and emotion, conveys atmosphere, and supports communication and concentration. Light arouses curiosity, while luminaires bring light into life.

## Identity | Company | Recognition

Since 2011, Trillite has been providing the most effective lighting and controls solutions to every need through our comprehensive range of lighting products. Trillite works on the needs of diverse retail, specific space, corporate, office, industry, retail, strip, public and sports, O&M facilities and project management and control of sophisticated lighting systems.

## Customer Intimacy

Trillite would be very happy to present our products to you in detail. Whether you are the owner or the architect, consultant, contractor or the end user representing the owner, we invite you to call us and we will be more than happy to discuss the design/contract and your required products to meet your needs and specifications. We develop budget-based, made-to-order solutions.

## Our Approach

Something brings you to Trillite. We have developed a complete analysis of solutions for you that delivers lighting solutions, consistency, custom service and economics.

### SUPPLY

We can provide lighting for almost any application, from commercial and office lighting through food lighting to domestic lighting. We can also provide a wide range of technologies and supporting products, such as control systems and lighting controls.

### INSTALLING

Let our project specialists and professional installers work with you from inception to completion of your project. Trillite offers services that will add value to your lighting project. Save money, energy, and increase functionality.

### AFTER SALES

In order to provide the high quality of services that our customers expect, it is necessary to tailor our warranty and service conditions to suit individual groups/regions.



Stowe Market Village

Stowe Market Village Terminal Complex

Paloma Westall Light



WWW.3LIGHTS.CO.UK  
**TRILITE**  
WEST GEN  
ALL WE DO IS LIGHT.

Stowe Market Village  
12815  
1.333.333.3333



**CORIM**  
CREATING ADDITIONAL VALUE

**MONITOR FROM EVERYWHERE**

View live CCTV images from your PC, iPhone, iPad, or any android mobile device and tablets with high resolution outputs. Watch clear and sharp sensory videos from 527M RGB cameras. Remote Monitoring, Patrol & Response are provided based on your request.

**MONITORING YOUR PROPERTY**

**MONITORING YOUR OFFICE**

**MONITORING YOUR HOUSE WORKER**

**MONITORING YOUR BUSINESS**

COMPATIBLE WITH YOUR PERSONAL DEVICES

IOS

WEB

Android

Windows

Mac

**Exclusive Package**  
With Weather Proof & Vandal Proof Camera

- 2 Fixed Bullet Camera
- 2 Fixed Dome Camera
- 4 Channel DVR
- 500 GB HDD
- 1 Year Warranty
- 2 Years Free Maintenance
- Free Installation + 5 meters cable each camera

TTech provides affordable heavy duty and high resolution image...

**OUR SERVICES**

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*Surya 16*  
**DARE TO JAZZ**

featuring : REPUBLIK CINTA

Get ready to hear a new genre of jazz!

**June 25<sup>th</sup>**  
Lapangan Pertamina, Balikpapan  
18:00 WITA

GUEST STAR:  
AHMAD DHANI  
TOMPI  
GLEEN FREDLY  
SYAHARANI



*Surya 16*  
**DARE TO JAZZ**


Saatnya unjuk kreativitas dalam bermusik melalui ajang **Jazz Surya 16**.

Kamu bebas menuliskan lagu atau menggunakan lagu-lagu dari Republik Cinta untuk diolah dalam nuansa Jazz. Peserta bisa terdiri dari band, penyanyi solo/group atau pemain instrumen.

Kirimkan karya lagu mu dalam bentuk:  
1. CD ke masing-masing raih raih:  
- Lampung  
- Palembang  
- Pekanbaru  
- Medan  
2. Dapuk melalui Facebook ke :

**SEBELUM: 30 MARET 2010!**

Keterangan lebih lanjut lihat di [www.jazz16.com](http://www.jazz16.com)







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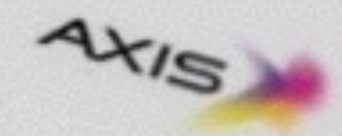
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um passage  
the 1500s

“yang bener?”



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di mana saja se-Indonesia



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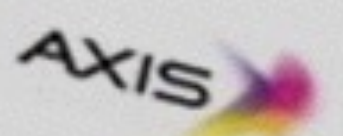
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agar si manja menjadi **LEBIH LAGI**





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Make your child's talents mean so much more at Dugrostar. Show us your child's star performance by either

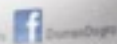
- Uploading the video to [www.dugrostar.com](http://www.dugrostar.com).
- Sending a CD of the video to PO BOX Dugrostar Malaysia XXXXX.
- Dropping the CD or recording the video directly at our Dugrostar Booth or Dugrostar Vans in selected stores.

Submit your video from xx - xx, 2014. Join Dugrostar at xx cities in Malaysia and win millions of cash!

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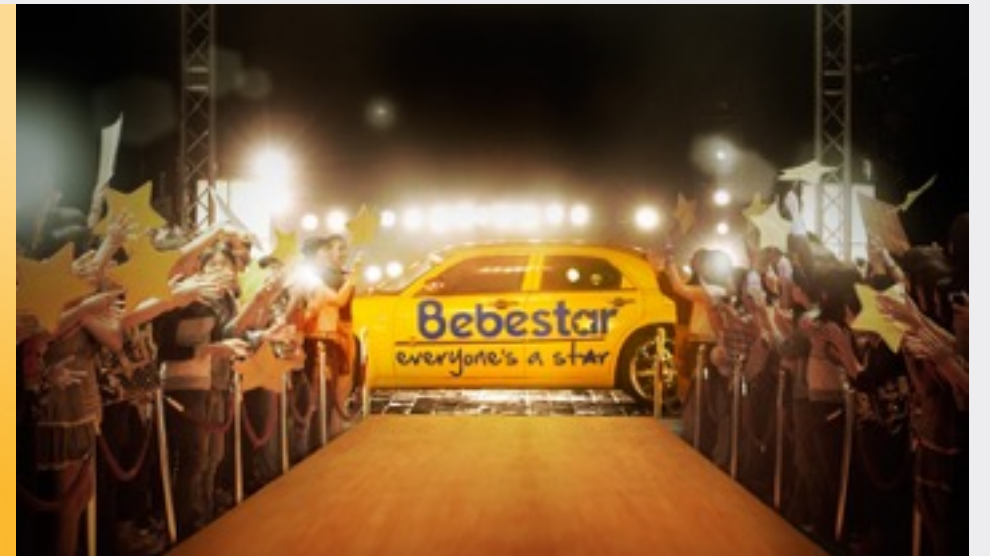
Organised by Indonesian Student Union in Enschede, The Netherlands. The purpose of this event is to introduce Indonesia's wealthy traditional culinary. The key visual from left poster is most commonly used bowl that becomes an icon of street culinary. The key visual on right poster is known as "tumpeng", which is iconic food for every celebration.







The biggest talent show for kids in Indonesia. Bebestar is all about talent fair for toddlers, whether it's singing, dancing, or playing the instruments. A country unites in hopes, dreams and drama's. A memorable star experience for toddlers. The luxury car and own chauffeur, walking on red carpet, and spotlights from paparazzi.



A compilation of the most entertaining, dramatic and favourite entries submitted through the dedicated Bebestar website and youtube channel. Afterwards, all those stars performed in a glitzy shopping mall in downtown across Indonesia. Because of its success and high euphoria from moms and toddlers, the second Bebestar is held a year after.



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# BEBESTAR SEASON

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ACTIVATION EVENTS



PURCHASE  
TWO PACKS

SALES





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everyone's a star

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### Gratis T-Shirt Bebestar!



Setiap pembelian **Bebestar 2** atau **Bebestar 3** akan mendapatkan 1 t-shirt Bebestar. Promo berakhir 30 September 2015. Syarat dan ketentuan berlaku.



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**Bebestar**  
everyone's a star



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MacBook Pro





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## Bebegames Grand Stadium!

Nantikan puncak acara Bebegames yang terbesar dan temegah di bulan Juli!

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## Nantikan Bebegames Stadium!

Tunggu kejutan yang lebih besar lagi di bulan Juni!

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Coming Soon

# Bebegames

[www.bebegames2012.com](http://www.bebegames2012.com)

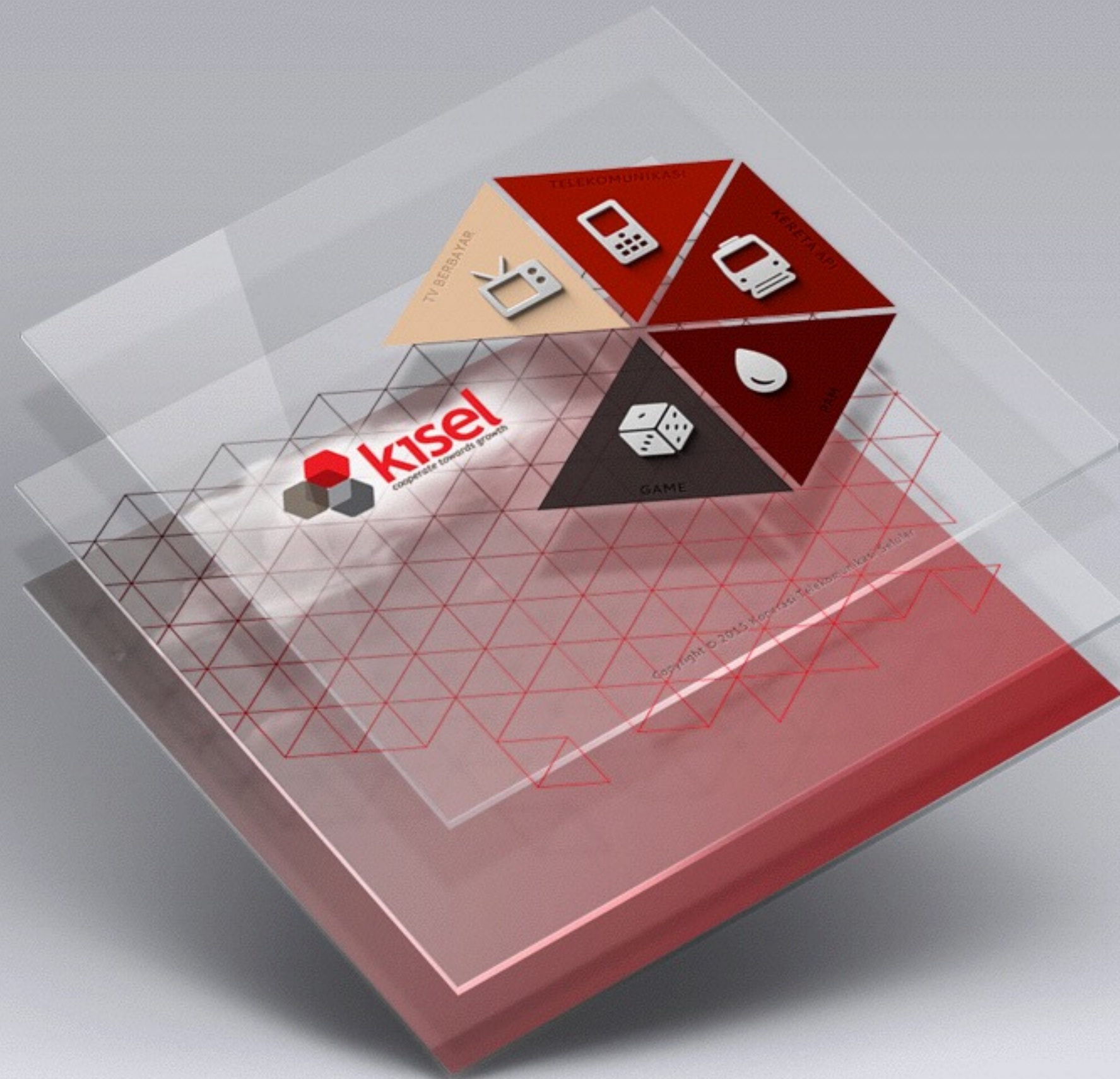


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A brand should always be ahead of the race. It's all about being topical and associating Bebelac with what's "in" and what's been "talked about". On 2012 the olympians assembled in the city of London to compete against each other, muscle against muscle. The idea is about celebration of the ideals of the ancient greek gods of sport, sportmanship, humanity and add Bebelac unique colors of bebemanship.



KISEL is an infrastructure provider of telecommunications services, General Service and Distribution Channel with a network of 54 operational offices across Indonesia. This is the User Interface (UI) Design for vending machine located in train station where people can purchase tickets to avoid queuing. And also make other transaction such as paying cable TV, phone bill, or even buy credits for online game.



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cooperate towards growth

TV BERBAYAR

TELEKOMUNIKASI

KAMERA API

GAME

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