

Hiya 🖐️ I'm Renno (reh.now), a multidisciplinary *designer* and this, is my portfolio.

CAN I PULL YOU FOR A CHAT? 🗨️

# Introduction & *Resume*

Meet the reality TV enthusiast behind this  
overly designed document.

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PRODUCT DESIGN

# Checkout Hero

Promoting best practices in eCommerce to  
customers worldwide.

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MULTIDISCIPLINARY

# Glanbia

Working with the award-winning internal  
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RESEARCH-LED • AWARD-WINNING

# BLNK

Investigation of the evolution of creative  
media, what it is today, and what it could  
develop in the future.

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BRANDING & IDENTITY

# FÍS

An identity representing the future within  
the creative hub of DKiT.

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Featuring client and conceptual work for  
Auntie Anne’s <sup>ID</sup> alex[a]lexa <sup>ID</sup>  
After Five <sup>ID</sup> Bank Central Asia <sup>ID</sup>  
BUSS MDiT <sup>ID</sup> Dundalk Bay Brewery <sup>IE</sup>  
Dundalk Business Improvement District <sup>IE</sup>  
Dundalk Institute of Technology <sup>IE</sup>  
Every Body Health <sup>IE</sup> Finelindo <sup>ID</sup> Jade <sup>ID</sup>  
Happyfit <sup>ID</sup> Name Clothing <sup>ID</sup>  
NLT Limo <sup>SG</sup> Sagacase <sup>ID</sup> Studio Lengua <sup>ID</sup>  
SOE Jakarta <sup>ID</sup> Tama Hehanussa <sup>ID</sup>  
Tea & Co. <sup>ID</sup> Tongs Access <sup>ID</sup>  
Warung Menteng <sup>ID</sup> and more.

Named after a character from a 90’s TV show 📺, pronounced similarly to a French car 🏎️. Hailing from a land with over 10,000 islands 🌴, just a regular lad passionate about storytelling, processes and beautiful, accessible design.

Hiya 🙋 I’m Renno (reh·now) 📷, an Indonesian 🇮🇩 multidisciplinary *designer* previously worked with *award-winning* agencies, *Fortune 500* companies, *established* businesses, and *exciting* startups worldwide 🌐

Skills

Affinity Diagram, Augmented Reality, Branding & Identity, Business-to-Business (B2B), Business-to-Consumer (B2C), Competitive Benchmarking, Customer Journey Mapping, Design Thinking, Digital Display Advertising, Email Marketing, Graphic Design, HTML & CSS, Motion Graphics, Product Design, Project Management, UI Design, Usability Testing, UX Design, UX Research, Social Media Marketing, Survey, Stakeholder Relations, Wireframing, Workshops



Education

JAN 2023 - EXPECTED JUN 2023	<b><u>UX Design Institute</u></b> <sup>↗</sup> Professional Diploma in UX Design  Accredited by Glasgow Caledonian University, Scotland.  Modules taken: Introduction to UX design, user research, analysis techniques, structure and navigation, interactions, design principles, design patterns, mobile, workflows, prototyping and handover.	Dublin, IE
SEP 2015 - JUN 2019	<b><u>Dundalk Institute of Technology</u></b> <sup>↗</sup> BA (Hons) Communications in Creative Media  1:1 - 1st Class Honours (4.0 GPA)  Courses taken: Advanced web authoring, editorial design, branding & packaging, visual communications, audio visual techniques, sound design, media & society, social context of technology, human-computer interaction.	Dundalk, IE
JAN 2013 - DEC 2013	<b><u>Taylor’s College</u></b> <sup>↗</sup> Ontario Secondary School Diploma  ENG4U, functions 11, advanced functions, media arts, economics, business studies, business leadership.	Selangor, MY

# Experience

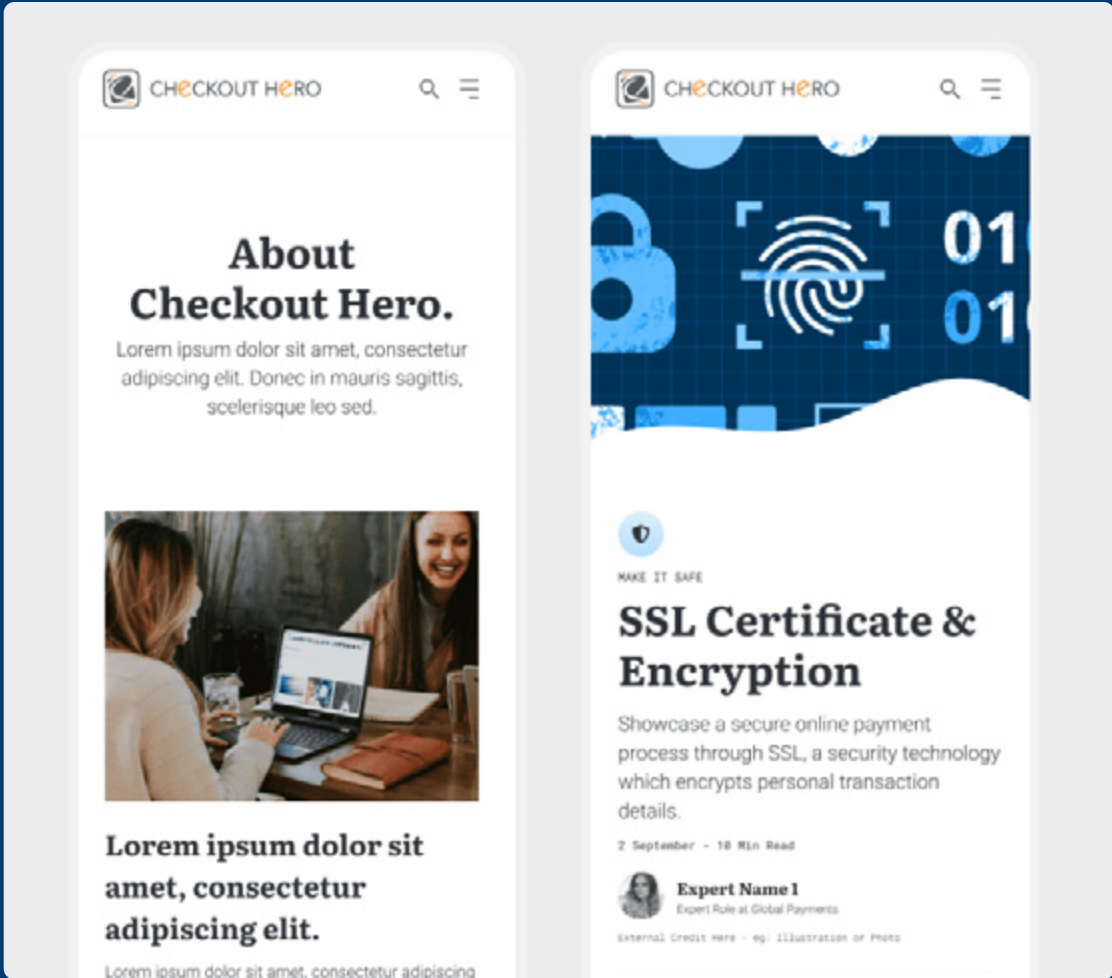
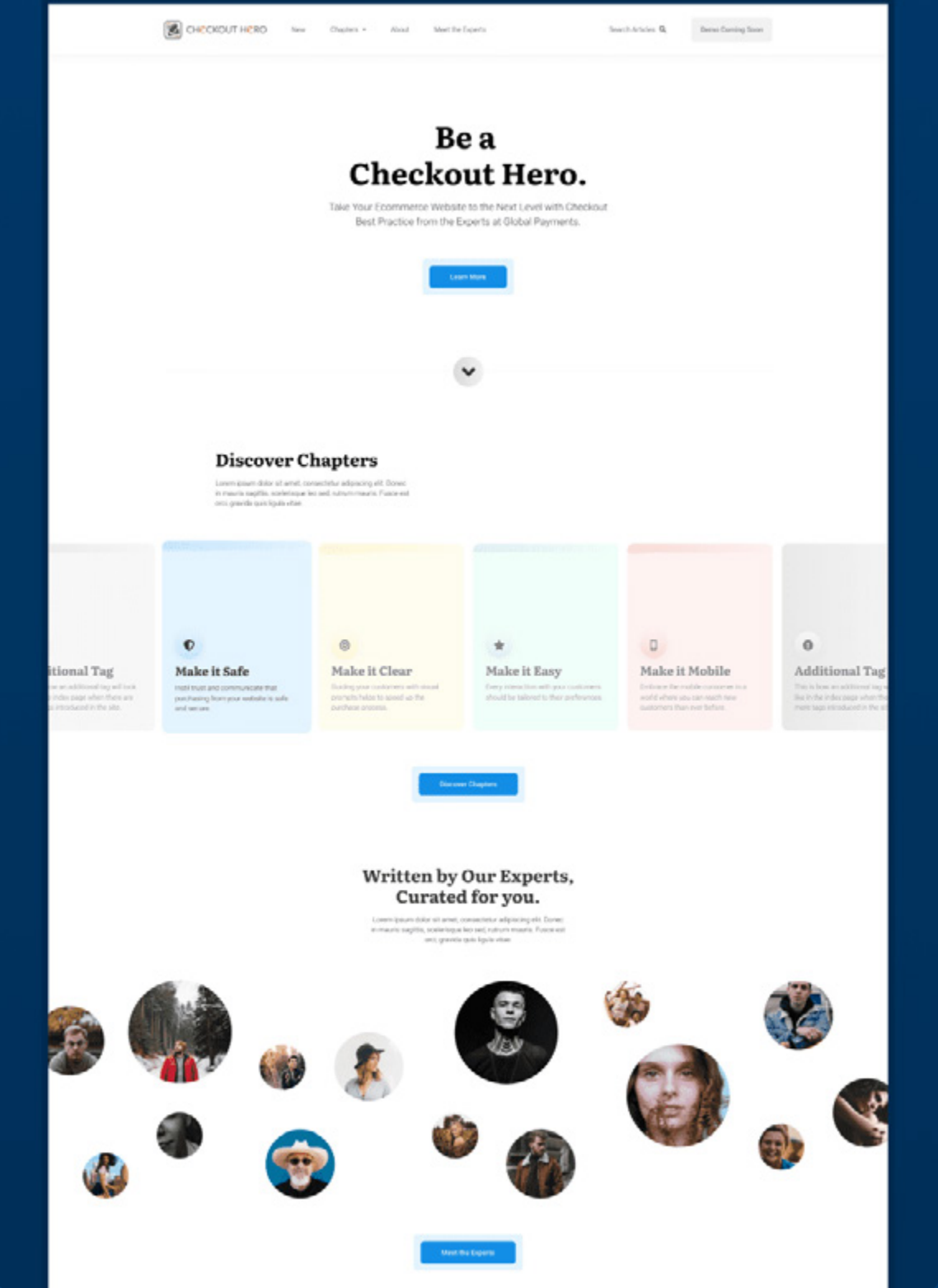
SEP 2022 - PRESENT	<b>Creative Developer</b> <u>Glanbia</u> ↗  Designed and executed digital marketing campaigns, rebranding and corporate refresh efforts, and developed key B2B collaterals and creative assets for Glanbia and Tirlán while exploring XR technologies to drive future growth and innovation.	Dublin, IE	FEB 2018 - MAR 2018	<b>Digital Media Associate</b> <u>Dundalk Business Improvement District</u> ↗  Produced marketing materials and video content to promote local businesses and attractions in Dundalk, conducted a UX audit of the website, and revitalized the brand identity of the Dundalk Tourist Office.	Dundalk, IE
FEB 2020 - AUG 2022	<b>Creative Associate</b> <u>Glanbia</u> ↗  Worked in a cross-functional, award-winning agency executing successful B2B and B2C marketing campaigns and delivering creatives for global brands in the Glanbia portfolio, utilising diverse mediums such as AR, digital, print, motion, video, and interactive web experiences.	Dublin, IE	JUL 2015 - DEC 2015	<b>Graphic Designer Intern</b> <u>SOE Jakarta</u> ↗  Developed and created the initial branding & identity for SOE Jakarta, a sustainable clothing brand using traditional Indonesian handwoven textiles. As seen at Paris, Jakarta, Seoul, and London Fashion Weeks.	Jakarta, ID
JUL 2019 - OCT 2019	<b>Product Design Intern</b> <u>Global Payments</u> ↗  Contributed to the development of Index, Global Payments’ engineering and product design system. Designed and Developed Checkout Hero, a B2B product promoting best practices in eCommerce to customers worldwide.	Dublin, IE	JUN 2015 - SEP 2015	<b>Graphic Designer Intern</b> <u>alex[a]lexa</u> ↗  Designed and developed social marketing assets and t-shirt designs for the summer 2015 collection launch of alex[a]lexa.	Jakarta, ID
JUL 2017 - JUN 2019	<b>Freelance Graphic Designer</b> <u>Studio Lèngua</u> ↗  Designed, developed, and executed social media marketing campaigns and delivered various creative assets for clients in various industries, including construction, healthcare, FMCG, F&B, finance, fashion, and event management in the greater Southeast Asian region.	Jakarta, ID			

# Certifications

Google Ads Display Certification by Google	2023	Certified Associate in Project Management by Trigraph Intelligent Learning	2022
Fundamentals of Digital Marketing by Google	2022	International Student Ambassador by Education in Ireland	2019
Enterprise Design Thinking Practitioner by IBM	2022		

# Awards & Acknowledgements

Awards		Exhibitions	
Best in Show BLNKDISRUPTION FÍS 2019	Jakarta, ID	BLNKDISRUPTION FÍS 2019	Dundalk, IE
		Types of Danger Kells Type Trail	Kells, IE



globalpayments

# Promoting best practices in eCommerce to customers worldwide.

ROLE	PROJECT TIMELINE	PROJECT TOOLKIT	PROJECT CONTRIBUTION
Product Designer	10 Weeks	Sketch, Figma, & InVision	Design Systems, Research, Wireframes, Prototyping & Product Design
COLLABORATOR			
<div><div></div><div><a href="#">James Heffernan</a> Senior Design Manager, Global Product Design</div></div>			

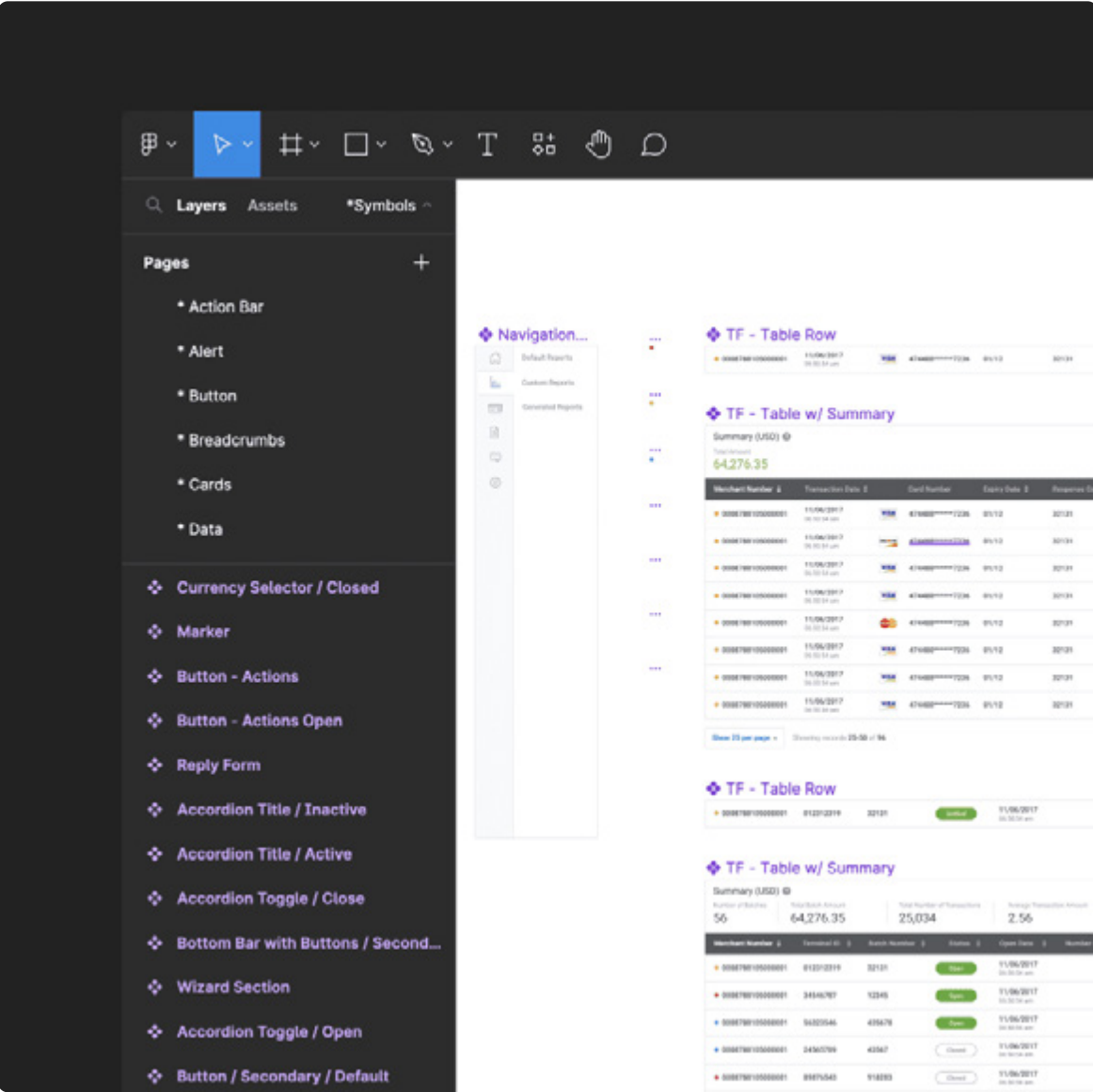
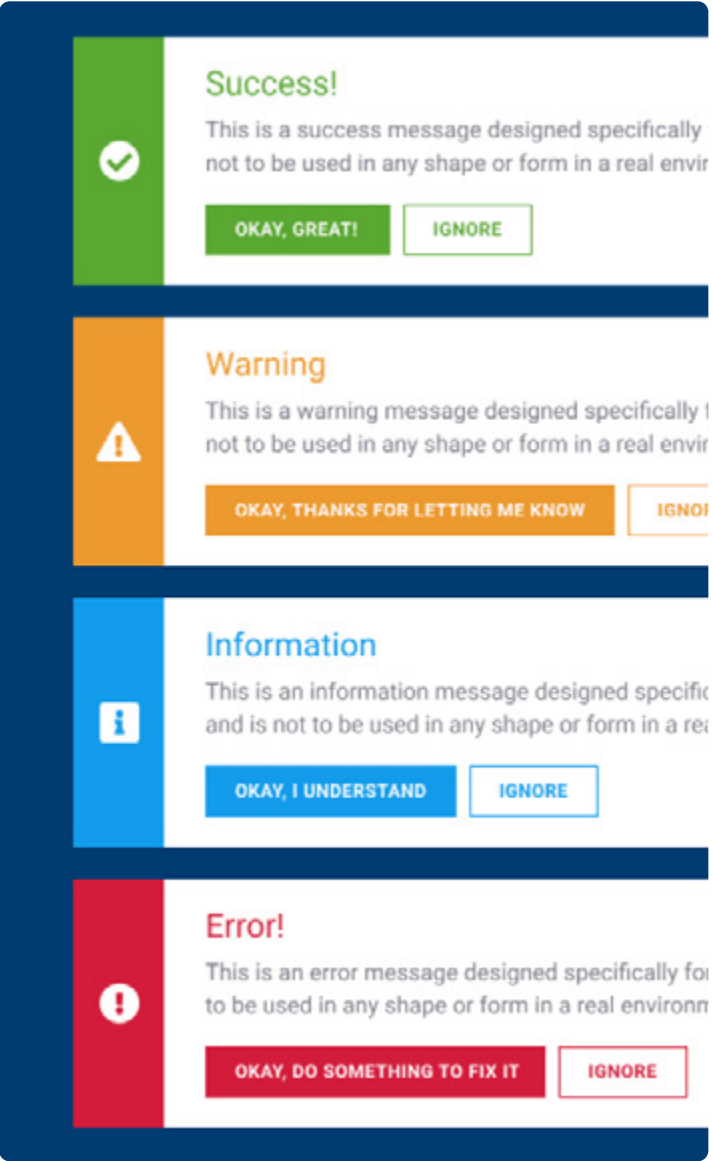
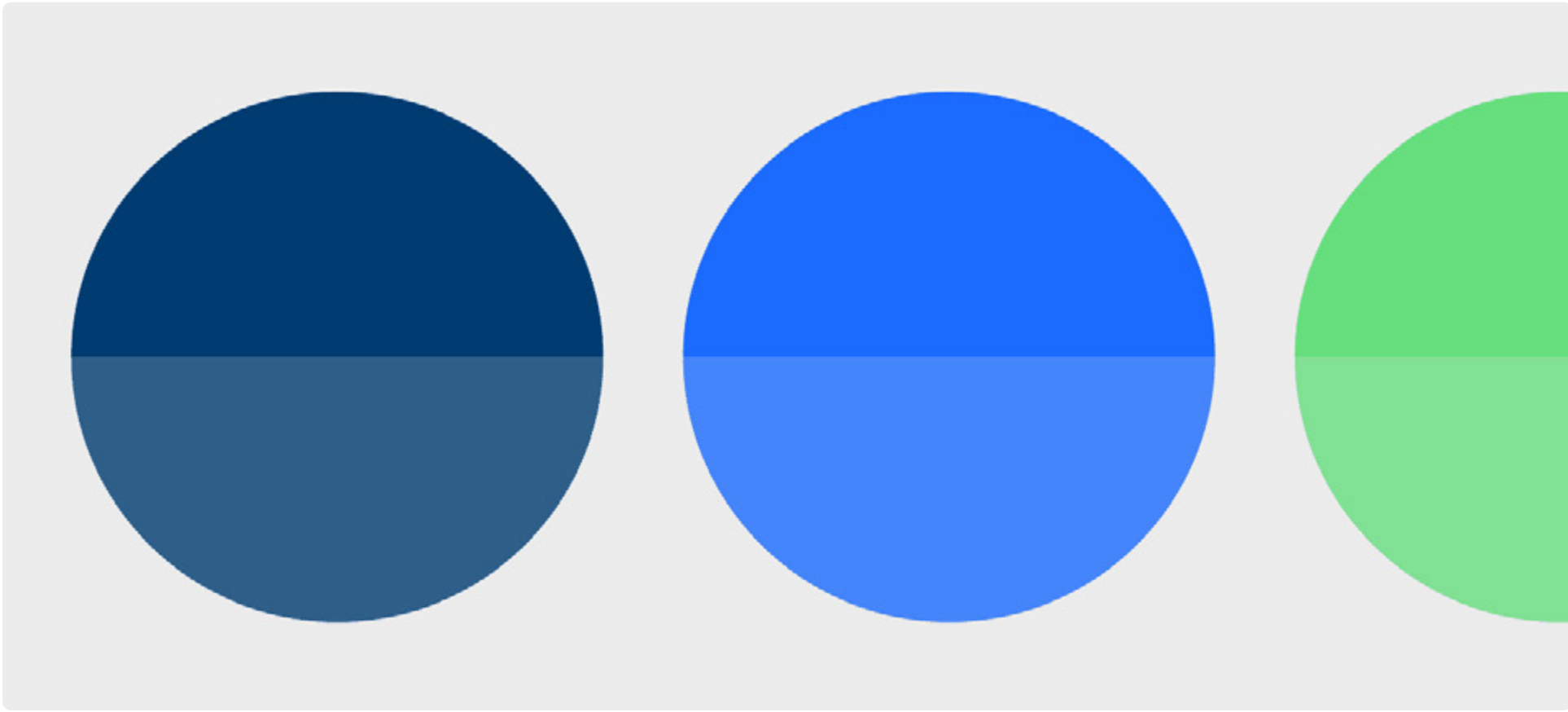
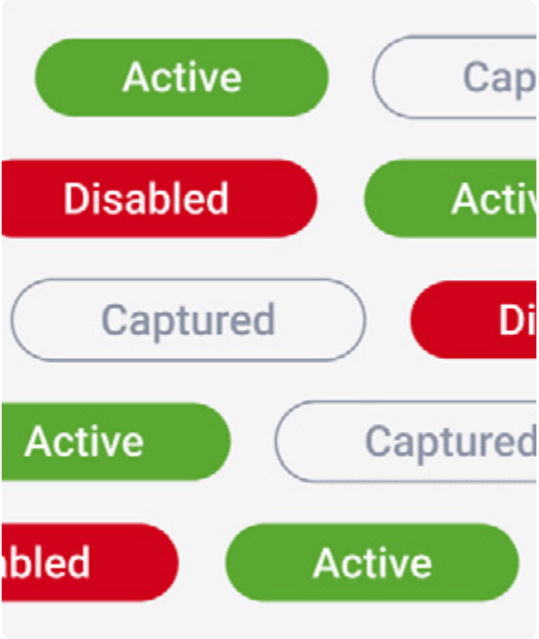
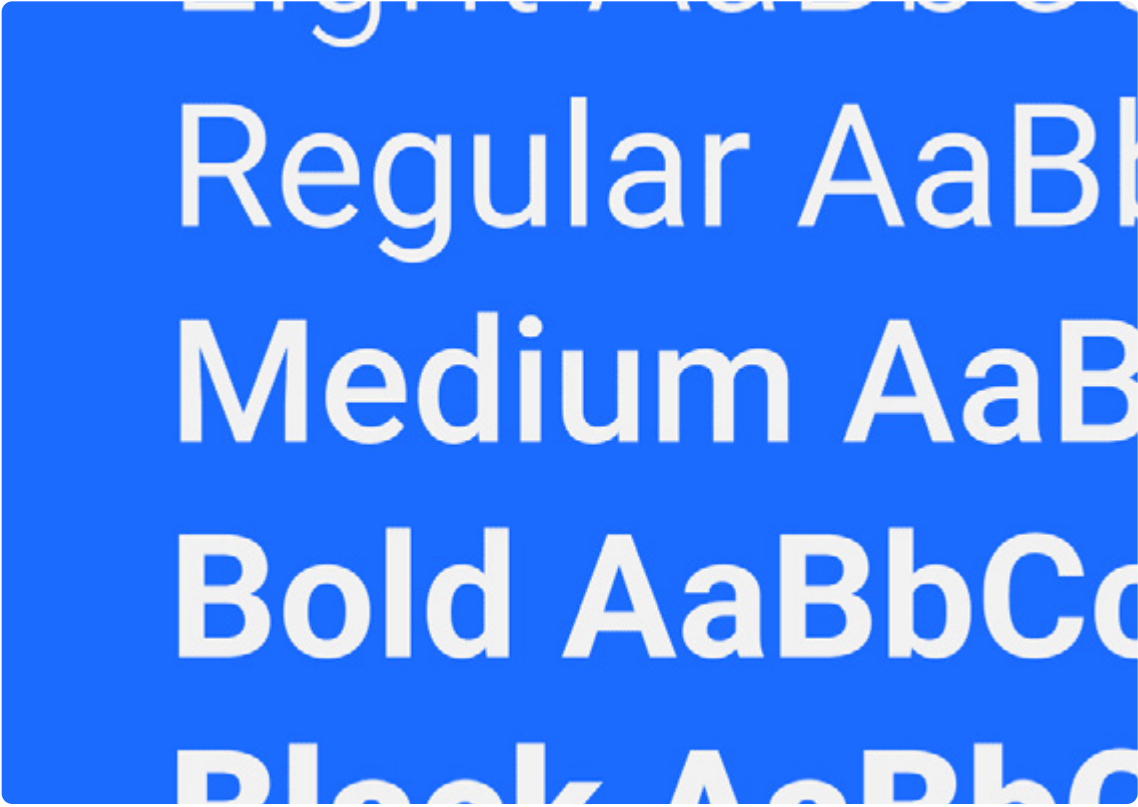
Checkout Hero is a B2B product that promotes best practices in eCommerce to its customers worldwide. It acts as a central hub that hosts articles curated and made by the experts at Global Payments, currently categorised into four pillars; security, UX, conversion, and mobile.

Checkout Hero was previously a Realex Payments product prior to its acquisition by Global Payments in 2015. I was delegated as the sole designer and participated in the whole UX design process of redesigning and improving the product in tandem with the work I'm doing for Global Payments' design system.

# Contributing to the Design System

At Global Payments, I was heavily involved in the development of [Index](#), Global Payments’ engineering & product design system.

I did an initial audit of all the products within the Global Payments portfolio, identifying and exporting key patterns and elements which would later be hosted on an internal microsite that gives a high-level overview to further the development of the design system.



# Defining the Problem

## Going Through the Hoops

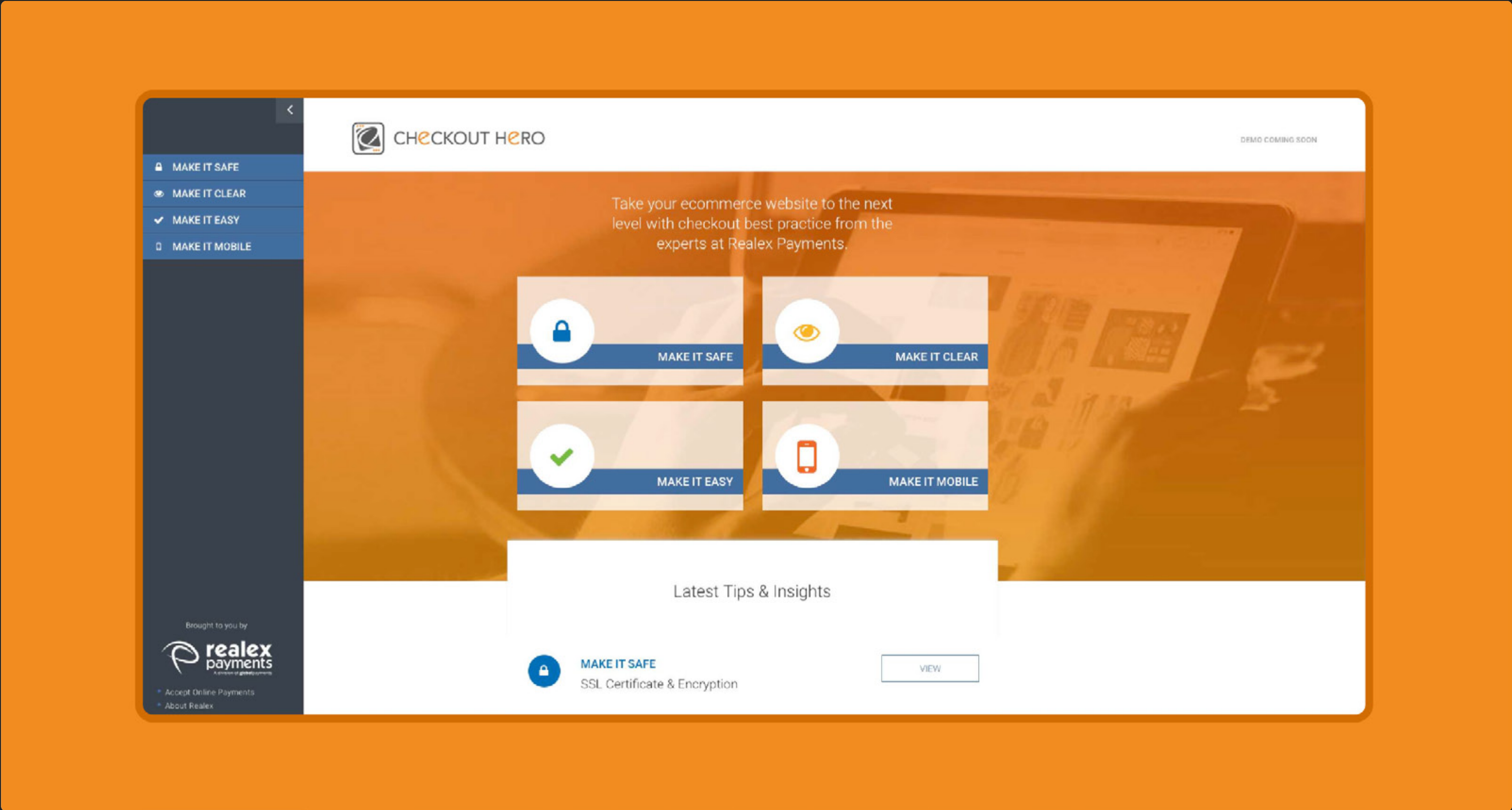
Though the product contains multiple articles, these are not separated into their own individual pages. Users would have to *go through the hoops* to get to the content their looking for.

## Legacy Design

The website has not been redesigned since Global Payment’s acquisition of Realex Payments, and currently does not follow the current brand guidelines.

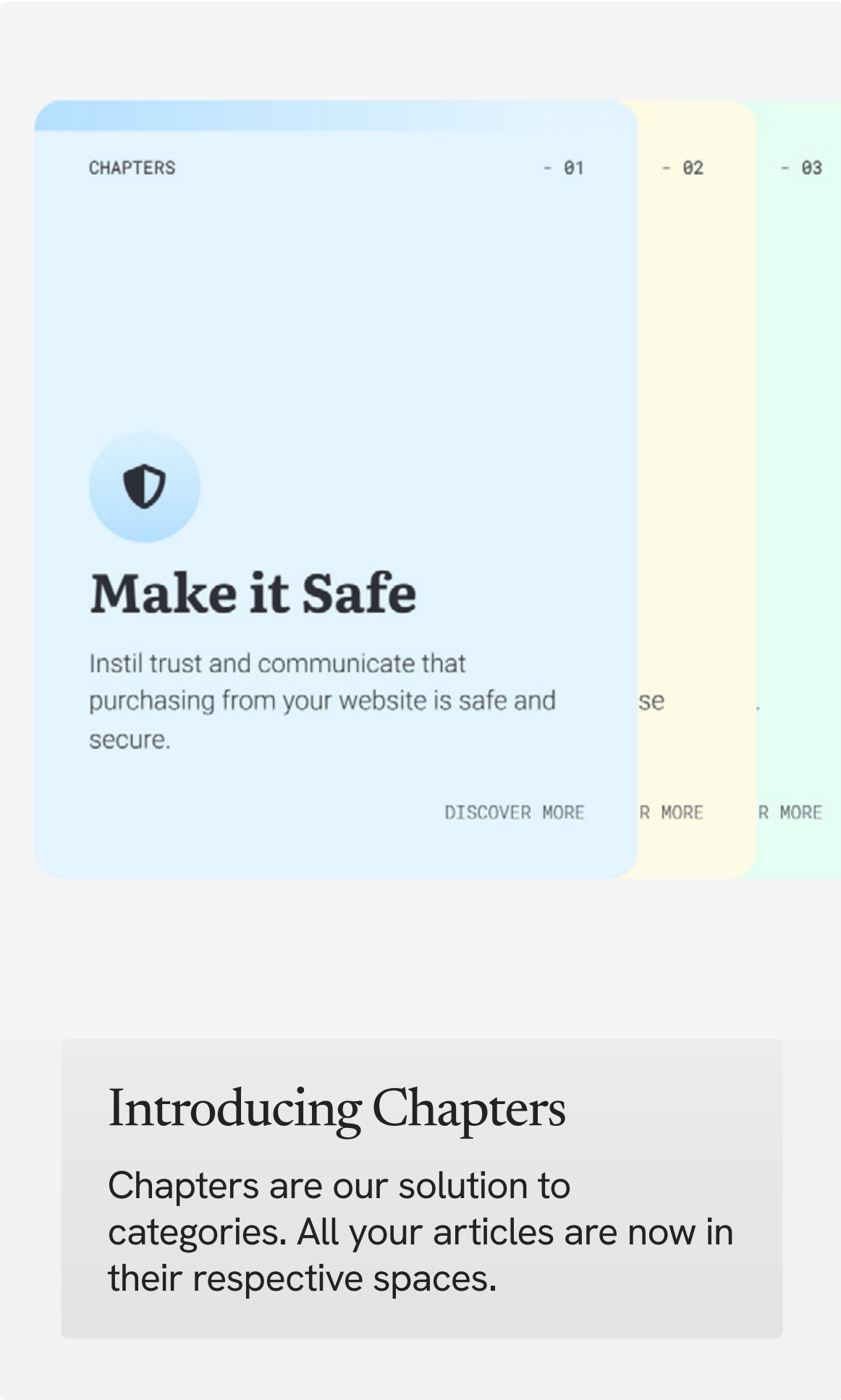
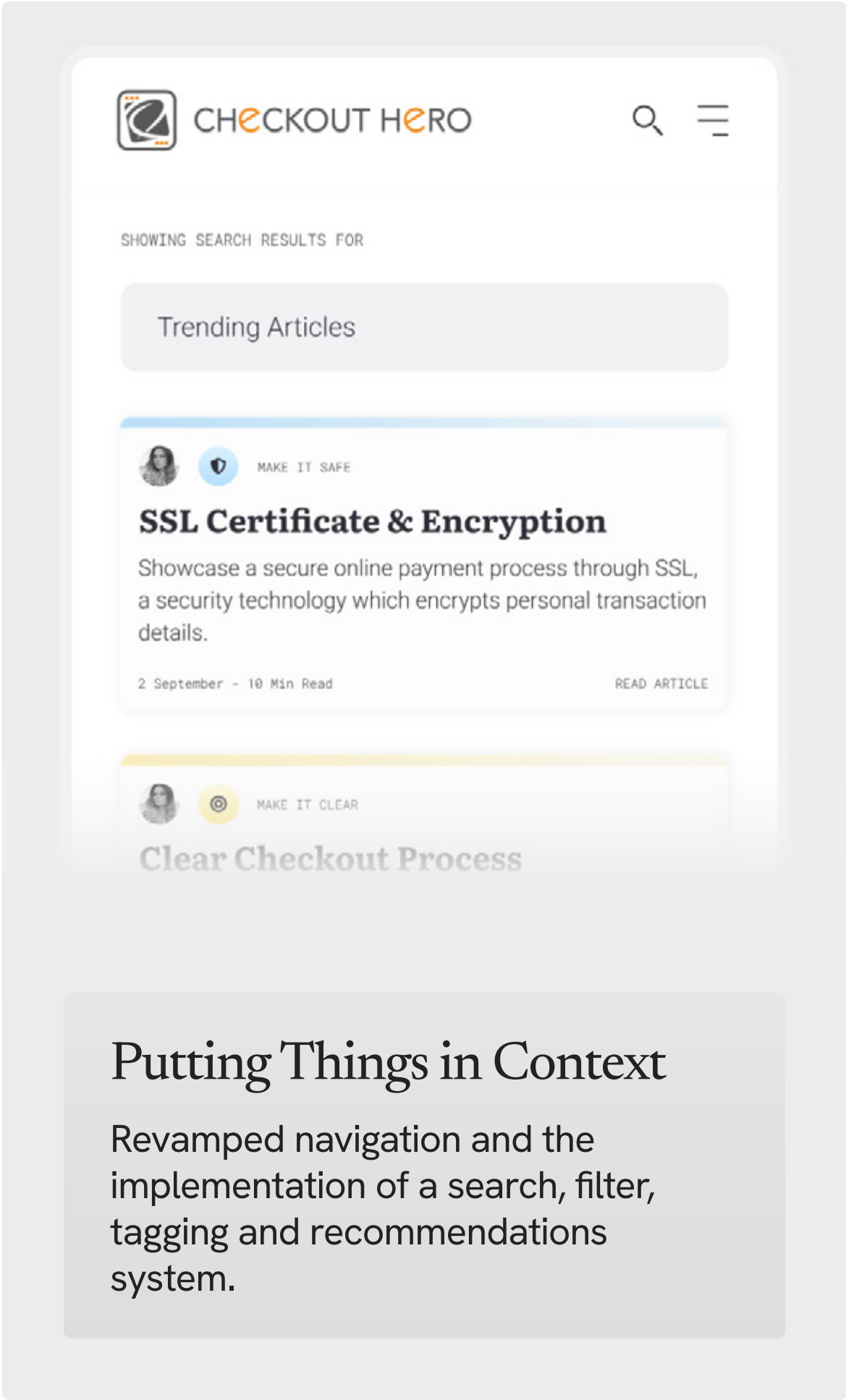
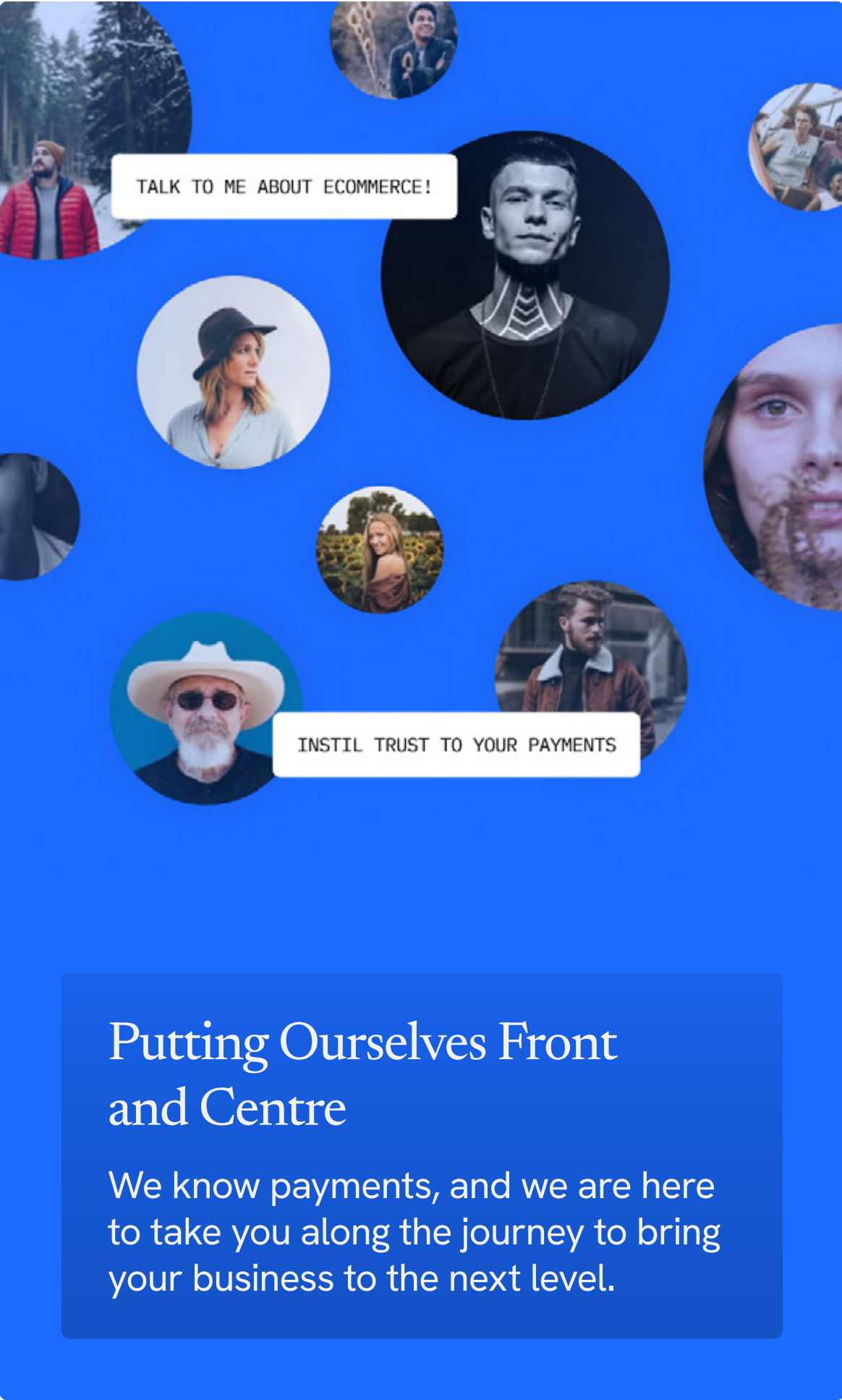
## Where am I supposed to go?

The lack of an indexing system causes restrictions and requires users to take extra steps to get to the content most relevant to them.




• CHECKOUT HERO LEGACY BUILD [2019]

Solutions



Process



FREQUENCY OF USE OF PORTAL

WEEKLY

HOURLY

EMOTIONAL STATE DURING USE

STRESS

CALM

QUICK GUIDES THAT I CAN FOLLOW?

HOW DO I FIND THAT THING AGAIN?

HOW OFTEN IS THIS STUFF

JUST TIPS?

HOW TO REPUTABLE IS THIS SOURCE?


DO I HAVE THE TIME TO BE READING ALL THIS?

WILL THIS BENEFIT MY BUSINESS?

IS THERE A WAY I CAN CONNECT WITH ANYONE FROM THE COMPANY?

### Persona Development and Analysis

We’ve identified and refined a persona on which we will shift focus on for our project. We put ourselves into their shoes and try to understand their needs, pain points, scenarios, and identifying the key goals of the users when using the product.



### Competitive Benchmarking

Looking at similar products on the market highlighting their overall information architecture, navigation system, managing multiple mediums of information, use of multiple colours and typefaces, and its relationship to its parent if any.

Considerations & Recommendations

CONSIDERATIONS

Our Persona wants to make his business feel trustworthy & build credibility through association. At a glance, the content seems relevant to them, but they are still determining how this will benefit them in the long run.

RECOMMENDATIONS

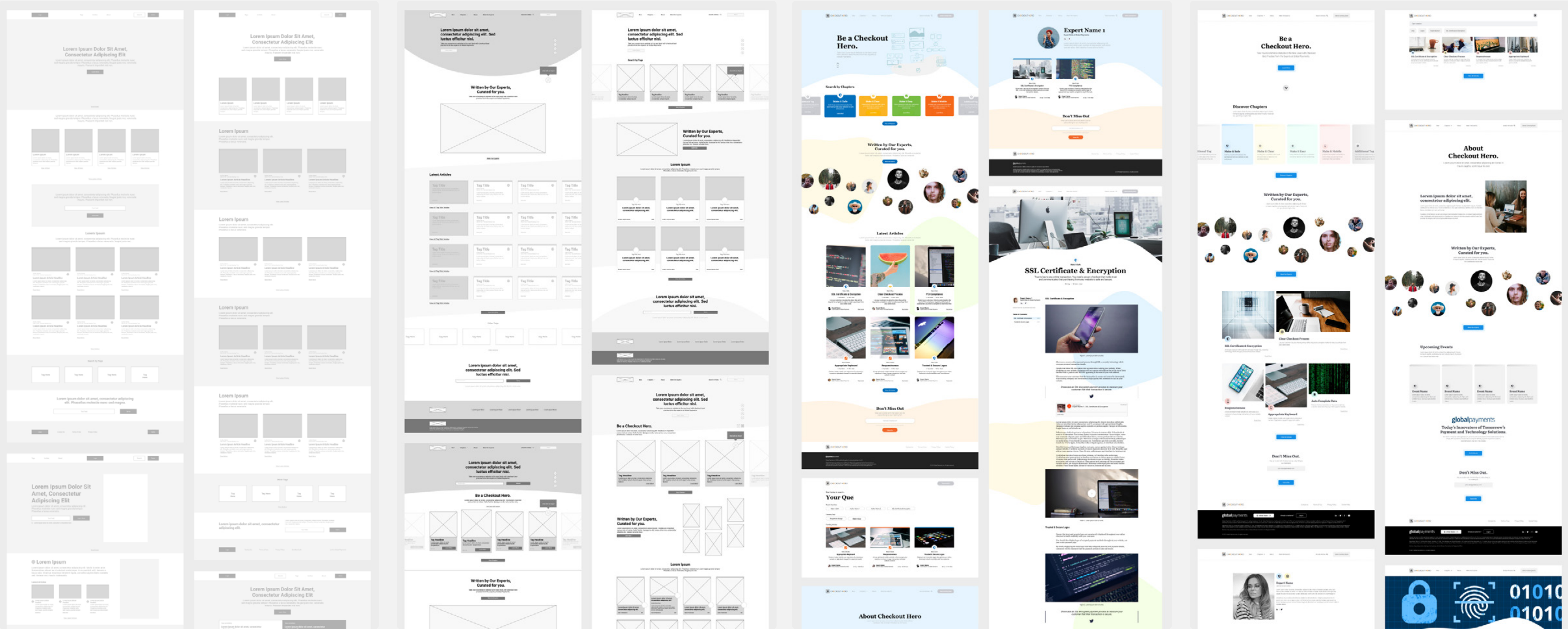
Have the product be visually aligned with the other products within the portfolio. Putting the most relevant content front and centre.

CONSIDERATIONS

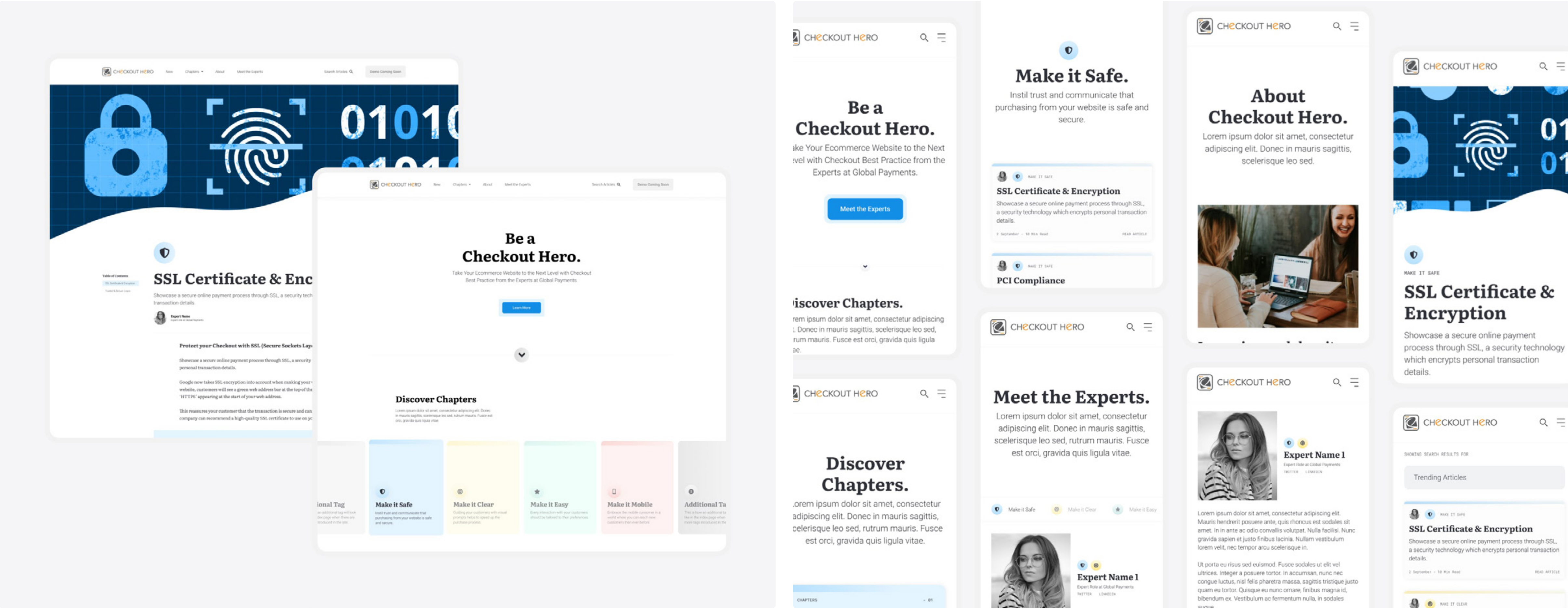
As a business owner, our Persona understands that trust is key to running a successful business. They are also very wary of things they see on the internet and feel much more comfortable if they can speak to someone on the topics they’ve read.

RECOMMENDATIONS

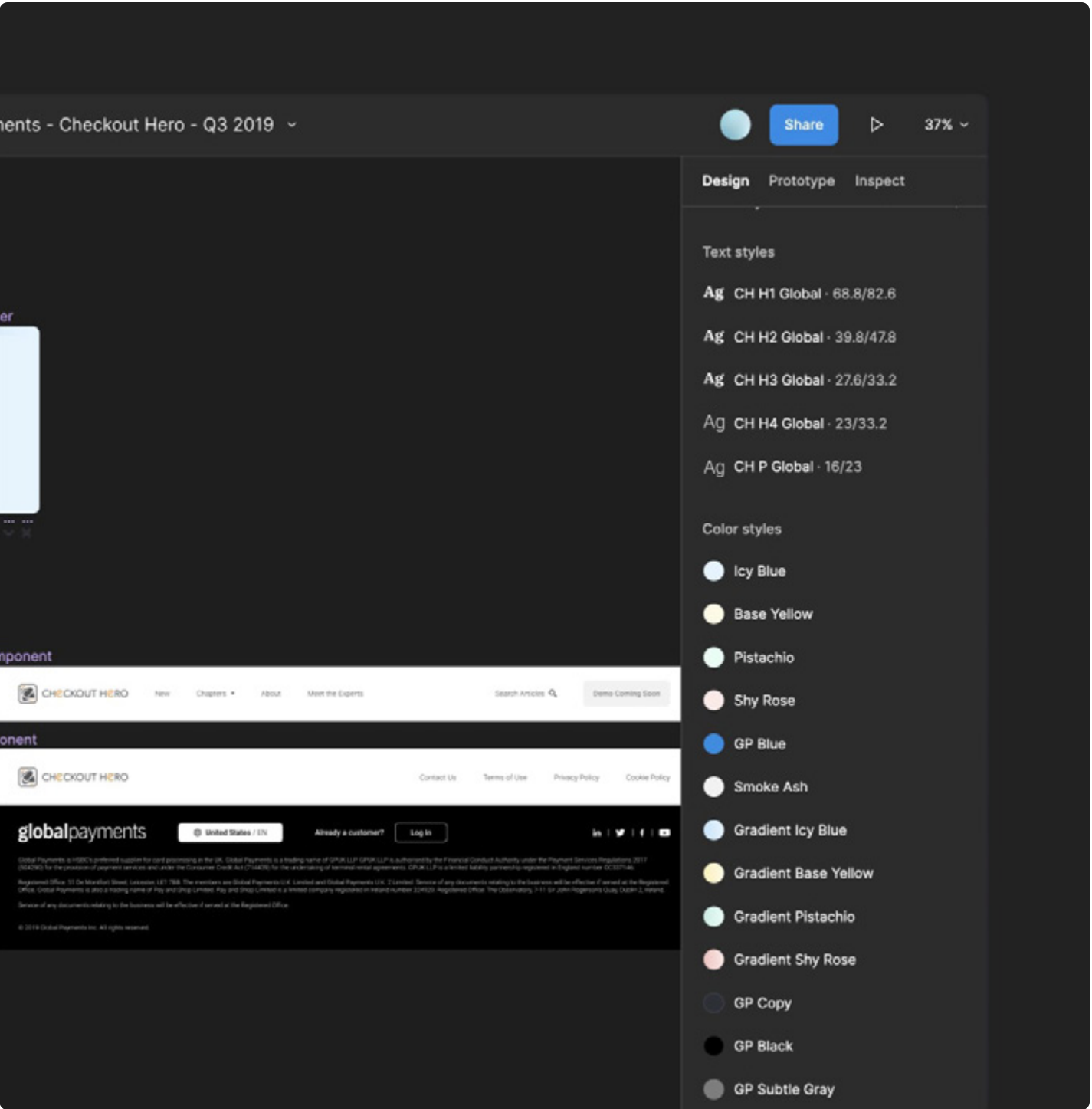
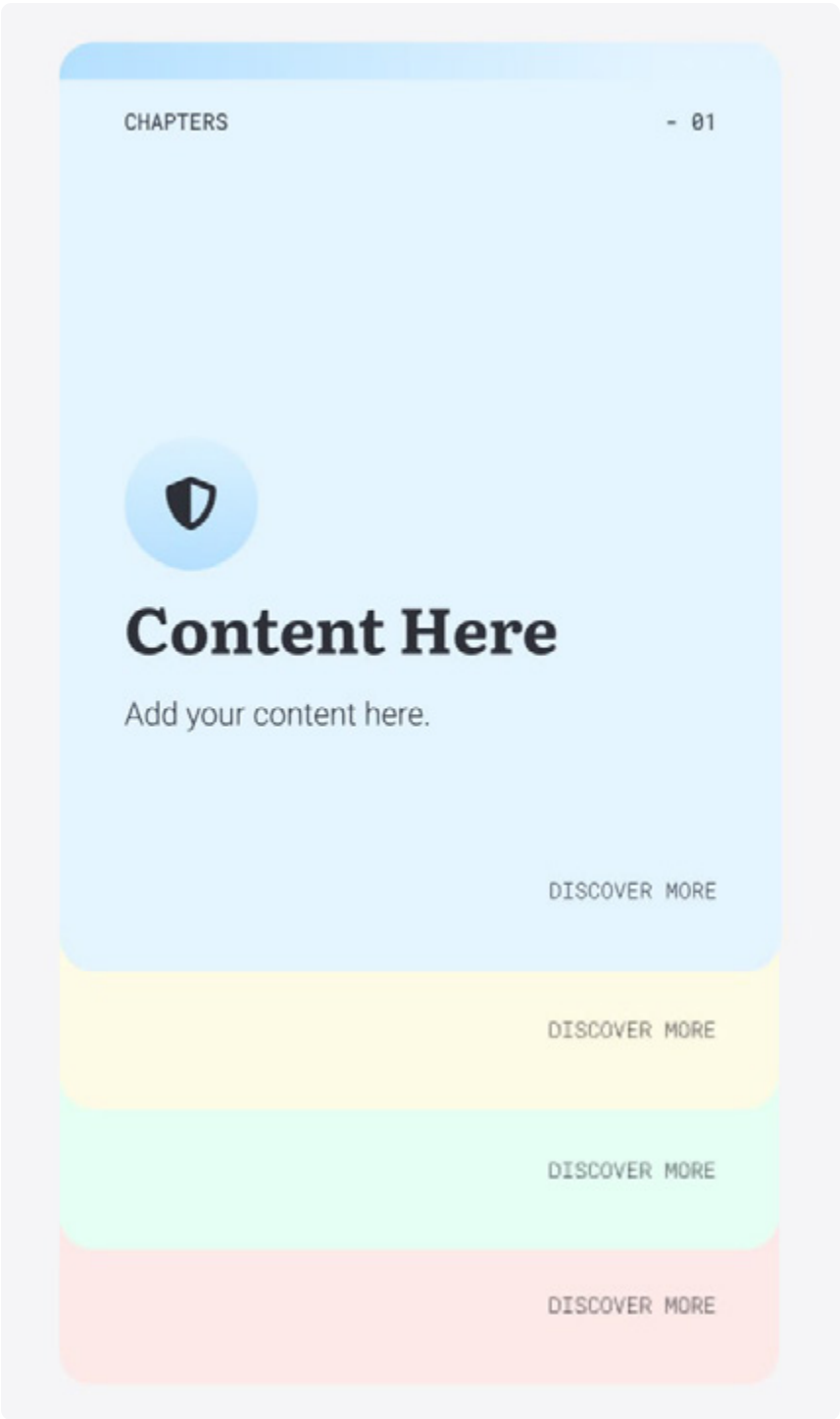
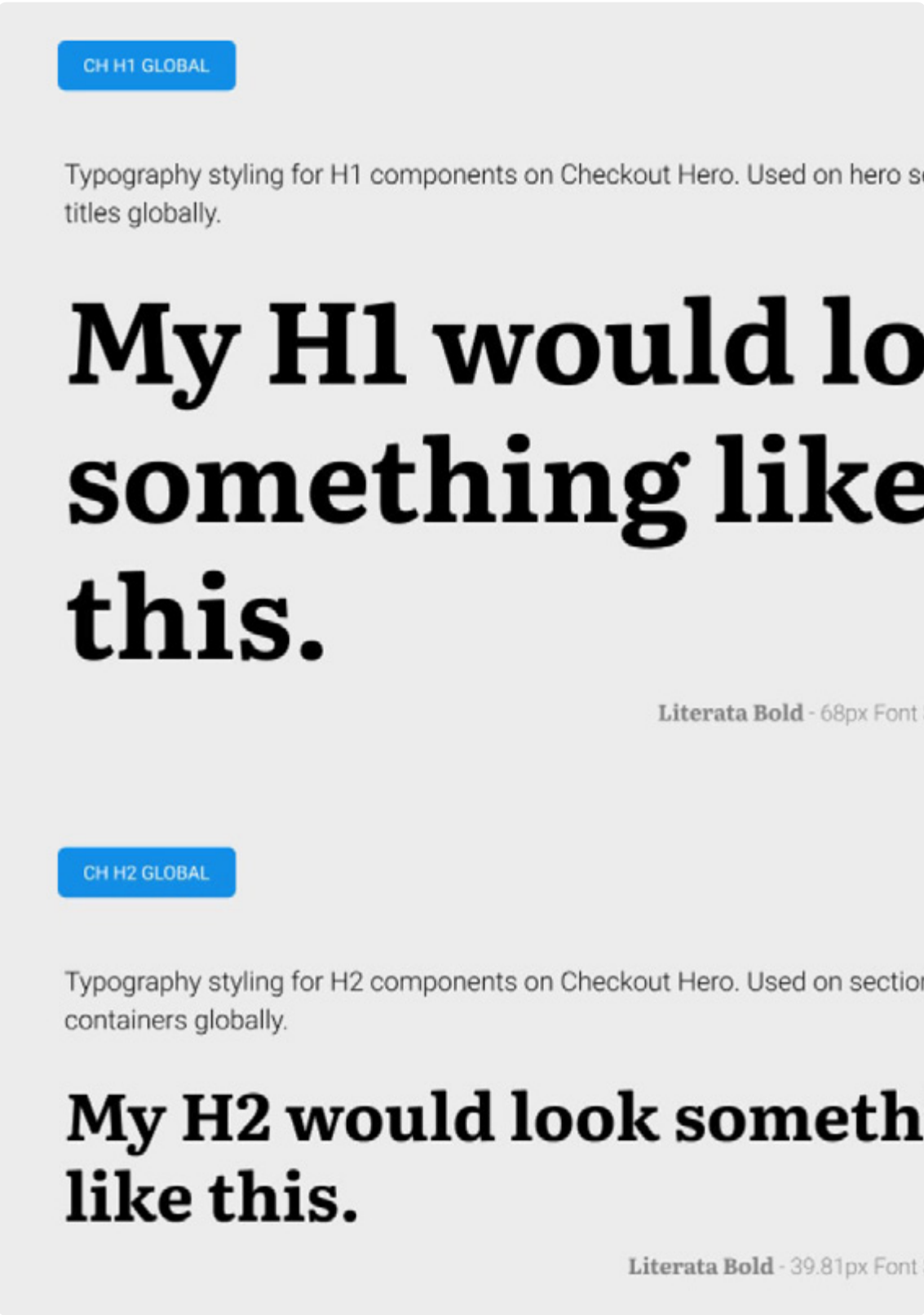
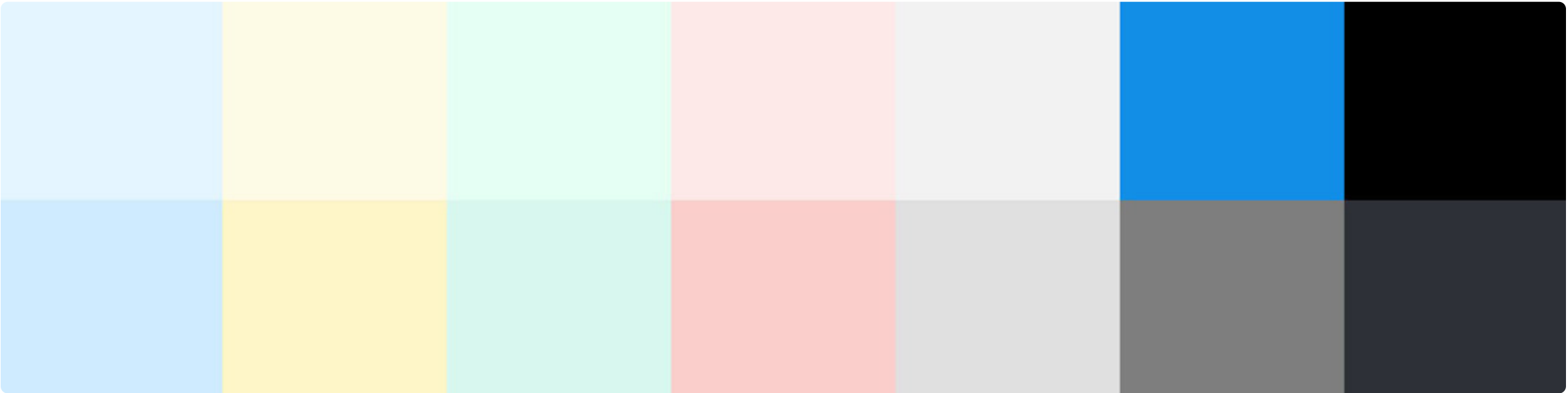
Allow users to connect with the experts through social media or email. Provide references and reading recommendations, similar to a dissertation.



Design Iterations



The newly redesigned Checkout Hero features an all-new colour palette from Index, with its subtle use of tints, and the introduction of Literata to the library.

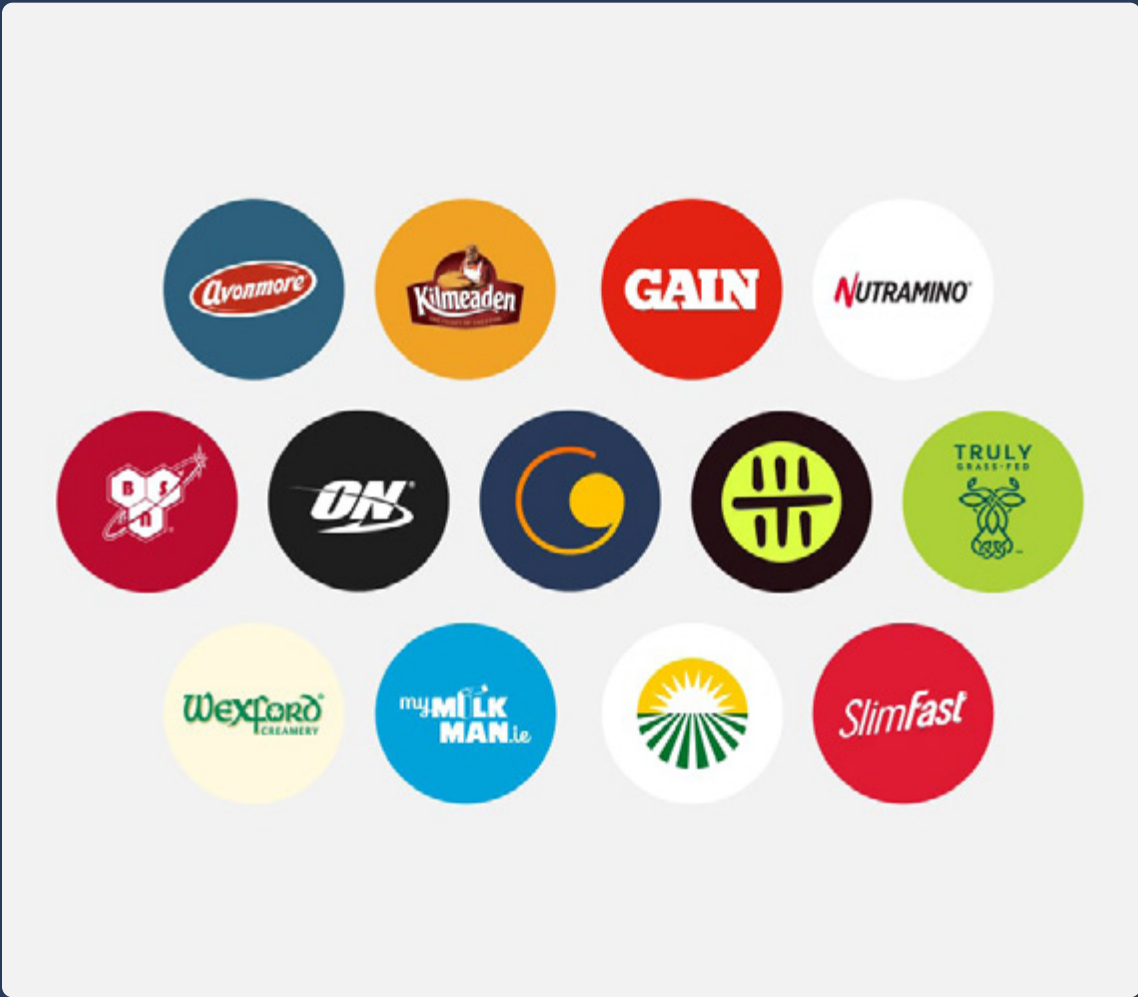


## One For the Future.

This project does not end with me, however.

I've created various text styles, colour styles and components for repeating assets, ensuring a smooth handover to future collaborators of the project.

These are all customisable, and a supporting document is also provided for reference.



# Working with the award-winning internal agency at Glanbia.

ROLE

Creative Associate & Developer

CREATIVE TOOLKIT

Adobe Creative Suite, Figma, HTML & CSS, Mural, Spark AR, Ceros, Google Web Designer


DISCIPLINE

Branding & Identity, Digital Design, Print Design, Campaign Development, Corporate Branding, Social Media Marketing, Motion Design, Email Marketing, Digital Display Advertising, UI Design, Front-End Development, & Extended Reality (XR)

Glanbia is a global nutrition company with a mission to help people lead healthy, active lives. With its products sold in over 130 countries worldwide, Glanbia is home to industry-leading brands and possesses a leading market position in sports nutrition, dairy and non-dairy ingredients, vitamins, and mineral premixes.

I work with the Digital+ team, the award-winning internal agency at Glanbia consisting of digital strategists and marketers, social media experts, creatives, videographers, UX experts, and web developers, all working on projects within the Glanbia brand portfolio.

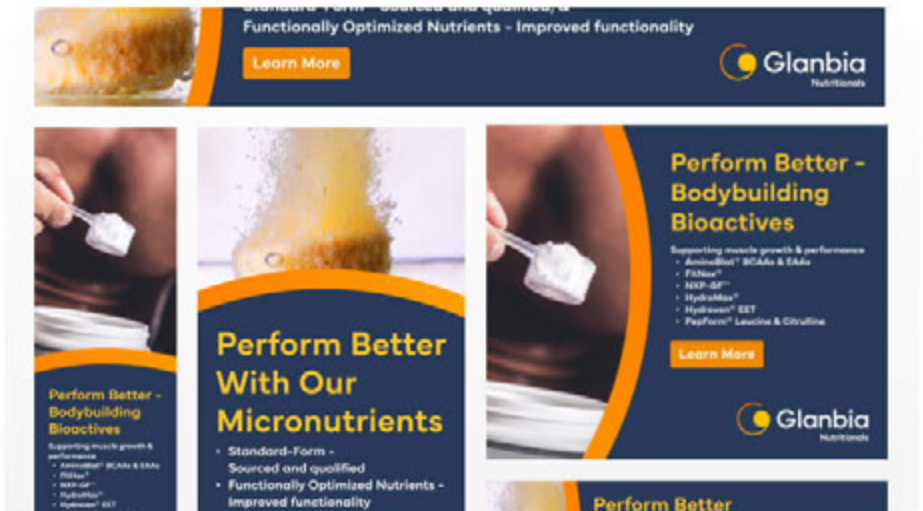
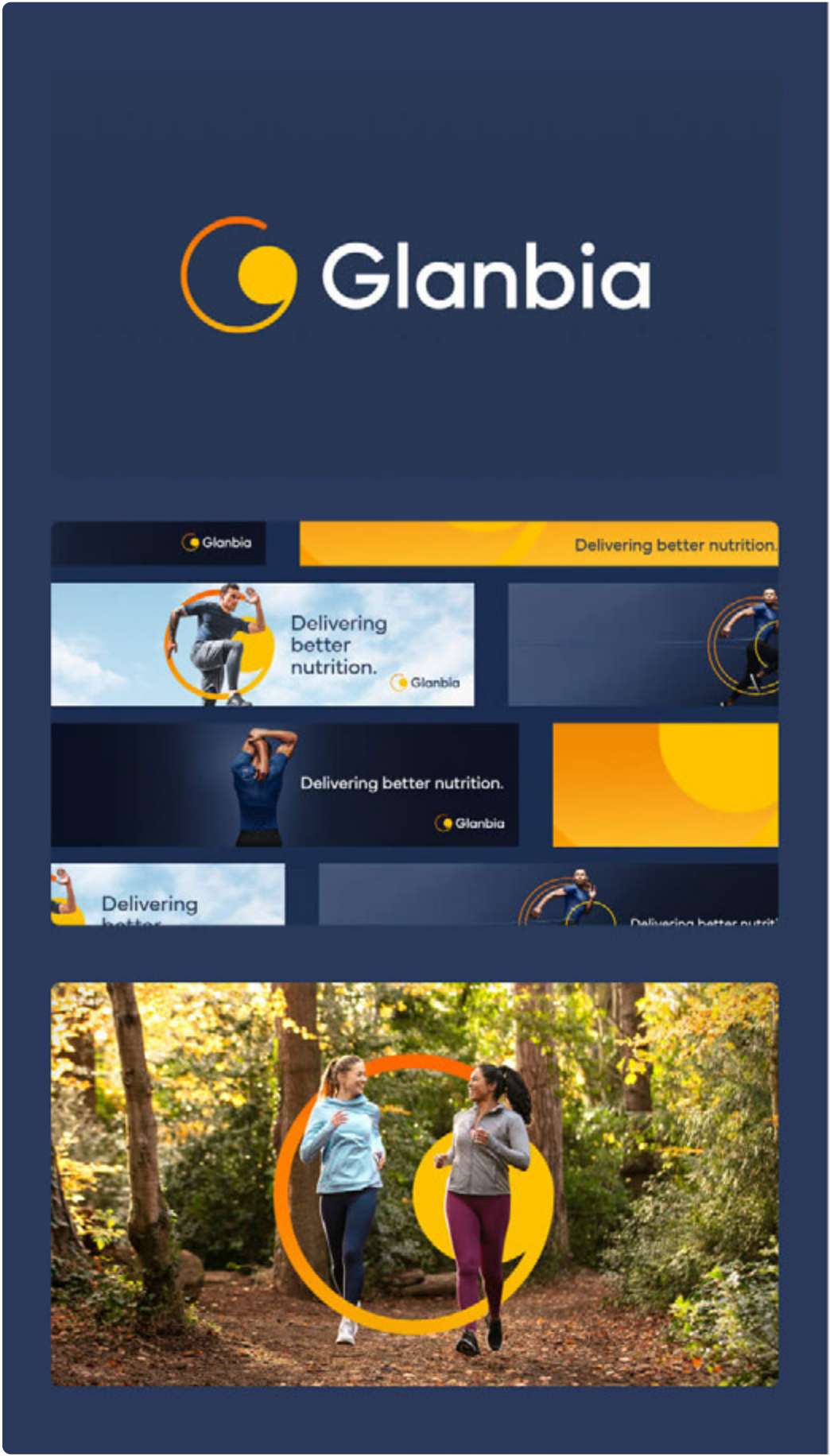
As a Creative Associate & Developer, I worked on ideating and developing creatives and executing marketing campaigns for both B2B and B2C channels in various platforms while introducing new technologies and bringing key design collaterals development in-house.



### Working with Globally Recognised Brands

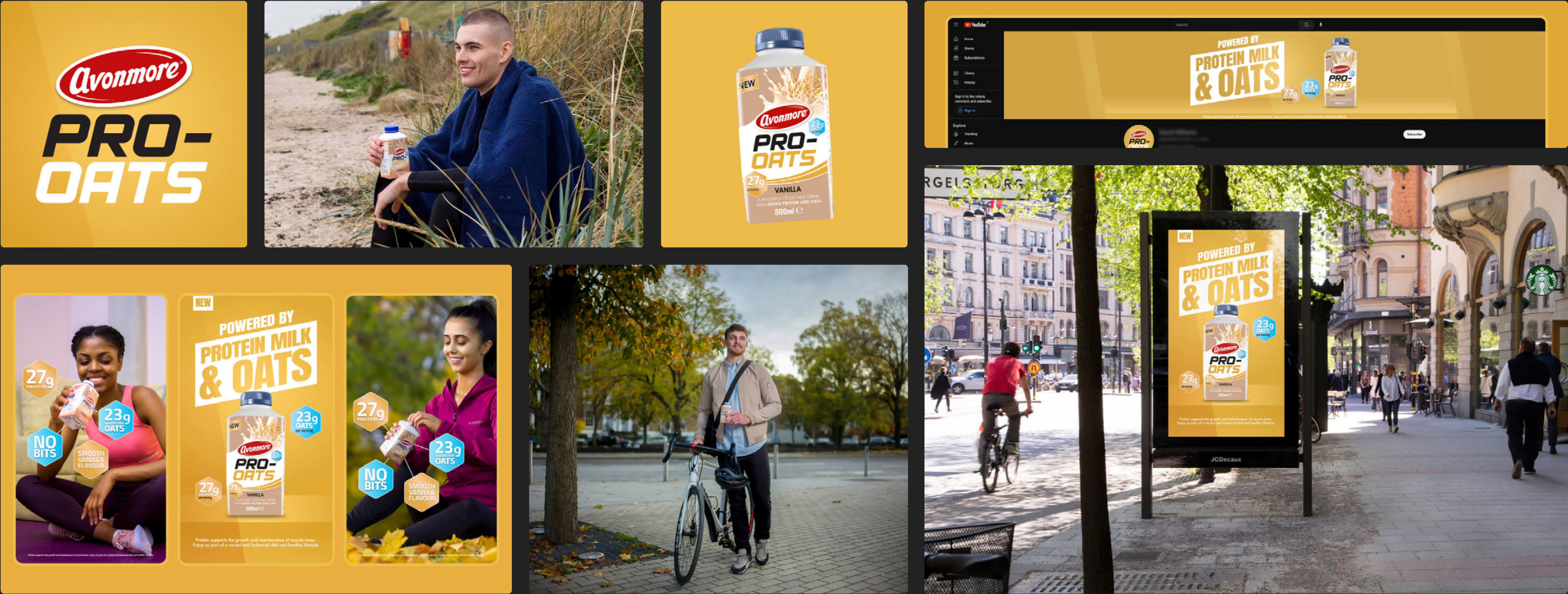
I've enjoyed working with all the brands within the Glanbia portfolio for both B2B and B2C channels.

Whether it's digital, motion or print. Social, display, or email. All mediums. All platforms. From awareness, to conversion.



### A New Look Towards the Future

I've supported the rebranding of Glanbia, Glanbia Nutritional, and Tirlán, dealing with various creative assets and collaterals, working in tandem with key stakeholders in-house and externally from development to launch.



Bringing Ideas and Pitches to Life

Involved throughout the campaign life-cycle from initial brainstorming to launch. Worked on the overall styling and composition, and developed static and motion assets for social and DOOH.

• AVONMORE PRO-OATS [2021 - 2022]



## A New Look Towards the Future

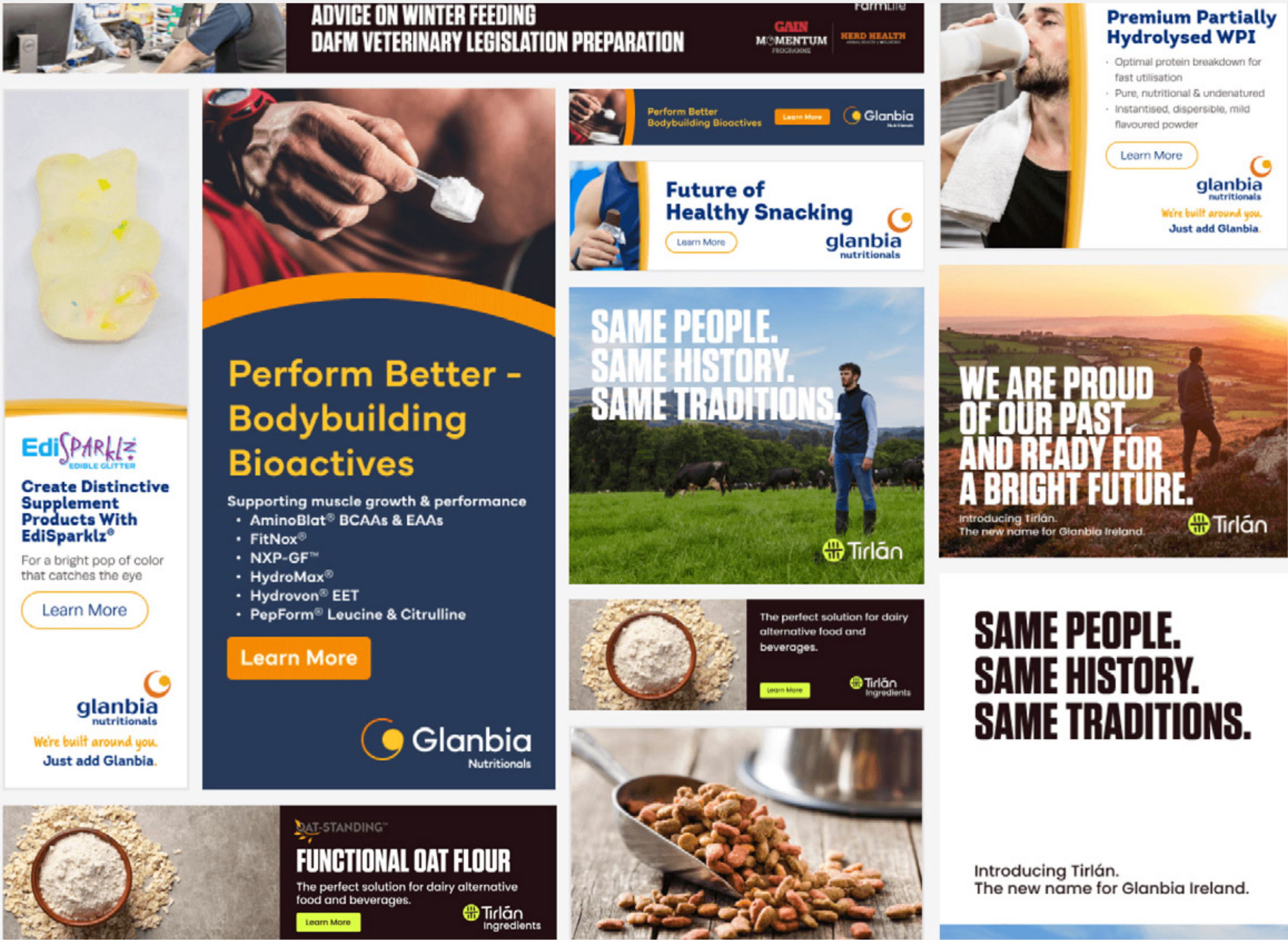
Sometimes, a little bit of interactivity is just what we needed.

I've designed and built static microsites and interactive web experiences using vanilla HTML & CSS and Ceros.

You've got Mail 📧

From `<div>` to `<table>`. From `<display:grid>` to `<td width=50%>`

I've designed and deployed responsive email marketing campaigns and templates with beautiful and formatted code using multiple marketing platforms tailored to the brand's needs.



## A New Look Towards the Future

I’ve designed and developed digital display advertising banners through Google Web Designer (GWD) and successfully brought the production of digital display advertising in-house.

## New Technologies, New Capabilities

With the rapid pace of standardisation in XR technologies, we’ve introduced AR capabilities through social for Kilmeaden and GAIN, opening a world of possibilities to the business.





# BLNK


Investigation of the evolution of creative media, what it is today, and what it could develop in the future.


ROLE	PROJECT TIMELINE	PROJECT TOOLKIT	PROJECT CONTRIBUTION
Designer & Developer	12 Months	Adobe Creative Suite, Lens Studio, HTML & CSS	Research, Augmented Reality, Branding & Identity, Web Design & Development & Motion Design

COLLABORATOR

- 

**Fiachra O'Cuinneagain**  
Project Supervisor
- 

**Dearbhla Brodigan**  
Project Manager & Videographer
- 

**Faye Flynn**  
Digital Marketer & Researcher
- 

**Mary McKeever**  
Designer & Researcher

BLNKDISRUPTION is a research-led project investigating the evolution of creative media, what it is today, and what it could develop into in the future. The project also examines the potential reaction of the community to the progression of creative media from traditional to contemporary through augmented reality (AR).

BLNKDISRUPTION was exhibited and awarded the best project in show at the annual FÍS Graduate Exhibition at DKIT in 2019.

# The Tea

Inspired by adult colouring books, we’ve invited students and staff from Dundalk Institute of Technology (DkIT) to an interactive workshop where they partake in a collaborative artwork that would later be showcased through an experience powered by Snapchat Lens accompanied by a soundscape.

The team in BLNKDISRUPTION consists of 4 creative media graduates from DkIT tackling different disciplines and responsibilities throughout the project. I was delegated as one of the designers of the team, building design documents, collaterals, and the overall branding & identity with a combination of a developer role where I explored and applied the various extended reality (XR) technologies used in the project, and designing and building a microsite for the project.

BLNKDISRUPTION was exhibited and awarded the best project in show at the annual FÍS Graduate Exhibition at DkIT in 2019.

The project and the exhibition were also featured in the June issue of the Dundalk Democrat.



• THE DREAM TEAM - LEFT TO RIGHT - DEARBHLA BRODIGAN, RENNO RIYADI, FAYE FLYNN, MARY MCKEEVER



## Developing Our Research Question

The project was initially formed through our mutual fascination with street art. Ireland is no stranger to street art and its effect on the gentrification of its cities - Dundalk itself has seen a resurgence in street art thanks to [SEEK](#) in 2019.

The way we perceive street art has changed in general society. Art has become more prevalent in public spaces than ever before, with communities incorporating them being normalised and seen as a way of expressing ourselves.

As the project evolved throughout the year, so has the research question. The word ‘uplifting’ comes up a lot in our discussions. We’ve hypothesised that people will have an additional affinity towards the artwork if they are directly involved in its development.

The evolution of technology is not something to be ignored, with the standardisation of XR and its lower barrier of entry. We’ve decided to explore this route further by investigating the evolution of different art mediums and their impact on the community.


## Exploring Audience Reactions to the Progression from Traditional to Contemporary Creative Media

# Research

Creative media falls under several headings, including but not limited to advertising, film, publishing, TV, radio, and interactive media. A common denominator towards all of the above is its evolution and how it's driven by technology.


A key element to our project is the community and the impact of the technology on it. We invited students and staff throughout the institute to partake in an interactive workshop in which they are encouraged to paint and draw in an artwork our team has developed prior, which would then be brought up to life through AR.

Traditional to *contemporary*.




### Online Surveys

An initial survey is distributed campus-wide to gather quantitative data about their familiarity with the research question and interest in participating in the workshops.



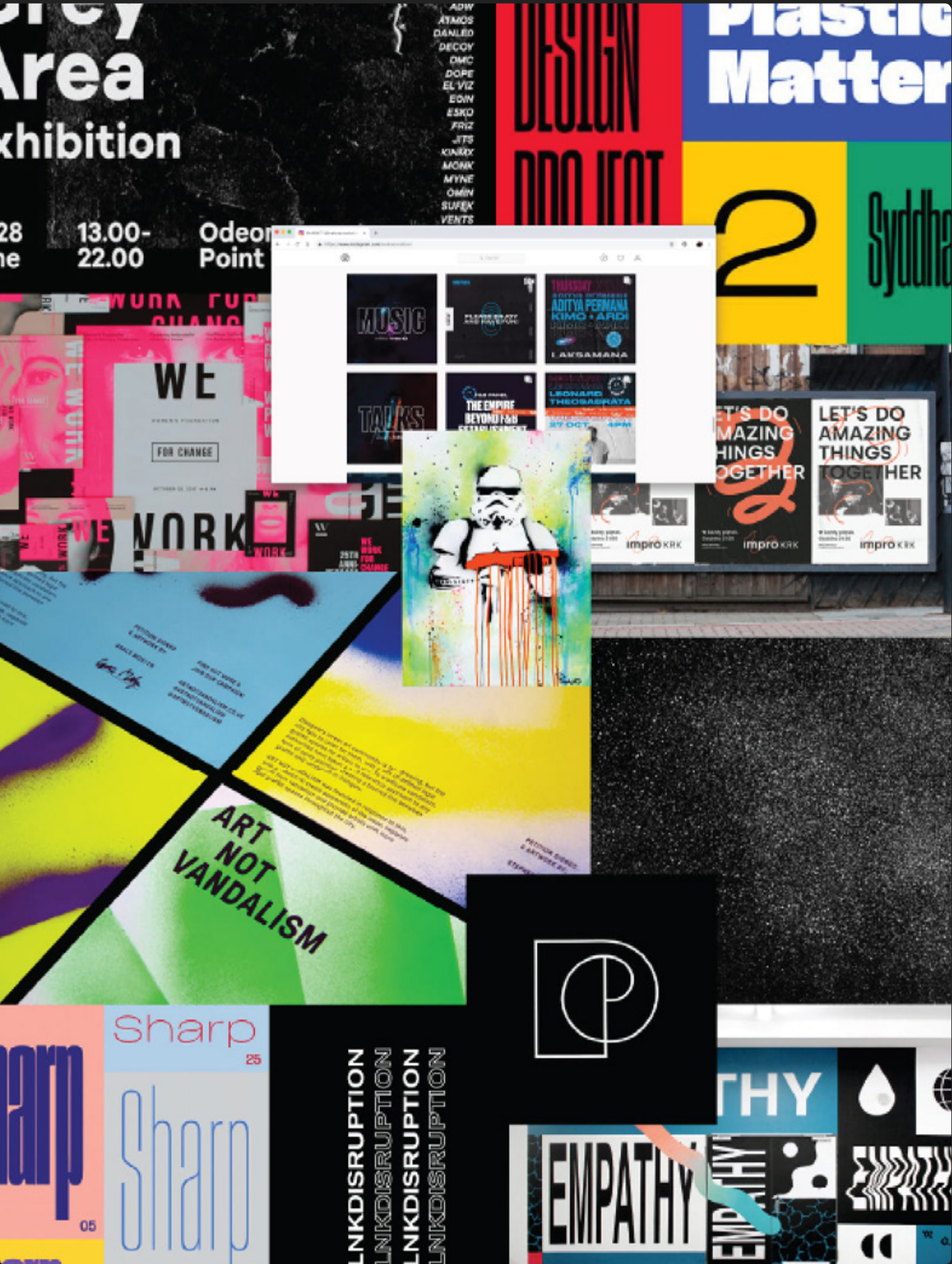
### Focus Groups

A group of participants is invited to partake in a focus group session post-workshop discussing the session and overall satisfaction.



### User Interviews

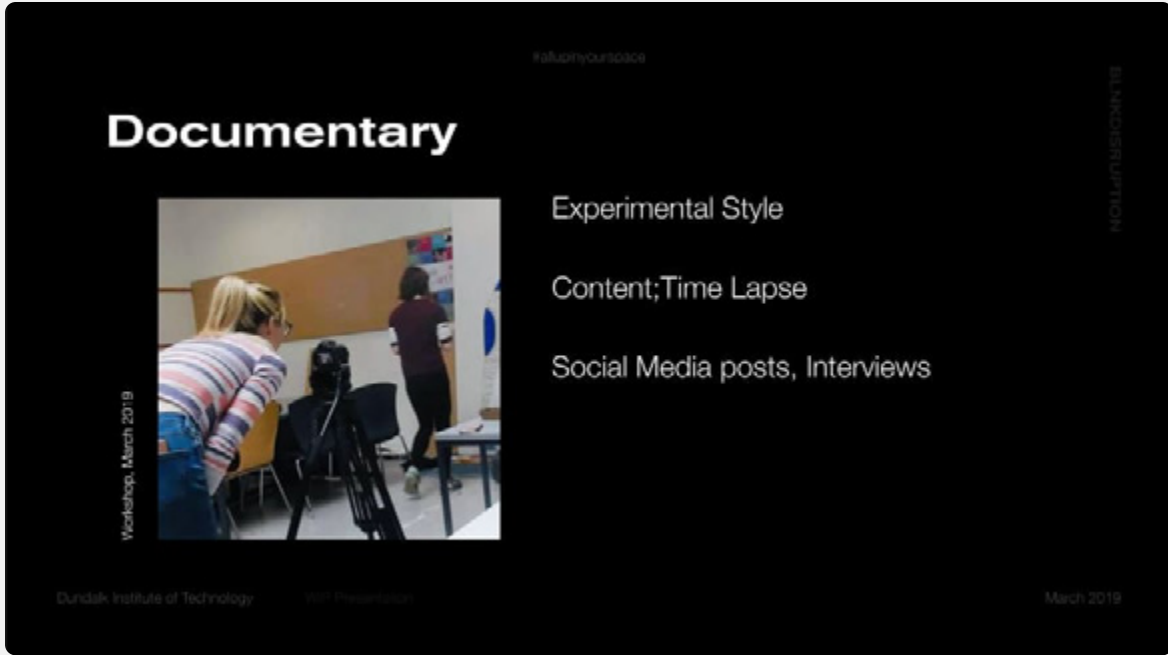
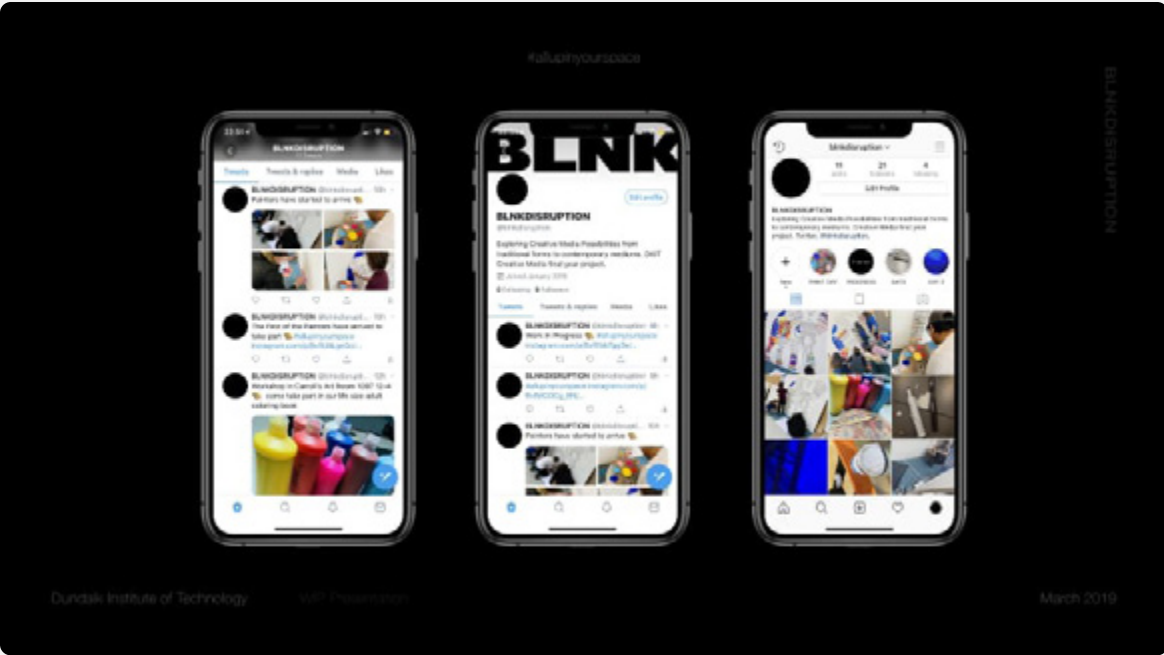
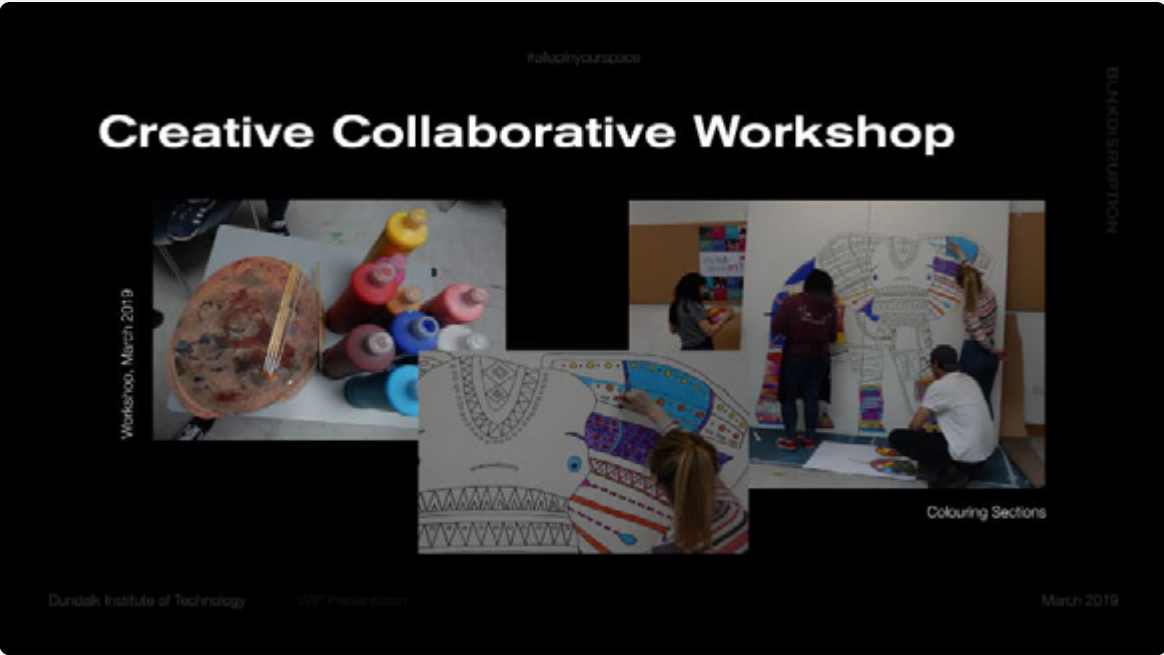
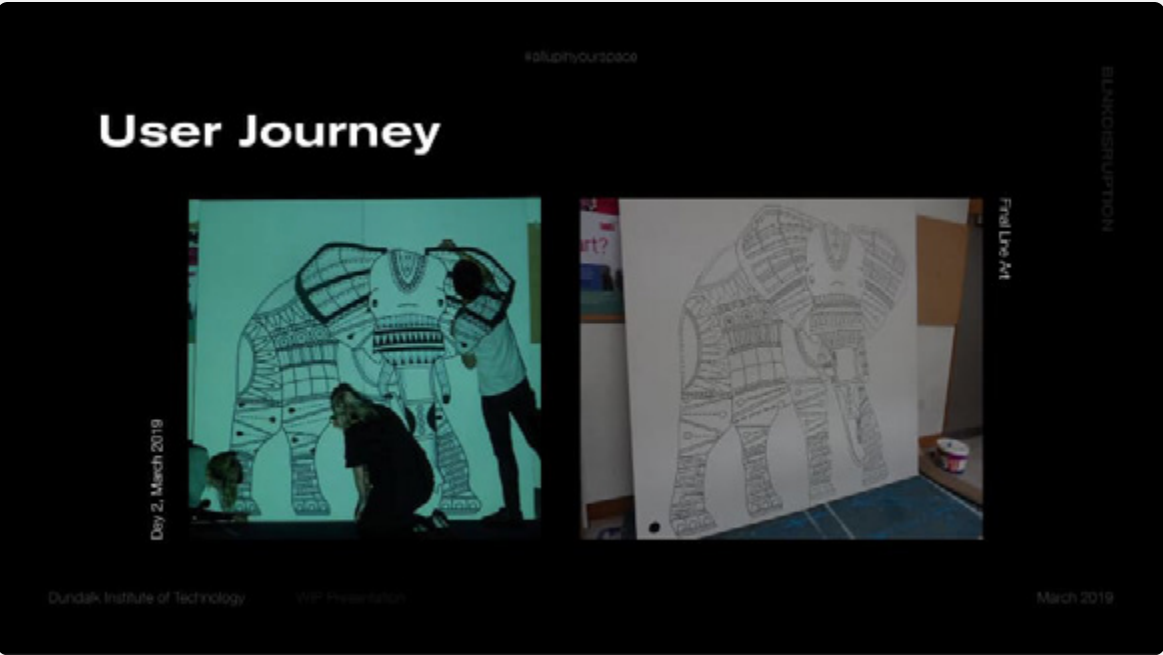
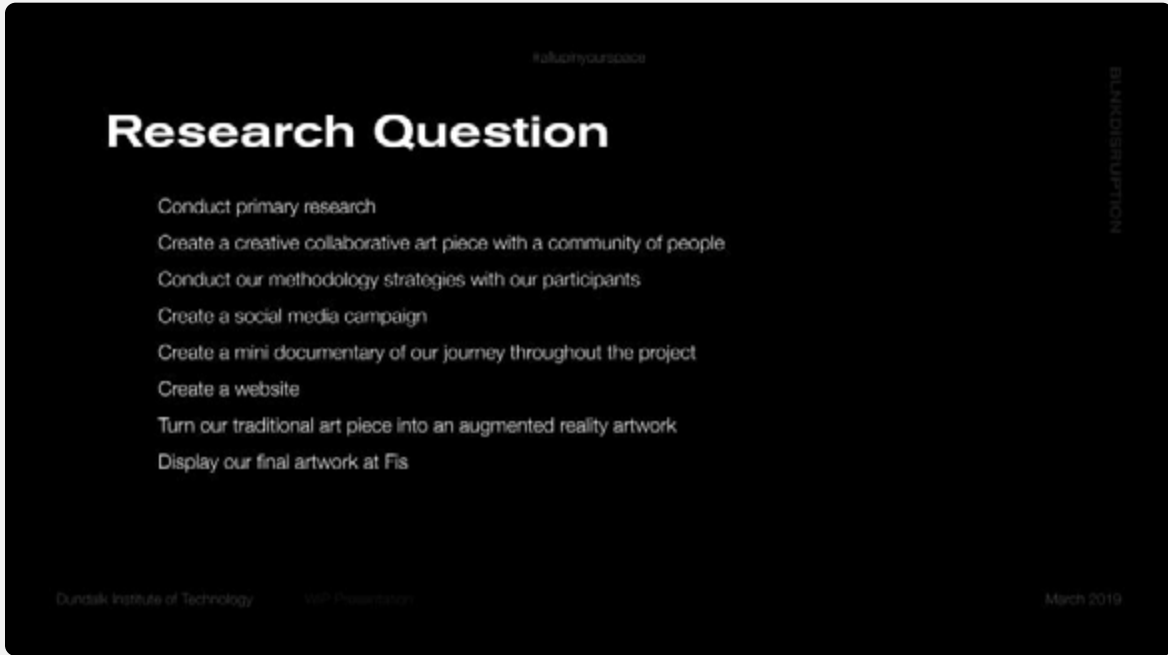
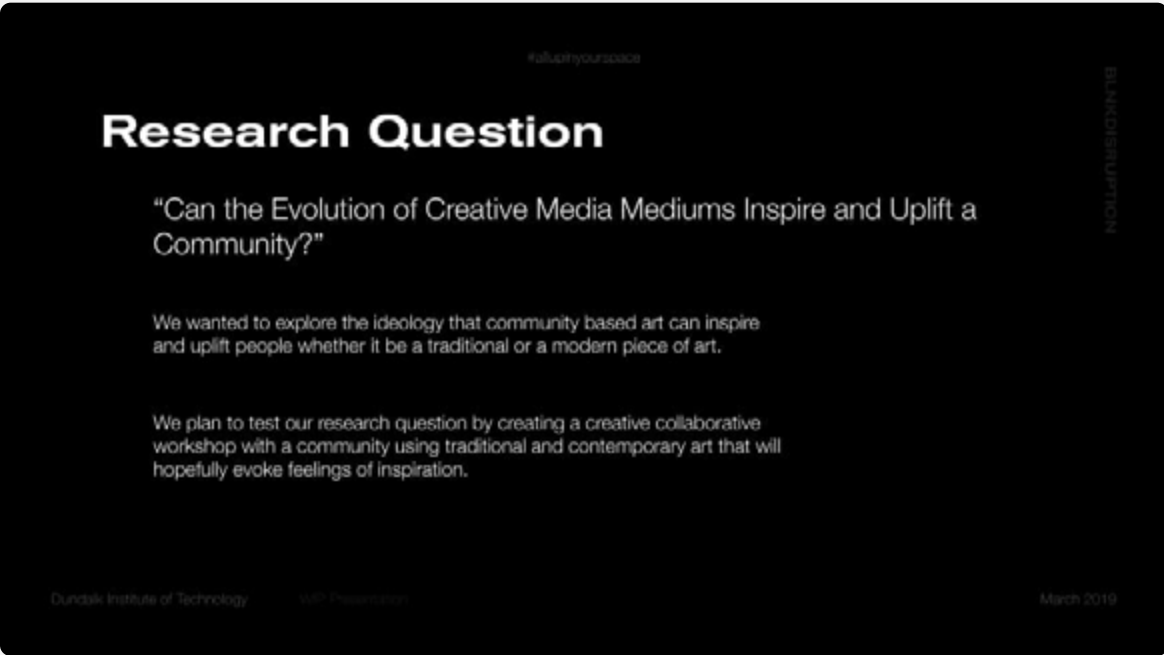
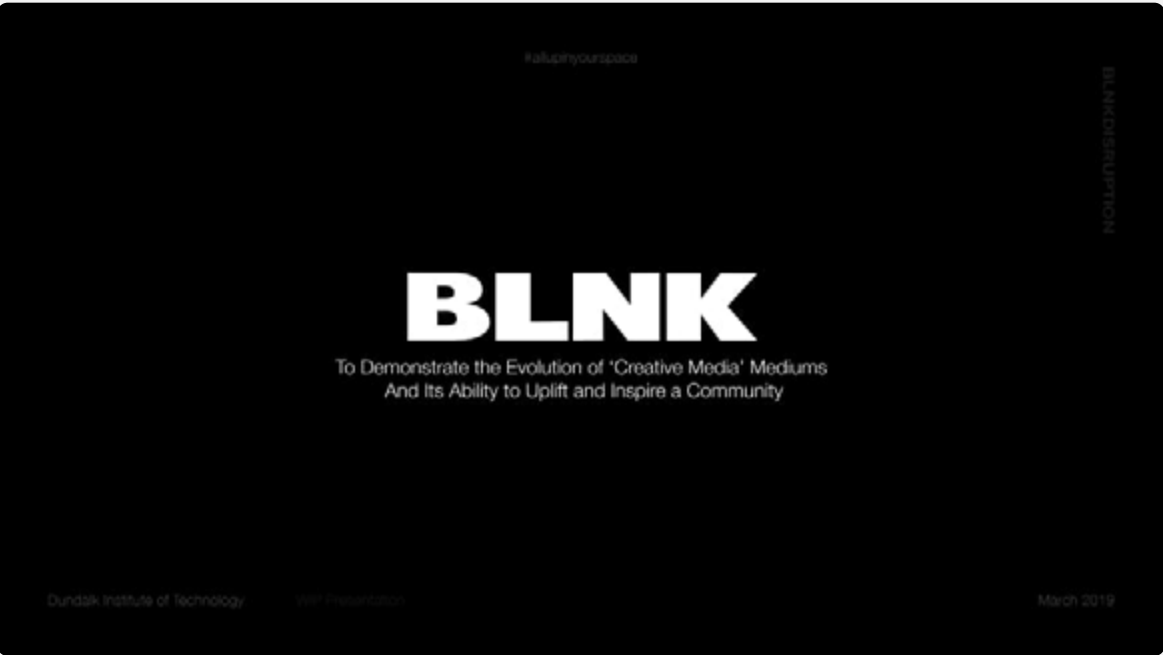
Participants are also invited to be interviewed to gather qualitative data with the potential of developing the research question further and gathering deeper insights and opinions.

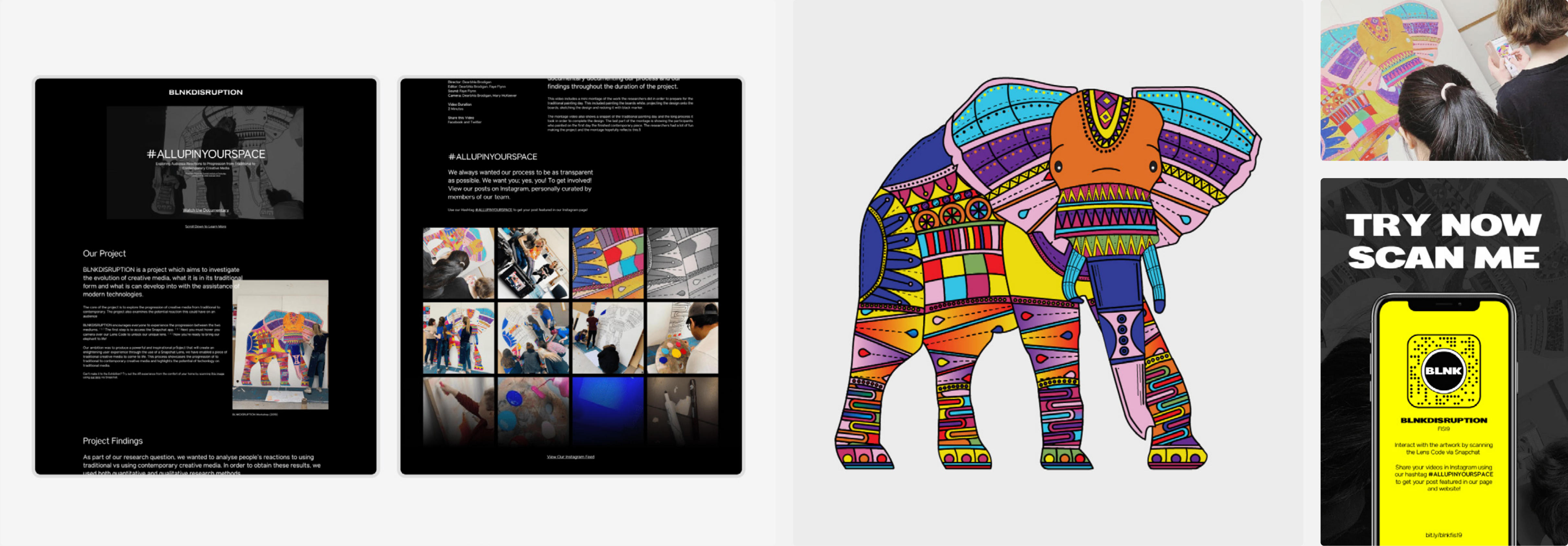


Type to Go

Typography is a huge to our brand as it serves as another medium to showcase art. The term typography itself is the creation of art using letterforms.

We've used an altered version Anderson Grotesk four our identity, and adopted a selection of colours audited through a semiotic analysis.





# Home for Ellie

BLNKDISRUPTION’s website acts as a central hub of information for the project, consisting of project context, research results, and any further collaterals that were predetermined in the project deliverables. Built with HTML & CSS, deployed via Github.

# Setting the Scene Right

Can’t make it to the exhibition? Download the Snapchat app and scan the QR code to try out the AR experience yourself from the comfort of your home, featuring a bespoke soundscape putting Ellie near you.



An Identity representing the future within the creative hub of Dundalk Institute of Technology.

ROLE	PROJECT TIMELINE	PROJECT TOOLKIT	PROJECT CONTRIBUTION
Sole Designer	12 Weeks	Adobe Creative Suite	Branding & Identity, Social Media Marketing & Print Design

Derived from the word ‘vision’ in Irish.

FÍS (/fii:f/) is the annual graduate exhibition hosted by Dundalk Institute of Technology (DKIT) showcasing the work of students from BA (Hons) Communications in Creative Media, BA (Hons) Film and Television and Production, BA (Hons) Production of Music and Audio, and BA Media Arts and Technologies.

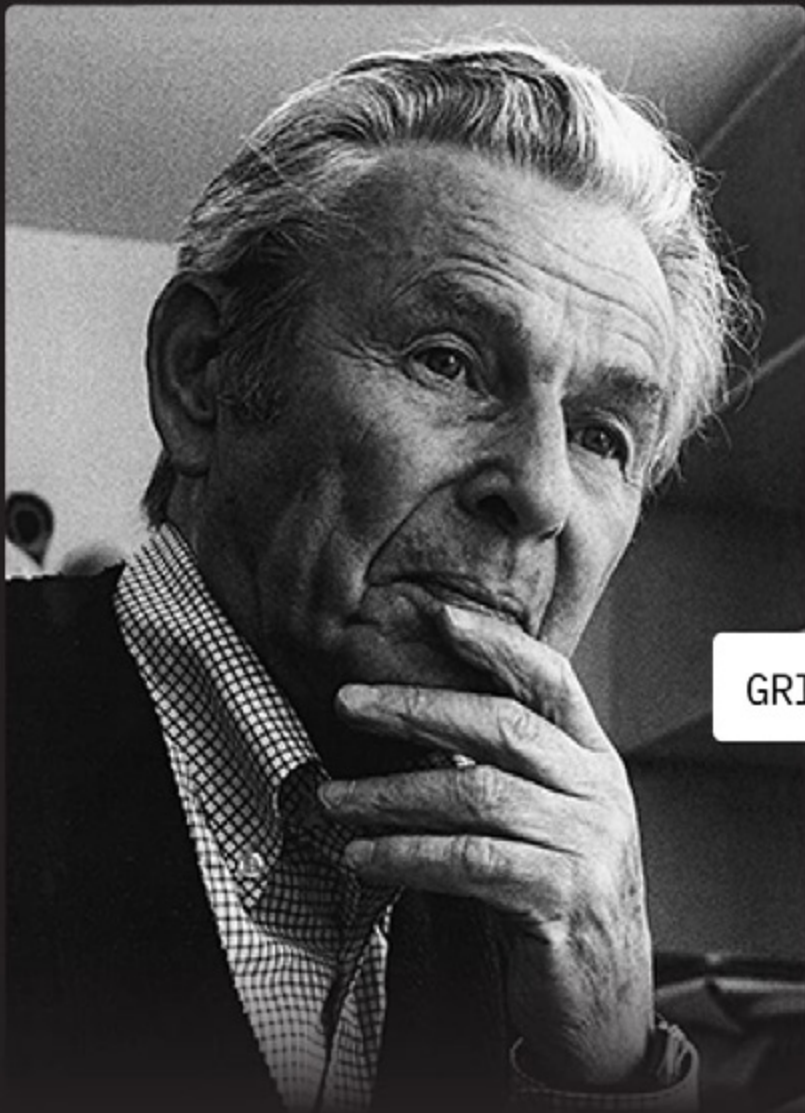


# Design Rationale



## Built on It's Foundations

The Carroll's building currently houses the School of Informatics and Creative Arts at DkIT. Previously built as a cigarette factory for PJ Carroll's, it's commonly recognised as one of Europe's best examples of modern industrial buildings designed in Miesian style.



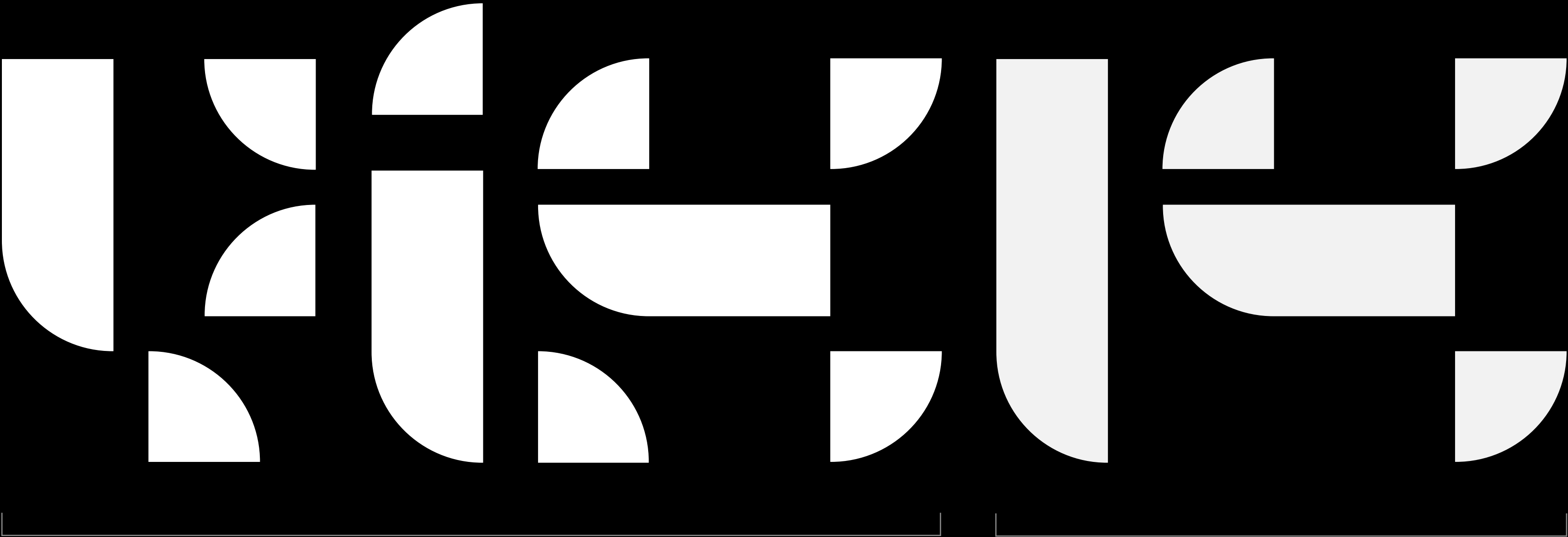
GRIDS ARE COOL!

## Bound by History

Built with strong notions tied to the institution's history, the new identity features a brutalism-led approach complemented by a tight grid system and strong typography inspired by the work of Swiss Style Josef Müller-Brockmann and the Swiss Style

## Stand the Test of Time

Strict, but yet modular. The new identity system allows for varied applications while retaining consistency. Elements are made with the intention of future iterations and interpretations.

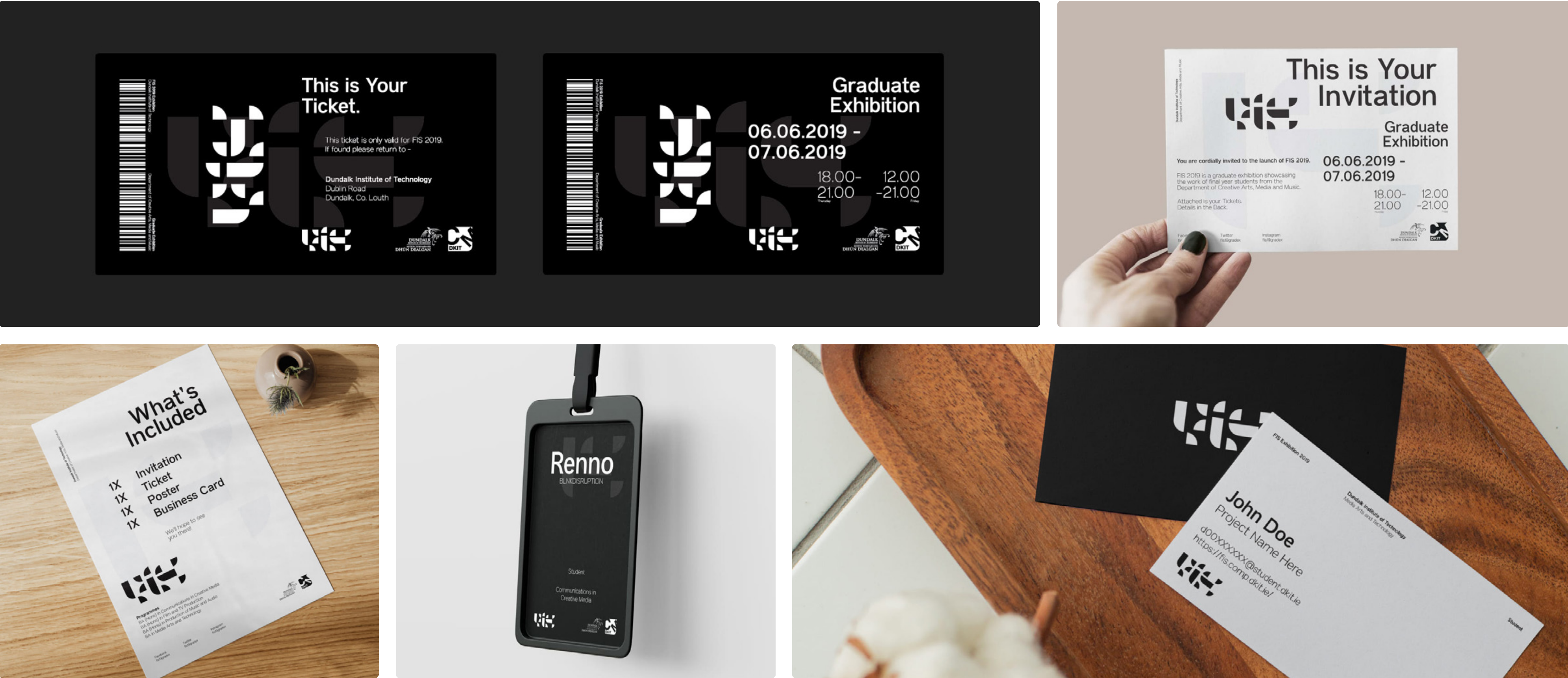


MAIN LOGO

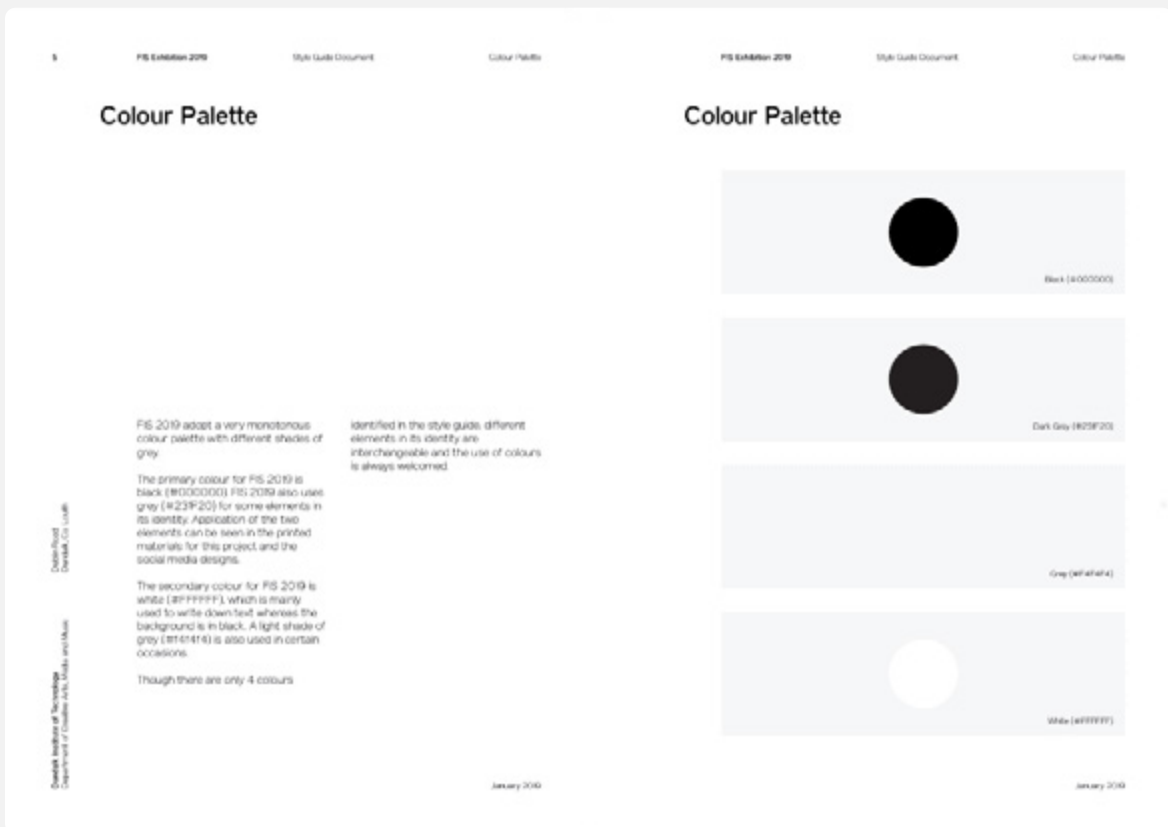
YEAR











32

# Featured *Work*



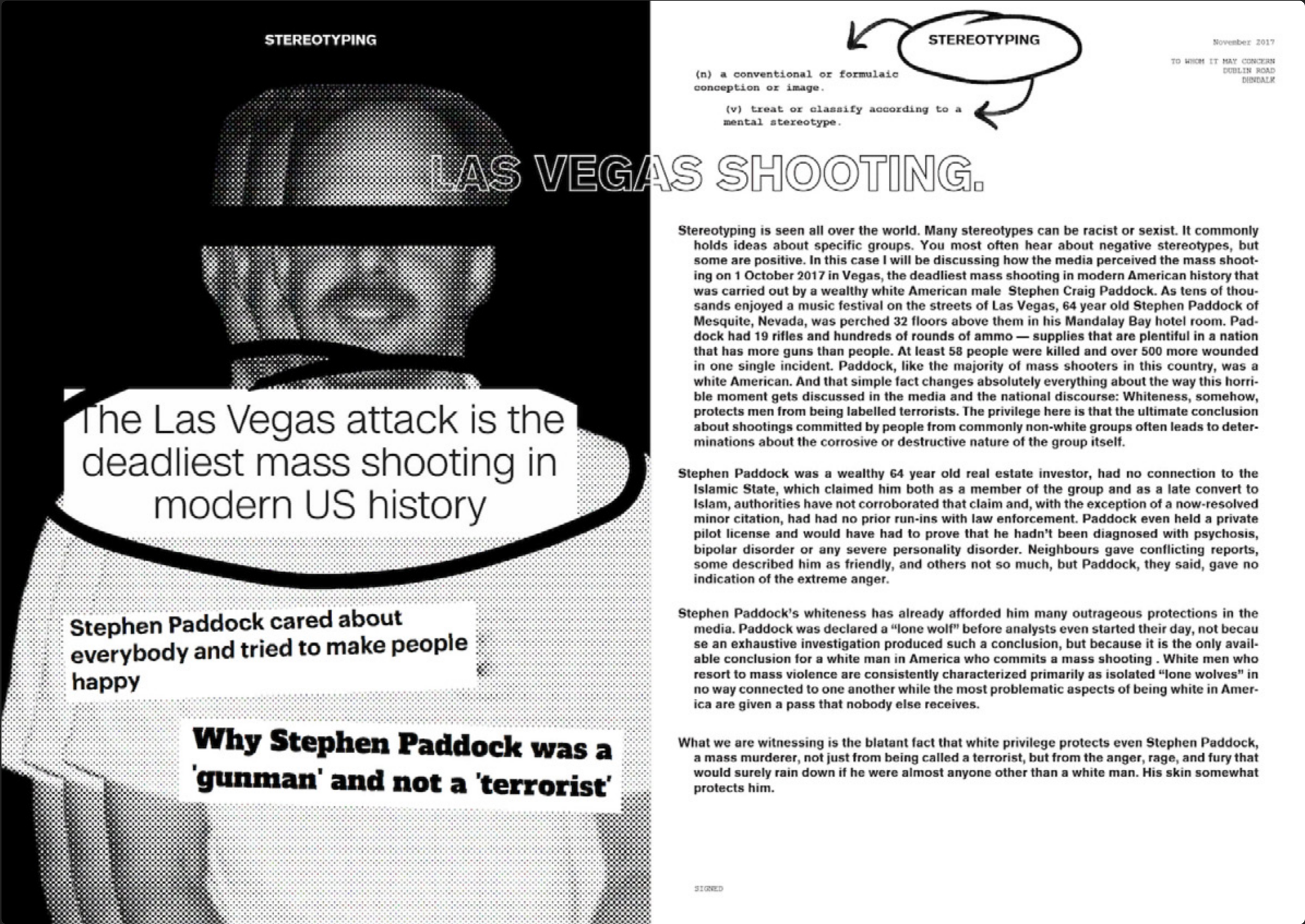
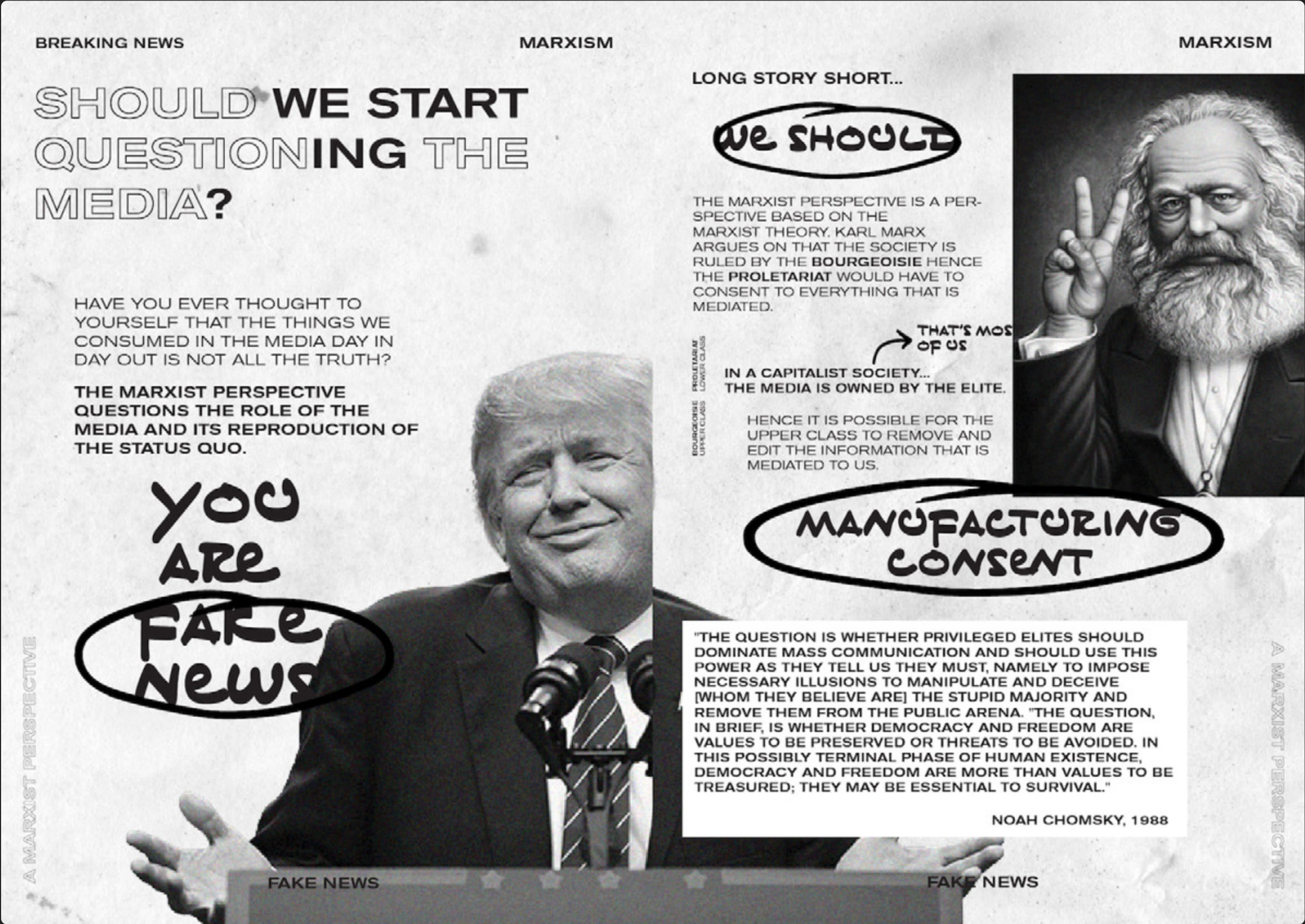
TAMΛHEHANUSSA

SOE  
J A K A R T A











• HOME SH\*T HOME - SIMON DOMINIC FT. JINBO



• SUNFLOWER - COLDE



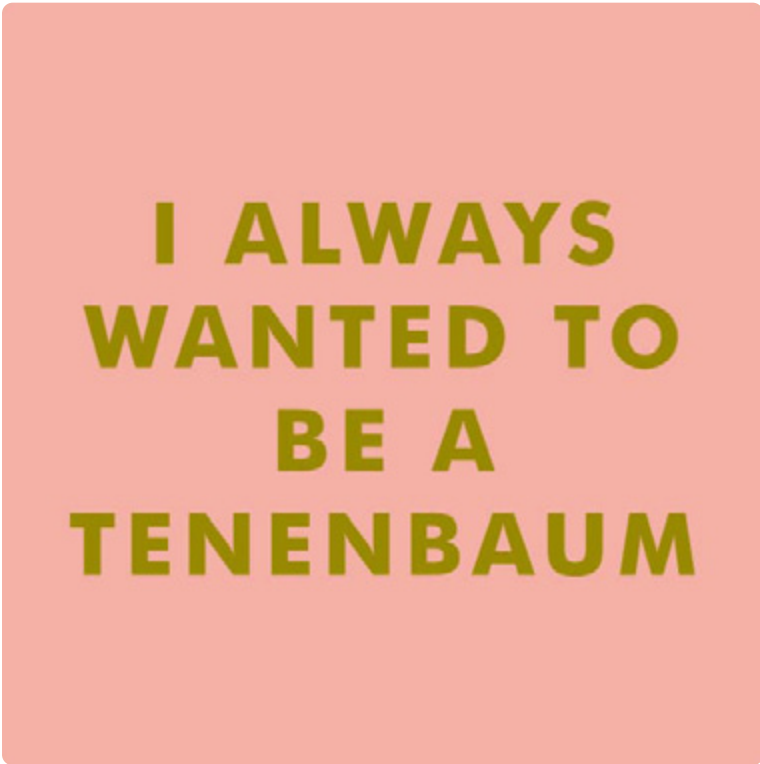
• GIRL INTERRUPTED - 2XXX! FT. MISO



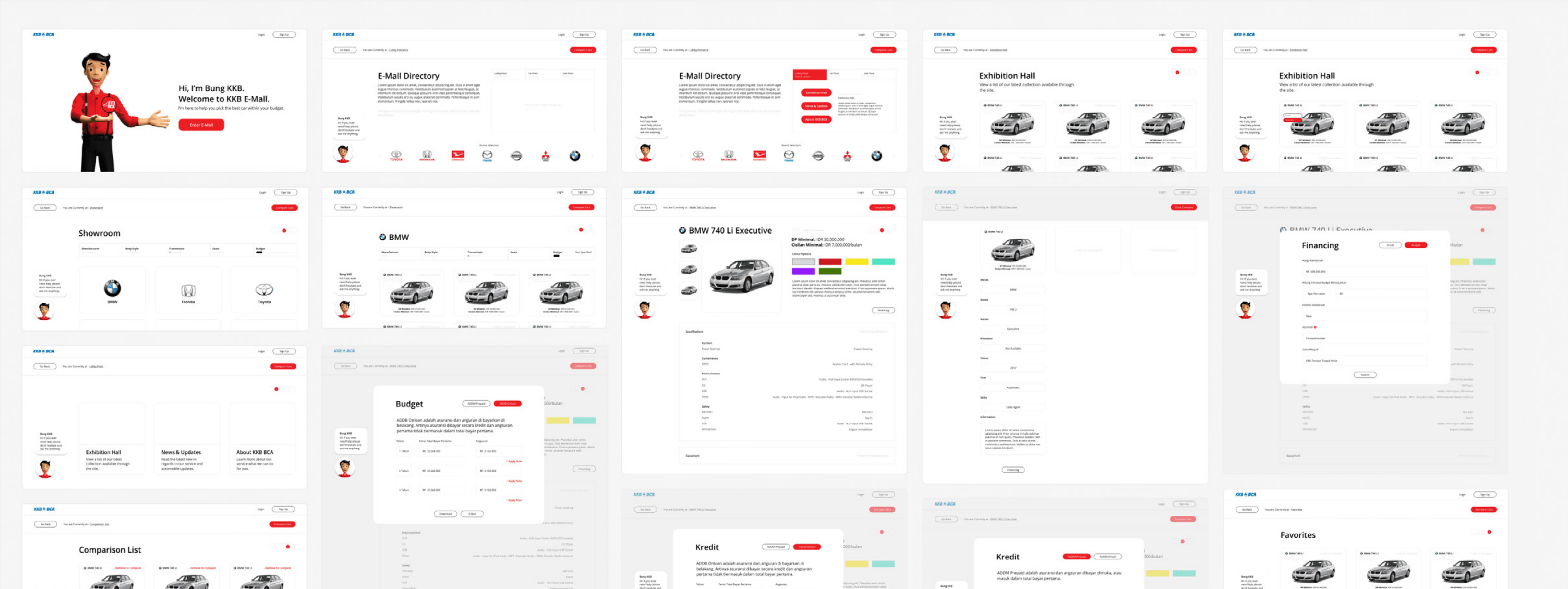
• JOHNNY - PRIMARY FT. DYNAMIC DUO



Social media designs for Auntie Anne's in collaboration with Studio Lèngua.



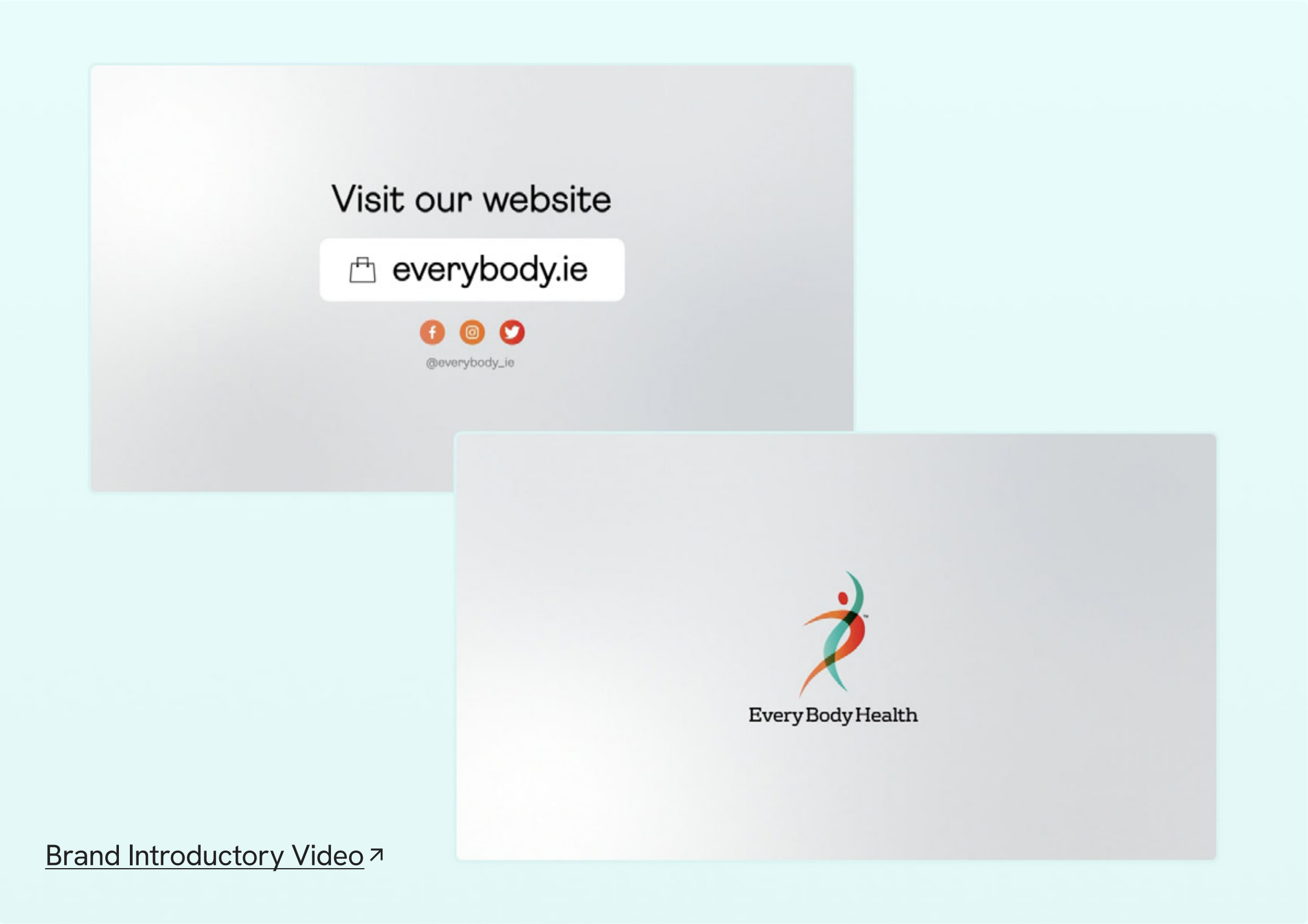
**alex[a]lexa** alex[a]lexa is a fashion label with an emphasis on creating urban wear with a playful twist through injecting a sense of whimsicality in the form of prints, applications and modern silhouettes. Developed a range of creative assets for the launch of their summer 2015 collection.



Bank Central Asia

Bank Central Asia (BCA) is the largest privately owned bank Indonesia. KKB BCA is the car financing services provided by the bank. I developed the initial and low-fidelity wireframes for KKB BCA, in collaboration with Studio Lèngua.

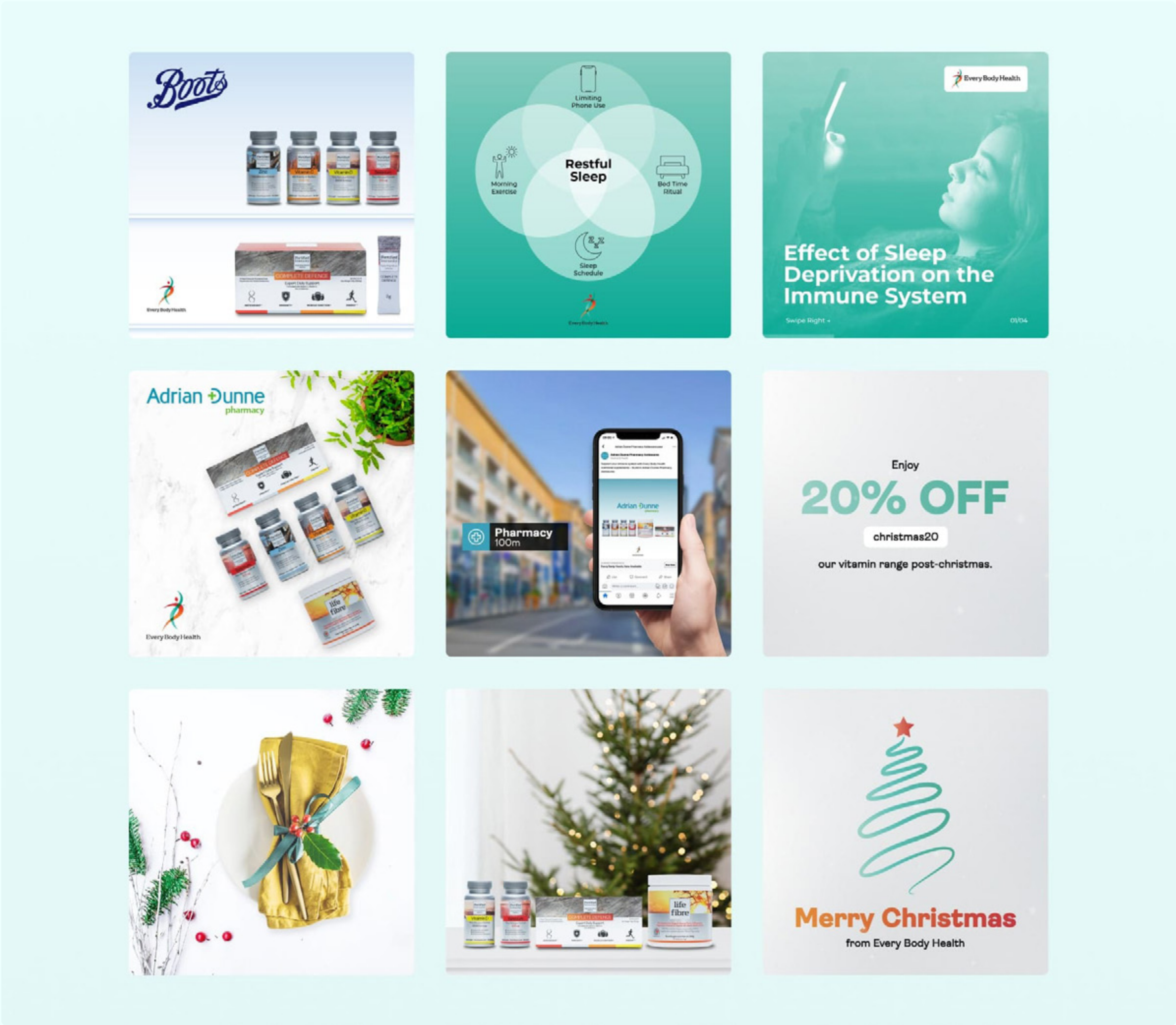


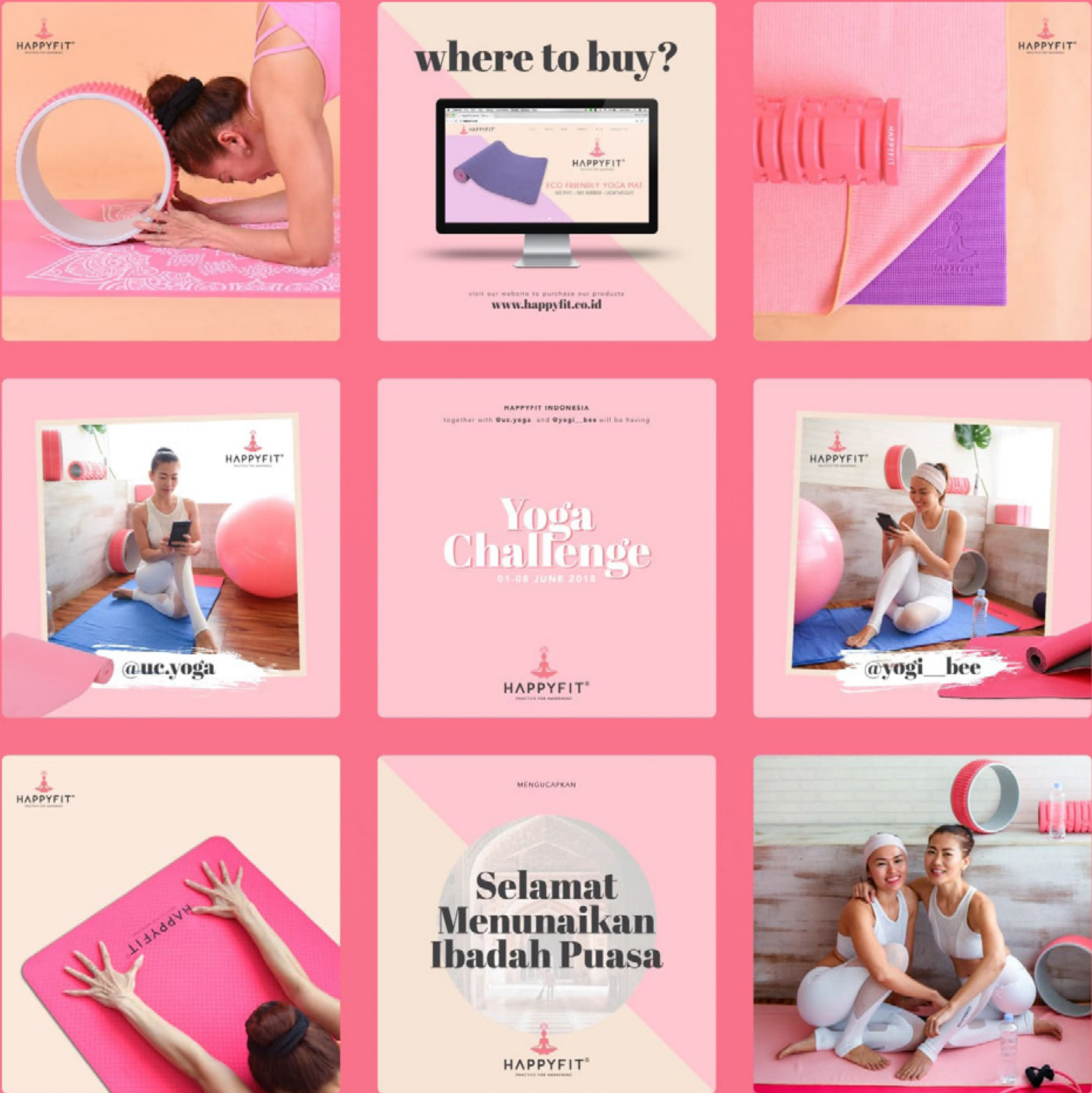


[Brand Introductory Video](#)

# Every Body Health

Every Body Health is an Irish, health & wellness company which brings a new range of unique, science backed, vitamin and mineral supplements to the market. Developed and produced various motion and static collaterals prior to the brand launch.

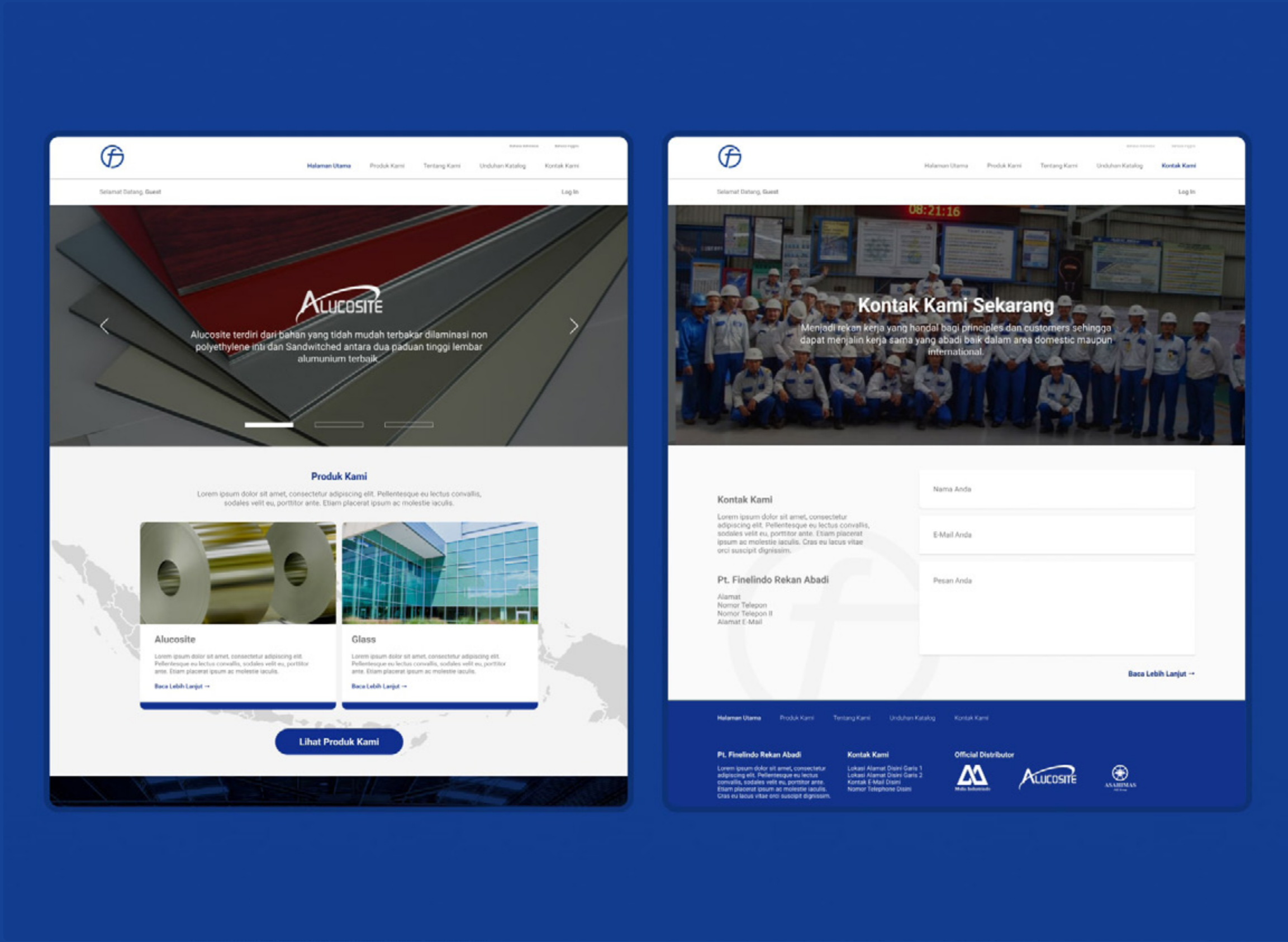






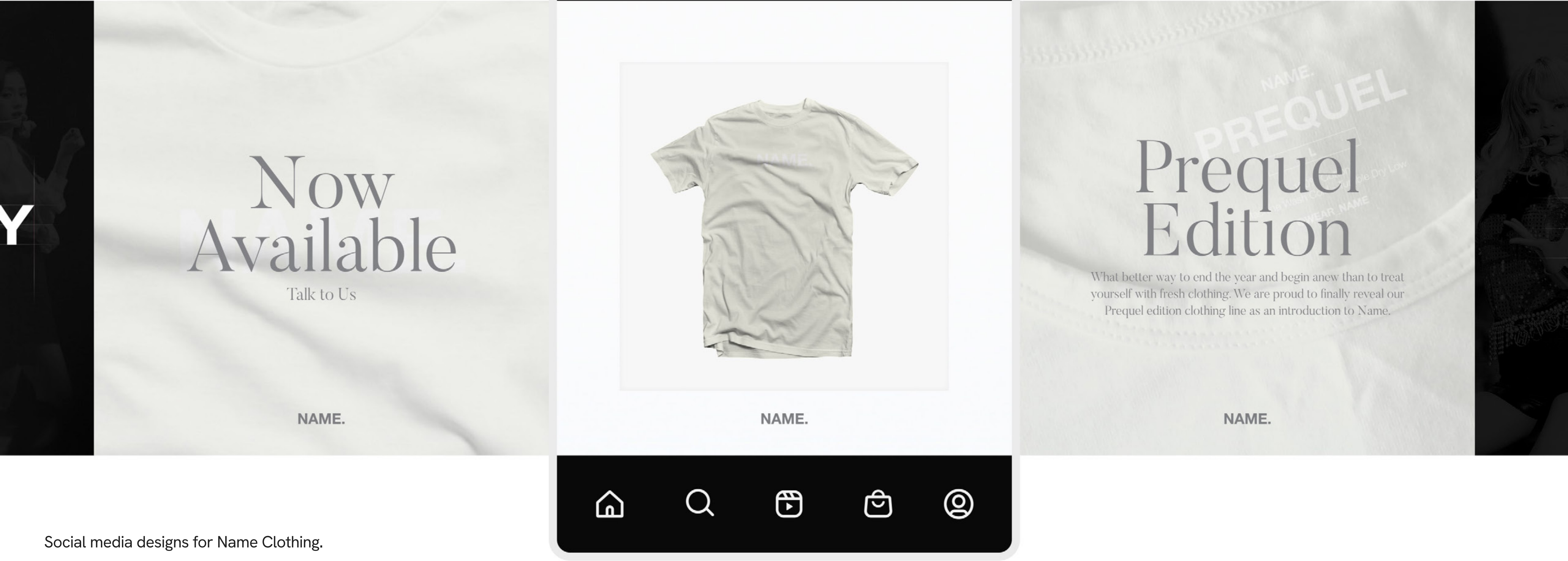
## Jade

Jade is a premium aesthetic clinic based in Indonesia. I’ve designed multiple iterations of wireframes and facilitated the design handover to developers for build in collaboration with Studio Lèngua. Built and deployed via Wordpress.



## Finelindo

Finelindo is a glass processor and distributor based in Indonesia. I’ve designed multiple iterations of wireframes and facilitated the design handover to developers for build in collaboration with Studio Lèngua. Built and deployed via Wordpress.



Social media designs for Name Clothing.

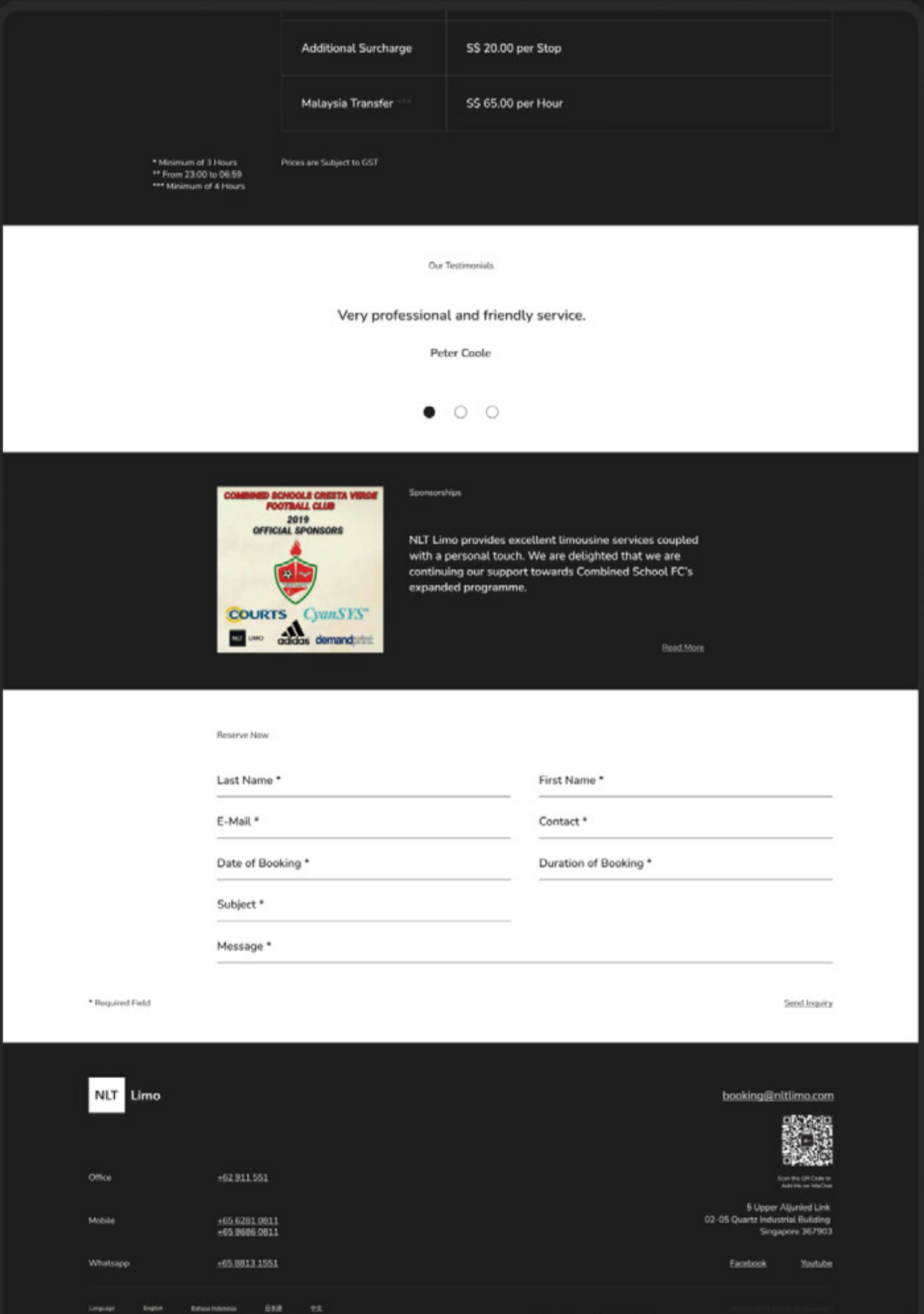
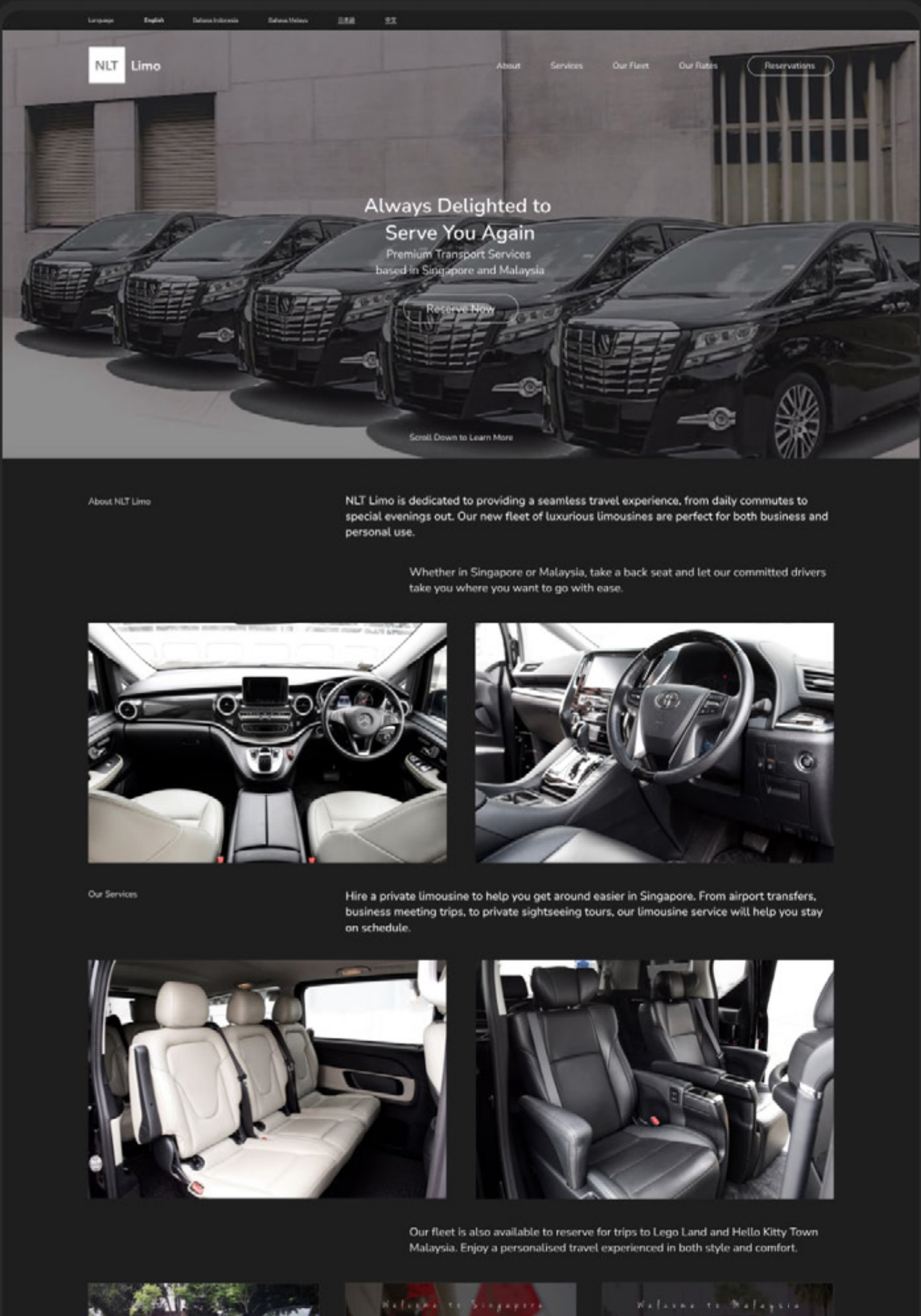


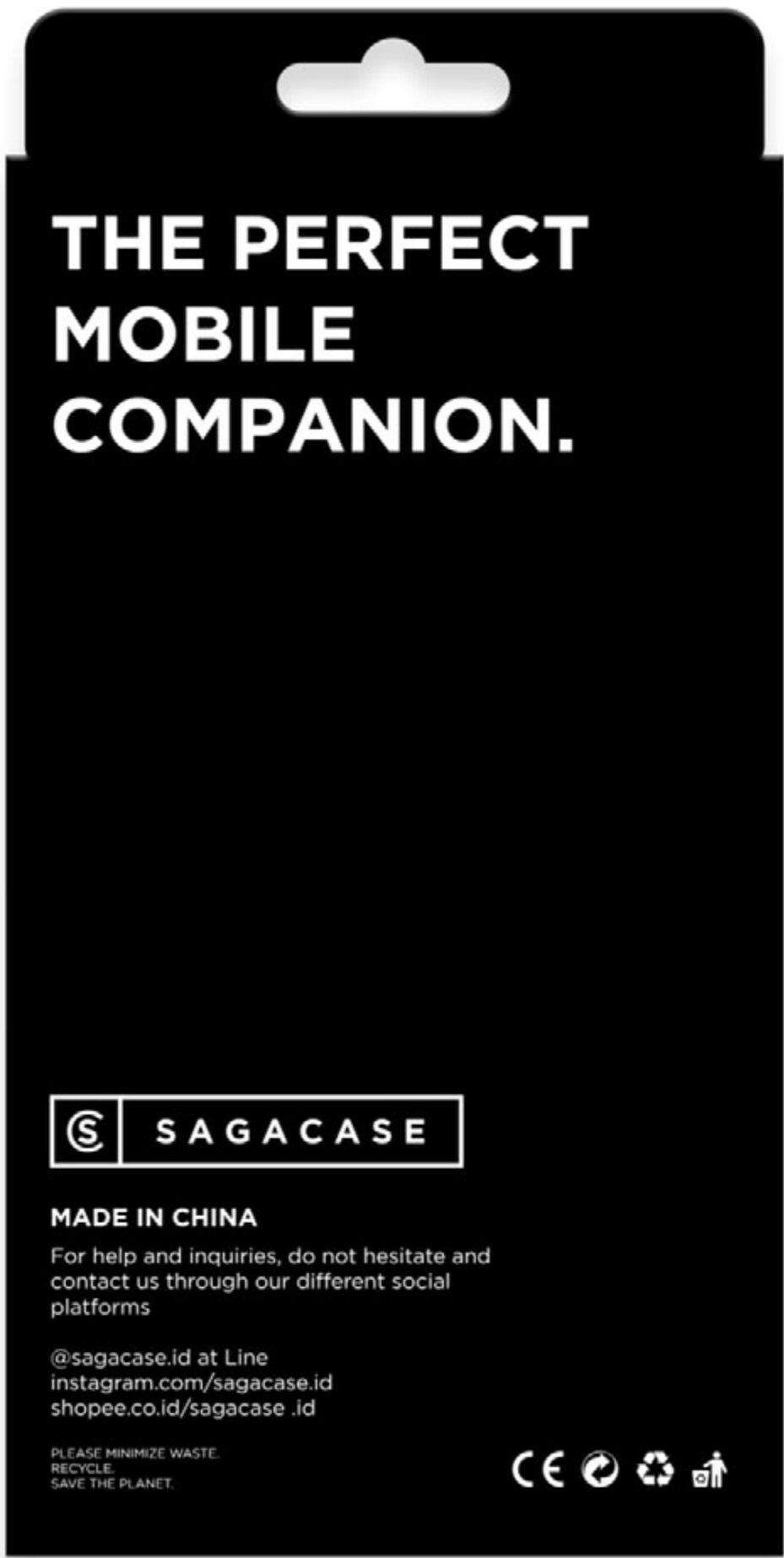
NLT Limo

NLT Limo is a luxury chauffeur company based in Singapore that provides services throughout the country and beyond, including Malaysia.

In addition to redesigning the logo, I also designed and developed the website using HTML, CSS, and PHP.

The website is built with responsive design in mind, and is available in five different languages.

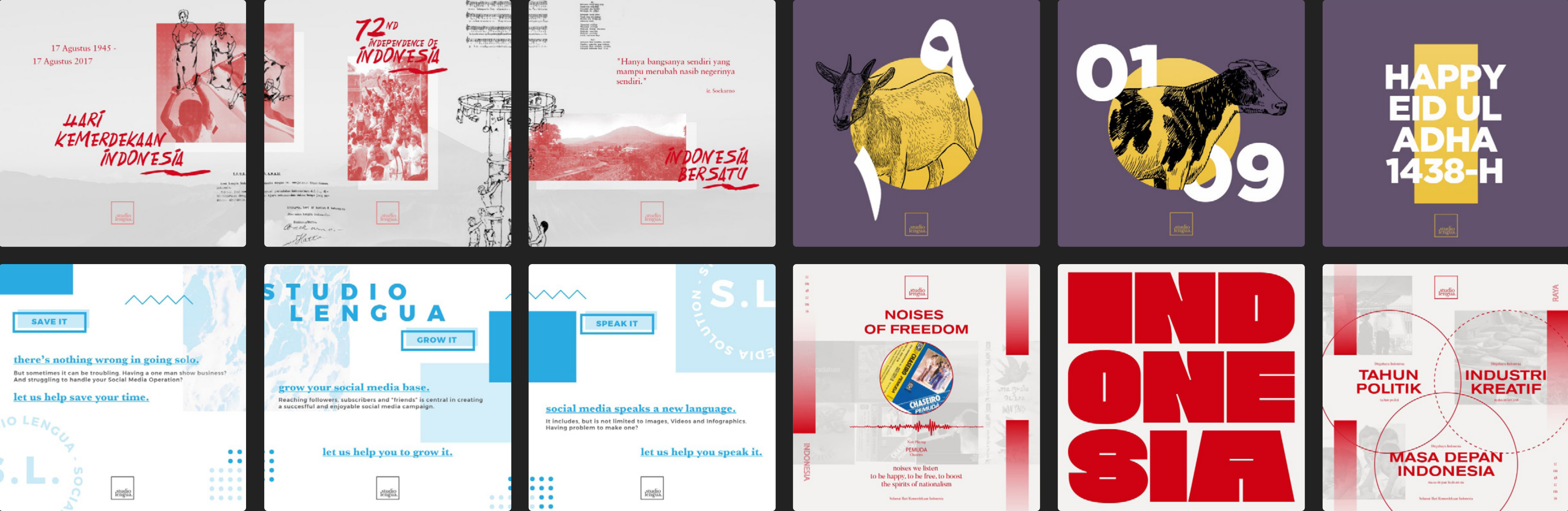






# SOE Jakarta

SOE Jakarta is a sustainable clothing brand specialising in using traditional Indonesian handwoven textiles. As seen at Paris, Jakarta, Seoul and London Fashion Weeks. Developed the initial branding & identity and brand collaterals prior to the brand launch.



Studio Lèngua is a social media agency that bridges brands closer to ttheir customers with clients such as UNIQLO, Gillette, OCBC NISP, DBS and Bagus any many more.



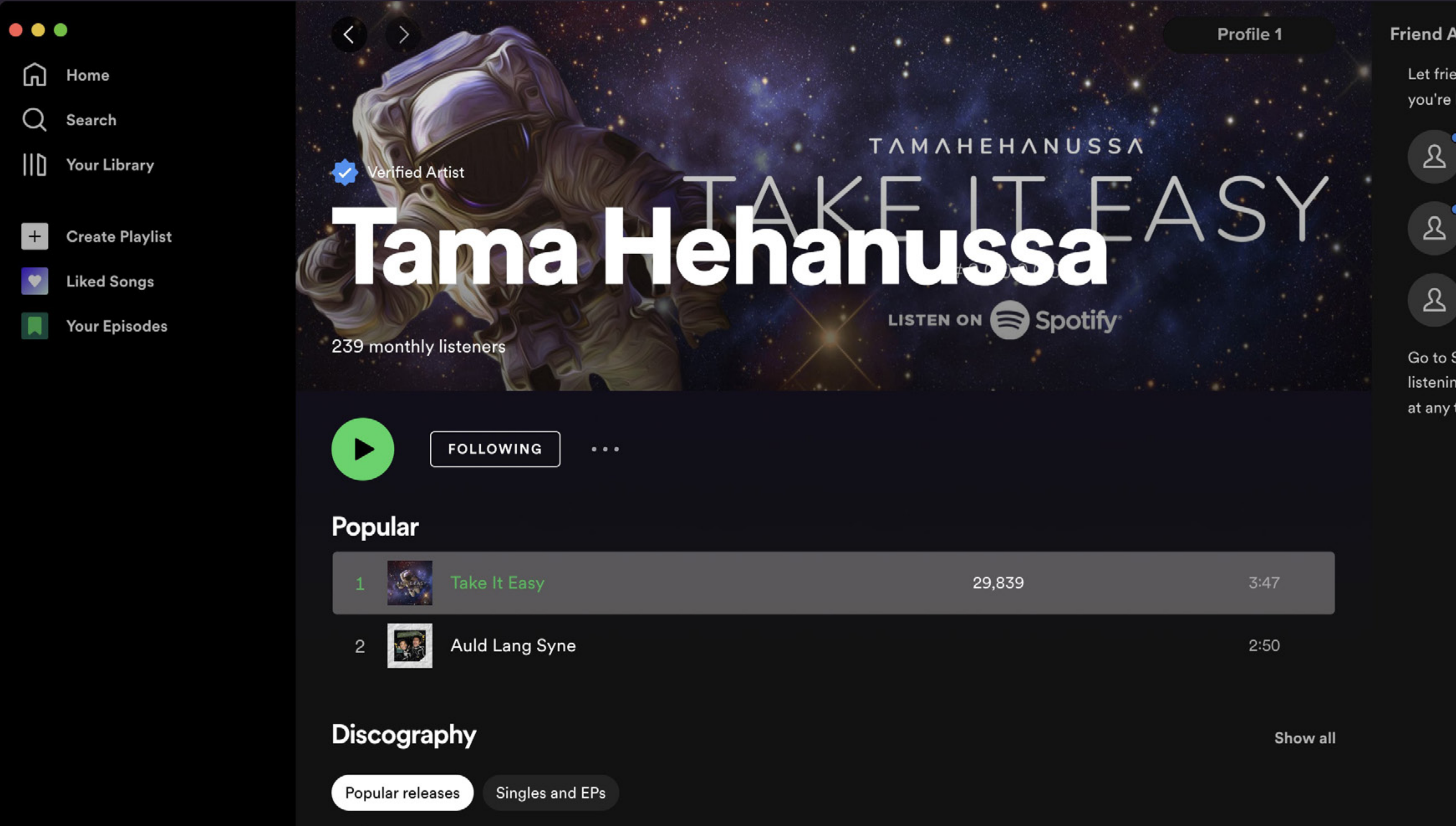
## #PejuangIndonesia 🇮🇩

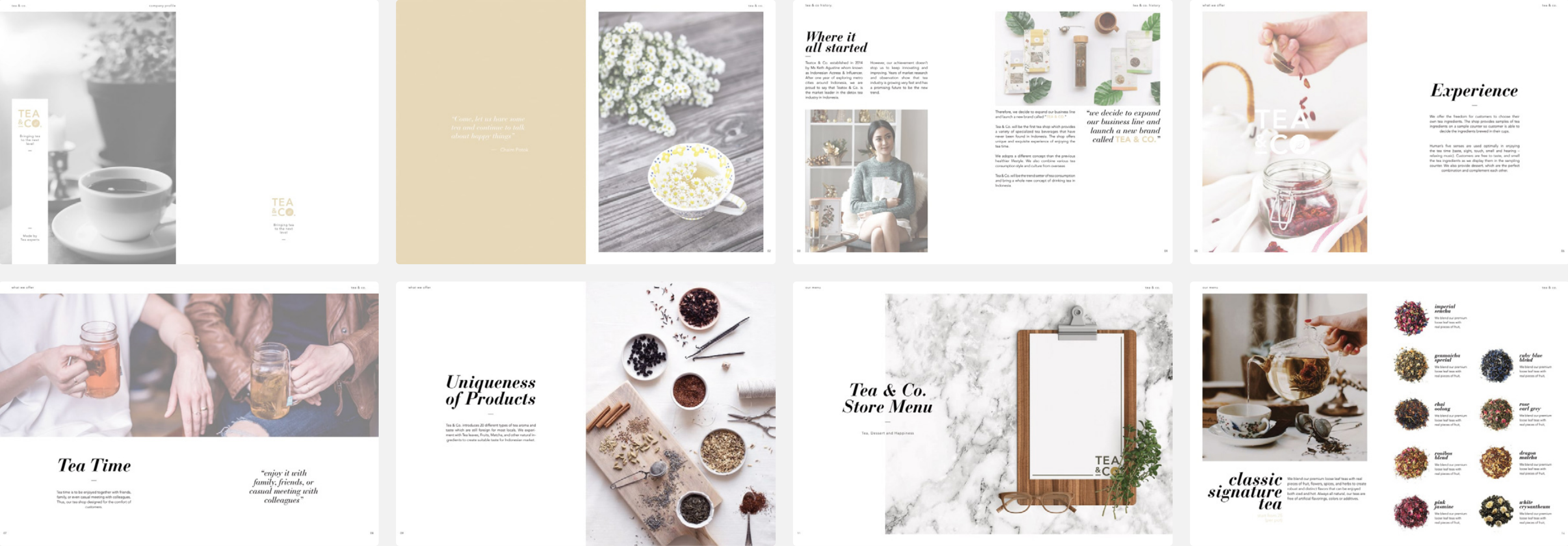
Designed and produced a range of assets in celebration of the 2018 Asian Games held in Indonesia. Every medal winner from the games is given a bespoke creative, which is shared all across social media.



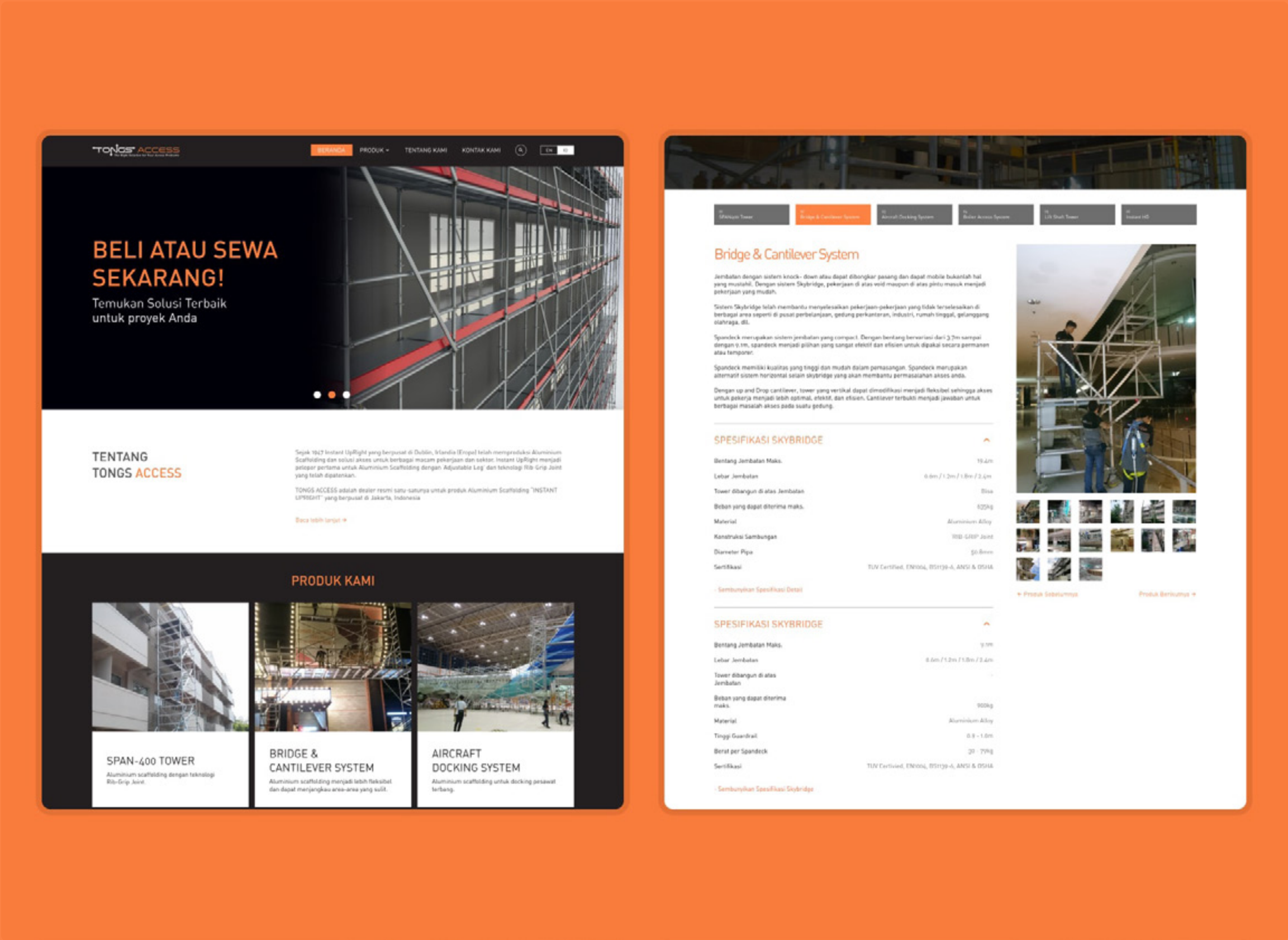
## Sneak Peek to the Crew

Designed and developed a collection of bespoke icons and illustrations highlighting the different services offered by the agency, and a sneak peek to what life is like at Studio Lèngua.





Brand document development for Tea & Co. in collaboration with Studio Lèngua.



## Tongs Access

Tongs Access is the sole official aluminium scaffolding dealer in Indonesia. I’ve designed high-fidelity wireframes and facilitated the design handover to developers for build in collaboration with Studio Lèngua. Built and deployed via Wordpress.



## Warung Menteng

Warung Menteng is a restaurant specialising in Indonesian late-night staples based in Jakarta. I’ve designed various wall artworks which are showcased throughout the restaurant, in collaboration with Studio Lèngua.



Looking to work together, talk about the latest on K-Pop, or just want to say hi? Get in touch by contacting me at [renno@riyadirenno.com](mailto:renno@riyadirenno.com) ↗

Chat soon!