Hiya VI'm Renno (reh-now), a multidisciplinary designer and this, is my portfolio.

Introduction riyadirenno.com<sup>7</sup>

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 4, 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

CAN I PULL YOU FOR A CHAT? 🎩

## Introduction & ToC

Meet the reality TV enthusiast behind this overly designed document.

PRODUCT DESIGN

## Checkout Hero

Promoting best practices in eCommerce to customers worldwide.

4-11

RESEARCH-LED • AWARD-WINNING

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

MULTIDISCIPLINARY

## Glanbia

Working with the award-winning internal agency on the market-leading global nutrition group.

12-16

BRANDING & IDENTITY

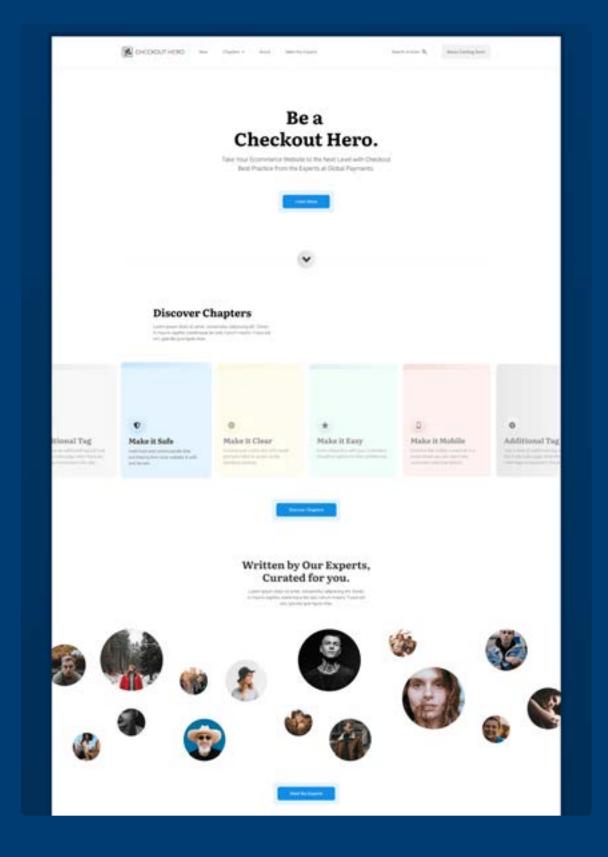
An identity representing the future within the creative hub of DKiT.

Featuring client and conceptual work for Auntie Anne's ID alex[a]lexa ID After Five To Bank Central Asia To BUSS MDiT ID Dundalk Bay Brewery II Dundalk Business Improvement District III Dundalk Institute of Technology I Every Body Health IF Finelindo ID Jade ID Happyfit In Name Clothing In NLT Limo sa Sagacase in Studio Lengua in SOE Jakarta Tama Hehanussa T Tea & Co. ID Tongs Access ID Warung Menteng ID and more.

riyadirenno.com 7

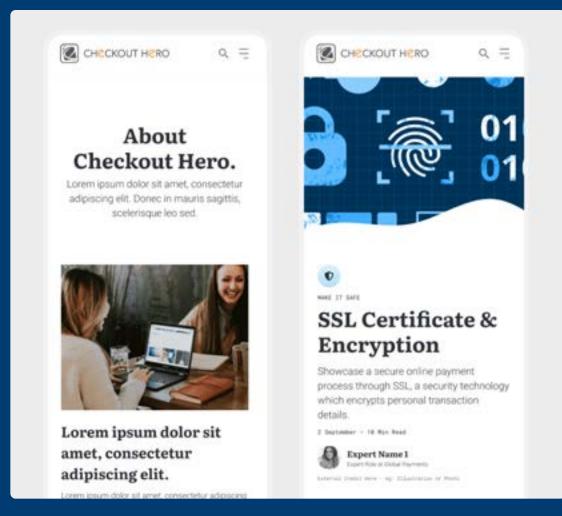


Checkout Hero









## globalpayments

Senior Design Manager, Global Product Design

# Promoting best practices in eCommerce to customers worldwide.



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.

Multidisciplinary Designer Portfolio Document

**Selected Projects** 2015 - 2023

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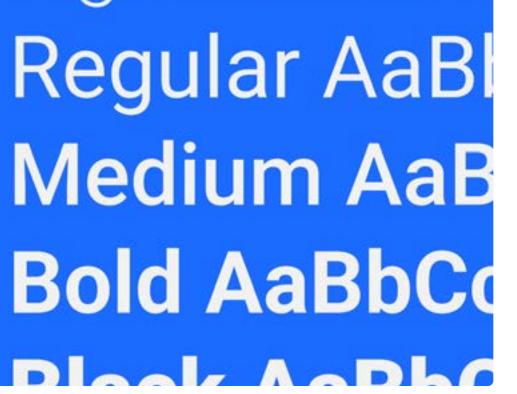
Checkout Hero

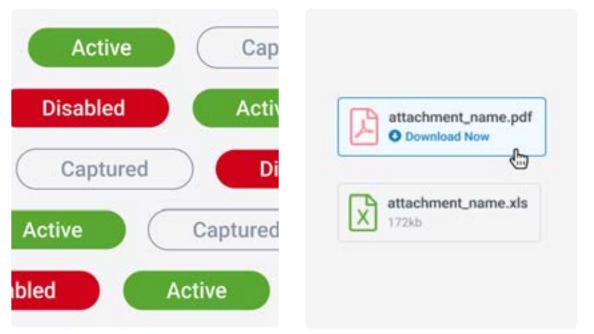
#### Contributing to the Design System

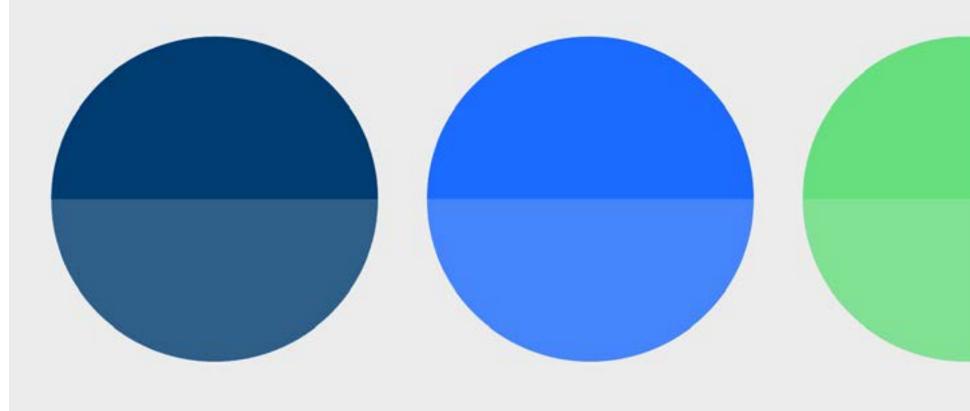
At Global Payments, I was heavily involved in the development of <a href="Index">Index</a>, Global Payments' engineering & product design system.

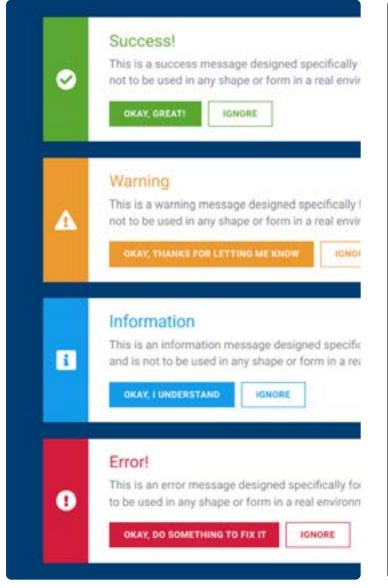
I did an initial audit of all the products within the Global Payments portfolio, identifying and exporting key patterns and elements which would later be hosted on an internal microsite that gives a high-level overview to further the development of the design system.

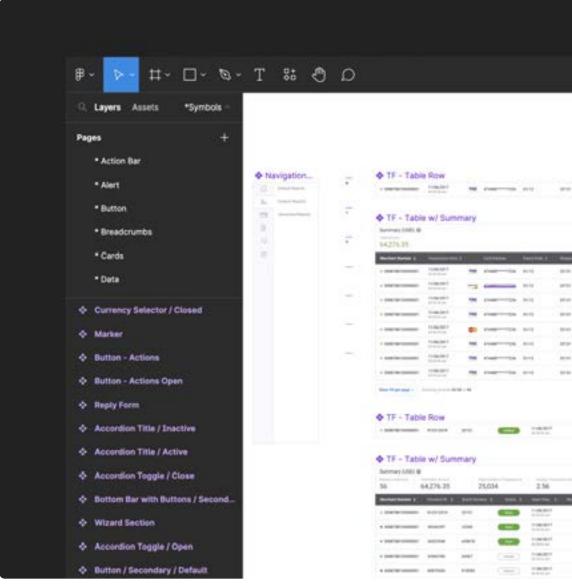












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LinkedIn 7 S

Showreel<sup>7</sup> Resume<sup>7</sup>

Checkout Hero riyadirenno.com 7

#### Defining the Problem

#### Going Through the Hoops

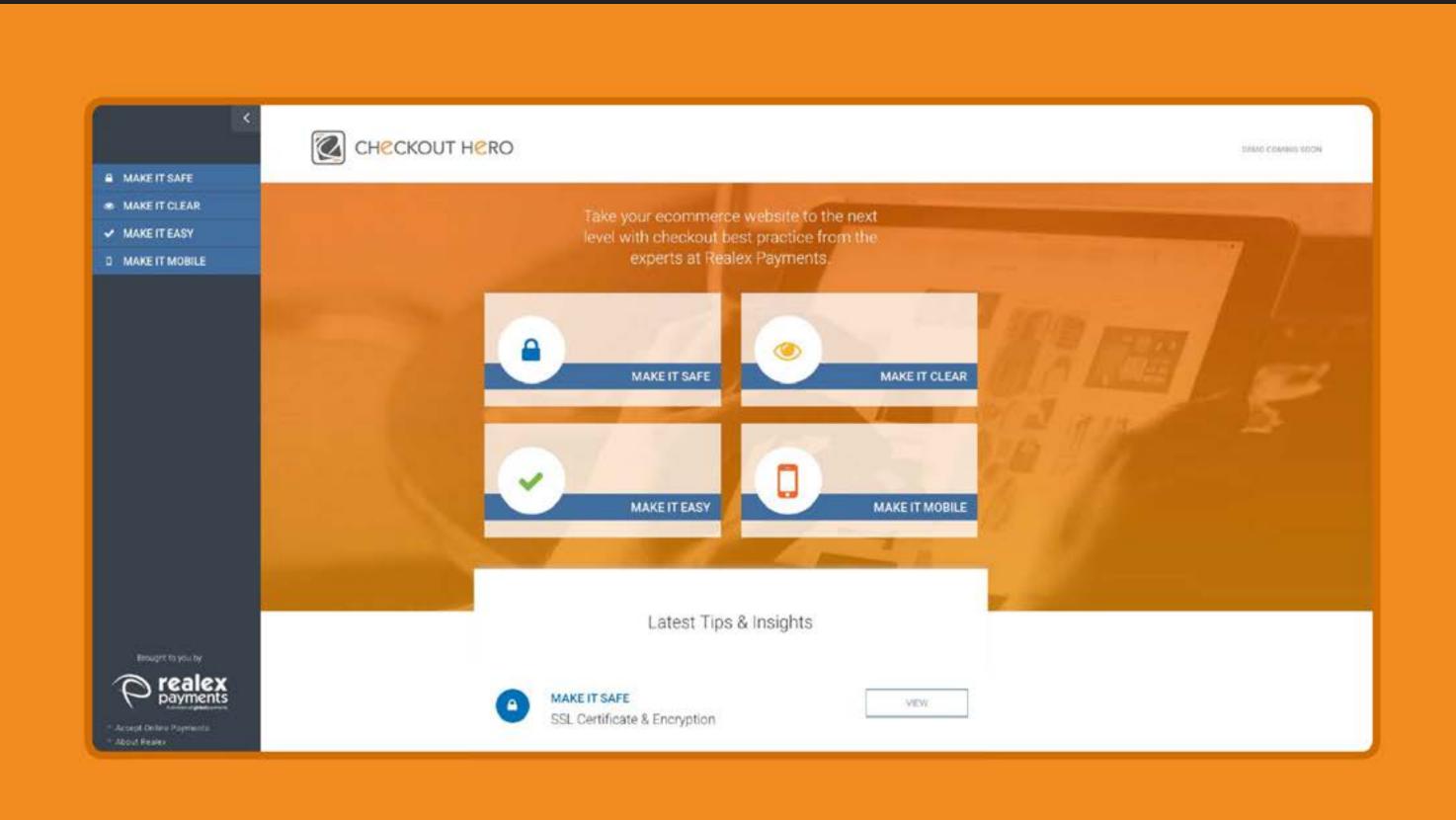
Though the product contains multiple articles, these are not separated into their own individual pages. Users would have to go through the hoops to get to the content their looking for.

#### 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.

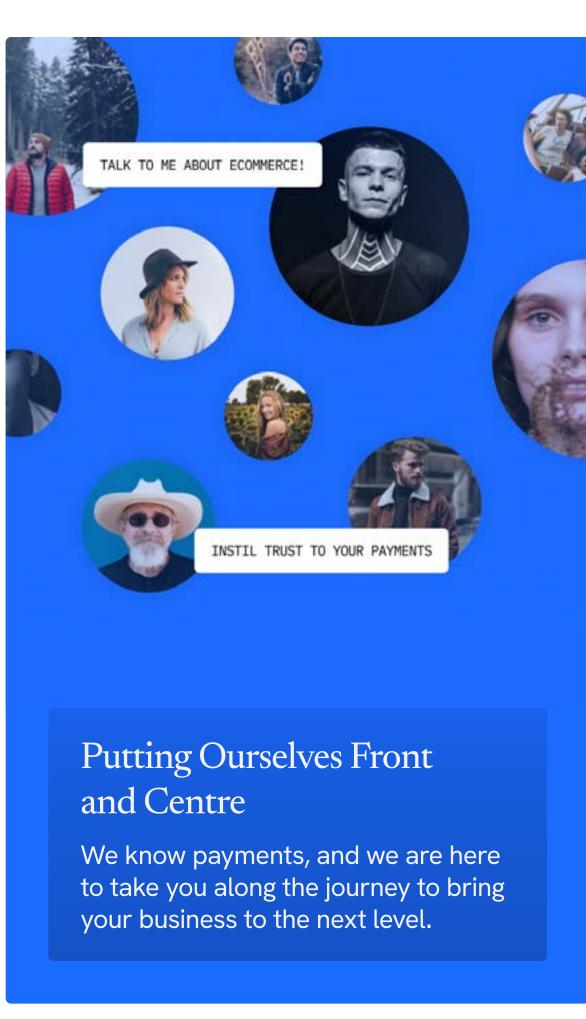
#### Where am I supposed to go?

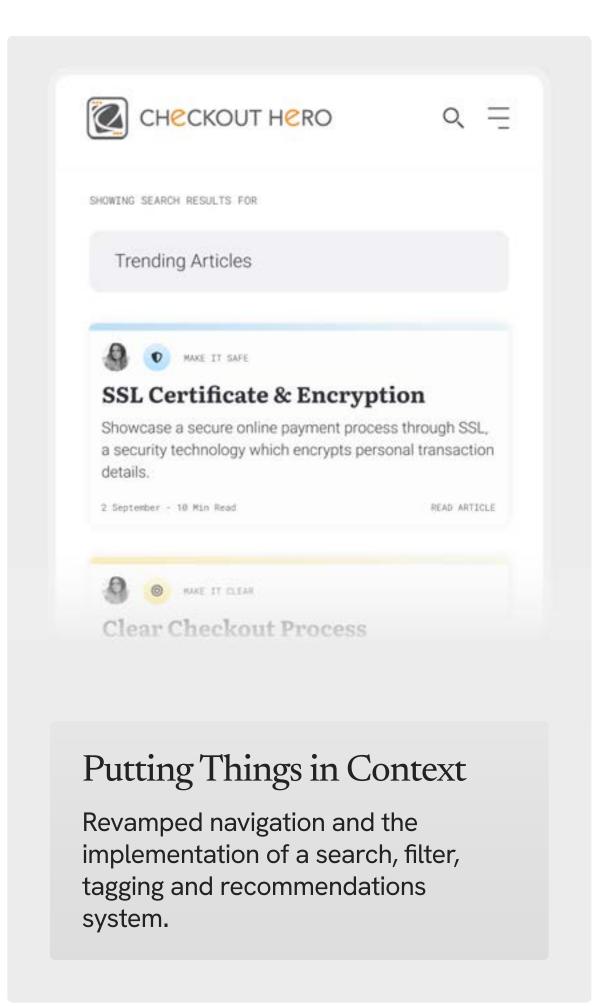
The lack of an indexing system causes restrictions and requires users to take extra steps to get to the content most relevant to them.

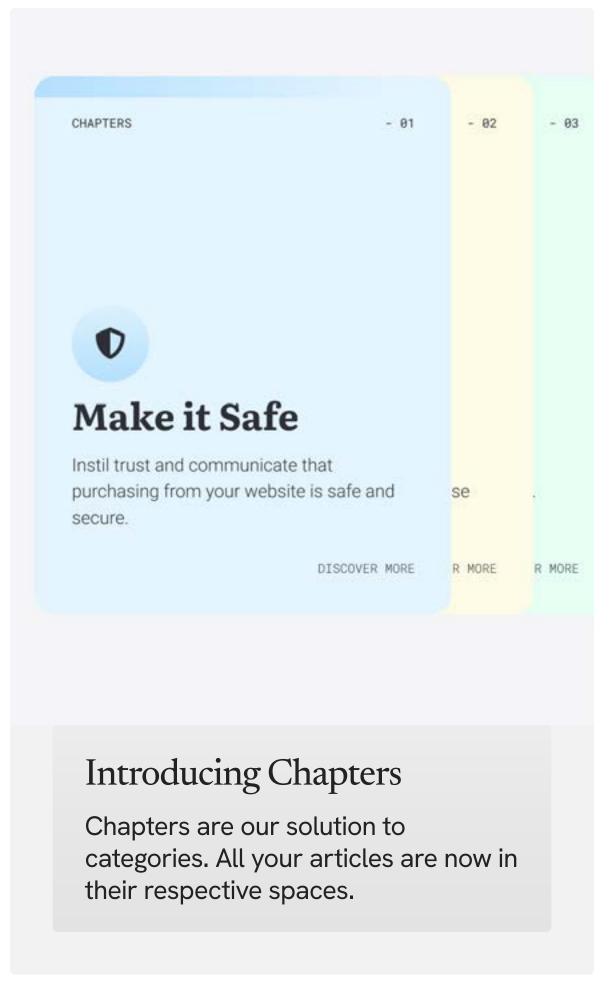


• CHECKOUT HERO LEGACY BUILD [2019]







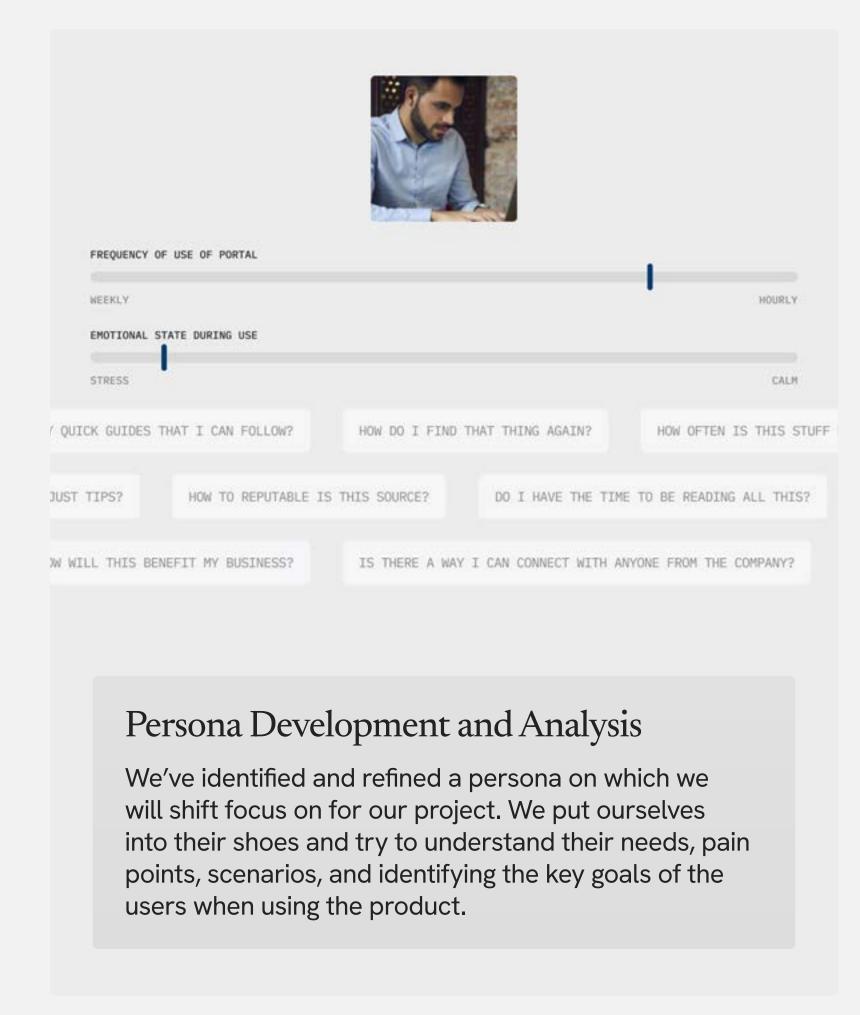


variable typography.

Checkout Hero

Checkout Hero riyadirenno.com <sup>¬</sup>

#### Process





#### 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.

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.

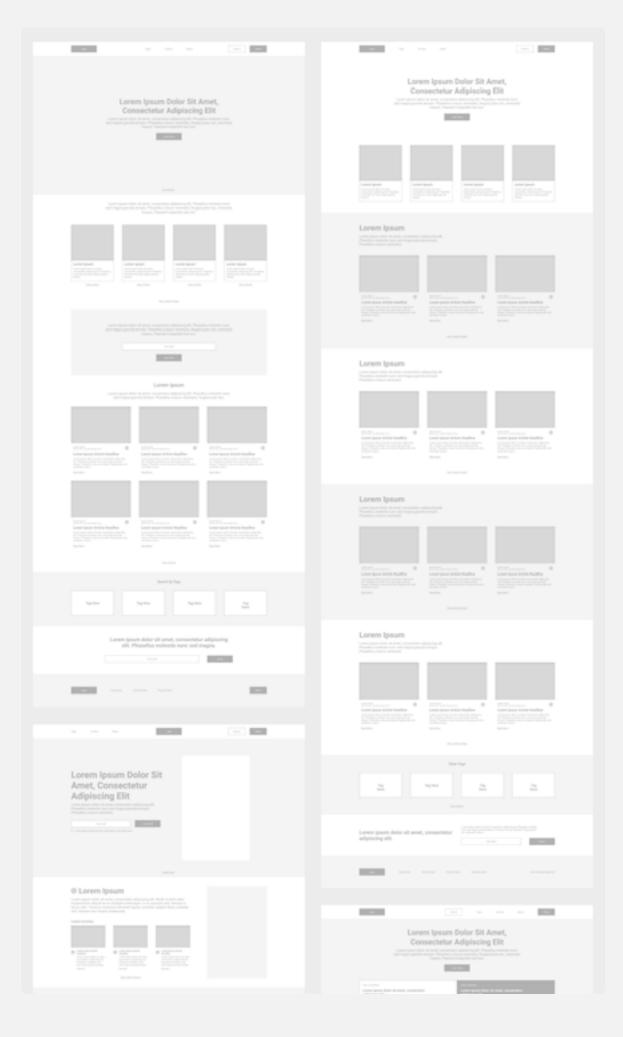
Multidisciplinary Designer Portfolio Document

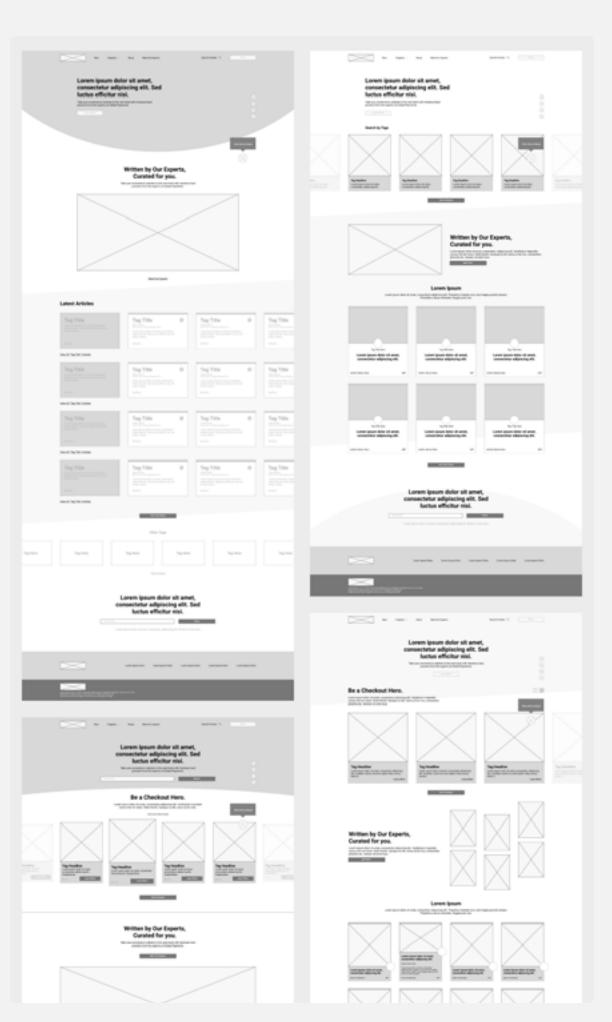
**Selected Projects** 2015 - 2023

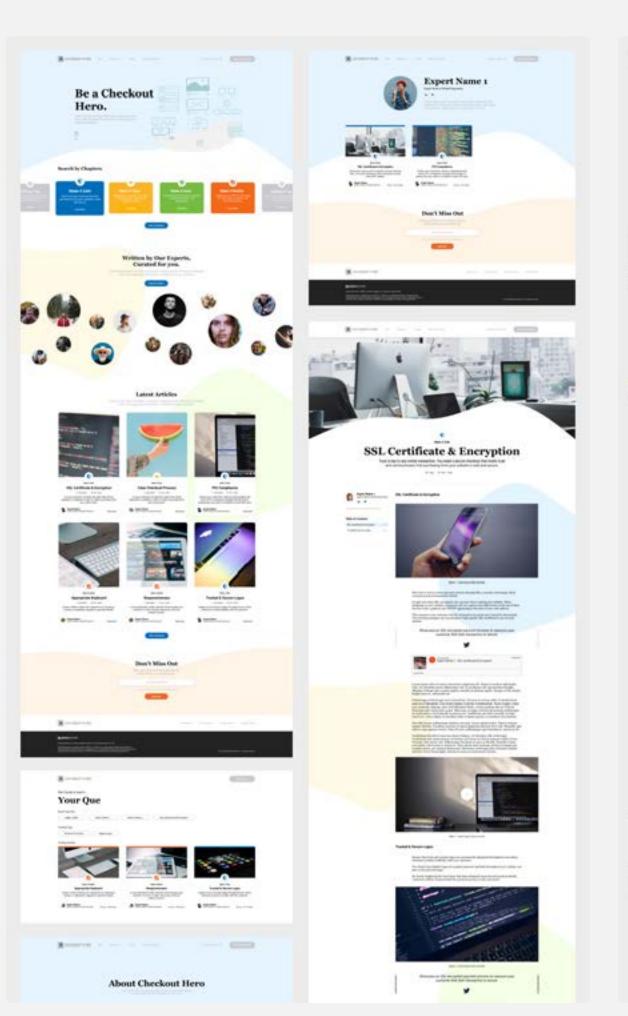
Please forward any queries to renno@riyadirenno.com7

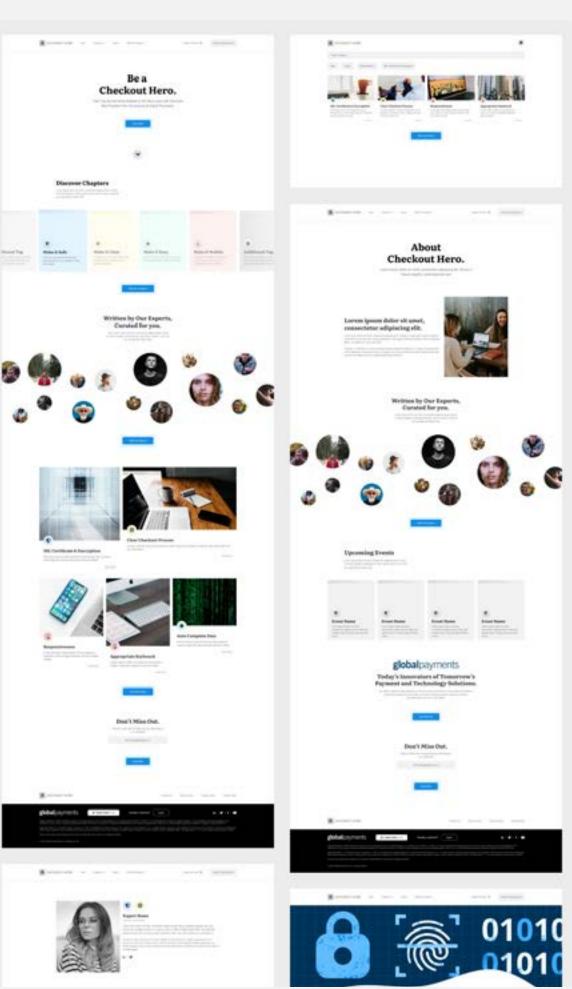
LinkedIn 7 Showreel 7 Resume 7

Checkout Hero <u>riyadirenno.com</u> 7



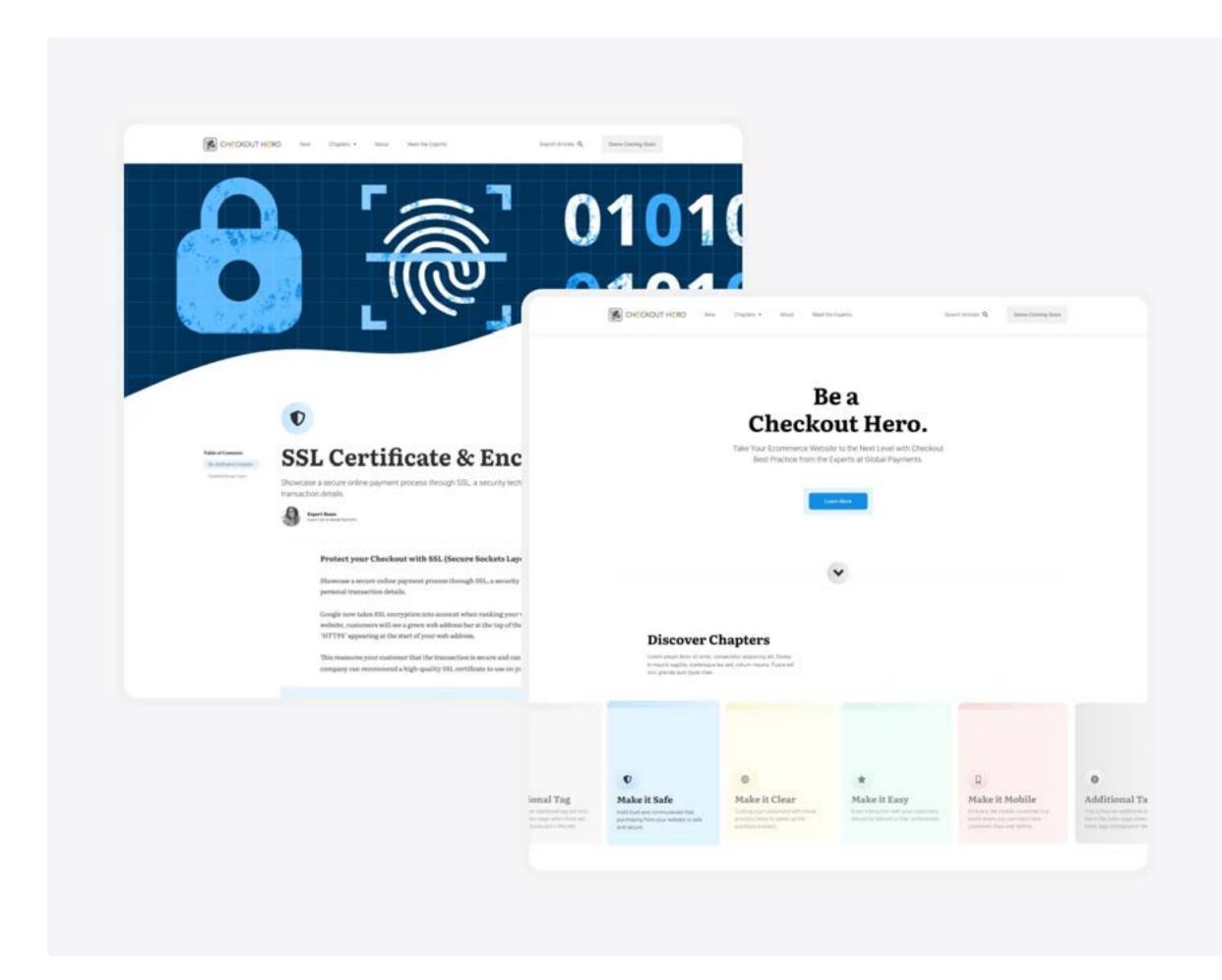


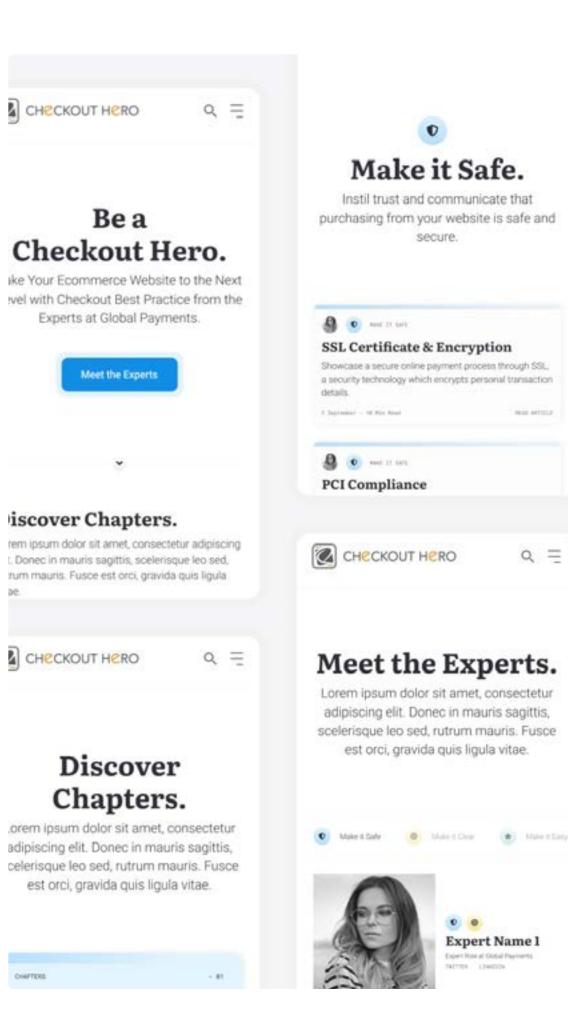


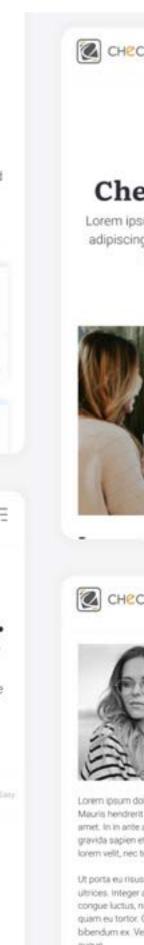


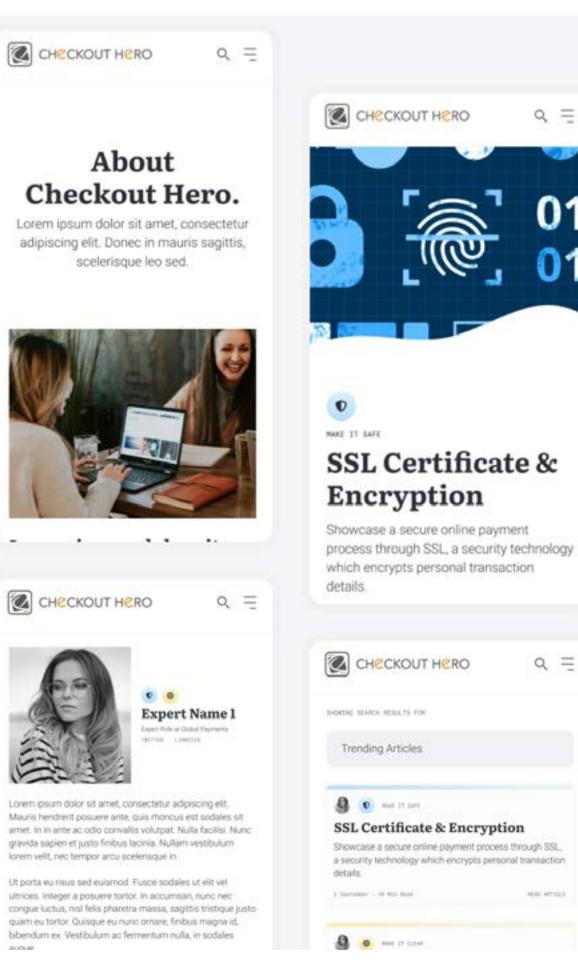
## Design Iterations

Checkout Hero riyadirenno.com 7



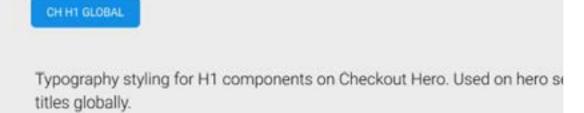






The newly redesigned Checkout Hero features an all-new colour palette from Index, with its subtle use of tints, and the introduction of Literata to the library.





# My H1 would lo something like this.

Literata Bold - 68px Font

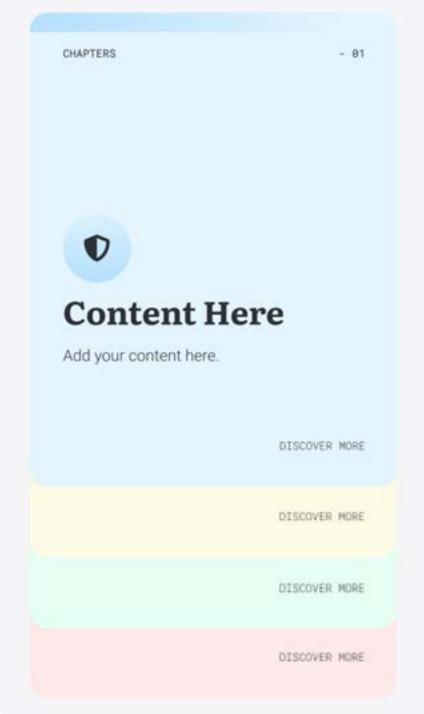
CH H2 GLOBAL

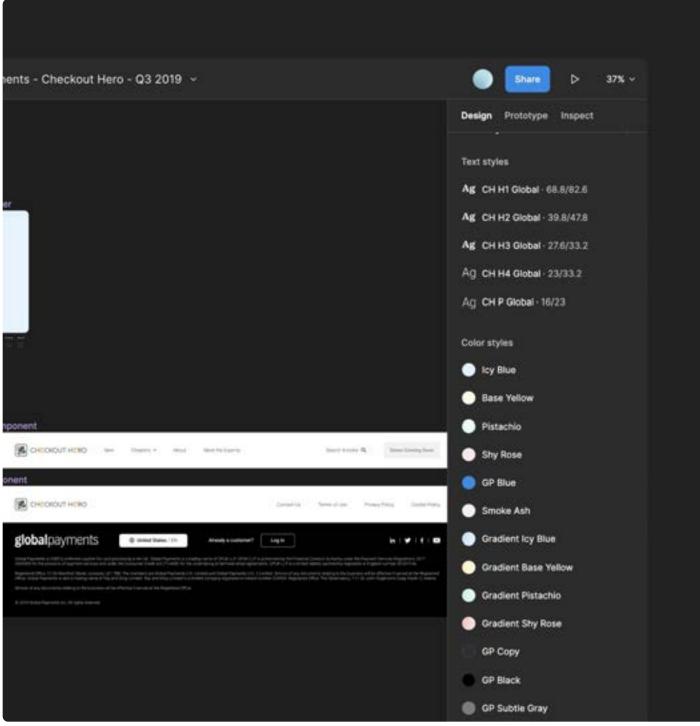
Typography styling for H2 components on Checkout Hero. Used on section containers globally.

# My H2 would look someth like this.

Literata Bold - 39.81px Font







#### 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.

Multidisciplinary *Designer*Portfolio Document

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Showreel 7 Resume 7

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Glanbia riyadirenno.com 7

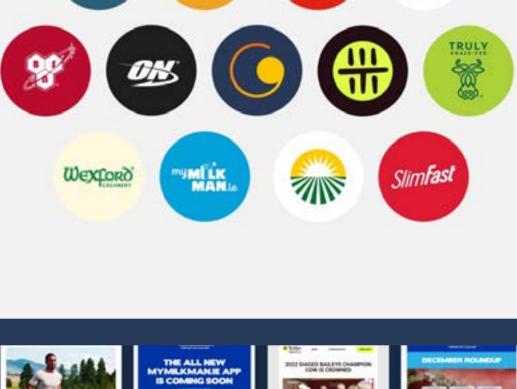
















# Working with the award-winning internal agency at Glanbia.

ROLE

CREATIVE TOOLKIT

Creative Associate & Developer

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

DISCIPLINE

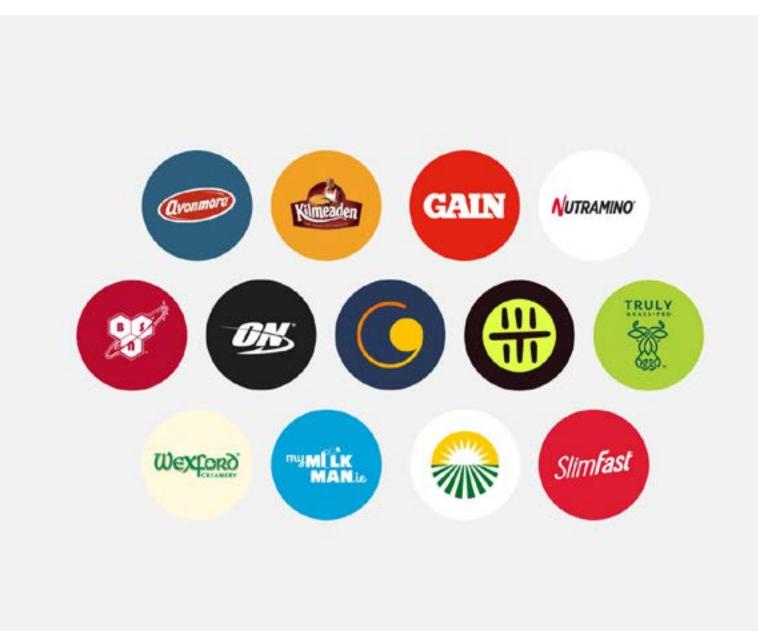
Branding & Identity, Digital Design, Print Design, Campaign Development, Corporate Branding, Social Media Marketing, Motion Design, Email Marketing, Digital Display Advertising, UI Design, Front-End Development, & Extended Reality (XR)

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.

Glanbia riyadirenno.com 7



#### Working with Globally Recognised Brands

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

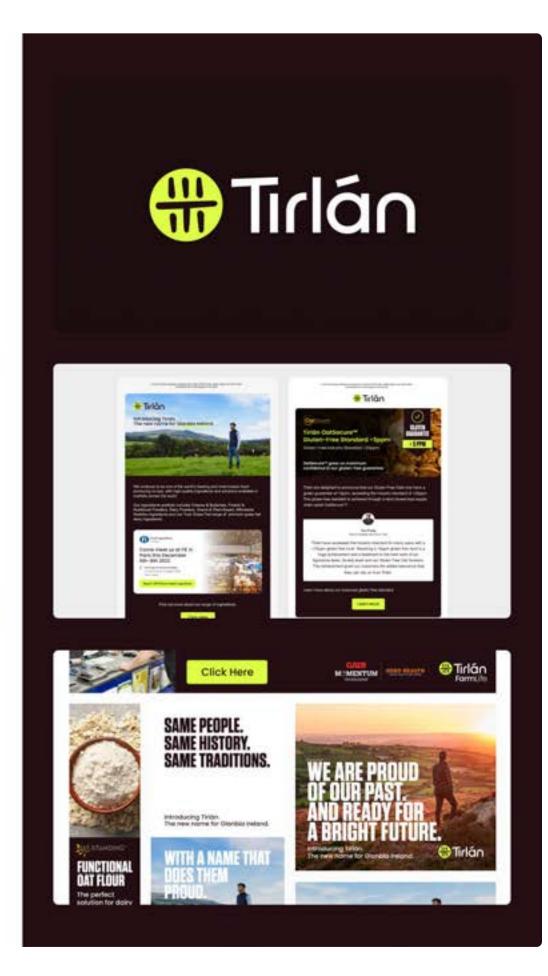
Whether it's digital, motion or print. Social, display, or email. All mediums. All platforms. From awareness, to conversion.











A New Look Towards the Future

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

Multidisciplinary *Designer*Portfolio Document

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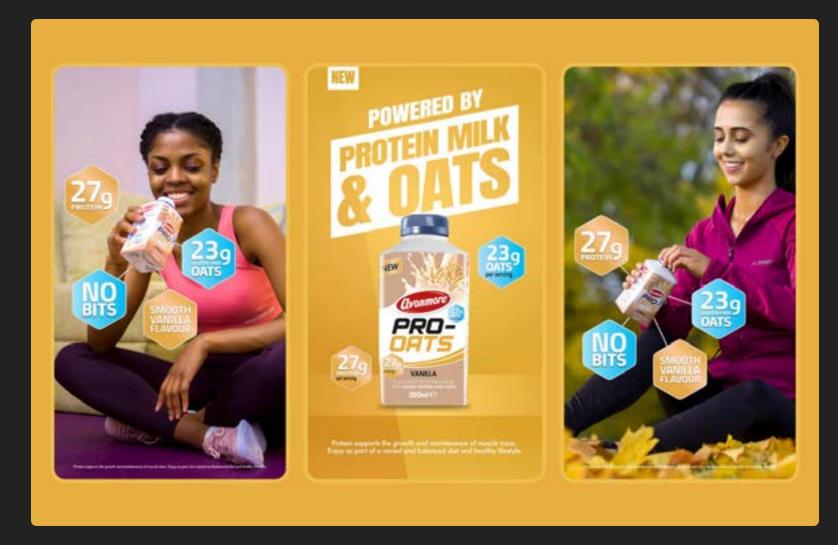
Resume 7











Glanbia

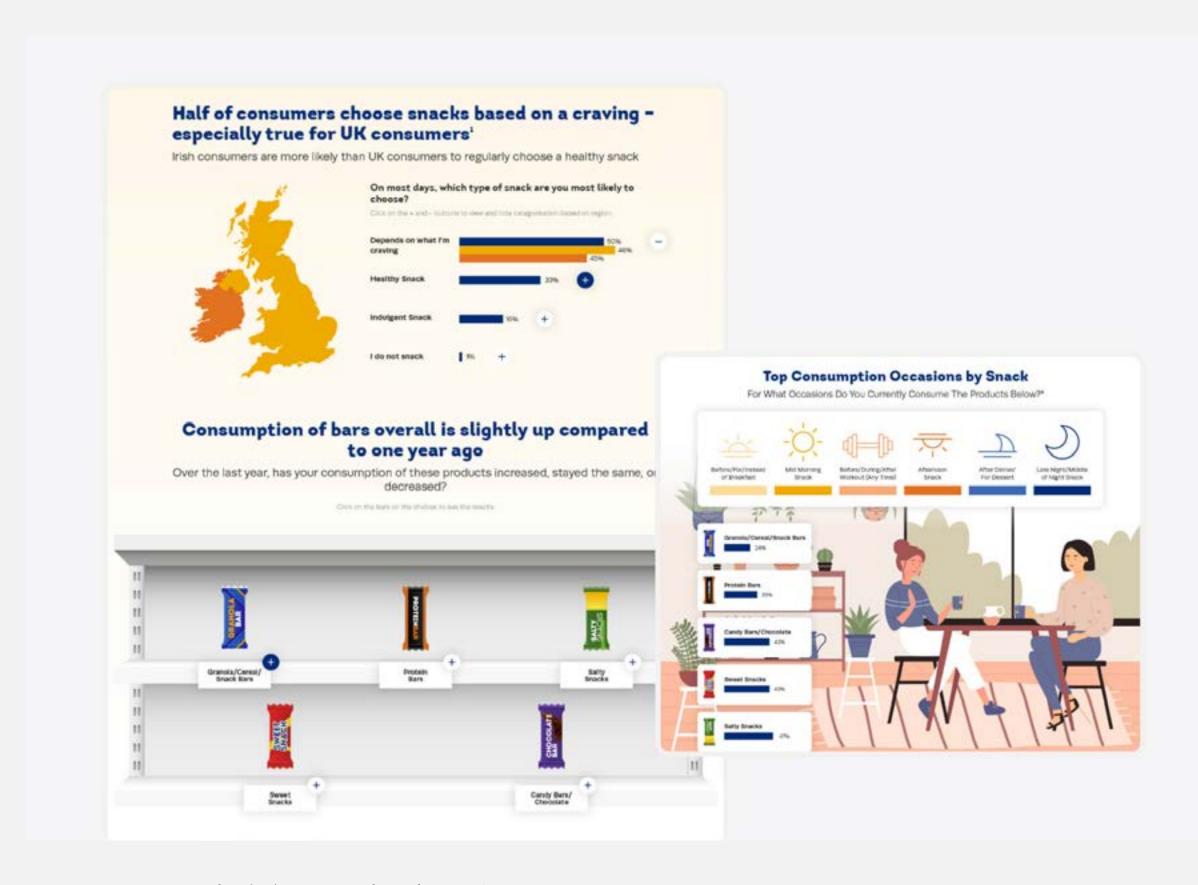




Bringing Ideas and Pitches to Life

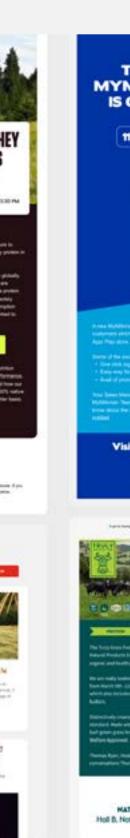
Involved throughout the campaign life-cycle from initial brainstorming to launch. Worked on the overall styling and composition, and developed static and motion assets for social and DOOH.

• AVONMORE PRO-OATS [2021 - 2022]

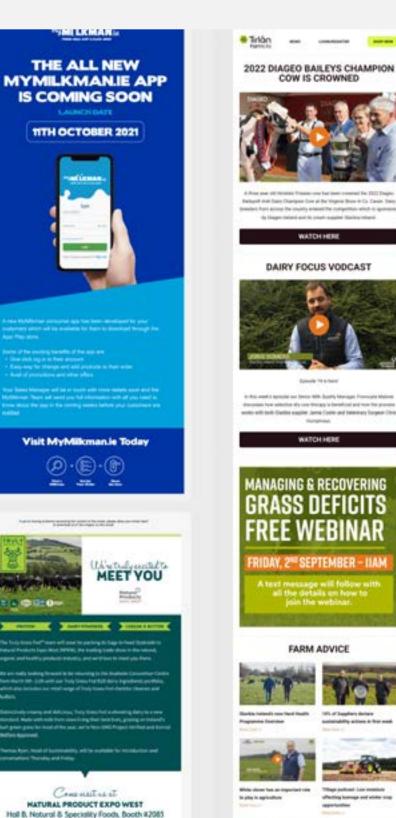


Glanbia





NUTRITION CATEGORY





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#### 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></div> to . From <display:grid> to

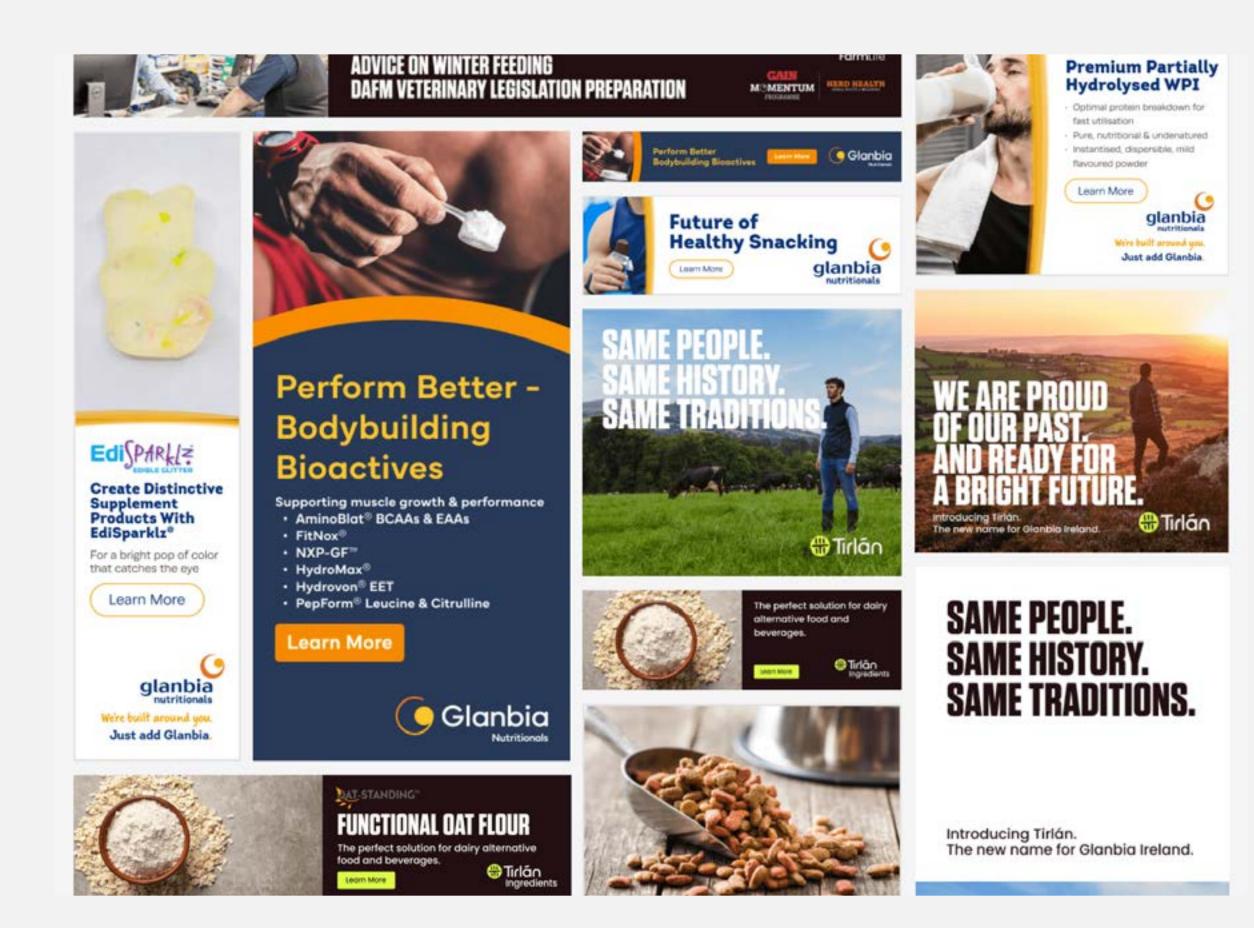
I've designed and deployed responsive email marketing campaigns and templates with beautiful and formatted code using multiple marketing platforms tailored to the brand's needs.

Multidisciplinary Designer Portfolio Document

**Selected Projects** 2015 - 2023

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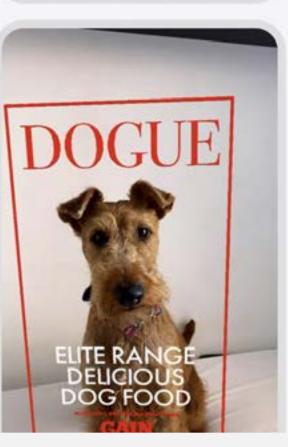
Glanbia riyadirenno.com 7















#### 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.

Multidisciplinary Designer Portfolio Document

**Selected Projects** 2015 - 2023

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# 

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

12 Months

Adobe Creative Suite, Lens Studio, HTML & CSS

Research, Augmented Reality, Branding & Identity, Web Design & Development & Motion Design

**COLLABORATOR** 

Designer

& Developer







Faye Flynn 7
Digital Marketer & 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.

Multidisciplinary Designer Portfolio Document

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BLNKDISRUPTION riyadirenno.com 7

#### 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.

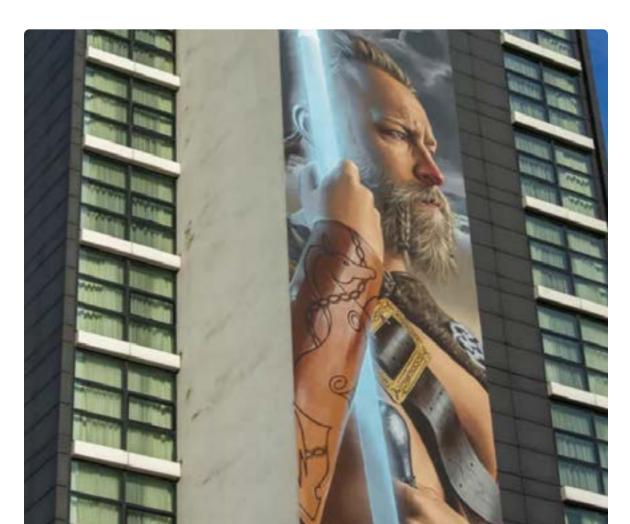
BLNKDISRUPTION was exhibited and awarded the best project in show at the annual FÍS Graduate Exhibition at DkIT in 2019.

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

riyadirenno.com ↗









#### 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  $\underline{SEEK}$  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

**BLNKDISRUPTION** 

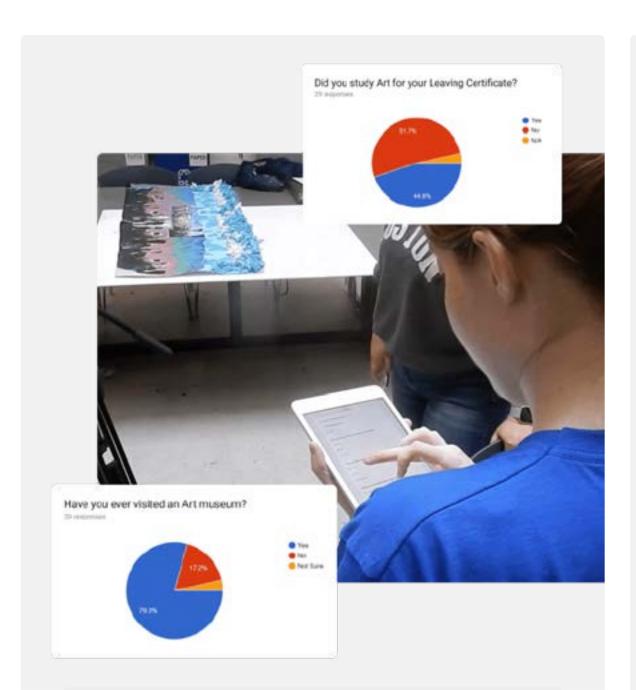
rivadirenno.com 7 **BLNKDISRUPTION** 

#### 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.





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#### 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.

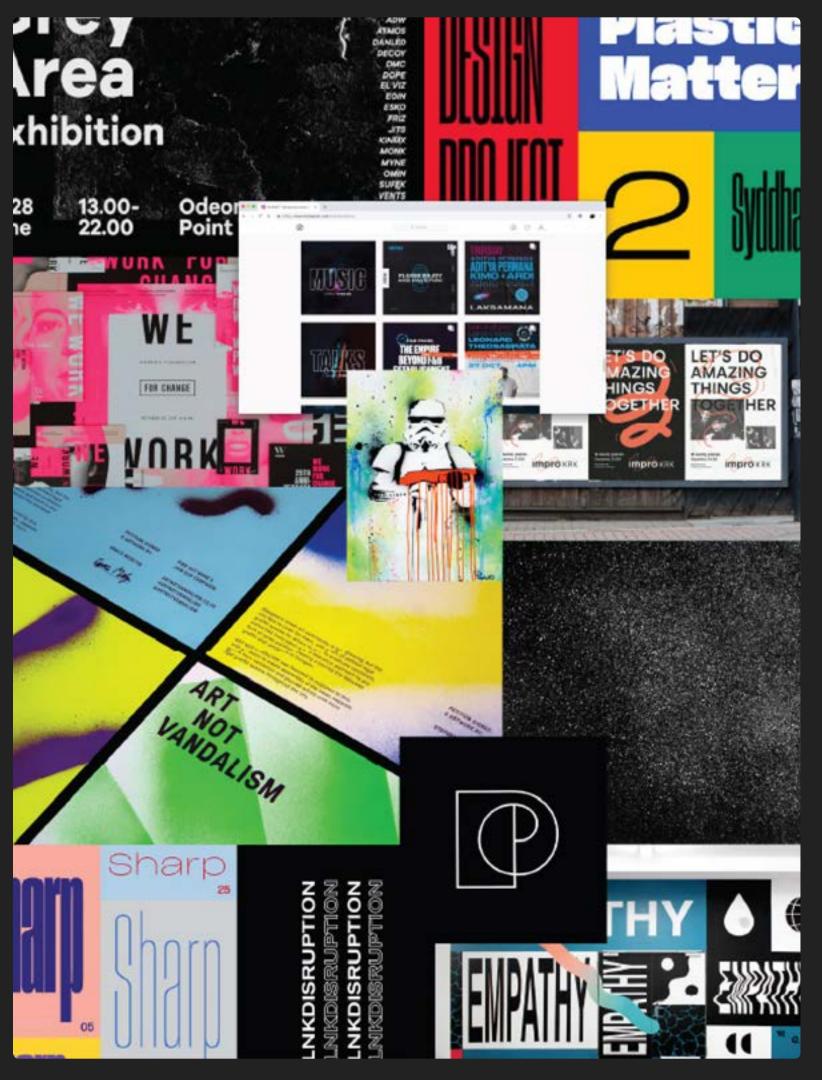
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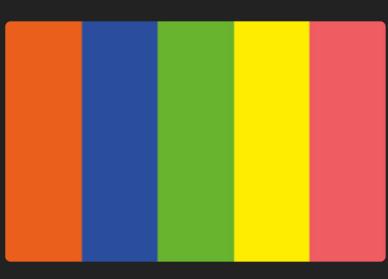
LinkedIn 7

BLNKDISRUPTION riyadirenno.com 7









Light AaBb Regular Aal Bold AaBb( Ultra Bold **Black Aal** 

### 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.

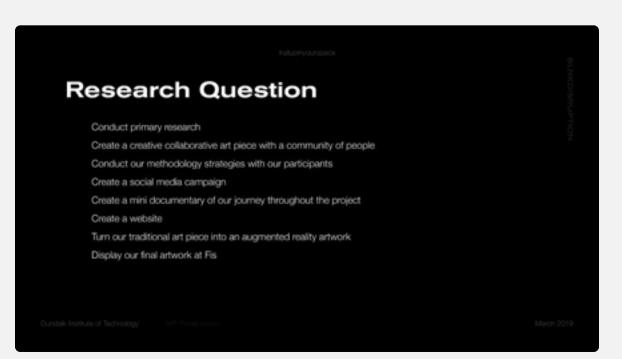
We've used an altered version Anderson Grotesk four our identity, and adopted a selection of colours audited through a semiotic analysis.



BLNKDISRUPTION

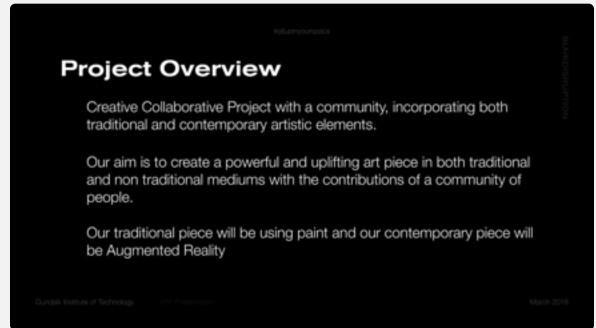


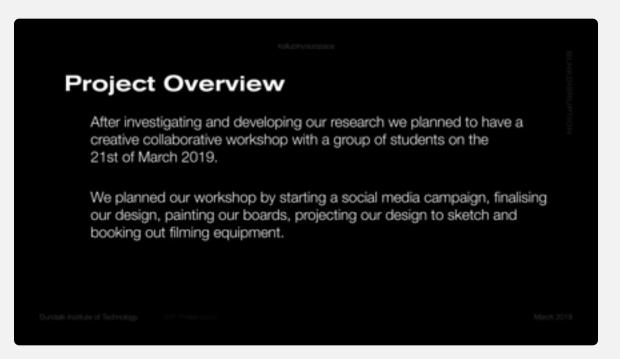








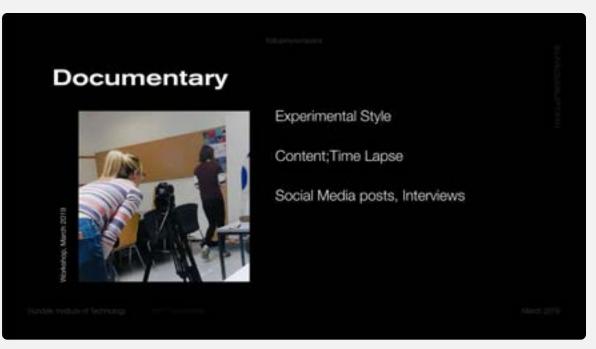




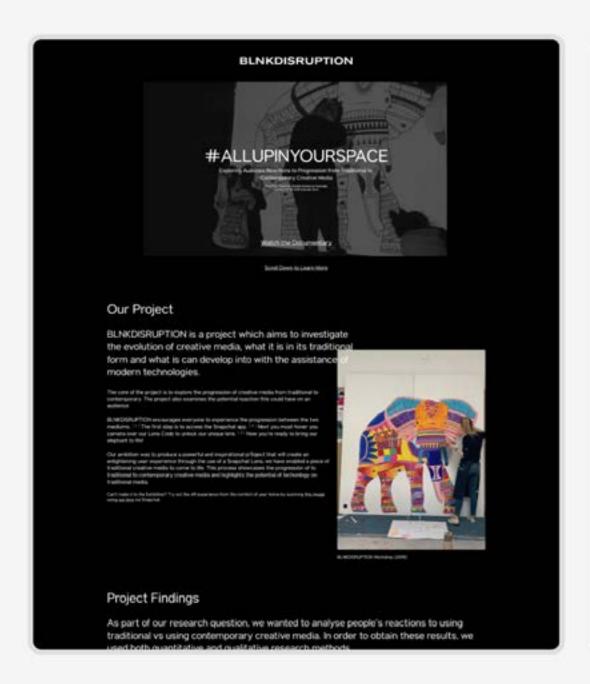








BLNKDISRUPTION riyadirenno.com











#### 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.

Multidisciplinary *Designer*Portfolio Document

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<u>LinkedIn</u> Showreel Resume

23

FÍS riyadirenno.com 7



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

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 (/fʲiːʃ/) 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.









<u>riyadirenno.com</u> <sup>对</sup>

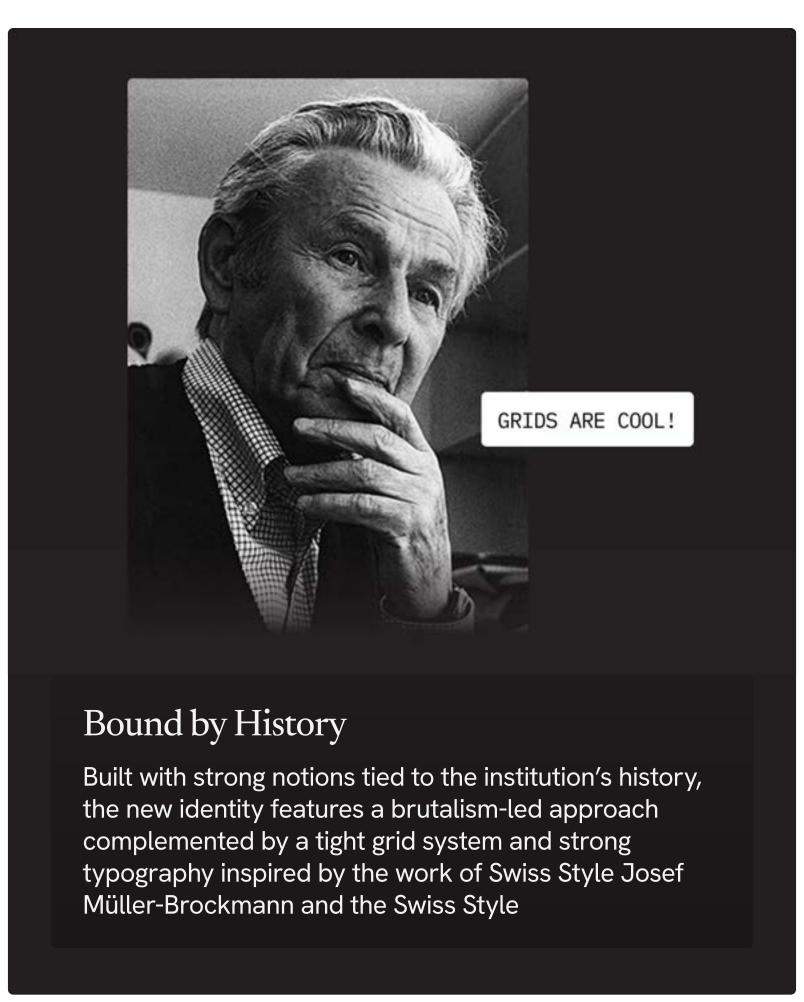
#### Design Rationale



FÍS

#### Built on It's Foundations

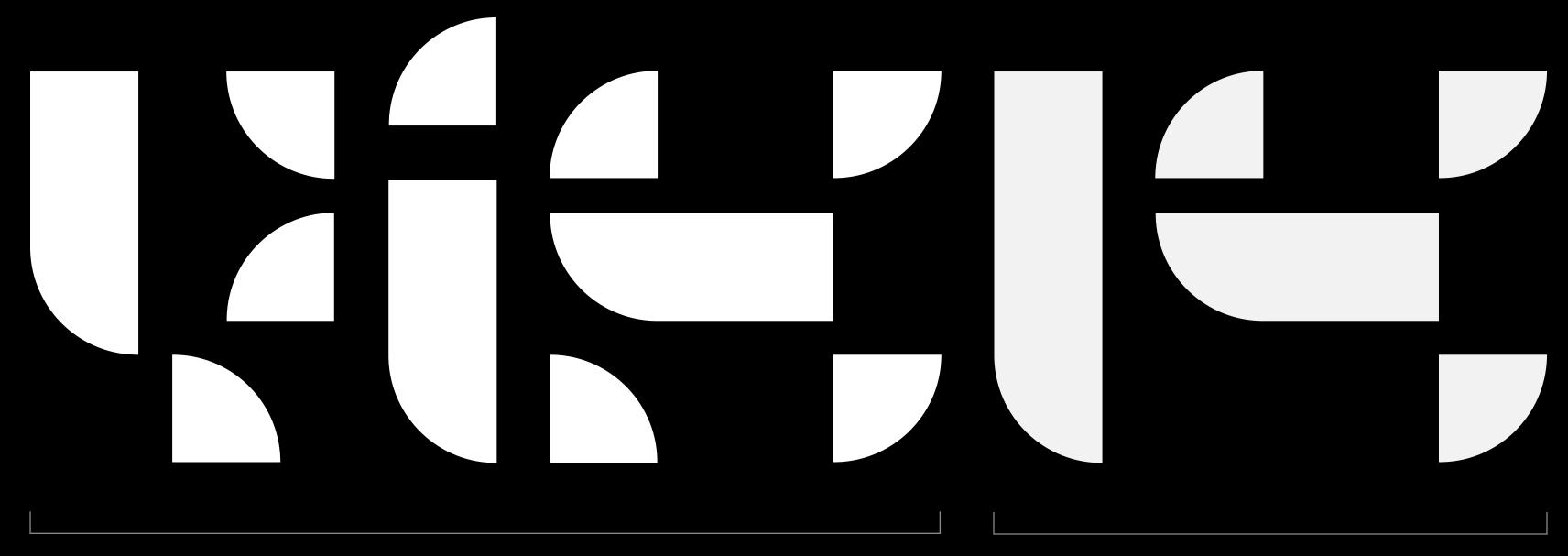
The Caroll's building currently houses the School of Informatics and Creative Arts at DkIT. Previously built as a cigarette factory for PJ Caroll's, it's commonly recognised as one of Europe's best examples of modern industrial buildings designed in Miesian style.





Renno Riyadi

FÍS <u>riyadirenno.com</u> 7



MAIN LOGO YEAR









FÍS

FÍS riyadirenno.com 7



You are cordially invited to the launch of FIS 2019. 06.06.2019 -07.06.2019 Dundalk Institute of Technology Carroll's Building 12.00 Showcasing Works from the Final Year Students. Graduate Exhibition



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**Selected Projects** 2015 - 2023

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FÍS





Renno Riyadi

FÍS riyadirenno.com 7

## Graduate **Exhibition**

You are cordially invited to the launch of FIS 2019.

06.06.2019 -07.06.2019

18.00-12.00 21.00 -21.00





### Graduate **Exhibition**

Showcasing Works from the Final Year Students.

#### **Programmes**

BA (Hons) in Communications in Creative Media BA (Hons) in Film and TV Production BA (Hons) in Production of Music and Audio BA in Media Arts and Technology

FIS 2019 Exhibition

Dundalk Institute of Technology **Dublin Road** Dundalk, Co. Louth











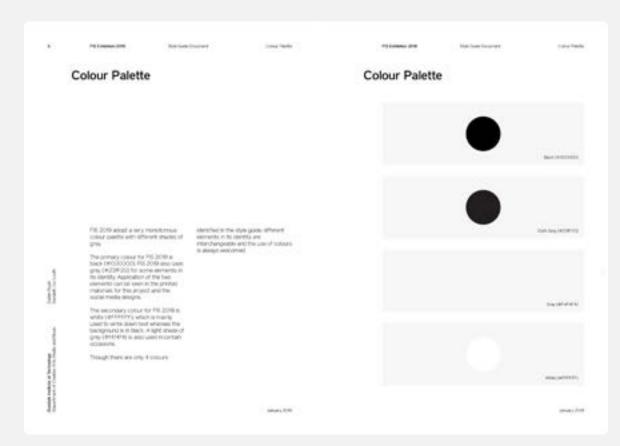
30



FÍS

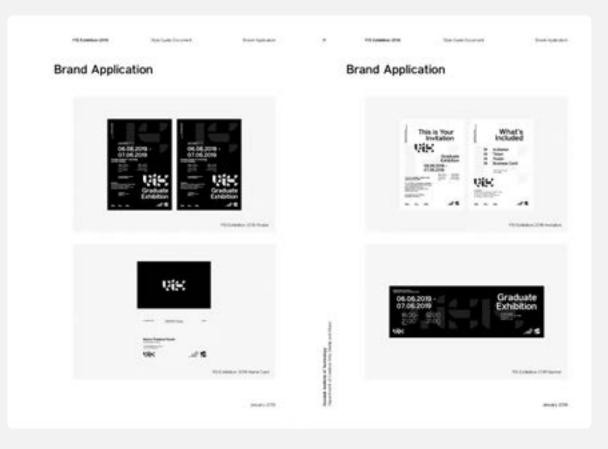














The developed brand guideline document provides visual cues, instructions and guidance to ensure consistency of usage within collaterals across all mediums.

# Featured Work

Logo Showcase riyadirenno.com 7

























Renno Riyadi Posters riyadirenno.co





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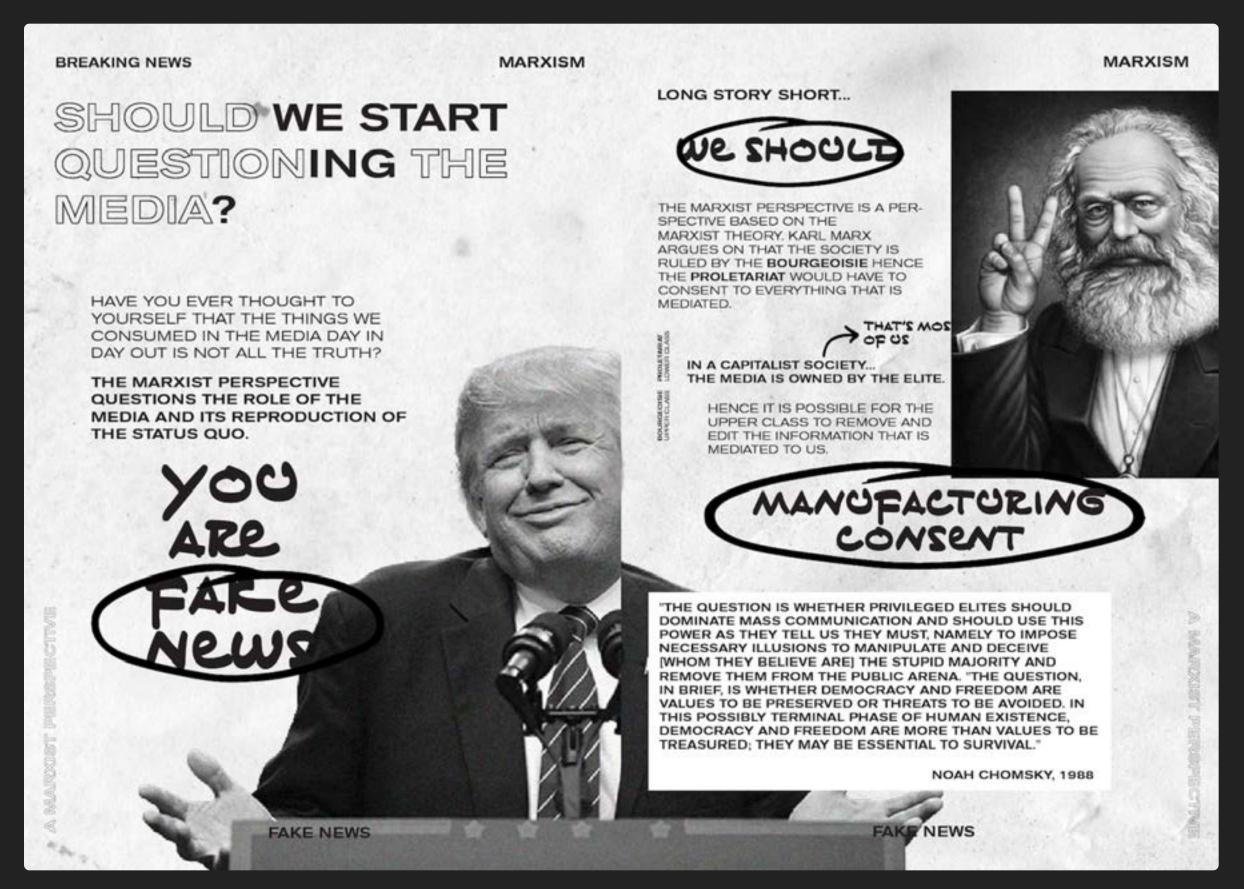
<u>riyadirenno.com</u> ↗

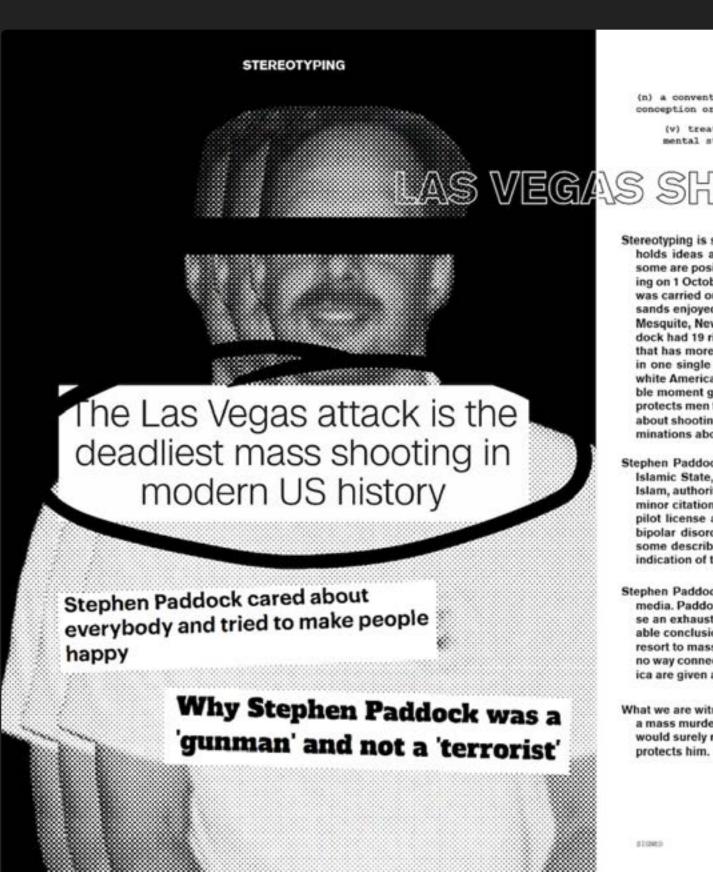


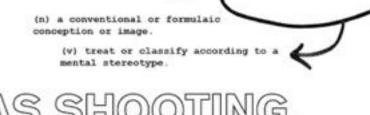




Fake News Zine rivadirenno.com 7







LAS **VEG**AS SHOOTING.

Stereotyping is seen all over the world. Many stereotypes can be racist or sexist. It commonly holds ideas about specific groups. You most often hear about negative stereotypes, but some are positive. In this case I will be discussing how the media perceived the mass shooting on 1 October 2017 in Vegas, the deadliest mass shooting in modern American history that was carried out by a wealthy white American male Stephen Craig Paddock. As tens of thousands enjoyed a music festival on the streets of Las Vegas, 64 year old Stephen Paddock of Mesquite, Nevada, was perched 32 floors above them in his Mandalay Bay hotel room. Paddock had 19 rifles and hundreds of rounds of ammo - supplies that are plentiful in a nation that has more guns than people. At least 58 people were killed and over 500 more wounded in one single incident. Paddock, like the majority of mass shooters in this country, was a white American. And that simple fact changes absolutely everything about the way this horrible moment gets discussed in the media and the national discourse: Whiteness, somehow, protects men from being labelled terrorists. The privilege here is that the ultimate conclusion about shootings committed by people from commonly non-white groups often leads to determinations about the corrosive or destructive nature of the group itself.

Stephen Paddock was a wealthy 64 year old real estate investor, had no connection to the Islamic State, which claimed him both as a member of the group and as a late convert to Islam, authorities have not corroborated that claim and, with the exception of a now-resolved minor citation, had had no prior run-ins with law enforcement. Paddock even held a private pilot license and would have had to prove that he hadn't been diagnosed with psychosis, bipolar disorder or any severe personality disorder. Neighbours gave conflicting reports, some described him as friendly, and others not so much, but Paddock, they said, gave no indication of the extreme anger.

Stephen Paddock's whiteness has already afforded him many outrageous protections in the media. Paddock was declared a "lone wolf" before analysts even started their day, not becau se an exhaustive investigation produced such a conclusion, but because it is the only available conclusion for a white man in America who commits a mass shooting . White men who resort to mass violence are consistently characterized primarily as isolated "lone wolves" in no way connected to one another while the most problematic aspects of being white in America are given a pass that nobody else receives.

What we are witnessing is the blatant fact that white privilege protects even Stephen Paddock, a mass murderer, not just from being called a terrorist, but from the anger, rage, and fury that would surely rain down if he were almost anyone other than a white man. His skin somewhat

• FAKE NEWS ZINE [2018]

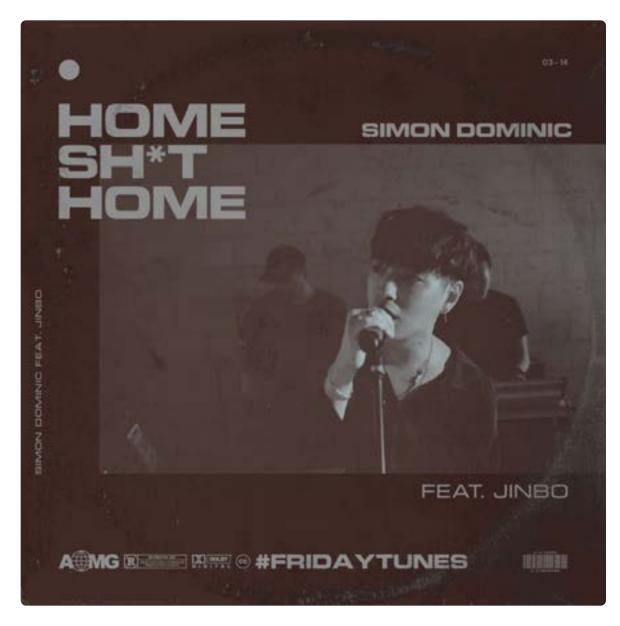
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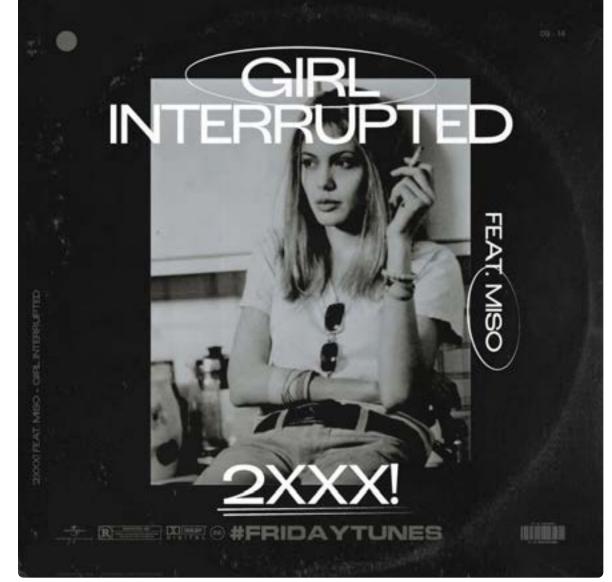
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• HOME SH\*T HOME - SIMON DOMINIC FT. JINBO

Album Artworks

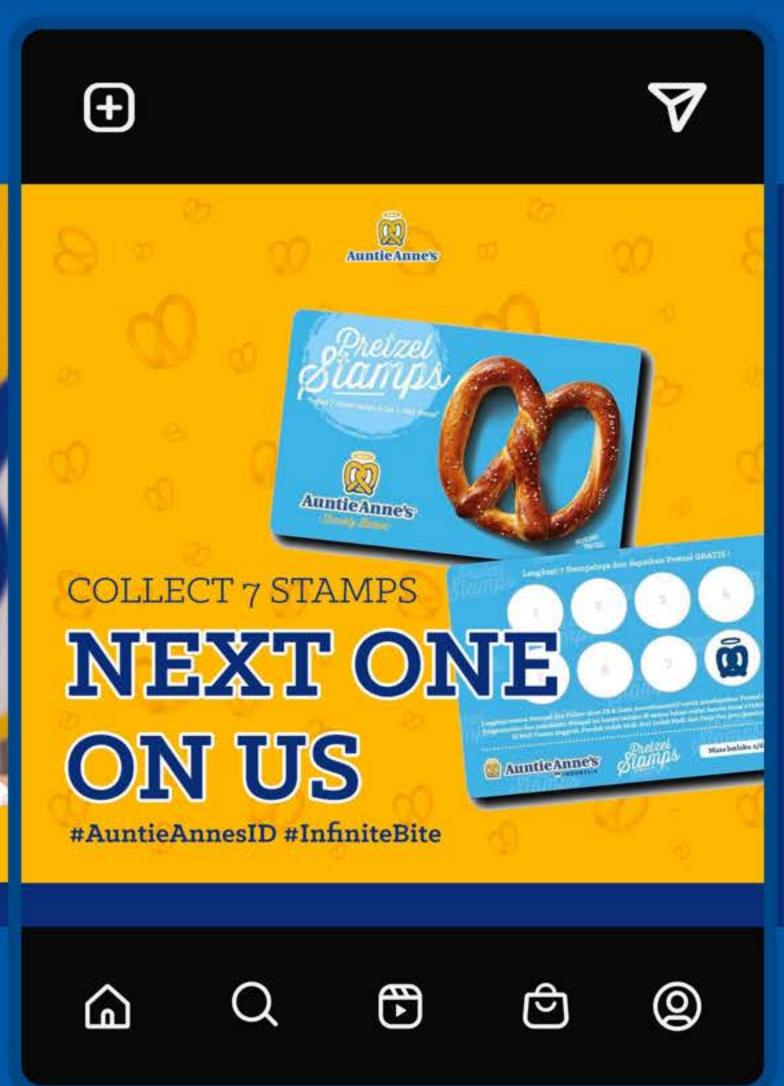
• SUNFLOWER - COLDE

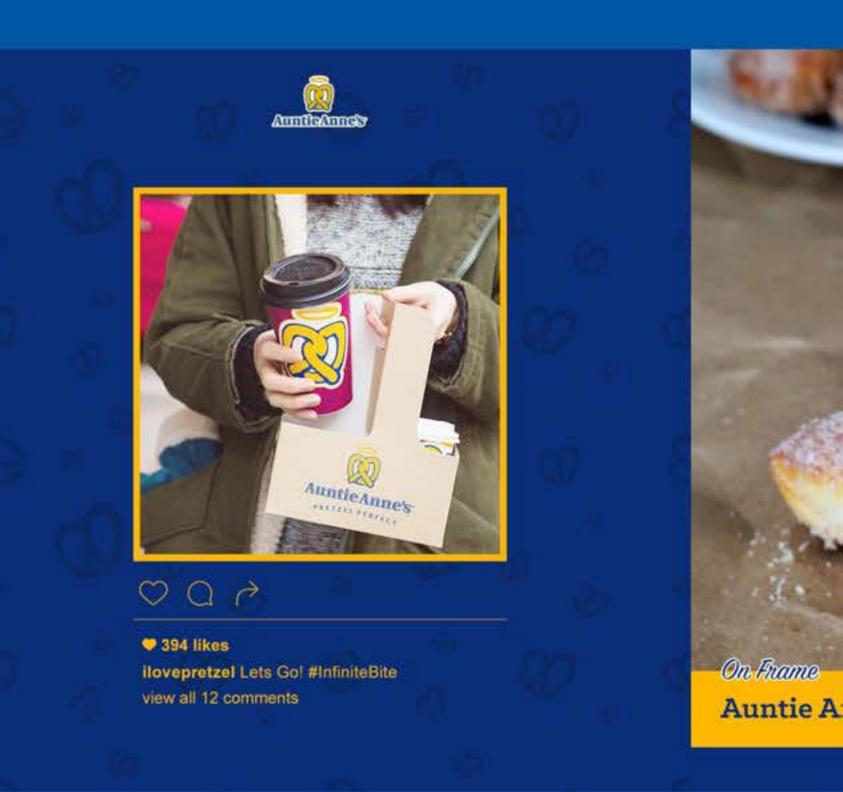
• GIRL INTERRUPTED - 2XXX! FT. MISO

• JOHNNY - PRIMARY FT. DYNAMIC DUO

Auntie Anne's <u>riyadirenno.com</u> <sup>¬</sup>

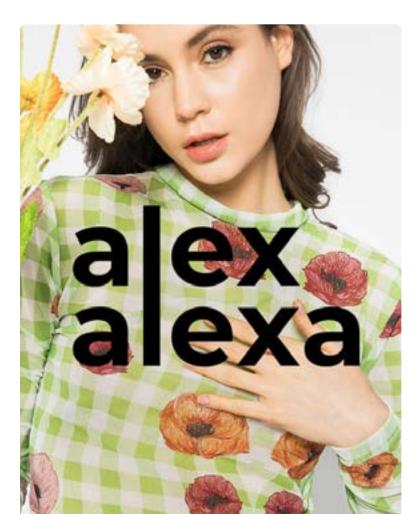






Social media designs for Auntie Anne's in collaboration with Studio Lèngua.

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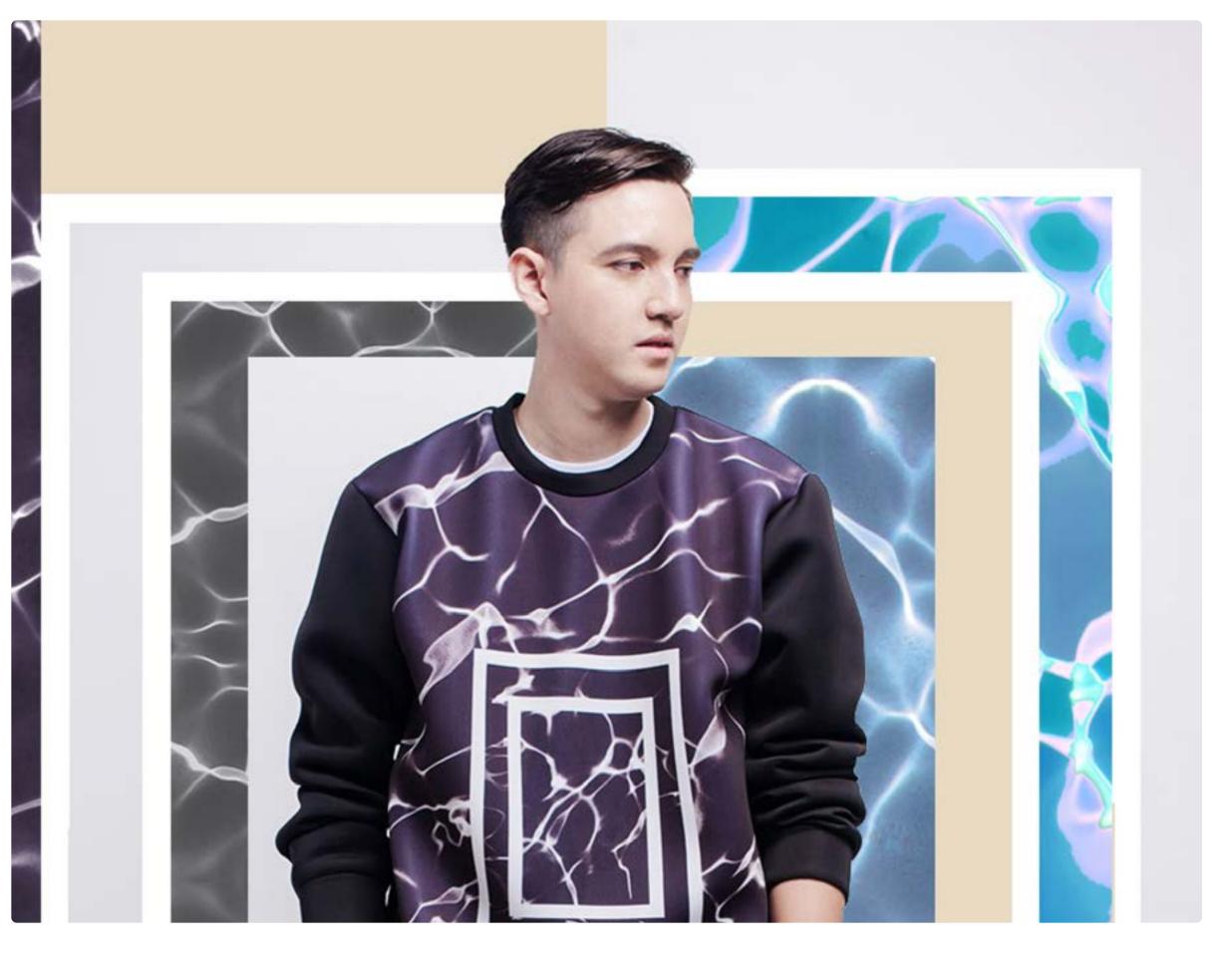








I ALWAYS
WANTED TO
BE A
TENENBAUM

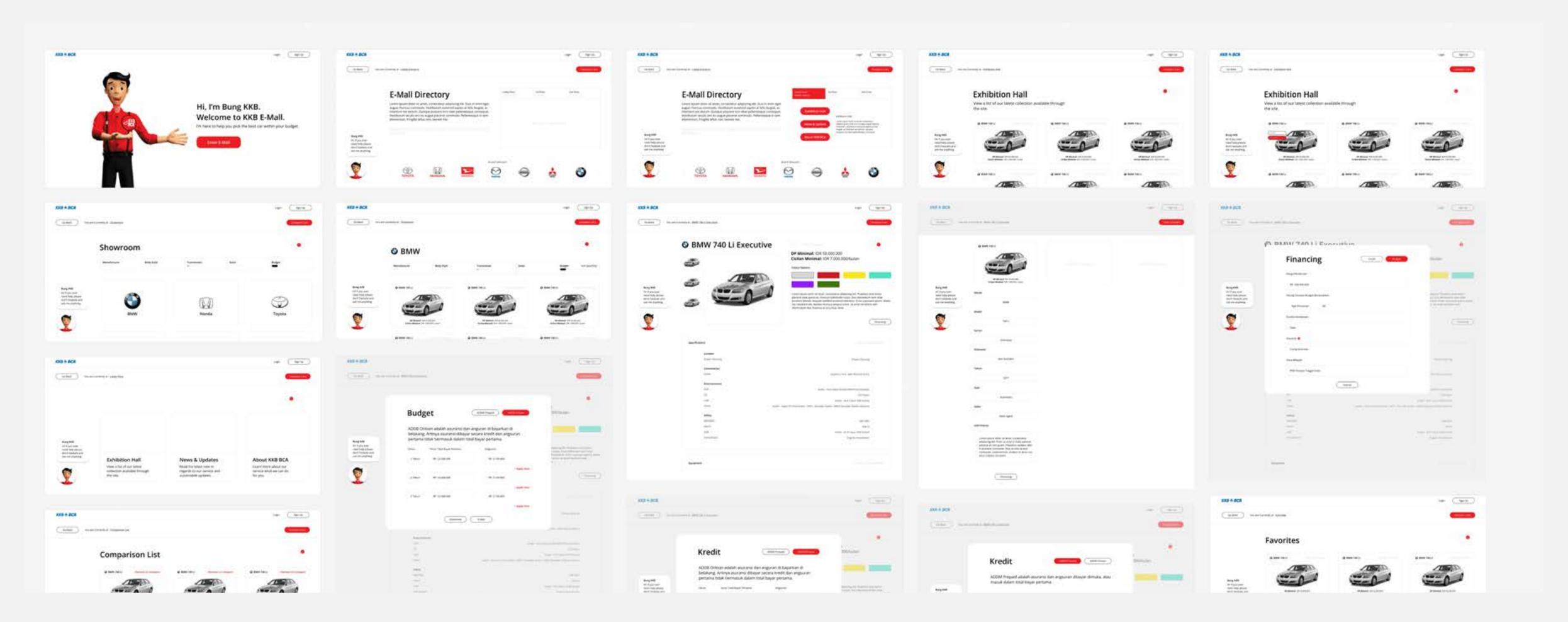


alex[a]lexa

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.

alex[a]lexa

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#### Bank Central Asia

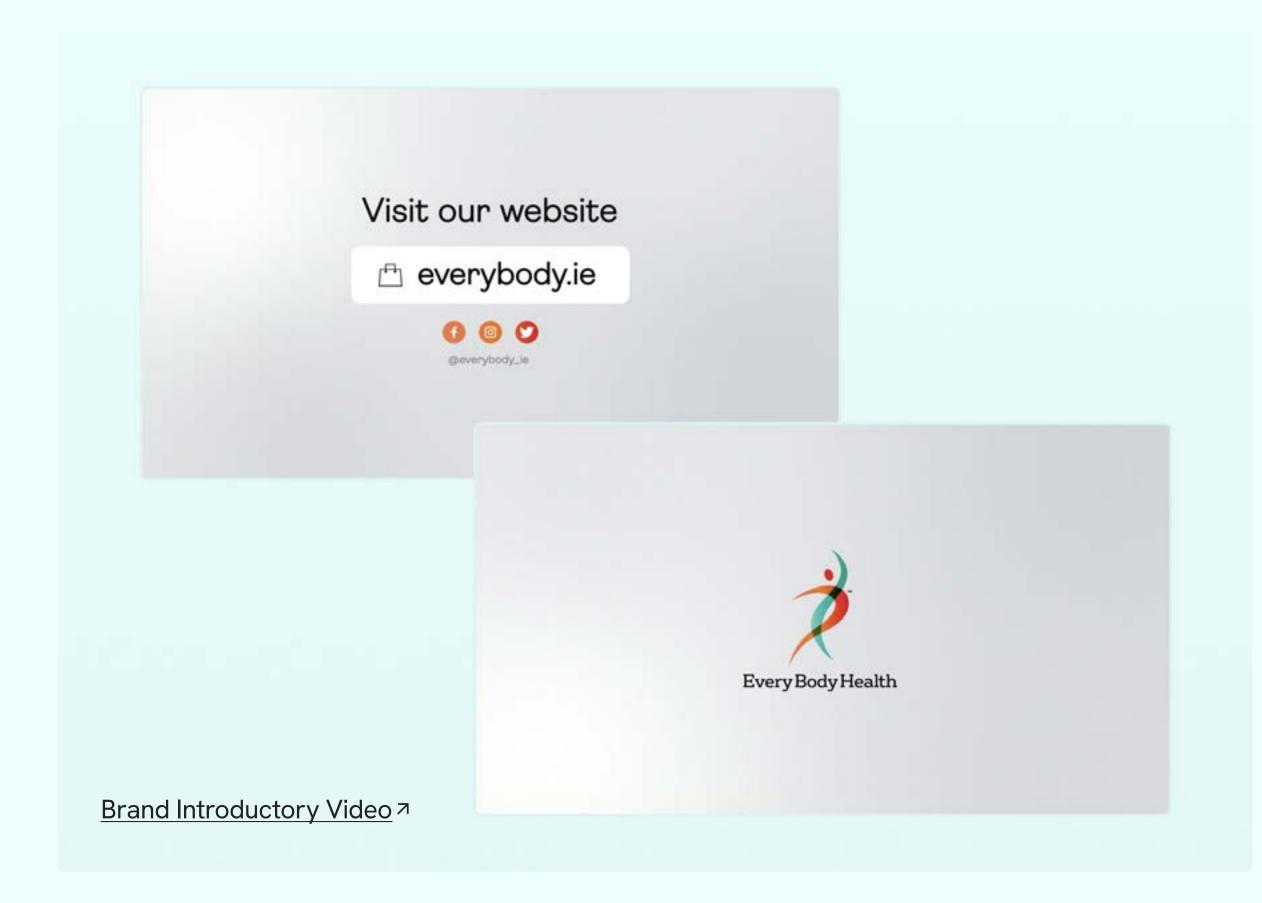
Bank Central Asia (BCA) is the largest privately owned bank Indonesia. KKB BCA is the car financing services provided by the bank. I developed the initial and low-fidelity wireframes for KKB BCA, in collaboration with Studio Lèngua.

Bank Central Asia

Dundalk Bay Brewery <u>riyadirenno.com</u> <sup>对</sup>



Every Body Health riyadirenno.com 7



# 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.



















BUSS MDiT & Happyfit <u>riyadirenno.com</u> <sup>¬</sup>





























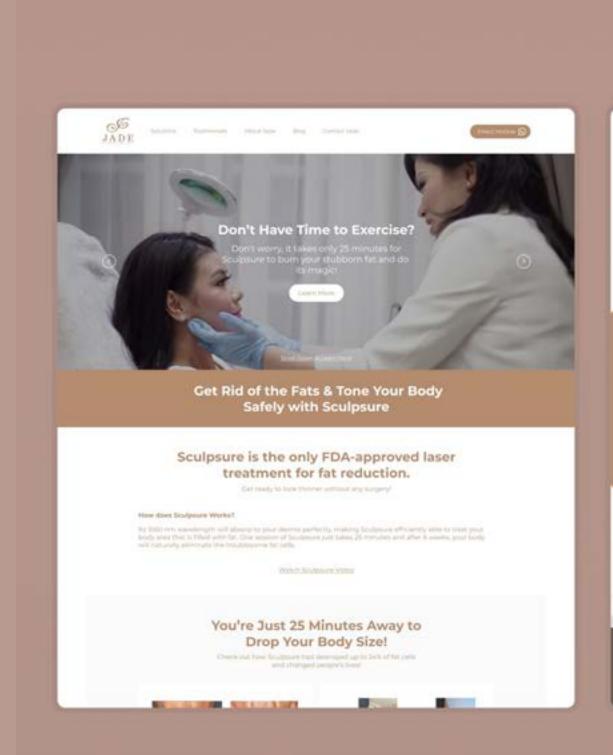








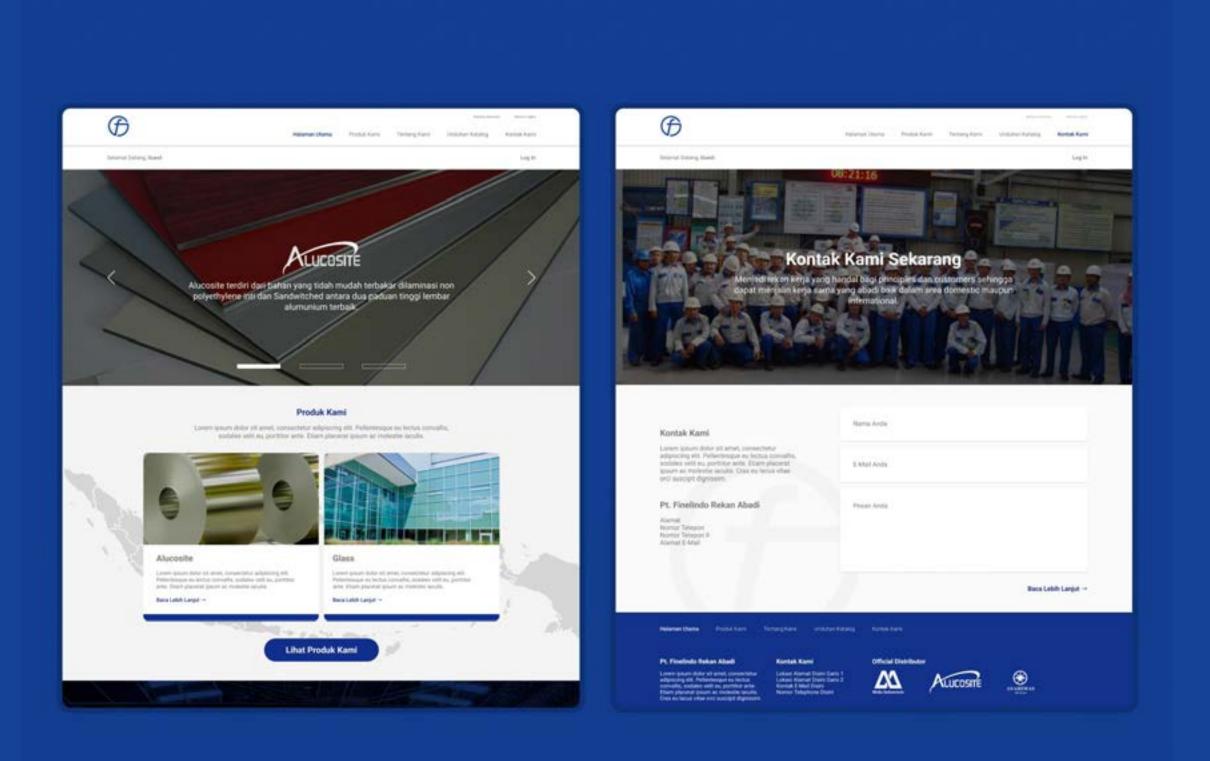
Jade & Finelindo riyadirenno.com 7





### 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.

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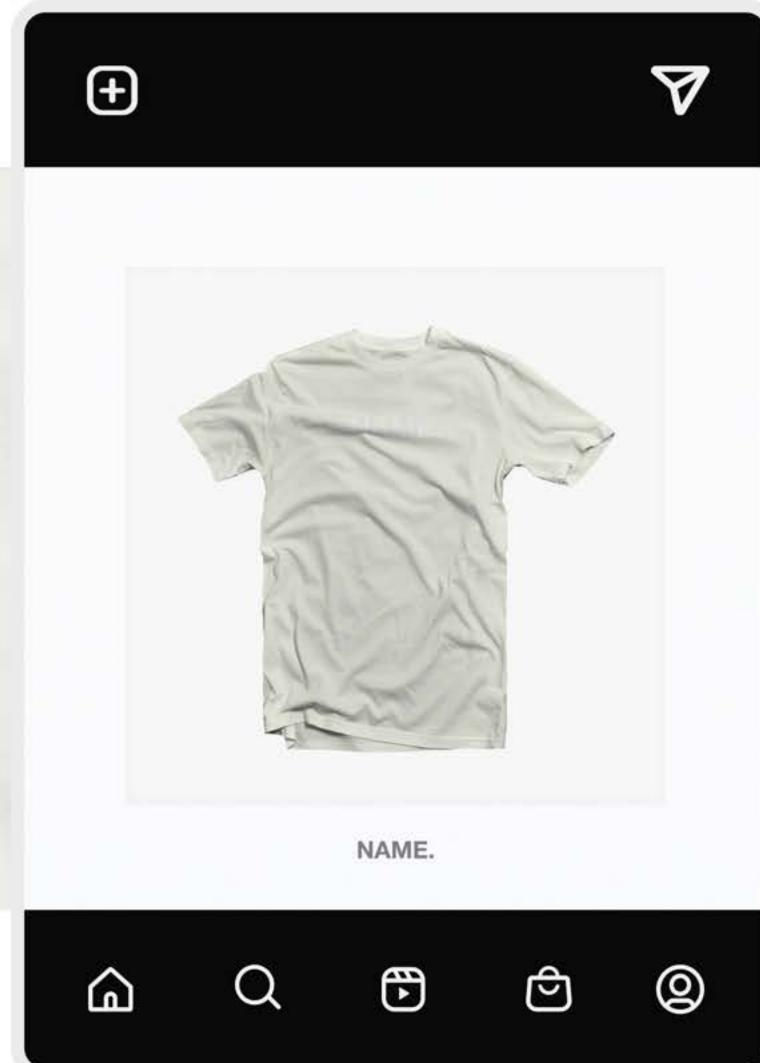
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Name Clothing



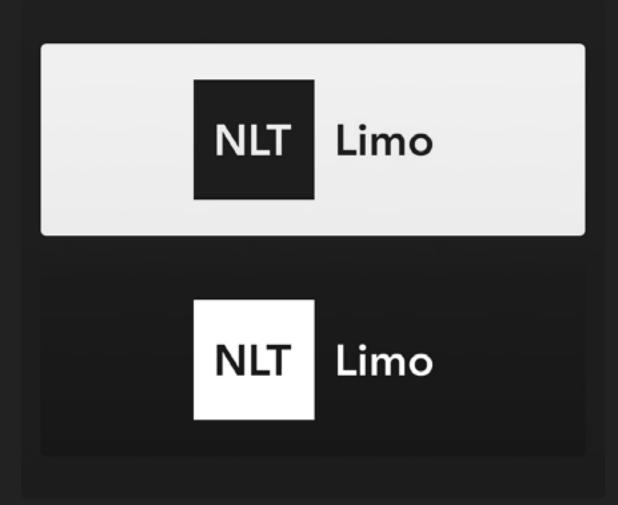




Social media designs for Name Clothing.

NAME.

NLT Limo <u>riyadirenno.com</u> <sup>¬</sup>

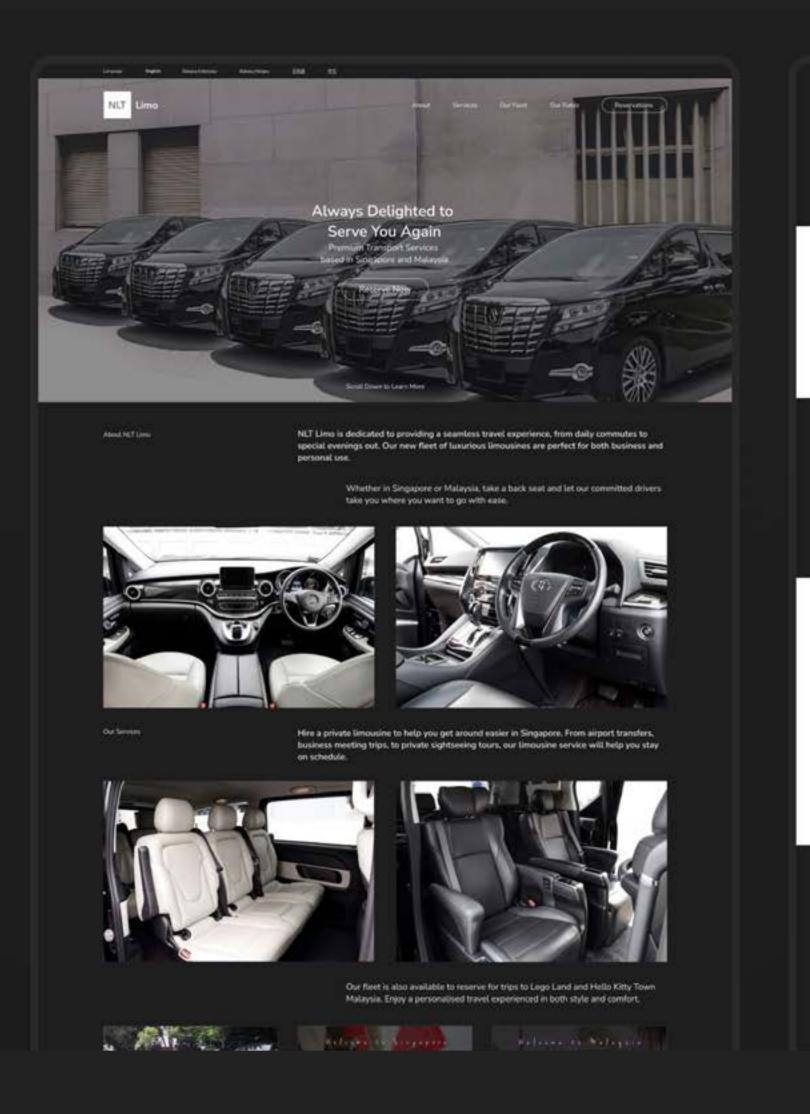


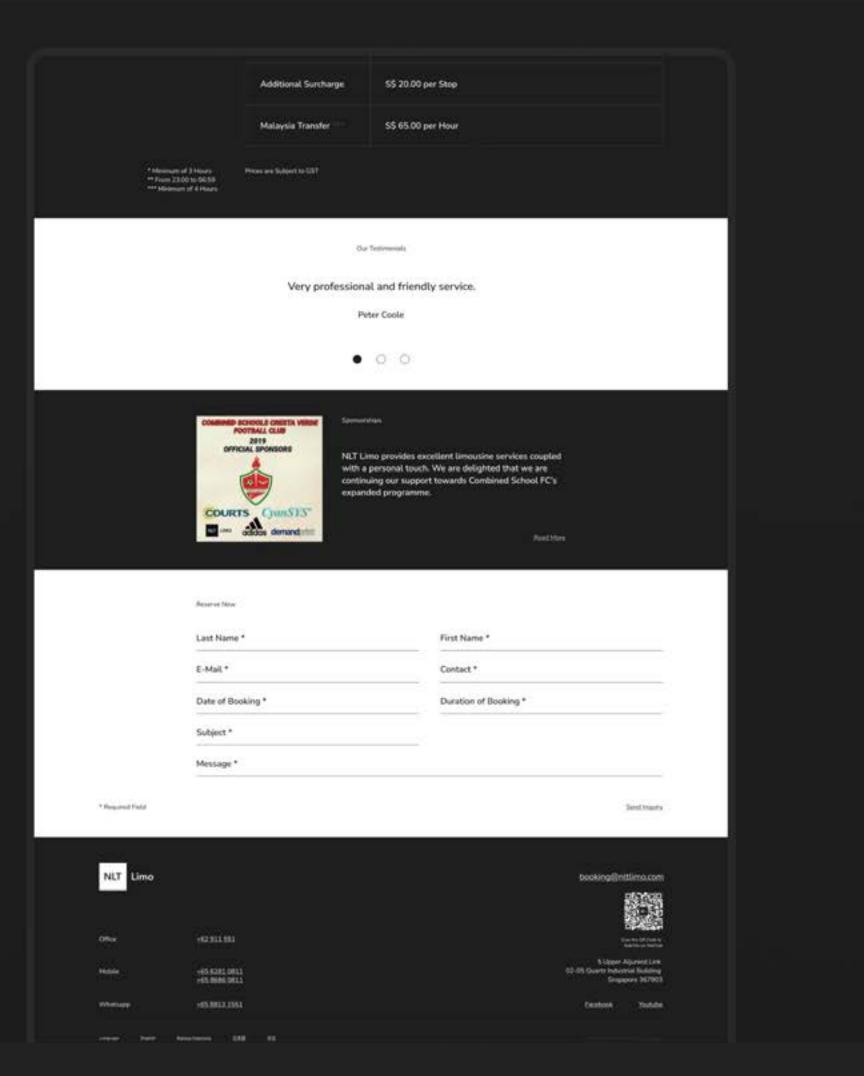
#### NLT Limo

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.







Sagacase







SOE Jakarta <u>riyadirenno.com</u> <sup>¬</sup>















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.



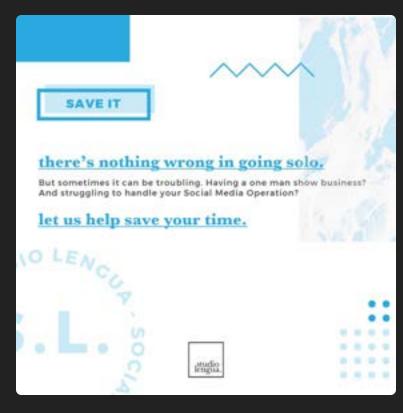






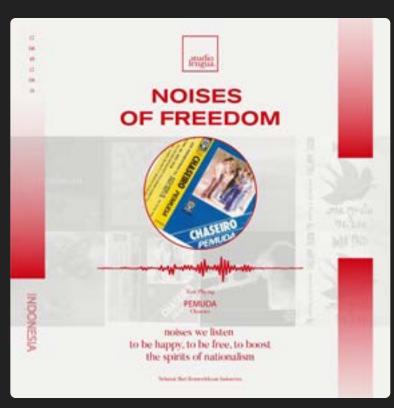












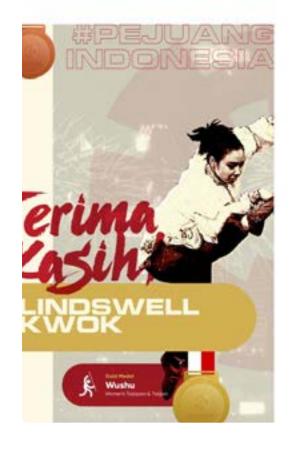




Studio Lèngua is a social media agency that bridges brands closer to ttheir customers with clients such as UNIQLO, Gilette, OCBC NISP, DBS and Bagus any many more.

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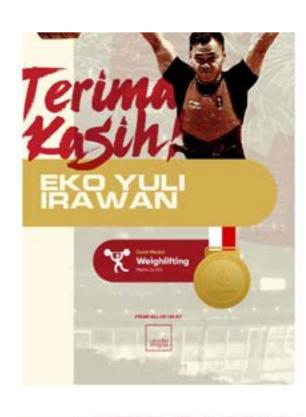






Studio Lèngua













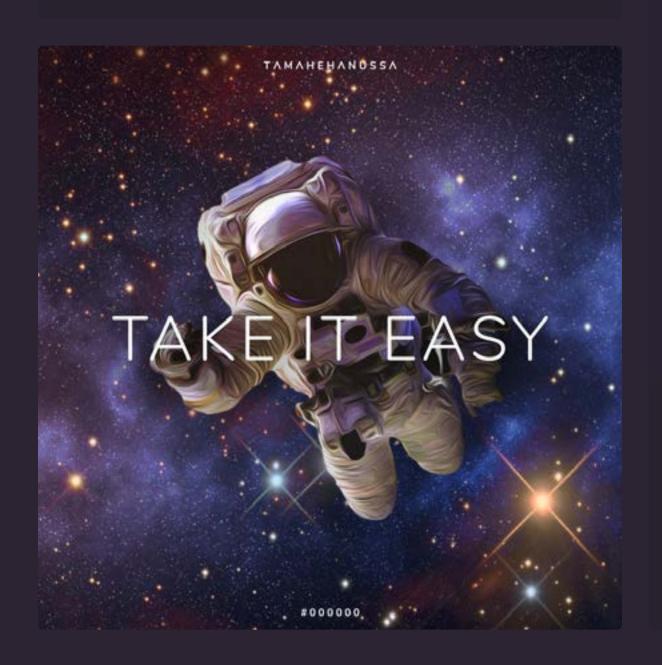
## #PejuangIndonesia

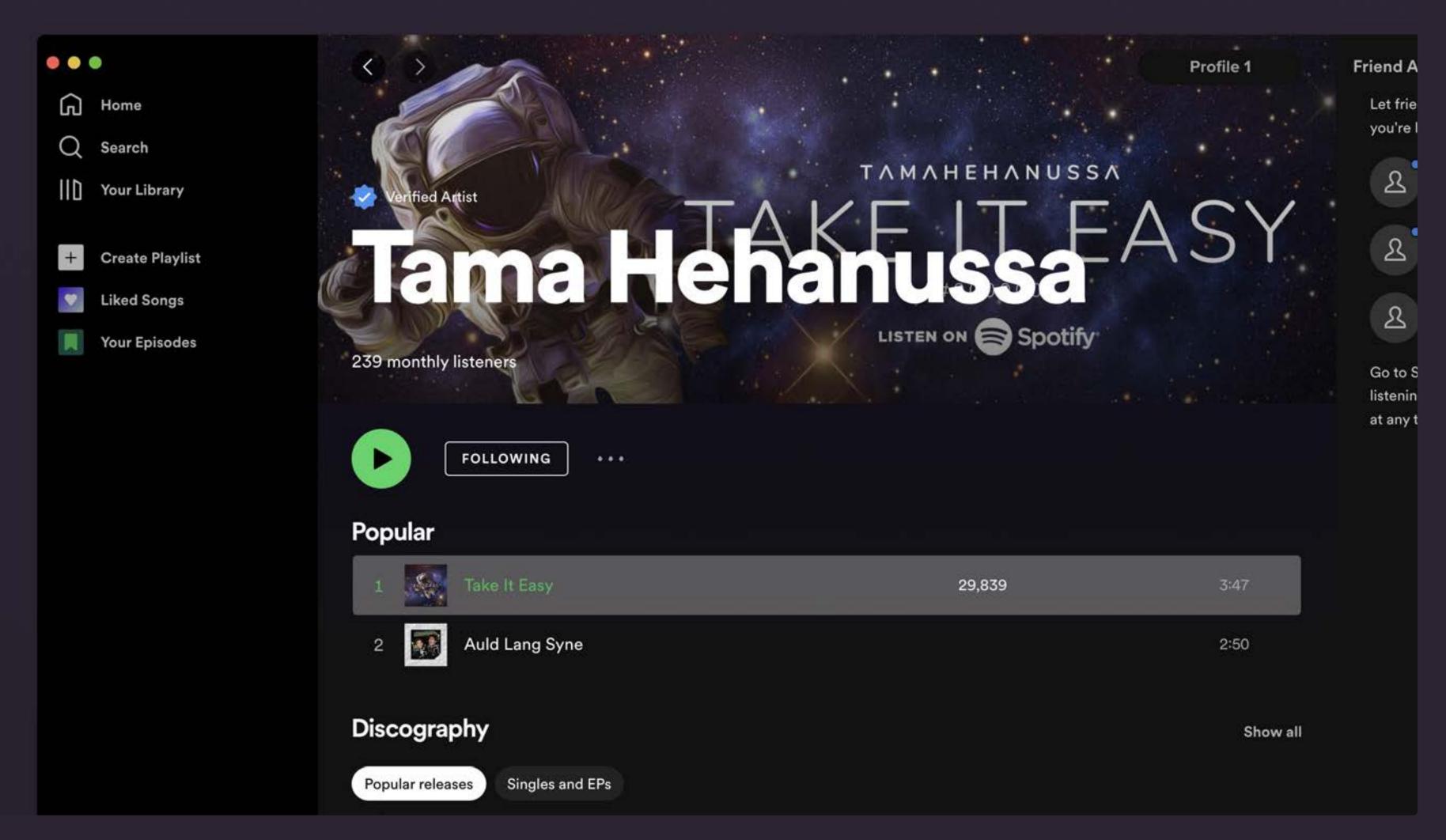
Designed and produced a range of assets in celebration of the 2018 Asian Games held in Indonesia. Every medal winner from the games is given a bespoke creative, which is shared all across social media.

### 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.

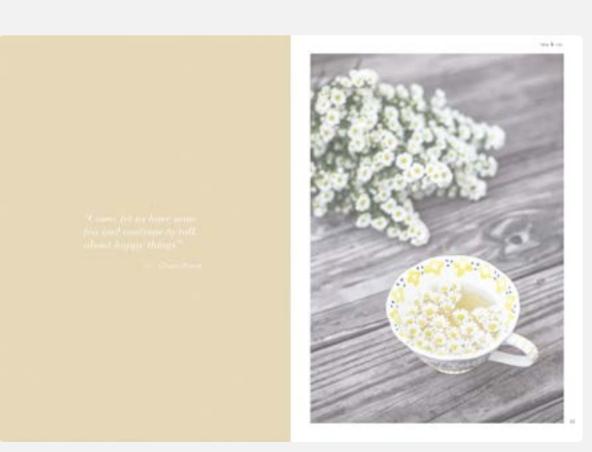


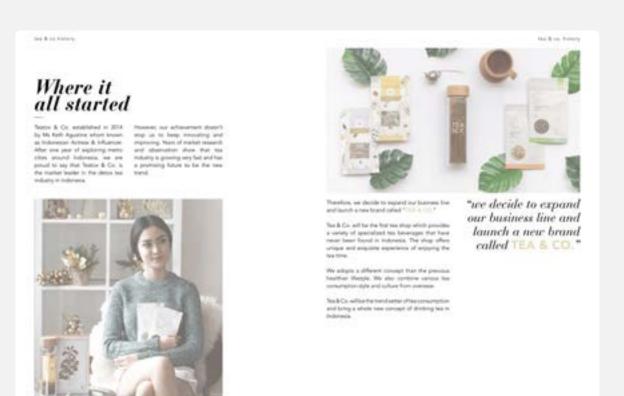


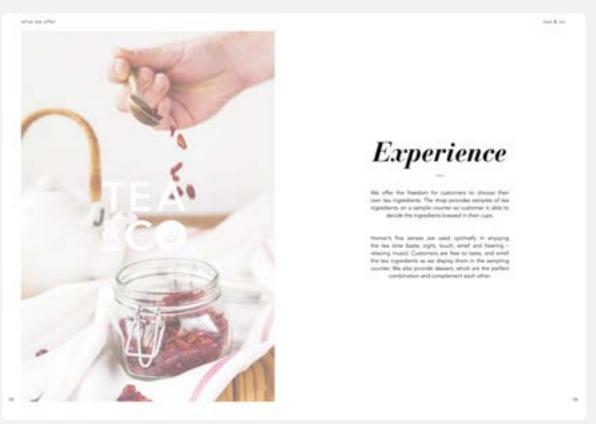


Tea & Co. riyadirenno.com 7











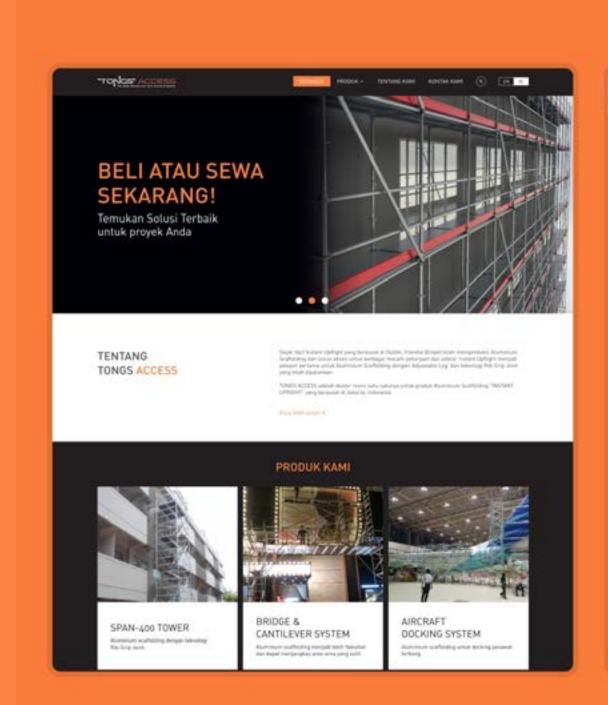


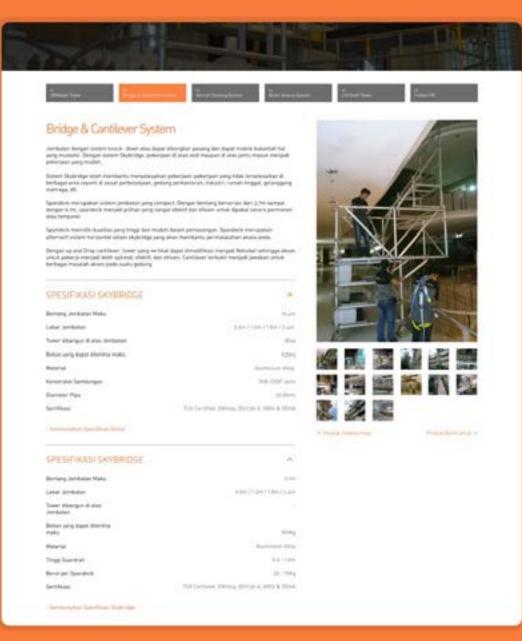




Brand document development for Tea & Co. in collaboration with Studio Lèngua.

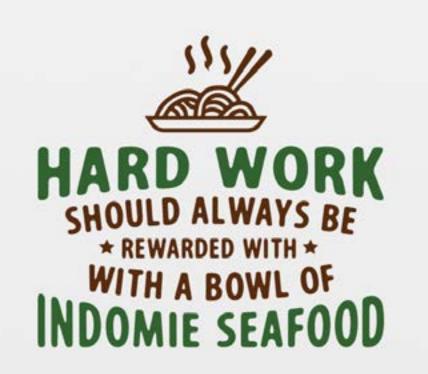
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## Tongs Access

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.

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<u>Resume</u> 7

Renno Riyadi Truly Grass Fed









Looking to work together, talk about the latest on K-Pop, or just want to say hi? Get in touch by contacting me at <a href="mailto:renno@riyadirenno.com">renno@riyadirenno.com</a>

Chat soon!

<u>riyadirenno.com</u><sup>7</sup>