



# Surianto Rustan

Indonesian Author, Speaker,  
Lecturer, Visual Communication  
Designer.

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# Curriculum Vitae

201501

## Education

- 2011-2013 **Cum Laude Master of Art in Design.** Post Graduate, Trisakti University, Jakarta.
- 1989-1994 **Bachelor of Art in Visual Communication Design.** Trisakti University, Jakarta.

## Freelance Works

- 2012 **Founder of SuriantoRustan.com** - Learning, Events, Books, Design
- Founder of DsgnCooking** - a periodical creative design seminars & workshops for students & professional
- 2011-2013 **Lecturer at Universitas Bina Nusantara**, School of Design, Jakarta. Visual Communications, Typography, Creative Advertising.
- 2011-current **Lecturer at Universitas Tarumanagara**, Visual Communication Design Faculty, Jakarta. Creative Writings, Branding, Brand Identity, Typography, Perception Psychology, Consumer Behavior, Internship, Final Project.
- 2009-current **Lecturer at Universitas Multimedia Nusantara**, Visual Communication Design Faculty, Serpong. Semiotic, Design Business, Basic Design, Brand Identity, Typography, Digital Publishing, Seminar, Final Project.
- 2003-current **Lecturer at Pelita Harapan University**, School of Design, Karawaci, Tangerang. Brand Identity, Campaign, Semiotics, Typography, Web Design & animation, Design Management.
- 2003-2009 **Lecturer at Cyber Media College**, Visual Communication Design Class, Jakarta. Visual Communication, Logotype, Communication Strategy, Web Design
- 2003-2012 **Founder of Rustan Grafis** - Visual Communication Consultant, Jakarta. Branding & Identity, Print Design, Web Design & Development.
- 2007-2009 **Founder of Grasshopper**, Jakarta. Workshop for Designers

## Seminar, Talkshow, Workshop, Training

*More than 60 events from 2008 - 2014, in Jakarta, Tangerang, Bogor, Bandung, Yogyakarta, Semarang, Malang, Batam, Bangka, Pekanbaru, Jambi, Padang.*

- Government **Dinas Perhubungan, Pariwisata, Kebudayaan, dan Informasi Kabupaten Bangka Barat**, October 23, 2014
- Kementerian Energi dan Sumber Daya Mineral**, December 4, 2013
- Kementerian Pertanian**, April 8, 2014
- Kementerian PPN (Bappenas)**, October 20, 2012
- Kementerian Perdagangan**, August 27, 2012
- Corporate **Yamaha Motor**, August 20, 2011
- Kompas Gramedia Group**, February 25, and June 3, 2010
- Batam Pos**, Januari 28-29, 2009
- Other National & International Events **Xplore Nation - Fresh & Brite Asean Youth Festival 2014**, Jakarta. December 13, 2014
- National Seminar "Desainer ing Kampung"**, Salaman, Magelang, Yogyakarta. November 30, 2014
- Design Cooking I & II**, Jakarta, May 18'13, and December 7'13
- Caraka Festival Kreatif 2011**, Semarang. November 24, 2011
- Freelancer Expo**, Asosiasi Desainer Grafis Indonesia (ADGI), Jakarta, August 13, 2011.
- Type Director's Club 56 Exhibition**, Jakarta, October 1, 2010

## Organisation

- 2008-current **Forum Desain Grafis Indonesia (FDGI)**

## Permanent Works

- 2000-2003 **Mitra Integrasi Informatika - Metrodata Electronics**, Jakarta. Art Director.  
Clients: Bayer, Pfizer, Tupperware, Jakarta Land, Sanwa – BRI Finance, ION computer, Metrodata Electronics subsidiaries: Mitra Integrasi Informatika, Metrodata Solusi Informatika, Metrodata Edukasi Informatika, Metrodata Bisnis Aplikasi, Metrodata Sentra Layan, Metrodata e Bisnis, Metrodata e Konsumer, Metrodata Distribusi, e Metrodata Com, etc.
- 2000 **Atmedica Asia Pte Ltd., Singapore**. Senior Web Designer.
- 1999-2000 **Indosatu Sanggita**, Jakarta. Creative Department Manager.  
Clients: Grant Thornton Indonesia, Internews, Globalcomm, Standard Telecom.
- 1997-1999 **Limas Stokhomindo**, Jakarta. Creative Department Manager.  
Clients: World Health Organization (WHO) Indonesia Representative, Internal Company Website, Intranet and Products.
- 1995-1997 **Bank Bali (currently Bank Permata)**, Jakarta. Creative Designer. Plastic card design (debit & credit card), Internet & Intranet Information System design, Kiosk front-end design, Automatic Teller Machine (ATM) display design.
- 1995 **Image Communication**, Jakarta. Creative Designer.  
Internal publication for Hero Department Store, Plaza Indonesia, etc.
- University & School **Universitas Indonesia**, Jakarta, October 18, 2008, and October 26, 2009, and November 20, 2011
- Universitas Tarumanagara**, Jakarta, November 14, 2008
- Universitas Trisakti**, Jakarta, November 22, 2008, and October 31, 2009, and July 28, 2011
- Sekolah Tinggi Desain Indonesia**, Bandung, November 24'08
- Universitas Bina Nusantara**, Jakarta, December 12, 2008
- Institut Teknologi Bandung**, Bandung, April 17, 2009
- Binus International**, Jakarta, October 22'09, & February 21'14
- SMA Xaverius I**, Jambi, November 13, 2009
- Unika Sugiyapranata**, Semarang, January 20, 2010
- Universitas Brawijaya**, Malang, April 2, 2010
- Sekolah Tinggi Administrasi Negara**, Tangerang, May 1, 2010
- Universitas Esa Unggul**, Jakarta, May 5, 2010
- SMA Bunda Hati Kudus**, Jakarta, September 18, 2010
- Sekolah Tinggi Ilmu Statistik**, Jakarta, December 19, 2010
- Universitas Pelita Harapan**, Jakarta, March 12'10, & May 1'11
- Universitas Bunda Mulia**, Jakarta, May 3, 2011, and March 17'12
- Politeknik Negeri Jakarta**, Jakarta, April 13, 2012
- Universitas Pendidikan Indonesia**, Bandung, July 7, 2012
- Program Pasca Sarjana Prasetya Mulya**, Jakarta, Sept 29'12
- Universitas Dian Nuswantoro**, Semarang, November 17, 2012
- Universitas Multimedia Nusantara**, Tangerang, December 5, 2012, and March 27, 2014
- Universitas Negeri Malang**, Malang, April 22, 2013
- Universitas Persada Indonesia YAI**, Jakarta, June 1, 2013
- Universitas Negeri Padang**, Padang, Oct 4'13, & May 10'14

## ■ Books

2012	Motivational Book: <b>Mari Berhitung Sisa Hidupmu</b> Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: August 2012.	2009	Graphic Design Book: <b>Mendesain LOGO</b> . Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: August 2009, 2 <sup>nd</sup> : November 2009, 3 <sup>rd</sup> : November 2011 Self published 1 <sup>st</sup> print: October 2013
2010	Graphic Design Book: <b>HURUFONTOGRAFI</b> . Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: January 2011. Self published 1 <sup>st</sup> print: April 2014	2008	Graphic Design Book: <b>LAYOUT dasar &amp; penerapannya</b> . Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: August 2008. 2 <sup>nd</sup> : July 2009, 3 <sup>rd</sup> : February 2010. Self published 1 <sup>st</sup> print: April 2014

## ■ Curriculum Development

2014	<b>Creative School of Multimedia</b> , Program Studi DKV, November 2014	2011	<b>Sekolah Tinggi Media Komunikasi Trisakti, Program Studi DKV</b> . June - August 2011
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## ■ Guest Lecture

2013	<b>Ilmu Komunikasi Universitas Indonesia</b> . International class dual degree program, May 23, 2013	<b>DKV Institut Kesenian Jakarta</b> . Teknik Presentasi, July 5, 2011
2011	<b>Ilmu Komunikasi Universitas Indonesia</b> . Desain grafis periklanan, regular class, December 30, 2011	<b>DKV Universitas Trisakti</b> . Kapita Selekta, May 13, 2011
	<b>Ilmu Komunikasi Universitas Indonesia</b> . Desain grafis periklanan, regular class, December 22, 2011	<b>DKV Universitas Esa Unggul</b> . May 4, 2010
2009		<b>DKV Universitas Tarumanagara</b> . Desain Komunikasi Visual 4, September 2, 2009
2007		<b>DKV Universitas Tarumanagara</b> . Computer Graphic 3, September 17, 2007

## ■ Jury

2014	<b>Lomba Poster Bangka Barat</b> , Dishubparbudinfo Bangka Barat, Muntok. October 28, 2014	<b>T-shirt Design Competition Damn! I Love Indonesia</b> , Belleza Shopping Arcade, Jakarta. August 15, 2012
	<b>Lomba Brand Identity Ultigraph</b> Universitas Multimedia Nusantara, Tangerang, May 24, 2014	<b>Bantex Design Competition</b> . Bantex Indonesia & Universitas Bina Nusantara, Jakarta, June 11, 2012
2013	<b>Lomba Desain Icon dan Slogan Kementerian Energi dan Sumber Daya Mineral</b> , Balai Kartini, December 4, 2013	<b>Nirmana Awards</b> . fx Lifestyle X'nter, Jakarta, May 21-26, 2012
2012	<b>Lomba poster Fisipers day</b> , Dep. Ilmu Hubungan Internasional, Universitas Indonesia, November 23, 2012	<b>Poster Competition Studio Jams</b> , Universitas Bina Nusantara, Binus Square, Jakarta, May 14-18, 2012
	<b>Gunnebo Poster Design Competition</b> , Gunnebo Indonesia, Jakarta, November 12, 2012	2011 <b>Logo Competition Indonesian Youth Day 2012</b> , KWI, August - October 2011
	<b>Lomba Logo Kementerian PPN (Bappenas)</b> , Hotel Bidakara, Jakarta, October 20, 2012	<b>Poster competition Admazing</b> , Sekolah Tinggi Ilmu Komunikasi, London School of Public Relations, Jakarta, Graduate School of Communication, June 27, 2011
	<b>Lomba poster Public Health Expo 2012</b> , Fakultas Kesehatan Masyarakat, Universitas Indonesia, October 10, 2012	<b>Design competition Kriyasana Mahasiswa Desain Grafis Indonesia (KMDGI) IX</b> , Universitas Widyatama, Bandung, May 24, 2011
	<b>Lomba Logo Kementerian Perdagangan</b> , Kantor Kementerian Perdagangan, August 27, 2012	

## ■ Skill

Hand-drawing	sketch, portrait, illustration
Software	Adobe Photoshop, Illustrator, InDesign, Flash, DreamWeaver, Corel Draw!, Microsoft Office.
Web program	HTML, DHTML, CSS and some Javascript.

## ■ Language

Bahasa Indonesia & English