

Adela Rinadi

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adelarinadi.com

A creative, dynamic, and team player professional designer with a marketing and management oriented MBA degree, and a strong conceptual and diverse design software skill set. Proven abilities to create and design outstanding results for clients.

EDUCATION

Loyola versity Chicago Quinlan School of Business

August 2016 | Chicago, IL
Masters in Business Administration

Courses completed:

- Integrated Marketing Communication
- Business Strategy
- Entrepreneurship
- Strategy and Leadership
- Digital Marketing

Projects:

The Quinlan MBA Marketing Campaign

December–February 2016

Developed an integrated marketing campaign designed to increase enrollment in the Quinlan MBA Program.

Jamba Juice Marketing Plan

February–May 2015

Conducted market research on Japan's food industry, identified opportunities, and created a strategic marketing plan for future growth.

Savannah College of Art and Design

June 2013 | Atlanta, GA

Bachelor of Fine Arts

Graphic Design

Courses completed:

- Visual Design System
- Typography
- Web Design
- Production Design
- Business in Graphic Design
- Packaging Design

SKILLSET

Adobe Suite (PS, AI, DW, ID, AE, LR)

Microsoft Office

Final Cut Pro

Wordpress

Digital Photography

Bilingual (English and Indonesian)

HTML/CSS, Basic Java

WORK EXPERIENCES

John Paul the Great Catholic University

February 2017–present | Escondido, CA

Art Director

- Redesigned and maintained websites, improving front-end functionality, UX, and UI.
- Managed website content and created digital/print graphics for marketing campaigns and publications, which includes postcards and email marketing.
- Supported the admissions and marketing teams to boost enrollment through design and web initiatives.
- Collaborated with the VP of Marketing and Director of Video Production to create engaging content for the university.
- Developed a comprehensive brand guide for the university and ensured consistent application across all channels to maintain brand integrity.

PAWS Chicago

February–May 2016 | Chicago, IL

Graphic Design Intern

- Assisted the marketing department in designing creative contents for campaigns.
- Updated website contents.
- Designed and edited flyers, posters, magazine, reports, and powerpoint presentations.
- Supported the team in print production for campaigns and events.

PT Nesitor

May–July 2015 | Jakarta, Indonesia

Marketing Intern

- Redesigned the company profile and business cards to enhance brand presentation.
- Supported the marketing team in boosting brand awareness.
- Advised the team on website improvements to optimize user experience.

Next Marketing

July–September 2013 | Norcross, GA

Creative Design Intern

- Developed and promoted the company's brand identity through creative brainstorming and strategy.
- Supported the creative team in designing a marketing campaign proposal for clients.
- Edited and optimized photographs for use on the company website.

OTHER ACTIVITIES

Saints & Stories

August 2020–present | San Diego, CA

Small Business Owner

The Living Person

November–January 2017 | Lakewood, OH

Graphic Design Volunteer

Indonesian Catholic Community

August 2020–present | San Diego, CA

Music Director Volunteer