

ADELA RINADI

A creative, dynamic, and team-player graphic designer with years of experience creating thoughtful brand identities and engaging visual campaigns across print, digital, and web. Passionate about turning ideas into compelling designs, collaborating with cross-functional teams, and delivering creative work that is both visually strong and strategically effective.

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🌐 www.adelarinadi.com

EDUCATION

Loyola University Chicago

Masters in Business Administration

2014–2016 | Chicago, IL

Savannah College of Art & Design

Bachelor of Fine Arts in Graphic Design

2009–2013 | Atlanta, GA

SKILLS

Software

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Lightroom

Adobe Dreamweaver

After Effects

Figma

Web

HTML

CSS

JavaScript

WordPress

Languages

English

Indonesian

CERTIFICATION

Foundations of

User Experience (UX) Design

Google

May 2021

OTHER

OWNER/ILLUSTRATOR

Saints & Stories

August 2020–present | San Diego, CA

MUSIC DIRECTOR

Indonesian Catholic Community

August 2020–present | San Diego, CA

GRAPHIC DESIGNER

The Living Person

November–January 2017 | Lakewood, OH

WORK EXPERIENCE

ART DIRECTOR

John Paul the Great Catholic University

Feb 2017–present | Escondido, CA

- Redesigned the university website by improving the UI/UX to create a more intuitive, visually consistent, and user-friendly experience.
- Worked closely with the Vice President of Marketing and Director of Video Production to create compelling visual content, campaign graphics, and presentation materials for marketing and student recruitment initiatives.
- Designed and produced print and digital magazines, postcards, email graphics, and web pages to support philanthropic campaigns and strengthen donor engagement.
- Led website UX/UI enhancements through design strategy and front-end development, maintaining a cohesive brand experience across digital platforms.
- Created and maintained the university's brand guidelines to ensure consistency across all marketing materials.

GRAPHIC DESIGNER (Intern)

PAWS Chicago

Feb–May 2016 | Chicago, IL

- Designed creative assets for marketing campaigns across print and digital platforms.
- Managed and updated website content to support marketing initiatives.
- Produced marketing asset including flyers, posters, and presentation materials.
- Assisted with print production and design support for campaigns events.

MARKETING SPECIALIST (Intern)

PT Nesitor

May–July 2015 | Jakarta, Indonesia

- Redesigned the company profile and business cards to strengthen the brand's identity.
- Analyzed and consulted on website improvements on usability and user experience.

CREATIVE DESIGNER (Intern)

Next Marketing

July–Sep 2013 | Norcross, GA

- Contributed to brand development through creative concepts.
- Assisted the creative team with campaign proposals and client presentations.
- Edited and optimized photography for the company website.