



PORTFOLIO

Gilang Senja Kharisma

| Graphic Design / Practical Design Specialist |



About

Gilang Senja Kharisma

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• Graphic Design / Practical Design Specialist •

Professional Summary

Senior Graphic Designer with 6+ years of experience specializing in signage, environmental graphics, retail branding, and print production. I develop practical visual solutions that translate brand identities into physical environments—from storefront signage and wayfinding systems to kiosks, displays, and packaging. Experienced in taking projects from concept and production artwork through fabrication coordination and final installation.

EXPERIENCE

Senior Graphic Designer

Oxzamedia — Serang, Banten

September 2019 – Present

CORE EXPERTISE

- Signage & Environmental Graphics
- Retail & F&B Branding
- Wayfinding Systems
- Production-Ready Artwork
- Material & Fabrication Planning
- Print & Packaging Design

SKILLS:

DESIGN & PRODUCTION

Photoshop · Illustrator · CorelDRAW · Canva

AI-ASSISTED WORKFLOW

ChatGPT · Gemini · Claude · Microsoft Copilot

OFFICE & PRODUCTIVITY

Microsoft Office



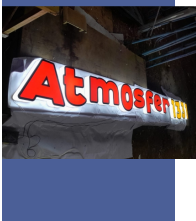
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Project

Neon Sign | Baby Coffee



Client's Concepts :

PROJECT OVERVIEW

Baby's Coffee is a compact coffee kiosk located inside Kali Deres Station. The project required highly visible signage to stand out within a crowded commuter environment while maintaining a warm, approachable brand identity.

DESIGN OBJECTIVE

- Warm white neon signage to contrast with darker ceilings
- Rounded serif typography to reinforce a traditional coffeehouse tone
- Horizontal layout to match kiosk proportions

Concept Sketch :

Design Mockups :



DESIGN SOLUTIONS

Rooftop Signage

"BABY'S COFFEE" in rounded serif font, warm white neon for visibility against the dark ceiling. Long horizontal format fits the kiosk facade, balanced and structured.

Counter Panel

Round badge with coffee grinder and beans, backlit acrylic with warm glow. Positioned slightly left of center to balance the refrigerator, drawing attention at eye level and reinforcing the heritage theme.



Project

Neon Sign | Baby Coffee

Final Products :



RESULTS :

The rooftop neon sign solved the core brief — full legibility from both approaching corridors, even in the station's mixed lighting. The warm-toned lighting across both elements gave the kiosk a cohesive, recognizable identity that reads clearly against Kali Deres Station's busy visual environment.

Created a recognizable customer-facing brand focal point, extending the brand's reach organically through social sharing.

Project

Neon Sign | Baby Coffee

Final Products :



PROJECT METRICS

Industry: Food & Beverage

Location: Kali Deres Station, West Jakarta

Deliverables:

- Rooftop Neon Sign
- Illuminated Counter Badge
- Brand Application System

My Involvement:

- Concept Development
- Fabrication Coordination
- Final Installation Review

Project Outcome:

- Successfully deployed in a high-traffic commuter environment
- Maintained visibility under mixed station lighting conditions
- Created a recognizable brand focal point for customer engagement



Project

Acrylic Light Sign | Frangipani Villa Berawa



Client's Concepts :

PROJECT OVERVIEW

Frangipani Villas, located in Berawa, needed to replace an existing entrance sign that had broken down and no longer reflected the quality of the property. The brief was straightforward but important: create a more visually appealing, durable sign that would properly represent the villa's identity to arriving guests.

DESIGN OBJECTIVE

Deliver a refined, higher-impact sign that fixes the durability issue of the original while elevating the villa's presence at the entrance. Incorporate the client's request for Balinese script alongside the English name, reinforcing local identity and place. Maximize visual quality through material and lighting choices suited to both day and night viewing.

Concept Sketch :



Design Mockups :



DESIGN SOLUTIONS

The sign features golden acrylic frangipani motifs and lettering, creating a warm, premium look suited to the villa. A transparent background was used to maximize the backlighting effect, allowing light to shine through cleanly.

The lettering is double-layered, combining a base and clear acrylic top layer for added depth and thickness. A QR code links directly to the villa's location for easy navigation and sharing. The Balinese script above "Frangipani Villas" was included at the client's request, highlighting the property's local identity.

Project

Acrylic Light Sign | Frangipani Villa Berawa

Final Products :



RESULTS :

The sign is installed and live at the villa entrance. Guests have responded positively to the updated look, and it now functions as intended — durable, legible day and night, and a clear visual upgrade from the sign it replaced.

Project

Acrylic Light Sign | Frangipani Villa Berawa



PROJECT METRICS

Industry:
Hospitality

Location:
Berawa, Bali

- Deliverables:
- Illuminated Acrylic Sign
 - Custom Frangipani Decorative Elements
 - Balinese Script Integration
 - QR Navigation System

- Project Outcome:
- Replaced aging entrance signage
 - Improved daytime and nighttime visibility
 - Elevated premium perception of the property's arrival experience

MY ROLE:

- Hospitality Signage Concept Development
- Typography & Visual Hierarchy Design
- Acrylic Layering & Illumination Planning
- Material Selection & Specification
- Production Quality Supervision
- Installation Review & Final Approval

Project

Atmosfer 1331 | Letter Sign

Client's Concepts :



PROJECT OVERVIEW

Atmosfer 1331 required new façade signage to replace the existing “MARKETING GALLERY” lettering. The available installation area was significantly wider than the natural proportions of the brand logo, creating a challenge in achieving a balanced presence without simply stretching or distorting the identity.

DESIGN OBJECTIVE

Adapt the Atmosfer 1331 identity to the existing architectural space while maintaining recognizable proportions, strong roadside visibility, and clear contrast against the building's dark glass façade.

Concept Sketch :

Atmosfer 1331
Atmosfer1331
Atmosfer1331

DESIGN SOLUTIONS

Rather than stretching the original logo to fill the available width, the composition was reworked specifically for the façade. Multiple color treatments were explored for the “Atmosfer” lettering while retaining the yellow “1331” as a visual anchor.

The final red-and-yellow combination provided strong contrast against the dark façade while allowing the signage to occupy the existing horizontal space more naturally.

Project

Atmosfer 1331 | Letter Sign

Final Products :



RESULTS :

The final installation successfully translated the brand identity into a highly visible architectural element. The red-and-yellow color combination maintained strong contrast against the dark glass façade, ensuring legibility from approaching traffic and pedestrian viewpoints throughout the day and night.



PROJECT METRICS

Industry:

Food & Beverage

Location:

Serang, Banten

Sign Type:

Illuminated Acrylic Letter Sign

Installation:

Permanent Building Façade

Deliverables:

- Concept Development
- Visual Mockup
- Production Artwork
- Fabrication Coordination
- Installation Supervision

Project

Atmosfer 1331 | Letter Sign



MY ROLE:

- Existing Brand Adaptation & Signage Redesign
- Façade Signage Layout & Proportioning
- Color & Contrast Exploration
- Production-Ready Artwork
- Material & Illumination Planning
- Fabrication Coordination & Installation Supervision

Project

RS Jannah | Healthcare Wayfinding System

Client's Concepts :

PROJECT OVERVIEW

RS Jannah required a comprehensive internal signage system to support navigation, room identification, and departmental wayfinding throughout the facility.

The project covered multiple patient, medical, administrative, and operational areas, ensuring consistent communication across the hospital environment.

DESIGN OBJECTIVE

Develop a unified signage system that improves visitor orientation, supports efficient patient movement, and establishes visual consistency across all departments and service areas.

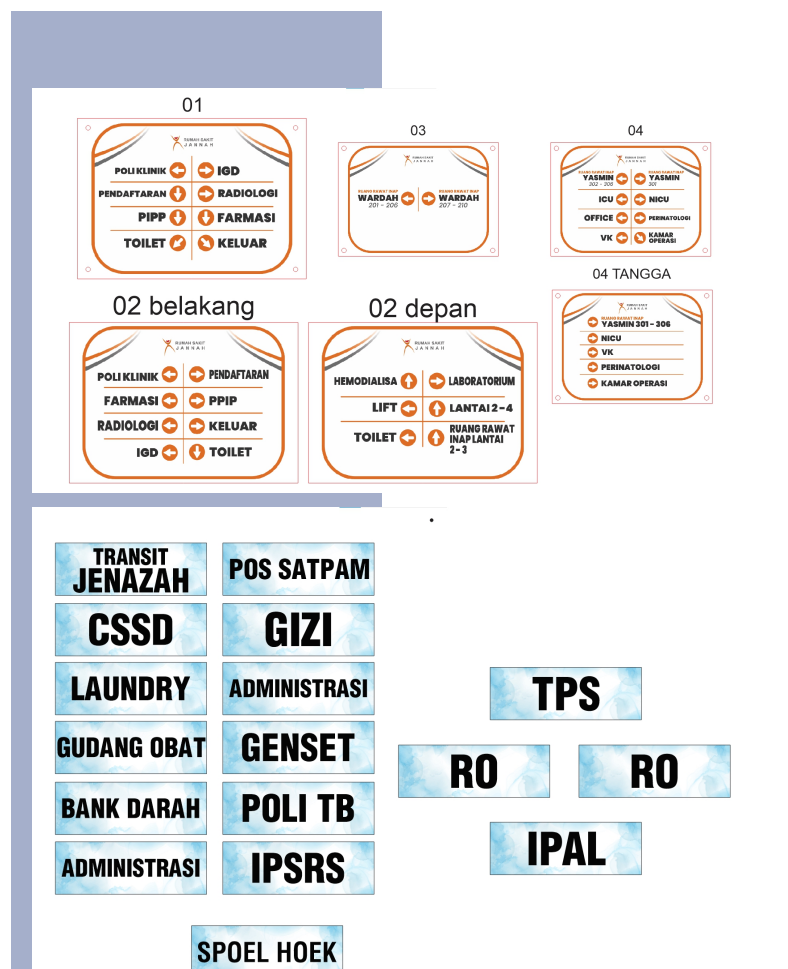


DESIGN SOLUTIONS

A modular wayfinding system was designed using standardized typography, directional symbols, color hierarchy, and acrylic-based signage materials.

The system included directional signs, room identification signs, specialist room nameplates, department signs, laboratory signage, and facility markers.

Each sign was developed to maintain readability, consistency, and ease of maintenance within a healthcare environment.



Project

RS Jannah | Healthcare Wayfinding System

Final Products :



RESULTS :

The completed signage system established a consistent visual language across 20+ hospital applications, improving room identification, directional guidance, and departmental navigation for patients, visitors, and staff.

The system contributed to a more organized and accessible healthcare environment while maintaining visual consistency throughout the facility.



Project

RS Jannah | Healthcare Wayfinding System

Final Products :

Industry:
Healthcare

Client:
RS Jannah

Location:
Serang, Banten

Environment:
Hospital & Clinic Interior

Total Applications:
20+ Signage Units

- Signage Categories:**
- Directional Wayfinding Signage
 - Room Identification Signage
 - Department Signage
 - Specialist Room Signage
 - Laboratory Signage
 - Facility Identification Signage

Departments Covered:

- Poliklinik
- IGD
- Farmasi
- Radiologi
- Laboratorium
- Hemodialisa
- Rawat Inap
- NICU
- ICU
- Kamar Operasi
- Administrative Facilities and other supporting departments

Materials:
Acrylic, Vinyl Graphics, Stainless Steel Hardware

- Deliverables:**
- Wayfinding System Design
 - Signage Layout Development
 - Production Artwork
 - Fabrication Coordination
 - Installation Supervision



MY ROLE:

- Commercial Signage Concept Development
- Typography & Visual Hierarchy Design
- Acrylic Layering & Illumination Planning
- Material Selection & Specification
- Production Quality Supervision
- Installation Review & Final Approval

Project

Portable Booth | Sentuh Rasa

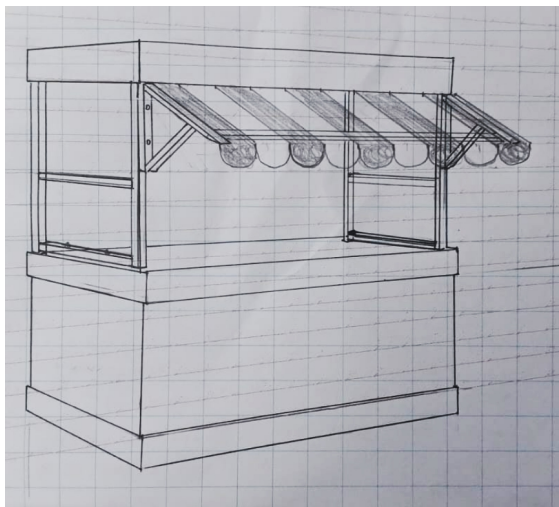
PROJECT OVERVIEW

This project focuses on designing a compact, mobile F&B booth that does more than just sell—it creates a small but memorable brand experience. Built for pop-up and small vendors, the booth balances practicality with a strong visual identity to stand out in busy environments.

DESIGN OBJECTIVE

The goal was simple: make it clean, professional, and inviting without sacrificing function. The booth is compact, easy to move and set up, and designed to stay efficient for daily use while still catching attention.

Concept Sketch :



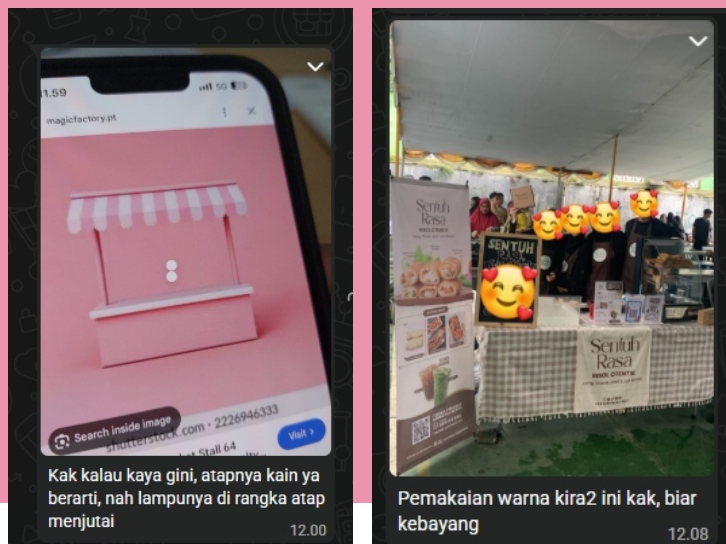
DESIGN SOLUTIONS

The booth keeps a compact form while staying comfortable to use, finished in a clean wood-and-cream palette with a striped canopy to stand out.

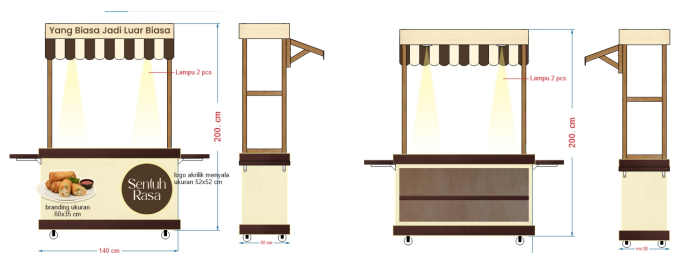
A backlit acrylic logo becomes the main focal point, supported by a graphic panel, while integrated lighting under the canopy improves both function and ambiance.

The design was developed closely with the production team to ensure it's efficient to build and works well in real use. Wheels and foldable side tables add flexibility without taking up extra space.

Client's Concepts :



Design Mockups :



Project

Portable Booth | Sentuh Rasa

RESULTS :

The final build matched the original concept closely — a rare outcome for a fabricated piece this detailed, and a direct result of staying involved through production.

At 140×50×200cm with wheels and foldable side tables, the booth sets up and breaks down fast, which matters for vendors moving between pop-up locations. It's now in active commercial use, functioning as both workspace and standalone branding.



Project

Portable Booth | Sentuh Rasa



PROJECT METRICS

Booth Size:

140 × 50 × 200 cm

Location :

JABODETABEK

Features:

- Foldable Side Tables
- Integrated Lighting
- Mobility Wheels

Project Outcome:

- Reduced setup complexity through integrated folding components
- Designed for transport between multiple pop-up locations
- Combined workspace, storage, and brand presentation within a compact footprint

MY ROLE:

- Brand Experience Planning
- Kiosk Concept Development
- Visual Identity Integration
- Typography & Layout Design
- Material & Construction Planning
- Production Supervision



Project

Food Packaging Design | Serabite

PROJECT OVERVIEW

Serabite is a traditional Serabi Solo food brand that needed a takeaway box suitable for both product presentation and customer transport. The client provided the existing logo and product photography, which became the foundation for the packaging design.

DESIGN OBJECTIVE

Translate the client's existing visual identity into a functional packaging format while maintaining a natural, traditional character appropriate for the product. The packaging also needed to organize essential customer information clearly across multiple box panels.

Client's Concepts :



DESIGN SOLUTIONS

The packaging uses a deep green and warm natural-paper palette to complement the traditional food identity. The client's product photography was positioned as the primary visual element on the top panel, supported by botanical elements and subtle paper textures.

The design was extended across the full box structure, with dedicated areas for topping variants, contact information, location, ordering information, and brand messaging. The final artwork was developed directly on the production dieline to ensure correct positioning across folds, panels, and closure areas.

Project

Food Packaging Design | Serabite

box pattern



RESULTS :

The final design was successfully translated from digital artwork into a physical takeaway box, maintaining the intended visual hierarchy across the assembled packaging.

The finished box provides Serabite with a consistent branded presentation while combining product imagery, ordering information, topping identification, and location details within a single functional package.

PROJECT METRICS

Industry:
Food & Beverage

Location:
Serang, Banten

Packaging Type:
Takeaway Food Box

Brand Assets:
Client-Provided Logo & Product
Photography

Design Coverage:
Full Box / Multi-Panel Layout

Production Status:
Produced & Used

Project

Food Packaging Design | Serabite



MY ROLE:

- Packaging Concept Development
- Visual Layout & Composition
- Client Asset Integration
- Packaging Dieline Application
- Information Hierarchy
- Print-Ready Artwork Preparation

Project

Neon Sign/Neon Flex | CIKS

Final Products :



RESULTS :

The sign is installed as the studio's main backdrop and appears consistently across the channel's video content, reinforcing brand recognition episode to episode. Client response has been positive, and the sign has become a recurring visual element in their published videos.

Project

Neon Sign/Neon Flex | CIKS

PROJECT OVERVIEW

CIKS Channel is a digital media production by Communiqo Agency, featuring conversations with public figures. The client needed a studio backdrop sign that would anchor their visual identity on camera — something that reads clearly on video, reinforces brand recognition across episodes, and gives the studio a polished, professional presence..

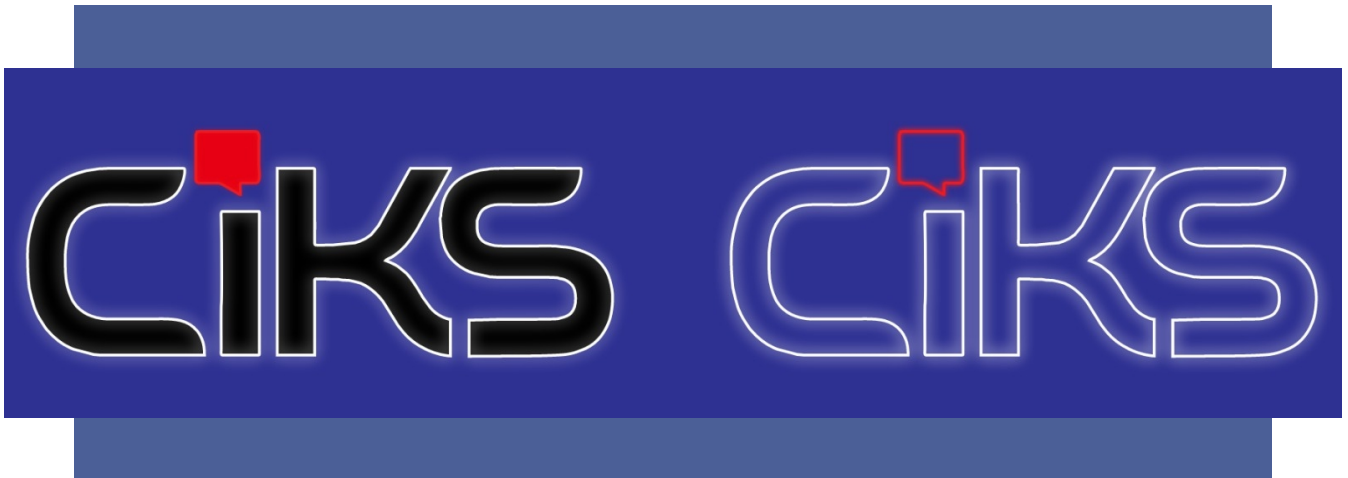
DESIGN OBJECTIVE

Reproduce the client's existing logo as a physical lit sign suited for on-camera use — strong contrast and even glow under studio lighting, sized to sit clearly in frame as the main backdrop element.

Client's Concepts :



Concept Sketch :



DESIGN SOLUTIONS

Size: 110 × 40 cm

Built using neon flex/neon light on a milk-white acrylic base, giving the sign a soft, even diffusion rather than a harsh point-source glow — well suited to video, where hot spots or flicker can be distracting on camera. The logo itself was the client's original design, including the speech-bubble accent on the "i" of CIKS, tying into the channel's identity as a talk/conversation format. My role was translating that existing 2D logo into a properly proportioned, evenly lit physical sign built for repeated on-camera use.

Project

Neon Sign/Neon Flex | CIKS



https://youtu.be/_kfEjvRRqJo?si=uNSZMRyJII-NnpCe



<https://youtu.be/GUki5uB3g1g?si=VJXhqygf3b-PER01>

PROJECT METRICS

Size:

110 × 40 cm

Application:

Permanent Studio Backdrop

Location:

Jakarta

Deliverables:

- Neon Flex Signage
- Acrylic Illumination System

Project Outcome:

- Used continuously across published video content
- Established consistent visual branding between episodes
- Optimized illumination for camera recording environments

MY ROLE:

- Translating client's existing logo into a lit physical sign
- Material selection (neon flex + acrylic base) for consistent on-camera lighting
- Sizing and proportioning for studio backdrop use
- Production coordination



Thank you
for your time
and consideration.



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