

Laurensia displays her creativity in content creation using a variety of medias, namely Adobe Illustrator, Photoshop, InDesign, and Premiere. She has excellent teamwork skills, and has showed her flexibility and adaptability by working with multidisciplinary teams. Her passion lies in areas related to place-making and community engagement, and is committed to creating liveable cities.

## ONLINE PORTFOLIO

[yaplaurensia.wixsite.com/portfolio/](http://yaplaurensia.wixsite.com/portfolio/)

## EDUCATION

Jun 2015 - Jul 2018

**The University of Melbourne**  
B. Envs (Urban Planning & Design)  
(*Second Class Honours*)

Oct 2014 - May 2015

**Trinity College Foundation Studies**  
(*First Class Honours*)

Jul 2010 - Jun 2014

**Raffles International Christian School**  
Jakarta, Indonesia  
(*Top Performers in Cambridge IGCSE Academic Year 2013-2014*)

## AWARDS

**1<sup>st</sup> Place Winner for Our Future Cities  
2018 Student Design Competition**

Aug 2018

Developed a design concept that would improve the Arden Urban Renewal Precinct and propose solutions to issues on the site. The design proposal was completed with another four team members from interdisciplinary backgrounds.

**3<sup>rd</sup> Place Winner for Archasm  
Architecture Competitions 2019**

Feb 2019

An online architecture competition to design a pop-up bazaar in Yenikapi, Istanbul. The final submission was completed in two months with another two team members.

## WORK EXPERIENCES

**Social Media & Urban Designer**

**Gerard Coutts & Associates**  
Hawthorn VIC

Oct 2018 - Present

- Responsible for compiling reports, assisting tender submissions, and the creation of maps
- Provides creative direction for the company's profile, and social media, through thorough planning and using different medias to produce content such as videos and graphic design work
- Keeps an organised schedule to ensure tasks are on-track, and creates agenda and minutes for meetings

**Freelance Graphic Designer**

May 2014 - Present

- Devise design concepts that are aligned to client's order by being receptive to diverse opinions, and produces outputs that aims to keeps clients satisfied
- Constantly seeks opportunities to improve design skills through website tutorials and inspirations from books and travelling
- Communicate with various clients via written and face to face, and explains design concepts to various audience

## TECHNICAL SKILLS

- Highly proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) developed through university, work, and personal projects
- Highly proficient in Microsoft Office (Word, Excel, PowerPoint, OneNote)
- Intermediate proficiency in Rhinoceros 3D and AutoCAD
- Ability to use both PC and Mac

## REFEREES

Matthijs Van Oostrum

**Tutor for Morphological Mapping,  
University of Melbourne**

E: [matthijs.van@unimelb.edu.au](mailto:matthijs.van@unimelb.edu.au)

Annette Andiani

**Secretary and Supervisor,  
13<sup>th</sup> Indonesian Film Festival**

E: [annetteandiani@gmail.com](mailto:annetteandiani@gmail.com)

Jocelyn Victoria

**Event Coordinator and Supervisor,  
Revival Night PDKKI**

E: [jocelyn.victoria\\_juvi@yahoo.com](mailto:jocelyn.victoria_juvi@yahoo.com)

## VOLUNTEER EXPERIENCES

### Designer in Publication Team

**PDKKI (Indonesian Catholic Youth Club)** | Jun 2017 - Present  
*Melbourne VIC*

- Work closely together with a total of 10 designers from different backgrounds to create weekly promotional social media materials, targeted to audience of all ages
- Provides constructive feedback and constantly improving based on the feedbacks received from team members

### Creative Division Coordinator

**13<sup>th</sup> Indonesian Film Festival** | Aug 2017 - May 2018  
*Melbourne VIC*

- Led and managed a diverse team of 14 creative officers, to effectively produce marketing materials including, but not limited to, event posters, web design and video trailers
- Successfully provided creative direction for Melbourne's 13th Indonesian Film Festival that reached target audience
- Ensured tasks are produced on time by arranging group meetings, and frequently contacting them to check up on the tasks allocated
- Planned a yearly schedule in coordination to five other divisions through negotiations and proposing alternative solutions
- Ensured smooth and organised running of meetings through well-planned meeting minutes, timelines, and reports

### Makeup, Decor & Drama Props Coordinator

**Revival Night,  
PDKKI (Indonesian Catholic Youth Club)** | Mar 2017 - Aug 2017  
*Melbourne VIC*

- Led and managed a total of 20 people from three different divisions (Makeup, Décor and Drama Props) that brought the event to a success
- Ensured smooth and organised meetings through careful generation of meeting minutes, timelines and reports