

ROMANZA HENDRA BAYU

Banjarmasin, South Kalimantan, Indonesia

Email : romanzahendrabayu@gmail.com

Contact : [+6289698009000](tel:+6289698009000)

Linkedin : <https://www.linkedin.com/in/romanza-hendra-bayu-40819211a>

Graphic Design : <https://rza-design.vercel.app>

Web Design : <https://rza-web-3d.vercel.app>

PROFESSIONAL SUMMARY

Creative Graphic Designer with 5+ years of experience in branding, marketing visuals, and UI design. Skilled in Photoshop, Illustrator, and Figma, with additional expertise in frontend web tools (React, Next.js, Tailwind) to bring designs into interactive digital experiences. Passionate about delivering visually compelling designs that boost brand identity and customer engagement.

WORK EXPERIENCE

- **Web Designer | Freelancer**

July 2024 – Present

- Designed and built interactive portfolio websites using Next.js and 3D animations (Spline, Three.js).
- Created smooth UI transitions and visual design using Photoshop, Illustrator and Figma.
- Integrated AI-generated content (text & image) for efficient asset creation.
- Collaborated with international clients on modern landing pages and portfolio showcases.
- Utilized prompt engineering to generate UI/UX components and visual content quickly.

- **PT. Sun Energi Properti | Art Designer & Web Developer | Onsite**

May 2023 – Sept, 2025

- Managed graphic design and promotional media for housing and commercial property clients.
- Developed WordPress websites and static HTML/CSS pages for property catalogs.
- Created Figma prototypes and consistent visual branding solutions.
- Optimized SEO and website structure for responsive multi-device access.
- Contributed to property branding and visual designs on Photoshop or Figma.

- **Hotel, Resort & Property | Website & Graphic Designer | Remote**

2022 – 2023

- Designed UI/UX for hotel reservation systems and promotional web features.
- Developed interactive design components using Photoshop, Illustrator and Figma.
- Created seasonal landing pages with optimized call-to-actions.
- Produced event visuals (posters, short animations, video loops).
- Contributed to mobile-first web experiences for customers.

- **Caterpillar | Graphic Designer | Marketing | Onsite**

2020 – 2022

- Designed brochures, banners, and product catalogs for sales and branding needs.
- Managed graphic assets for exhibitions and company presentations.
- Produced technical illustrations and diagrams for product manuals.
- Aligned visual identity with Caterpillar's global brand standards.
- Supported marketing team with digital and print-ready design materials.

OTHER WORK EXPERIENCE

- **Pharos Indonesia | HR Manager | Onsite**
2016 – 2020

- Developed and implemented HR strategies, policies, and procedures aligned with company goals.
- Managed end-to-end recruitment, onboarding, and employee retention programs.
- Oversaw performance management, training, and career development initiatives.
- Ensured compliance with labor laws, company regulations, and industrial relations.
- Provided strategic HR support to management, including workforce planning and organizational development.

EDUCATION

Diploma 3 – Tourism

Malang, 2000 – 2003

Non-Formal Education:

- AI Prompt Engineering and 3D Integration, Online : 2025 – Present
- Next.js, Tailwind, TypeScript, Bootcamp : 2024 – 2025
- HTML, CSS, JavaScript, Online : 2022 – 2023
- Graphic Design, Online : 2018 – 2020

SKILLS

Technical:

- Graphic Design: Adobe Photoshop, Illustrator, CorelDraw, Figma, Adobe XD, Canva
- Frontend Web Development: HTML, CSS, JavaScript, Next.js, Tailwind, TypeScript
- 3D & Interactive: Three.js, Spline, Framer Motion
- AI & Prompting: ChatGPT, Cursor, Windsurf, Copilot, Gemini, Midjourney
- Office: Word, Excel, PowerPoint, Google Docs/Sheets

Soft Skills:

- High Visual Creativity
- Problem Solving & Adaptability
- Team Collaboration & Freelance Project Handling
- Time Management & Deadline Discipline
- Client Empathy & Value-Driven Design
- Positive Attitude, Initiative, and Sense of Humor