



# Surianto Rustan

Indonesian Design Author,  
Speaker, Lecturer, Visual  
Communication Designer.

mobile +62 818 08089041  
eMail rustangrafis@gmail.com, info@suriantorustan.com  
web www.suriantorustan.com  
studio Jl. Makaliwe III no.41 Grogol Jakarta 11450 Indonesia

# Curriculum Vitae

201807

## Summary

- Surianto Rustan, S.Sn., M.Ds. is an Indonesian Design Author, Speaker, Lecturer, and Visual Communication Designer.
- *Cum Laude* post graduated in Master of Art in Design, Trisakti University 2013.
- 11 years working as an author - have been authoring 5 graphic design & motivational books.
- 11 years working as a speaker in more than 100 events (seminars, talkshow, workshop, training).
- 15 years working as a lecturer - currently at Universitas Multimedia Nusantara, and Universitas Tarumanagara.
- Founder of SuriantoRustan.com (Learning, Events, Books, Design), DsgnCooking (Seminar & Workshop), and DISEN (Design Learning Community)

## Education

- 2011-2013 **Cum Laude Master of Art in Design.** Post Graduate, Trisakti University, Jakarta.
- 1989-1994 **Bachelor of Art in Visual Communication Design.** Trisakti University, Jakarta.

## Organisation

- 2008-2015 **Forum Desain Grafis Indonesia (FDGI)**

## Teaching & Freelance Works

- 2015 **Founder of DISEN** Design Learning Community (monthly events)
- 2012 **Founder of SuriantoRustan.com** - Learning, Events, Books, Design  
**Founder of DsgnCooking** - a creative design seminars & workshops for students & professional
- 2011-current **Lecturer at Universitas Tarumanagara**, Visual Communication Design Faculty, Jakarta. Creative Writings, Branding, Brand Identity, Typography, Perception Psychology, Consumer Behavior, Internship, Final Project.
- 2009-current **Lecturer at Universitas Multimedia Nusantara**, Visual Communication Design Faculty, Serpong. Semiotic, Design Business, Basic Design, Brand Identity, Typography, Digital Publishing, Seminar, Final Project.
- 2011-2013 **Lecturer at Universitas Bina Nusantara**, School of Design, Jakarta. Visual Communications, Typography, Creative Advertising.
- 2003-2015 **Lecturer at Pelita Harapan University**, School of Design, Karawaci, Tangerang. Brand Identity, Campaign, Semiotics, Typography, Web Design & animation, Design Management.
- 2003-2009 **Lecturer at Cyber Media College**, Visual Communication Design Class, Jakarta. Visual Communication, Logotype, Communication Strategy, Web Design
- 2003-2012 **Founder of Rustan Grafis** - Visual Communication Consultant, Jakarta. Branding & Identity, Print Design, Web Design & Development.
- 2007-2009 **Founder of Grasshopper**, Jakarta. Workshop for Designers

## Last Permanent Works

- 2000-2003 **Mitra Integrasi Informatika - Metrodata Electronics**, Jakarta. Art Director.  
Clients: Bayer, Pfizer, Tupperware, Jakarta Land, Sanwa – BRI Finance, ION computer, Metrodata Electronics subsidiaries: Mitra Integrasi Informatika, Metrodata Solusi Informatika, Metrodata Edukasi Informatika, Metrodata Bisnis Aplikasi, Metrodata Sentra Layan, Metrodata e Bisnis, Metrodata e Konsumer, Metrodata Distribusi, e Metrodata Com, etc.
- 2000 **Atmedica Asia Pte Ltd., Singapore.** Senior Web Designer.
- 1999-2000 **Indosatu Sanggita**, Jakarta. Creative Department Manager. Clients: Grant Thornton Indonesia, Internews, Globalcomm, Standard Telecom.
- 1997-1999 **Limas Stokhomindo**, Jakarta. Creative Department Manager. Clients: World Health Organization (WHO) Indonesia Representative, Internal Company Website, Intranet and Products.
- 1995-1997 **Bank Bali (currently Bank Permata)**, Jakarta. Creative Designer. Plastic card design (debit & credit card), Internet & Intranet Information System design, Kiosk front-end design, Automatic Teller Machine (ATM) display design.
- 1995 **Image Communication**, Jakarta. Creative Designer. Internal publication for Hero Department Store, Plaza Indonesia, etc.

## ■ Books

2015	Graphic Design Book: <b>BISNIS desain</b> . Published by Batavia Imaji. 1 <sup>st</sup> print: June 2015.	2009	Graphic Design Book: <b>Mendesain LOGO</b> . Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: August 2009, 2 <sup>nd</sup> : November 2009, 3 <sup>rd</sup> : November 2011 Self published 1 <sup>st</sup> print: October 2013
2012	Motivational Book: <b>Mari Berhitung Sisa Hidupmu</b> . Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: August 2012.	2008	Graphic Design Book: <b>LAYOUT dasar &amp; penerapannya</b> . Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: August 2008. 2 <sup>nd</sup> : July 2009, 3 <sup>rd</sup> : February 2010. Self published 1 <sup>st</sup> print: April 2014
2010	Graphic Design Book: <b>HURUFONTOGRAFI</b> . Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: January 2011. Self published 1 <sup>st</sup> print: April 2014		

## ■ Seminar, Talkshow, Workshop, Training

*More than 60 events from 2008 - 2015, in Jakarta, Tangerang, Bogor, Bandung, Yogyakarta, Semarang, Malang, Surabaya, Batam, Bangka, Pekanbaru, Jambi, Padang.*

Government	<b>Kementerian Pendidikan dan Kebudayaan</b> , August 28 – September 3, 2016 <b>Dinas Perhubungan, Pariwisata, Kebudayaan, dan Informasi Kabupaten Bangka Barat</b> , October 23, 2014 <b>Lembaga Ilmu Pengetahuan Indonesia (LIPI)</b> Desember 6'13 <b>Kementerian Energi dan Sumber Daya Mineral</b> , December 4, 2013 <b>Kementerian Pertanian</b> , April 8, 2014 <b>Kementerian PPN (Bappenas)</b> , October 20, 2012 <b>Kementerian Perdagangan</b> , August 27, 2012 <b>Kementerian Keuangan</b> , August 3, 2017 <b>Badan Ekonomi Kreatif</b> , August 12, 2017	University & School	<b>Universitas Indonesia</b> , Jakarta, October 18, 2008, and October 26, 2009, and November 20, 2011, and May 23, 2013, and 31 Oct, 2015, and September 19, 2016 <b>Universitas Tarumanagara</b> , Jakarta, November 14, 2008, and May 22, 2013 <b>Universitas Trisakti</b> , Jakarta, November 22, 2008, and October 31, 2009, and July 28, 2011, and May 23, 2014, and April 10'15 <b>Sekolah Tinggi Desain Indonesia</b> , Bandung, November 24'08 <b>Universitas Bina Nusantara</b> , Jakarta, December 12, 2008 <b>Institut Teknologi Bandung</b> , Bandung, April 17, 2009 <b>Binus International</b> , Jakarta, October 22'09, & February 21'14 <b>SMA Xaverius I</b> , Jambi, November 13, 2009 <b>Unika Sugiyapranata</b> , Semarang, January 20, 2010 <b>Universitas Brawijaya</b> , Malang, April 2, 2010 <b>Sekolah Tinggi Administrasi Negara</b> , Tangerang, May 1, 2010 <b>Universitas Esa Unggul</b> , Jakarta, May 5, 2010 <b>SMA Bunda Hati Kudus</b> , Jakarta, September 18, 2010 <b>Sekolah Tinggi Ilmu Statistik</b> , Jakarta, December 19, 2010 <b>Universitas Pelita Harapan</b> , Jakarta, March 12'10, & May 1'11 <b>Universitas Bunda Mulia</b> , Jakarta, May 3'11, and March 17'12, and Oct 28, 2016 <b>Politeknik Negeri Jakarta</b> , Jakarta, April 13, 2012 <b>Universitas Pendidikan Indonesia</b> , Bandung, July 7, 2012 <b>Program Pasca Sarjana Prasetya Mulya</b> , Jakarta, Sept 29'12 <b>Universitas Dian Nuswantoro</b> , Semarang, November 17, 2012 <b>Universitas Multimedia Nusantara</b> , Tangerang, December 5, 2012, and March 27, 2014, and March 5, 2015, and Sept 29'16 <b>Universitas Negeri Malang</b> , Brainstorm, Malang, April 22, 2013 <b>Universitas Persada Indonesia YAI</b> , Jakarta, June 1, 2013, and June 13, 2015 <b>Universitas Negeri Padang</b> , Padang, Oct 4'13, & May 10'14 <b>Sekolah Tinggi Media Komunikasi Trisakti</b> , Jakarta, April 25'15 <b>Universitas Pembangunan Nasional "Veteran"</b> , Jakarta, May 18-21, 2015 <b>Sekolah Tinggi Manajemen Informatika &amp; Teknik Komputer Surabaya</b> , Oct 16, 2015 <b>Surat kabar Ganto</b> , <b>Universitas Negeri Padang</b> , Bukittinggi, Nov 11-14, 2015 <b>Universitas Paramadina</b> , Jakarta, Nov 20, 2015 <b>Universitas Komputer Indonesia</b> , Bandung, Nov 19, 2015 <b>Universitas Mercubuana</b> , Jakarta, Aug 25, 2016, & May 12'17 <b>Universitas Kristen Petra</b> , Surabaya, Oct 18, 2016 <b>Politeknik Negeri Media Kreatif</b> , Medan, Dec 2, 2016 <b>Universitas Pembangunan Nasional "Veteran"</b> , Surabaya, Dec 4, 2016 <b>Universitas Telkom</b> , Bandung, Apr 27, 2017 <b>Universitas Budiluhur</b> , Jakarta, Nov 7, 2017
Corporate	<b>PT. Yamaha Indonesia Motor Mfg</b> , August 20, 2011 <b>Kompas Gramedia Group</b> , February 25, and June 3, 2010 <b>PT. Batampos Multi Media</b> , Januari 28-29, 2009 <b>PT. Haluan Sumbar Mandiri</b> , Padang, Nov 14, 2015 <b>PT. Erajaya Swasembada</b> , Jakarta, Ags 25, 2016 <b>PT. Bogasari Flour Mills</b> , Jakarta, Apr 4, 2017 <b>PT. Provisi Mandiri Pratama</b> , Jakarta, Jul 6, 2017		
Other National & International Events	<b>Xplore Nation - Fresh &amp; Brite Asean Youth Festival 2014</b> , Jakarta. December 13, 2014 <b>National Seminar "Desainer ing Kampung"</b> , Salaman, Magelang, Yogyakarta. November 30, 2014 <b>Design Cooking I &amp; II</b> , Jakarta, May 18'13, and December 7'13 <b>Caraka Festival Kreatif 2011</b> , Semarang. November 24, 2011 <b>Freelancer Expo</b> , Asosiasi Desainer Grafis Indonesia (ADGI), Jakarta, August 13, 2011 <b>Type Director's Club 56 Exhibition</b> , Jakarta, October 1, 2010		
Other events	<b>Nongkrong Bareng Arsitek</b> , Pekanbaru, April 25, 2014 <b>Kedai Kalam</b> , Bogor, February 3, 2014 <b>STIKOM Interstudi</b> , Jakarta, Mar 19, 2016 <b>Pertamina Day</b> , Jakarta, July 31, 2016 <b>Conclave</b> , Jakarta, Ags 7, 2017 <b>Jakarta Creators Meetup (JakCM)</b> , Jakarta, Apr 7, 2018		

## ■ Curriculum Development

2014	<b>Creative School of Multimedia</b> , Program Studi DKV, November 2014	2011	<b>Sekolah Tinggi Media Komunikasi Trisakti, Program Studi DKV</b> . June - August 2011
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## ■ Guest Lecturer

2013	<b>Ilmu Komunikasi Universitas Indonesia</b> . International class dual degree program, May 23, 2013	<b>DKV Institut Kesenian Jakarta</b> . Teknik Presentasi, July 5, 2011
		<b>DKV Universitas Trisakti</b> . Kapita Selekt, May 13, 2011
		<b>DKV Universitas Esa Unggul</b> . May 4, 2010

2011	<b>Ilmu Komunikasi Universitas Indonesia.</b> Desain grafis periklanan, regular class, December 30, 2011	2009	<b>DKV Universitas Tarumanagara.</b> Desain Komunikasi Visual 4, September 2, 2009
	<b>Ilmu Komunikasi Universitas Indonesia.</b> Desain grafis periklanan, regular class, December 22, 2011	2007	<b>DKV Universitas Tarumanagara.</b> Computer Graphic 3, September 17, 2007

## ■ Jury

2016	<b>Festival &amp; Lomba Seni Siswa Nasional,</b> Kemendikbud, Manado, August 28 – September 3, 2016		<b>Lomba Logo Kementerian Perdagangan,</b> Kantor Kementerian Perdagangan, August 27, 2012
2014	<b>Lomba Poster Bangka Barat,</b> Dishubparbudinfo Bangka Barat, Muntok. October 28, 2014		<b>T-shirt Design Competition Damn! I Love Indonesia,</b> Belleza Shopping Arcade, Jakarta. August 15, 2012
	<b>Lomba Brand Identity Ultigraph</b> Universitas Multimedia Nusantara, Tangerang, May 24, 2014		<b>Bantex Design Competition.</b> Bantex Indonesia & Universitas Bina Nusantara, Jakarta, June 11, 2012
2013	<b>Lomba Desain Icon dan Slogan Kementerian Energi dan Sumber Daya Mineral,</b> Balai Kartini, December 4, 2013		<b>Nirmana Awards.</b> fX Lifestyle X'nter, Jakarta, May 21-26, 2012
2012	<b>Lomba poster Fisipers day,</b> Dep. Ilmu Hubungan Internasional, Universitas Indonesia, November 23, 2012		<b>Poster Competition Studio Jams,</b> Universitas Bina Nusantara, Binus Square, Jakarta, May 14-18, 2012
	<b>Gunnebo Poster Design Competition,</b> Gunnebo Indonesia, Jakarta, November 12, 2012	2011	<b>Logo Competition Indonesian Youth Day 2012,</b> KWI, August - October 2011
	<b>Lomba Logo Kementerian PPN (Bappenas),</b> Hotel Bidakara, Jakarta, October 20, 2012		<b>Poster competition Admazing,</b> Sekolah Tinggi Ilmu Komunikasi, London School of Public Relations, Jakarta, Graduate School of Communication, June 27, 2011
	<b>Lomba poster Public Health Expo 2012,</b> Fakultas Kesehatan Masyarakat, Universitas Indonesia, October 10, 2012		<b>Design competition Kriyasana Mahasiswa Desain Grafis Indonesia (KMDGI) IX,</b> Universitas Widyatama, Bandung, May 24, 2011

## ■ Skill & Tools

Hand-drawing	sketch, portrait, illustration
Software	Adobe Photoshop, Illustrator, InDesign, Flash, DreamWeaver, Corel Draw!, Microsoft Office.
Web program	HTML, DHTML, CSS and some Javascript.

## ■ Extra Activities

Music	- As a bassist of Orkes Perjaka Madu - progressive dangdut - As a guitarist in other events - pop & jazzy
Sports & outdoor activity	- Mountain hiking, trekking, camping - Takiotoshi Nagare Aikido - Cycling

## ■ Language

Bahasa Indonesia & English