



# Surianto Rustan

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

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# Curriculum Vitae

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## 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.
- 13 years working as an author - have been authoring 11 graphic design & motivational books.
- 13 years working as a speaker in more than 100 events (seminars, talkshow, workshop, training).
- 18 years working as a lecturer - currently at Universitas Tarumanagara.
- Founder of SuriantoRustan.com (Learning, Events, Books, Design), DsgnCooking (Seminar & Workshop), and DISEN (Design Learning Community)

## Education

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

## Organisation

2008-2015	<b>Forum Desain Grafis Indonesia (FDGI).</b>
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## Teaching & Freelance Works

2015	<b>Founder of DISEN</b> Design Learning Community (monthly events).
2012	<b>Founder of SuriantoRustan.com</b> - Learning, Events, Books, Design. <b>Founder of DsgnCooking</b> - a creative design seminars & workshops for students & professional.
2011-current	<b>Lecturer at Universitas Tarumanagara,</b> <i>Visual Communication Design Faculty, Jakarta.</i> Visual Identity, Creative Writings, Branding, Typography, Layout, Basic Design, Visual Perception, Consumer Behavior, Internship, Final Project.
2009-2021	<b>Lecturer at Universitas Multimedia Nusantara,</b> <i>Visual Communication Design Faculty, Serpong.</i> Semiotic, Design Business, Basic Design, Brand Identity, Typography, Digital Publishing, Seminar, Final Project.
2011-2013	<b>Lecturer at Universitas Bina Nusantara,</b> <i>School of Design, Jakarta.</i> Visual Communications, Typography, Creative Advertising.
2003-2015	<b>Lecturer at Pelita Harapan University,</b> <i>School of Design,</i> <i>Karawaci, Tangerang.</i> Brand Identity, Campaign, Semiotics, Typography, Web Design & animation, Design Management.
2003-2009	<b>Lecturer at Cyber Media College,</b> <i>Visual Communication</i> <i>Design Class, Jakarta.</i> Visual Communication, Logotype, Communication Strategy, Web Design.
2003-2012	<b>Founder of Rustan Grafis,</b> <i>Visual Communication Consultant, Jakarta.</i> Branding & Identity, Print Design, Web Design & Development.
2007-2009	<b>Founder of Grasshopper,</b> Jakarta. Workshop for Designers

## Last Permanent Works

2000-2003	<b>Mitra Integrasi Informatika - Metrodata Electronics,</b> 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	<b>Atmedica Asia Pte Ltd., Singapore.</b> Senior Web Designer.
1999-2000	<b>Indosat Sanggita,</b> Jakarta. Creative Department Manager. Clients: Grant Thornton Indonesia, Internews, Globalcomm, Standard Telecom.
1997-1999	<b>Limas Stokhomindo,</b> Jakarta. Creative Department Manager. Clients: World Health Organization (WHO) Indonesia Representative, Internal Company Website, Intranet and Products.
1995-1997	<b>Bank Bali (currently Bank Permata),</b> 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	<b>Image Communication,</b> Jakarta. Creative Designer. Internal publication for Hero Department Store, Plaza Indonesia, etc.

## ■ Books

2021	Graphic Design Book: <b>LOGO 2021 book 1</b> . Published by CV Nulisbuku Jendela Dunia. 1 <sup>st</sup> prn: Ags'21.
2021	Graphic Design Book: <b>LOGO 2021 book 2</b> . Published by CV Nulisbuku Jendela Dunia. 1 <sup>st</sup> prn: Ags'21.
2020	Graphic Design Book: <b>LAYOUT 2020 book 1</b> . Published by CV Nulisbuku Jendela Dunia. 1 <sup>st</sup> prn: June'20.
2020	Graphic Design Book: <b>LAYOUT 2020 book 2</b> . Published by CV Nulisbuku Jendela Dunia. 1 <sup>st</sup> prn: June'20.
2019	Graphic Design Book: <b>WARNA</b> . Published by Batavia Imaji. 1 <sup>st</sup> print: March 2019.
2019	Graphic Design Book: <b>WARNI</b> . Published by Batavia Imaji. 1 <sup>st</sup> print: March 2019.
2015	Graphic Design Book: <b>BISNIS desain</b> . Published by Batavia Imaji. 1 <sup>st</sup> print: June 2015. Self published 1 <sup>st</sup> print: March 2017.
2012	Motivational Book: <b>Mari Berhitung Sisa Hidupmu</b> . Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: Aug 2012.
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.
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.
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.

## ■ Jury

2021	<b>Festival &amp; Lomba Seni Siswa Nasional</b> , Kemendikbud, Online, August 23-29, 2021.
2020	<b>Festival &amp; Lomba Seni Siswa Nasional</b> , Kemendikbud, Online, September 28 - October 4, 2020.
2019	<b>Festival &amp; Lomba Seni Siswa Nasional</b> , Kemendikbud, Lampung, September 15-21, 2019.
2018	<b>Festival &amp; Lomba Seni Siswa Nasional</b> , Kemendikbud, Aceh, August 26 - September 1, 2018.
2017	<b>Festival &amp; Lomba Seni Siswa Nasional</b> , Kemendikbud, Kupang, September 24-30, 2017.
2016	<b>Festival &amp; Lomba Seni Siswa Nasional</b> , Kemendikbud, Manado, August 28 - September 3, 2016.
2014	<b>Lomba Poster Bangka Barat</b> , Dishubparbudinfo Bangka Barat, Muntok. October 28, 2014. <b>Lomba Brand Identity Ultigraph</b> Universitas Multimedia Nusantara, Tangerang, May 24, 2014
2013	<b>Lomba Desain Icon dan Slogan Kementerian Energi dan Sumber Daya Mineral</b> , Balai Kartini, December 4, 2013.
2012	<b>Lomba poster Fisipers day</b> , Dep. Ilmu Hubungan Internasional, Universitas Indonesia, November 23, 2012. <b>Gunnebo Poster Design Competition</b> , Gunnebo Indonesia, Jakarta, November 12, 2012.

## ■ 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.

## ■ Guest Lecturer

2013	<b>Ilmu Komunikasi Universitas Indonesia</b> . International class dual degree program, May 23, 2013.
2011	<b>Ilmu Komunikasi Universitas Indonesia</b> . Desain grafis periklanan, regular class, December 30, 2011. <b>Ilmu Komunikasi Universitas Indonesia</b> . Desain grafis periklanan, regular class, December 22, 2011. <b>DKV Institut Kesenian Jakarta</b> . Teknik Presentasi: July 5, 2011. Final Assessment: Feb 25, 2021. <b>DKV Universitas Trisakti</b> . Kapita Selekta, May 13, 2011. <b>DKV Universitas Esa Unggul</b> . May 4, 2010.
2009	<b>DKV Universitas Tarumanagara</b> . Desain Komunikasi Visual 4, September 2, 2009.
2007	<b>DKV Universitas Tarumanagara</b> . Computer Graphic 3, September 17, 2007.

	<b>Lomba Logo Kementerian PPN (Bappenas)</b> , Hotel Bidakara, Jakarta, October 20, 2012.
	<b>Lomba poster Public Health Expo 2012</b> , Fakultas Kesehatan Masyarakat, Universitas Indonesia, October 10, 2012.
	<b>Lomba Logo Kementerian Perdagangan</b> , Kantor Kementerian Perdagangan, August 27, 2012
	<b>T-shirt Design Competition Damn! I Love Indonesia</b> , Belleza Shopping Arcade, Jakarta. August 15, 2012.
	<b>Bantex Design Competition</b> . Bantex Indonesia & Universitas Bina Nusantara, Jakarta, June 11, 2012.
	<b>Nirmana Awards</b> . fX Lifestyle X'nter, Jakarta, May 21-26, 2012
	<b>Poster Competition Studio Jams</b> , Universitas Bina Nusantara, Binus Square, Jakarta, May 14-18, 2012.
2011	<b>Logo Competition Indonesian Youth Day 2012</b> , KWI, August - October 2011.
	<b>Poster competition Admazing</b> , Sekolah Tinggi Ilmu Komunikasi, London School of Public Relations, Jakarta, Graduate School of Communication, June 27, 2011.
	<b>Design competition Kriyasana Mahasiswa Desain Grafis Indonesia (KMDGI) IX</b> , Universitas Widyatama, Bandung, May 24, 2011.

## ■ 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	<p><b>Kementerian Pendidikan dan Kebudayaan</b>, August 28 – September 3, 2016</p> <p><b>Dinas Perhubungan, Pariwisata, Kebudayaan, dan Informasi Kabupaten Bangka Barat</b>, October 23<sup>'14</sup></p> <p><b>Lembaga Ilmu Pengetahuan Indonesia (LIPI)</b> Dec 6<sup>'13</sup></p> <p><b>Kementerian Energi dan Sumber Daya Mineral</b>, December 4, 2013</p> <p><b>Kementerian Pertanian</b>, April 8, 2014</p> <p><b>Kementerian PPN (Bappenas)</b>, October 20, 2012</p> <p><b>Kementerian Perdagangan</b>, August 27, 2012</p> <p><b>Kementerian Keuangan</b>, August 3, 2017</p> <p><b>Badan Ekonomi Kreatif</b>, August 12, 2017</p> <p><b>Kementerian Lingkungan Hidup dan Kehutanan</b>, December 20, 2019.</p> <p><b>Kementerian Hukum dan HAM, Dirjen Pajak</b>, November 19, 2020 and December 7, 2020.</p>	<p>University &amp; School <i>(in alphabetical order)</i></p> <p><b>Binus International University</b>, Jakarta, October 22<sup>'09</sup>, &amp; February 21, 2014.</p> <p><b>Institut Seni Indonesia Surakarta</b>, November 21, 2019.</p> <p><b>Institut Seni Indonesia Yogyakarta</b>, October 30, 2020.</p> <p><b>Institut Teknologi Bandung</b>, Bandung, April 17, 2009.</p> <p><b>Institut Teknologi Sumatera</b>, Online, July 27, 2020.</p> <p><b>Politeknik Negeri Jakarta</b>, Jakarta, April 13, 2012.</p> <p><b>Politeknik Negeri Media Kreatif</b>, Medan, Dec 2, 2016.</p> <p><b>President University</b>, Bekasi, October 30, 2018 and December 16, 2020.</p> <p><b>Program Pasca Sarjana Prasetya Mulya</b>, Jakarta, Sept 29, 2012.</p> <p><b>Sekolah Tinggi Administrasi Negara</b>, Tangerang, May 1, 2010.</p> <p><b>Sekolah Tinggi Desain Indonesia</b>, Bandung, November 24, 2008.</p> <p><b>Sekolah Tinggi Ilmu Statistik</b>, Jakarta, December 19<sup>'10</sup>.</p> <p><b>Sekolah Tinggi Manajemen Informatika &amp; Komputer</b> Jakarta, Oct 19, 2018</p> <p><b>Sekolah Tinggi Manajemen Informatika &amp; Teknik Komputer Surabaya</b>, Oct 16, 2015</p> <p><b>Sekolah Tinggi Media Komunikasi Trisakti</b>, Jakarta, April 25, 2015.</p> <p><b>SMA Bunda Hati Kudus</b>, Jakarta, September 18, 2010.</p> <p><b>SMA Xaverius I</b>, Jambi, November 13, 2009.</p> <p><b>Unika Sugiyapranata</b>, Semarang, January 20, 2010.</p> <p><b>Universitas Bina Nusantara</b>, Jakarta, December 12, 2008.</p> <p><b>Universitas Brawijaya</b>, Malang, April 2, 2010.</p> <p><b>Universitas Budiluhur</b>, Jakarta, Nov 7, 2017.</p> <p><b>Universitas Bunda Mulia</b>, Jakarta, May 3<sup>'11</sup>, and March 17, 2012, and Oct 28, 2016, and February 28, 2019, and June 28, 2019, and September 11, 2019, <b>UBM Serpong</b> September 12, 2019.</p> <p><b>Universitas Dian Nuswantoro</b>, Semarang, Nov 17, 2012.</p> <p><b>Universitas Esa Unggul</b>, Jakarta, May 5, 2010 and July 1, 2019.</p> <p><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.</p> <p><b>Universitas Komputer Indonesia</b>, Bandung, Nov 19, 2015</p> <p><b>Universitas Kristen Petra</b>, Surabaya, Oct 18, 2016.</p> <p><b>Universitas Mercubuana</b>, Jakarta, Aug 25, 2016, May 12, 2017, June 28, 2021.</p> <p><b>Universitas Multimedia Nusantara</b>, Tangerang, December 5, 2012, and March 27, 2014, and March 5, 2015, and Sept 29, 2016.</p> <p><b>Universitas Negeri Malang</b>, Brainstorm, Malang, April 22, 2013.</p> <p><b>Universitas Negeri Padang</b>, Padang, Oct 4<sup>'13</sup>, &amp; May 10, 2014.</p> <p><b>Universitas Negeri Padang, Surat kabar Ganto</b>, Bukittinggi, Nov 11-14, 2015.</p> <p><b>Universitas Negeri Surabaya</b>, Surabaya, Nov 26, 2020.</p> <p><b>Universitas Paramadina</b>, Jakarta, Nov 20, 2015</p> <p><b>Universitas Pelita Harapan</b>, Jakarta, March 12<sup>'10</sup>, &amp; May 1, 2011.</p> <p><b>Universitas Pembangunan Nasional "Veteran"</b>, Jakarta, May 18-21, 2015.</p> <p><b>Universitas Pebangunan Nasional "Veteran"</b>, Surabaya, Dec 4, 2016.</p> <p><b>Universitas Pendidikan Indonesia</b>, Bandung, July 7, 2012.</p> <p><b>Universitas Persada Indonesia YAI</b>, Jakarta, June 1, 2013, June 13, 2015, October 24, 2020.</p> <p><b>Universitas Sebelas Maret</b>, September 5, 2020.</p> <p><b>Universitas Syiah Kuala</b>, Aceh, February 13, 2021.</p> <p><b>Universitas Tarumanagara</b>, Jakarta, November 14, 2008, and May 22, 2013 and December 3, 2018.</p> <p><b>Universitas Telkom</b>, Bandung, Apr 27, 2017.</p> <p><b>Universitas Trisakti</b>, Jakarta, November 22, 2008, and October 31, 2009, and July 28, 2011, and May 23, 2014, and April 10, 2015.</p>
Corporate	<p><b>PT. Yamaha Indonesia Motor Mfg</b>, August 20, 2011</p> <p><b>Kompas Gramedia Group</b>, February 25, and June 3, 2010</p> <p><b>PT. Batampos Multi Media</b>, Januari 28-29, 2009</p> <p><b>PT. Haluan Sumbar Mandiri</b>, Padang, Nov 14, 2015</p> <p><b>PT. Erajaya Swasembada</b>, Jakarta, Ags 25, 2016</p> <p><b>PT. Bogasari Flour Mills</b>, Jakarta, Apr 4, 2017</p> <p><b>PT. Provisi Mandiri Pratama</b>, Jakarta, Jul 6, 2017</p>	
Other National & International Events	<p><b>Xplore Nation - Fresh &amp; Brite Asean Youth Festival 2014</b>, Jakarta. December 13, 2014</p> <p><b>National Seminar "Desainer ing Kampung"</b>, Salaman, Magelang, Yogyakarta. November 30, 2014</p> <p><b>Design Cooking I &amp; II</b>, Jakarta, May 18<sup>'13</sup>, and December 7, 2013</p> <p><b>Caraka Festival Kreatif 2011</b>, Semarang. November 24<sup>'11</sup></p> <p><b>Freelancer Expo</b>, Asosiasi Desainer Grafis Indonesia (ADGI), Jakarta, August 13, 2011</p> <p><b>Type Director's Club 56 Exhibition</b>, Jakarta, October 1<sup>'10</sup>.</p> <p><b>KMDGI (Kriyasana Mahasiswa Desain Grafis Indonesia) XIII</b>, Padang, October 3, 2019.</p>	
Community Events	<p><b>Nongkrong Bareng Arsitek</b>, Pekanbaru, April 25, 2014</p> <p><b>Kedai Kalam</b>, Bogor, February 3, 2014</p> <p><b>Peluncuran buku di STIKOM Interstudi</b>, Jakarta, Mar 19, 2016</p> <p><b>Pertamina Day</b>, Jakarta, July 31, 2016</p> <p><b>Conclave</b>, Jakarta, Ags 7, 2017</p> <p><b>Jakarta Creators Meetup (JakCM)</b>, Jakarta, Apr 7, 2018</p> <p><b>Dkvdaily kopdar regional JABODETABEK #1</b>, Jakarta, December 8, 2018.</p> <p><b>Bogor Graphic Designer</b>, Bogor, March 22, 2019.</p>	

## ■ Skills & Tools

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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

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Music	- Guitar & bassist. - Jazz, Samba, Bossa, all Brazillian, Degung Sunda.
Sports & outdoor activities	- Mountain hiking, trekking, camping. - Cycling.