



## Surianto Rustan

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

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studio Jl. Makaliwe III no.41 Grogol Jakarta 11450 Indonesia

## Curriculum Vitae

202206

### 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.
- 14 years working as an author - have been authoring 11 graphic design & motivational books.
- 14 years working as a speaker in more than 100 events (seminars, talkshow, workshop, training).
- 19 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><br>Post Graduate, Trisakti University, Jakarta. |
| 1989-1994 | <b>Bachelor of Art in Visual Communication Design.</b><br>Trisakti University, Jakarta.   |

### Organisation

- |           |                                              |
|-----------|----------------------------------------------|
| 2008-2015 | <b>Forum Desain Grafis Indonesia (FDGI).</b> |
|-----------|----------------------------------------------|

### Teaching & Freelance Works

- |              |                                                                                                                                                                                                                                                                |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2015         | <b>Founder of DISEN</b><br>Design Learning Community (monthly events).                                                                                                                                                                                         |
| 2012         | <b>Founder of SuriantoRustan.com</b> -<br>Learning, Events, Books, Design.<br><br><b>Founder of DsgnCooking</b> - a creative design seminars &<br>workshops for students & professional.                                                                       |
| 2011-current | <b>Lecturer at Universitas Tarumanagara,</b><br><i>Visual Communication Design Faculty, Jakarta.</i><br>Visual Identity, Creative Writings, Branding, Typography,<br>Layout, Basic Design, Visual Perception, Consumer<br>Behavior, Internship, Final Project. |
| 2009-2021    | <b>Lecturer at Universitas Multimedia Nusantara,</b><br><i>Visual Communication Design Faculty, Serpong.</i><br>Semiotic, Design Business, Basic Design, Brand Identity,<br>Typography, Digital Publishing, Seminar, Final Project.                            |
| 2011-2013    | <b>Lecturer at Universitas Bina Nusantara,</b><br><i>School of Design, Jakarta.</i> Visual Communications,<br>Typography, Creative Advertising.                                                                                                                |
| 2003-2015    | <b>Lecturer at Pelita Harapan University, School of Design,</b><br><i>Karawaci, Tangerang.</i> Brand Identity, Campaign,<br>Semiotics, Typography, Web Design & animation, Design<br>Management.                                                               |
| 2003-2009    | <b>Lecturer at Cyber Media College, Visual Communication</b><br><i>Design Class, Jakarta.</i> Visual Communication, Logotype,<br>Communication Strategy, Web Design.                                                                                           |
| 2003-2012    | <b>Founder of Rustan Grafis,</b><br><i>Visual Communication Consultant, Jakarta.</i> Branding &<br>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><br>Jakarta. Art Director.<br>Clients: Bayer, Pfizer, Tupperware, Jakarta Land, Sanwa –<br>BRI Finance, ION computer, Metrodata Electronics<br>subsidiaries: Mitra Integrasi Informatika, Metrodata Solusi<br>Informatika, Metrodata Edukasi Informatika, Metrodata<br>Bisnis Aplikasi, Metrodata Sentra Layan, Metrodata e<br>Bisnis, Metrodata e Konsumer, Metrodata Distribusi, e<br>Metrodata Com, etc. |
| 2000      | <b>Atmedica Asia Pte Ltd., Singapore.</b> Senior Web<br>Designer.                                                                                                                                                                                                                                                                                                                                                                                                      |
| 1999-2000 | <b>Indosat Sanggita,</b> Jakarta. Creative Department<br>Manager. Clients: Grant Thornton Indonesia, Internews,<br>Globalcomm, Standard Telecom.                                                                                                                                                                                                                                                                                                                       |
| 1997-1999 | <b>Limas Stokhomindo,</b> Jakarta. Creative Department<br>Manager. Clients: World Health Organization (WHO)<br>Indonesia Representative, Internal Company Website,<br>Intranet and Products.                                                                                                                                                                                                                                                                           |
| 1995-1997 | <b>Bank Bali (currently Bank Permata),</b> Jakarta. Creative<br>Designer. Plastic card design (debit & credit card), Internet<br>& Intranet Information System design, Kiosk front-end<br>design, Automatic Teller Machine (ATM) display design.                                                                                                                                                                                                                       |
| 1995      | <b>Image Communication,</b> Jakarta. Creative Designer.<br>Internal publication for Hero Department Store, Plaza<br>Indonesia, etc.                                                                                                                                                                                                                                                                                                                                    |

## ■ Books

|      |                                                                                                                                                                                                                                                             |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2021 | Graphic Design Book: <b>LOGO 2021 book 1 &amp; 2.</b><br>Published by CV Nulisbuku Jendela Dunia. 1 <sup>st</sup> prn: Ags'21.                                                                                                                              |
| 2020 | Graphic Design Book: <b>LAYOUT 2020 book 1 &amp; 2.</b><br>Published by CV Nulisbuku Jendela Dunia. 1 <sup>st</sup> prn: June'20.                                                                                                                           |
| 2019 | Graphic Design Book: <b>WARNA &amp; WARNI.</b><br>Published by Batavia Imaji. 1 <sup>st</sup> print: March 2019.                                                                                                                                            |
| 2015 | Graphic Design Book: <b>BISNIS desain.</b><br>Published by Batavia Imaji. 1 <sup>st</sup> print: June 2015.<br>Self published 1 <sup>st</sup> print: March 2017.                                                                                            |
| 2012 | Motivational Book: <b>Mari Berhitung Sisa Hidupmu.</b><br>Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: Aug 2012.                                                                                                                             |
| 2010 | Graphic Design Book: <b>HURUFONTIPOGRAFI.</b><br>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><br>Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: August 2009, 2 <sup>nd</sup> : November 2009, 3 <sup>rd</sup> : November 2011.<br>Self published 1 <sup>st</sup> print: October 2013.            |
| 2008 | Graphic Design Book: <b>LAYOUT dasar &amp; penerapannya.</b><br>Published by Gramedia Pustaka Utama. 1 <sup>st</sup> print: August 2008. 2 <sup>nd</sup> : July 2009, 3 <sup>rd</sup> : February 2010.<br>Self published 1 <sup>st</sup> print: April 2014. |

## ■ 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.<br><b>Ilmu Komunikasi Universitas Indonesia.</b> Desain grafis periklanan, regular class, December 22, 2011.<br><b>DKV Institut Kesenian Jakarta.</b> Teknik Presentasi: July 5, 2011. Final Assessment: Feb 25, 2021.<br><b>DKV Universitas Trisakti.</b> Kapita Selekta, May 13, 2011.<br><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.                                                                                                                                                                                                                                                                                                                                                                          |

## ■ Seminar, Talkshow, Workshop, Training

*More than 100 events in Jakarta, Tangerang, Bogor, Bandung, Yogyakarta, Semarang, Malang, Surabaya, Batam, Bangka, Pekanbaru, Jambi, Padang.*

|                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Government                            | <p><b>Badan Narkotika Nasional (BNN-Pencegahan).</b> September 22, 2021.</p> <p><b>Kementerian Hukum dan HAM,</b> Dirjen Pajak, November 19, 2020 and December 7, 2020.</p> <p><b>Kementerian Lingkungan Hidup dan Kehutanan,</b> December 20, 2019.</p> <p><b>Badan Ekonomi Kreatif,</b> August 12, 2017</p> <p><b>Kementerian Keuangan,</b> August 3, 2017</p> <p><b>Kementerian Pendidikan dan Kebudayaan,</b> Festival Lomba Seni Siswa Nasional (FLS2N) 2016 Manado, 2017 Kupang, 2018 Aceh, 2019 Lampung, 2020 (daring), 2021 (daring).</p> <p><b>Dinas Perhubungan, Pariwisata, Kebudayaan, dan Informasi Kabupaten Bangka Barat,</b> October 23'14</p> <p><b>Kementerian Pertanian,</b> April 8, 2014</p> <p><b>Lembaga Ilmu Pengetahuan Indonesia (LIPI)</b> Dec 6'13</p> <p><b>Kementerian Energi dan Sumber Daya Mineral,</b> December 4, 2013</p> <p><b>Kementerian PPN (Bappenas),</b> October 20, 2012</p> <p><b>Kementerian Perdagangan,</b> August 27, 2012</p>                             |
| Corporation                           | <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 Sumbang 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>Intercultural Design Workshop,</b> Online (Ulm University, German X Universitas Negeri Sebelas Maret, Surakarta). May 20, 2022.</p> <p><b>KMDGI (Kriyasana Mahasiswa Desain Grafis Indonesia) XIV,</b> Online. March 24, 2022.</p> <p><b>ICONADD (International Conference of Art and Design),</b> Online. Universitas negeri Padang, Nov 25'21</p> <p><b>KMDGI (Kriyasana Mahasiswa Desain Grafis Indonesia) XIII,</b> Padang, October 3, 2019.</p> <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 18'13, and December 7, 2013</p> <p><b>Caraka Festival Kreatif 2011,</b> Semarang. November 24'11</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 1'10.</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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

University & School  
(in alphabetical order)

**Binus International University,** Jakarta, October 22'09, & February 21, 2014.

**Institut Seni Indonesia Surakarta,** November 21, 2019.

**Institut Seni Indonesia Yogyakarta,** October 30, 2020.

**Institut Teknologi Bandung,** Bandung, April 17, 2009.

**Institut Teknologi Sumatera,** Online, July 27, 2020.

**Politeknik Elektronika Negeri Surabaya,** Online, Oct 16, 2021.

**Politeknik Negeri Jakarta,** Jakarta, April 13, 2012.

**Politeknik Negeri Media Kreatif,** Medan, Dec 2, 2016.

**President University,** Bekasi, October 30, 2018 and December 16, 2020.

**Program Pasca Sarjana Prasetya Mulya,** Jakarta, Sept 29, 2012.

**Sekolah Tinggi Administrasi Negara,** Tangerang, May 1, 2010.

**Sekolah Tinggi Desain Indonesia,** Bandung, November 24, 2008.

**Sekolah Tinggi Ilmu Statistik,** Jakarta, December 19'10.

**Sekolah Tinggi Manajemen Informatika & Komputer** Jakarta, Oct 19, 2018

**Sekolah Tinggi Manajemen Informatika & Teknik Komputer** Surabaya, Oct 16, 2015

**Sekolah Tinggi Media Komunikasi Trisakti,** Jakarta, April 25, 2015.

**SMA Bunda Hati Kudus,** Jakarta, September 18, 2010.

**SMA Xaverius I,** Jambi, November 13, 2009.

**Unika Sugiyapranata,** Semarang, January 20, 2010.

**Universitas Bina Nusantara,** Jakarta, December 12, 2008.

**Universitas Brawijaya,** Malang, April 2, 2010.

**Universitas Budiluhur,** Jakarta, Nov 7, 2017.

**Universitas Bunda Mulia,** Jakarta, May 3'11, and March 17, 2012, and Oct 28, 2016, and February 28, 2019, and June 28, 2019, and September 11, 2019, **UBM Serpong** September 12, 2019.

**Universitas Dian Nuswantoro,** Semarang, Nov 17, 2012.

**Universitas Esa Unggul,** Jakarta, May 5, 2010 and July 1, 2019.

**Universitas Indonesia,** Jakarta, October 18, 2008, and October 26, 2009, and November 20, 2011, and May 23, 2013, and 31 Oct, 2015, and September 19, 2016.

**Universitas Komputer Indonesia,** Bandung, Nov 19, 2015

**Universitas Kristen Petra,** Surabaya, Oct 18, 2016.

**Universitas Mercubuana,** Jakarta, Aug 25, 2016, May 12, 2017, June 28, 2021.

**Universitas Multimedia Nusantara,** Tangerang, December 5, 2012, and March 27, 2014, and March 5, 2015, and Sept 29, 2016.

**Universitas Negeri Malang,** Brainstorm, Malang, April 22, 2013.

**Universitas Negeri Padang,** Padang, Oct 4'13, & May 10, 2014.

**Universitas Negeri Padang,** Surat kabar Ganto, Bukittinggi, Nov 11-14, 2015.

**Universitas Negeri Surabaya,** Surabaya, Nov 26, 2020.

**Universitas Paramadina,** Jakarta, Nov 20, 2015

**Universitas Pelita Harapan,** Jakarta, March 12'10, & May 1, 2011.

**Universitas Pembangunan Nasional "Veteran",** Jakarta, May 18-21, 2015.

**Universitas Pembangunan Nasional "Veteran",** Surabaya, Dec 4, 2016.

**Universitas Pendidikan Indonesia,** Bandung, July 7, 2012.

**Universitas Persada Indonesia YAI,** Jakarta, June 1, 2013, June 13, 2015, October 24, 2020, June 4, 2022.

**Universitas Sebelas Maret,** September 5, 2020.

**Universitas Syiah Kuala,** Aceh, February 13, 2021.

**Universitas Tarumanagara,** Jakarta, November 14, 2008, and May 22, 2013 and December 3, 2018.

**Universitas Telkom,** Bandung, Apr 27, 2017.

**Universitas Trisakti,** Jakarta, November 22, 2008, and October 31, 2009, and July 28, 2011, and May 23, 2014, and April 10, 2015.

## ■ Jury

|      |                                                                                                                   |
|------|-------------------------------------------------------------------------------------------------------------------|
| 2021 | <b>Lomba Poster</b> , Universitas Pembangunan Nasional “Veteran” Surabaya, Online, Oct 26-27, 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.                         |

**Lomba Logo Kementerian PPN (Bappenas)**, Hotel Bidakara, Jakarta, October 20, 2012.

**Lomba poster Public Health Expo 2012**, Fakultas Kesehatan Masyarakat, Universitas Indonesia, October 10, 2012.

**Lomba Logo Kementerian Perdagangan**, Kantor Kementerian Perdagangan, August 27, 2012

**T-shirt Design Competition Damn! I Love Indonesia**, Belleza Shopping Arcade, Jakarta. August 15, 2012.

**Bantex Design Competition**. Bantex Indonesia & Universitas Bina Nusantara, Jakarta, June 11, 2012.

**Nirmana Awards**. fX Lifestyle X'nter, Jakarta, May 21-26, 2012

**Poster Competition Studio Jams**, Universitas Bina Nusantara, Binus Square, Jakarta, May 14-18, 2012.

2011 **Logo Competition Indonesian Youth Day 2012**, KWI, August - October 2011.

**Poster competition Admazing**, Sekolah Tinggi Ilmu Komunikasi, London School of Public Relations, Jakarta, Graduate School of Communication, June 27, 2011.

**Design competition Kriyasana Mahasiswa Desain Grafis Indonesia (KMDGI) IX**, Universitas Widyatama, Bandung, May 24, 2011.

## ■ Skills & 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

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|-----------------------------|---------------------------------------------------------------------------|
| Music                       | - Guitar & bassist.<br>- Jazz, Samba, Bossa, all Brazilian, Degung Sunda. |
| Sports & outdoor activities | - Mountain hiking, trekking, camping.<br>- Cycling.                       |