



Surianto Rustan

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

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Curriculum Vitae

202401

Poin-Poin Penting

- Surianto Rustan, S.Sn., M.Ds. adalah seorang Penulis buku-buku desain berbahasa Indonesia, Pembicara, Pengajar, dan Desainer Komunikasi Visual.
- Lulus *Cum Laude* program Magister Desain Pasca Sarjana Universitas Trisakti tahun 2013.
- 16 tahun sebagai penulis - menghasilkan 13 buku desain dan 1 buku motivasi.
- 16 tahun sebagai pembicara di lebih dari 150 seminar, talkshow, workshop, training.
- 21 tahun sebagai pengajar - saat ini menjadi pengajar tidak tetap di Universitas Tarumanagara, Jakarta.
- Pendiri SuriantoRustan.com, DsgnCooking Seminar & Workshop, dan komunitas DISEN.

Key Points

- 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.
- 16 years working as an author - have been authoring 13 graphic design & motivational books.
- 16 years working as a speaker in more than 150 seminars, talkshow, workshop, training.
- 21 years working as a lecturer - currently at Universitas Tarumanagara, Jakarta.
- Founder of SuriantoRustan.com, DsgnCooking Seminar & Workshop, and DISEN Learning Community.

Education

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| 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

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| 2008-2015 | Forum Desain Grafis Indonesia (FDGI). |
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Teaching & Freelance Works

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| 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,
<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 | Lecturer at Universitas Multimedia Nusantara,
<i>Visual Communication Design Faculty, Serpong.</i>
Semiotic, Design Business, Basic Design, Brand Identity,
Typography, Digital Publishing, Seminar, Final Project. |
| 2011-2013 | Lecturer at Universitas Bina Nusantara,
<i>School of Design, Jakarta.</i> Visual Communications,
Typography, Creative Advertising. |
| 2003-2015 | Lecturer at Pelita Harapan University, School of Design,
<i>Karawaci, Tangerang.</i> Brand Identity, Campaign,
Semiotics, Typography, Web Design & animation, Design
Management. |
| 2003-2009 | Lecturer at Cyber Media College, Visual Communication
<i>Design Class, Jakarta.</i> Visual Communication, Logotype,
Communication Strategy, Web Design. |
| 2003-2012 | Founder of Rustan Grafis,
<i>Visual Communication Consultant, Jakarta.</i> Branding &
Identity, Print Design, Web Design & Development. |
| 2007-2009 | Founder of Grasshopper, Jakarta. Workshop for Designers |

Last Permanent Works

- | | |
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| 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 | Indosat 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

2023	Graphic Design Book: TIPO2023 book 1 & 2. Published by ITERA Press. 1 st prn: Ags'23.
2021	Graphic Design Book: LOGO2021 book 1 & 2. Published by CV Nulisbuku Jendela Dunia. 1 st prn: Ags'21.
2020	Graphic Design Book: LAYOUT2020 book 1 & 2. Published by CV Nulisbuku Jendela Dunia. 1 st prn: June'20.
2019	Graphic Design Book: WARNA & WARNI book 1 & 2. Published by Batavia Imaji. 1 st print: March 2019.
2015	Graphic Design Book: BISNIS desain. Published by Batavia Imaji. 1 st print: June 2015. Self published 1 st print: March 2017.
2012	Motivational Book: Mari Berhitung Sisa Hidupmu. Published by Gramedia Pustaka Utama. 1 st print: Aug 2012.
2010	Graphic Design Book: HURUFONTOGRAFI. Published by Gramedia Pustaka Utama. 1 st print: January 2011. Self published 1 st print: April 2014.
2009	Graphic Design Book: Mendesain LOGO. Published by Gramedia Pustaka Utama. 1 st print: August 2009, 2 nd : November 2009, 3 rd : November 2011. Self published 1 st print: October 2013.
2008	Graphic Design Book: LAYOUT dasar & penerapannya. Published by Gramedia Pustaka Utama. 1 st print: August 2008. 2 nd : July 2009, 3 rd : February 2010. Self published 1 st print: April 2014.

■ Curriculum Development

2014	Creative School of Multimedia , Program Studi DKV, November 2014.
2011	Sekolah Tinggi Media Komunikasi Trisakti, Program Studi DKV. June - August 2011.

■ Guest Lecturer

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

■ Seminars, Talks, Workshops, Training

More than 150 events in many cities in Indonesia.

Governments & BUMN	<p>LRT Jabodebek, PT. KAI, June 23' 2020.</p> <p>Badan Narkotika Nasional (BNN-Pencegahan), September 22, 2021.</p> <p>Kementerian Hukum dan HAM, Dirjen Pajak, November 19, 2020 and December 7, 2020.</p> <p>Kementerian Lingkungan Hidup dan Kehutanan, December 20, 2019.</p> <p>Badan Ekonomi Kreatif, August 12, 2017</p> <p>Kementerian Keuangan, August 3, 2017</p> <p>Kementerian Pendidikan dan Kebudayaan, Festival Lomba Seni Siswa Nasional (FLS2N) tingkat SMA: 2016 Manado, 2017 Kupang, 2018 Aceh, 2019 Lampung, 2020 (daring), 2021 (daring), 2022 (daring), 2023 Jakarta.</p> <p>Dinas Perhubungan, Pariwisata, Kebudayaan, dan Informasi Kabupaten Bangka Barat, October 23'14</p> <p>Kementerian Pertanian, April 8, 2014</p> <p>Lembaga Ilmu Pengetahuan Indonesia (LIPI) Dec 6'13</p> <p>Kementerian Energi dan Sumber Daya Mineral, December 4, 2013</p> <p>Kementerian PPN (Bappenas), October 20, 2012</p> <p>Kementerian Perdagangan, August 27, 2012</p>	<p>Universities & Schools <i>(in alphabetical order)</i></p> <p>Binus International University, Jakarta, October 22'09, & February 21, 2014.</p> <p>Institut Seni Indonesia Surakarta, November 21' 19.</p> <p>Sunset Design Talks #8, Oct 21' 23.</p> <p>Institut Seni Indonesia Yogyakarta, October 30, 2020.</p> <p>Institut Teknologi Bandung, Bandung, April 17, 2009.</p> <p>Institut Teknologi Sumatera, Online, July 27, 2020.</p> <p>MSD Academy of Visual Art & Design, Yogya, Oct 30'23</p> <p>Politeknik Elektronika Negeri Surabaya, Online, Oct 16, 2021.</p> <p>Politeknik Negeri Jakarta, Jakarta, April 13, 2012.</p> <p>Politeknik Negeri Media Kreatif, Medan, Dec 2, 2016.</p> <p>President University, Bekasi, October 30, 2018 and December 16, 2020.</p> <p>Program Pasca Sarjana Prasetya Mulya, Jkt, Sep 29' 12.</p> <p>Sekolah Tinggi Administrasi Negara, Tgerang, May 1' 10.</p> <p>Sekolah Tinggi Desain Indonesia, Bandung, Nov 24' 08.</p> <p>Sekolah Tinggi Ilmu Statistik, Jakarta, December 19'10.</p> <p>Sekolah Tinggi Manajemen Informatika & Komputer Jakarta, Oct 19, 2018</p> <p>Sekolah Tinggi Manajemen Informatika & Teknik Komputer Surabaya, Oct 16, 2015</p> <p>Sekolah Tinggi Media Komunikasi Trisakti, Jakarta, April 25, 2015.</p> <p>SMA Bunda Hati Kudus, Jakarta, September 18, 2010.</p> <p>SMA Xaverius I, Jambi, November 13, 2009.</p> <p>SMK Grafika Mardiyuana, Bogor, May 25, 2023.</p> <p>Unika Sugiyapranata, Semarang, January 20, 2010.</p> <p>Universitas Bina Nusantara, Jakarta, December 12, 2008.</p> <p>Universitas Brawijaya, Malang, April 2, 2010.</p> <p>Universitas Budiluhur, Jakarta, Nov 7, 2017.</p> <p>Universitas Bunda Mulia, Jakarta, May 3'11. March 17' 12. Oct 28' 16. Feb 28' 19, Jun 28' 19. Sep 11' 19. Sep 12' 19 (UBM Serpong). Nov 16' 23.</p> <p>Universitas Dian Nuswantoro, Semarang, Nov 17, 2012.</p> <p>Universitas Esa Unggul, Jakarta, May 5' 10. Jul 1' 19.</p> <p>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.</p> <p>Universitas Komputer Indonesia, Bandung, Nov 19, 2015</p> <p>Universitas Kristen Petra, Surabaya, Oct 18, 2016.</p> <p>Universitas Mercubuana, Jakarta, Aug 25, 2016, May 12, 2017, June 28, 2021.</p> <p>Universitas Multimedia Nusantara, Tangerang, December 5, 2012, and March 27, 2014, and March 5, 2015, and Sept 29, 2016.</p> <p>Universitas Negeri Malang, Brainstorm, Malang, April 22, 2013.</p> <p>Universitas Negeri Padang, Padang, Oct 4'13, & May 10, 2014.</p> <p>Universitas Negeri Padang, Surat kabar Ganto, Bukittinggi, Nov 11-14, 2015.</p> <p>Universitas Negeri Surabaya, Surabaya, Nov 26, 2020.</p> <p>Universitas Nusa Putra, Sukabumi, Des 4' 23.</p> <p>Universitas Paramadina, Jakarta, Nov 20, 2015</p> <p>Universitas Pelita Harapan, Jakarta, Mar 12'10, May 1' 11.</p> <p>Universitas Pembangunan Nasional "Veteran", Jakarta, May 18-21, 2015.</p> <p>Universitas Pebangunan Nasional "Veteran", Surabaya, Dec 4, 2016.</p> <p>Universitas Pendidikan Indonesia, Bandung, July 7, 2012.</p> <p>Universitas Persada Indonesia YAI, Jakarta, June 1, 2013, June 13, 2015, October 24, 2020, June 4, 2022.</p> <p>Universitas Sebelas Maret, Solo, September 5' 20 and October 23' 23.</p> <p>Universitas Syiah Kuala, Aceh, February 13, 2021.</p> <p>Universitas Tarumanagara, Jakarta, November 14, 2008, and May 22, 2013 and December 3, 2018.</p> <p>Universitas Telkom, Bandung, Apr 27, 2017.</p> <p>Universitas Trisakti, Jakarta, November 22, 2008, and October 31, 2009, and July 28, 2011, and May 23, 2014, and April 10, 2015.</p>
Corporations	<p>PT. Yamaha Indonesia Motor Mfg, August 20, 2011</p> <p>Kompas Gramedia Group, February 25, and June 3, 2010</p> <p>PT. Batampos Multi Media, Januari 28-29, 2009</p> <p>PT. Haluan Sumbar Mandiri, Padang, Nov 14, 2015</p> <p>PT. Erajaya Swasembada, Jakarta, Ags 25, 2016</p> <p>PT. Bogasari Flour Mills, Jakarta, Apr 4, 2017</p> <p>PT. Provisi Mandiri Pratama, Jakarta, Jul 6, 2017</p>	
Other National & International Events	<p>Intercultural Design Workshop, Online (Ulm University, German X Universitas Negeri Sebelas Maret, Surakarta). May 20, 2022.</p> <p>KMDGI (Kriyasana Mahasiswa Desain Grafis Indonesia) XIV, Online. March 24, 2022.</p> <p>ICONADD (International Conference of Art and Design), Online. Universitas negeri Padang, Nov 25'21</p> <p>KMDGI (Kriyasana Mahasiswa Desain Grafis Indonesia) XIII, Padang, October 3, 2019.</p> <p>Xplore Nation - Fresh & Brite Asean Youth Festival 2014, Jakarta. December 13, 2014</p> <p>National Seminar "Desainer ing Kampung", Salaman, Magelang, Yogyakarta. November 30, 2014</p> <p>Design Cooking I & II, Jakarta, May 18' 13. Dec 7' 13.</p> <p>Caraka Festival Kreatif 2011, Semarang. November 24'11</p> <p>Freelancer Expo, Asosiasi Desainer Grafis Indonesia (ADGI), Jakarta, August 13, 2011</p> <p>Type Director's Club 56 Exhibition, Jakarta, Oct 1'10.</p>	
Community Events	<p>Connectsea #3, Yogyakarta Dagadu, Oct 28,23.</p> <p>TIPOKOPI, Surakarya, Kopi Parang, Solo Oct, 22' 23.</p> <p>Bogor Graphic Designer, Bogor, March 22, 2019.</p> <p>Dkvdaily kopdar regional JABODETABEK #1, Jakarta, December 8, 2018.</p> <p>Jakarta Creators Meetup (JakCM), Jakarta, Apr 7, 2018</p> <p>Conclave, Jakarta, Ags 7, 2017</p> <p>Pertamina Day, Jakarta, July 31, 2016</p> <p>Peluncuran buku di STIKOM Interstudi, Jakarta, Mar 19, 2016</p> <p>Nongkrong Bareng Arsitek, Pekanbaru, April 25, 2014</p> <p>Kedai Kalam, Bogor, February 3, 2014</p>	

■ Jury

2022	Lomba Logo LRT Jabodebek , PT. KAI, Jun 22, 2022	Lomba Logo Kementerian PPN (Bappenas) , Hotel Bidakara, Jakarta, October 20, 2012.
2021	Lomba Poster , Universitas Pembangunan Nasional "Veteran" Surabaya, Online, Oct 26-27, 2021. Festival & Lomba Seni Siswa Nasional , Kemendikbud, Online, August 23-29, 2021.	Lomba poster Public Health Expo 2012 , Fakultas Kesehatan Masyarakat, Universitas Indonesia, October 10, 2012.
2020	Festival & Lomba Seni Siswa Nasional , Kemendikbud, Online, September 28 - October 4, 2020.	Lomba Logo Kementerian Perdagangan , Kantor Kementerian Perdagangan, August 27, 2012
2019	Festival & Lomba Seni Siswa Nasional , Kemendikbud, Lampung, September 15-21, 2019.	T-shirt Design Competition Damn! I Love Indonesia , Belleza Shopping Arcade, Jakarta. August 15, 2012.
2018	Festival & Lomba Seni Siswa Nasional , Kemendikbud, Aceh, August 26 - September 1, 2018.	Bantex Design Competition . Bantex Indonesia & Universitas Bina Nusantara, Jakarta, June 11, 2012.
2017	Festival & Lomba Seni Siswa Nasional , Kemendikbud, Kupang, September 24-30, 2017.	Nirmana Awards . fX Lifestyle X'nter, Jakarta, May 21-26, 2012
2016	Festival & Lomba Seni Siswa Nasional , Kemendikbud, Manado, August 28 - September 3, 2016.	Poster Competition Studio Jams , Universitas Bina Nusantara, Binus Square, Jakarta, May 14-18, 2012.
2014	Lomba Poster Bangka Barat , Dishubparbudinfo Bangka Barat, Muntok. October 28, 2014. Lomba Brand Identity Ultigraph Universitas Multimedia Nusantara, Tangerang, May 24, 2014	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.
2013	Lomba Desain Icon dan Slogan Kementerian Energi dan Sumber Daya Mineral , Balai Kartini, December 4, 2013.	Design competition Kriyasana Mahasiswa Desain Grafis Indonesia (KMDGI) IX , Universitas Widyatama, Bandung, May 24, 2011.
2012	Lomba poster Fisipers day , Dep. Ilmu Hubungan Internasional, Universitas Indonesia, November 23, 2012. Gunnebo Poster Design Competition , Gunnebo Indonesia, Jakarta, November 12, 2012.	