



Michella Georgia Polana

PORTFOLIO

Creative Designer





Hello!

My name is Georgia

I'm an experienced Graphic Designer and Social Media Officer with 7 years in fashion, beauty, and retail industries.

Skilled in creating impactful visual content across digital and print platforms, including social media, branding, promotional design, and infographics. Known for strong attention to detail, adaptability, and time management, with a creative mindset, empathy, and openness to feedback. Quick to learn new tools and trends, and passionate about fashion, beauty, mental health, and self-development.

Feel free to explore my portfolio to see how I can bring value to your projects!



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About Me

WORK EXPERIENCE

GRAPHIC DESIGNER AND SOCIAL MEDIA OFFICER

PT Prima Infosarana Media (Stylo Indonesia)

June 2021 - December 2024

Graphic Design, Logo Design, Social Media Content Creation, Photo Editing, Video Editing, Copywriting, Content Writing, Prototyping/Mockups, Brand Identity Design.

GRAPHIC DESIGNER

PT Ramayana Lestari Sentosa Tbk (Ramayana Dept. Store)

May 2017 - December 2020

Graphic Design, Logo Design, Social Media Content Creation, Photo Editing, Copywriting, Prototyping/Mockups, Brand Identity Design.

GRAPHIC DESIGNER INTERN

PT Topindo Atlas Asia (Top 1 Oil)

August - October 2015

Graphic Design, Prototyping/Mockups, Brand Identity Design.

EDUCATION

Bachelor's Degree (S.Ds)
in Visual Communication Design
University of Persada Indonesia YAI
2012 - 2016

ADDITIONAL CERTIFICATE

English For Professional
Gramedia Academy - KG Media
January - April 2024

SKILLS

- Graphic Design
- Brand Identity Design
- Photo Editing
- Video Editing
- Social Media Management
- Copywriting
- Content Writing

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Canva
- CapCut
- Google Suites
- Meta Business Suite
- Tiktok Analytics
- Microsoft Word
- Microsoft Excel



Social Media Content Creation

Instagram

Tiktok

Youtube



Instagram

@stylo.indonesia

Stylo Indonesia is a digital media brand specializing in lifestyle, fashion, and beauty content tailored for Millennials and Gen Z. I was responsible for creating most of the designs, concepts, and copywriting for Feeds, Reels and Stories at @stylo.indonesia.

Graphic Design

Copywriting

Video Editing

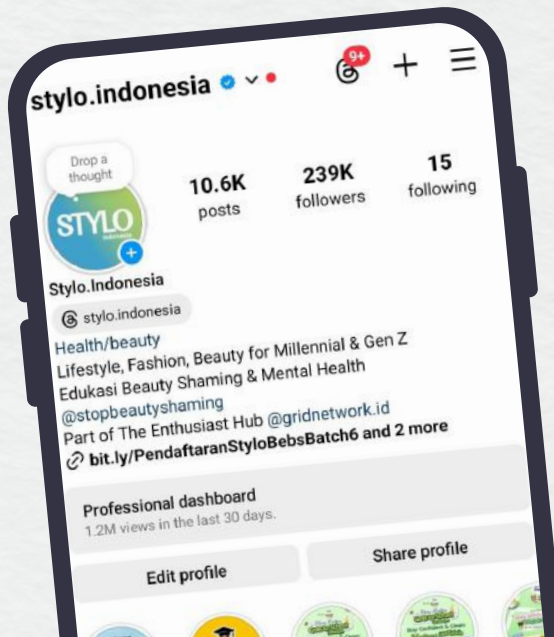
Content Writing

Brand Identity

Photo Editing

Tools:

- Adobe Photoshop
- Adobe Illustrator
- Canva
- CapCut
- Meta Business Suite (For scheduling)





Instagram Content Ads (Clients)

Client : Wardah

Type : Carousel/Multiple Post

Brief : To introduce their latest product, Wardah UV Shield Physical Sunscreen Serum SPF50+ PA++++, featuring three key ingredients designed to soothe redness, hydrate the skin, minimize breakouts, and strengthen the skin barrier.

Graphic Design

Copywriting

Photo Editing

Content Writing

Brand Identity

Tools:

- Adobe Photoshop
- Meta Business Suite (For scheduling)

Instagram Content Ads (Clients)

Client : Wonderly

Type : Carousel/Multiple Post

Brief : To introduce their latest product, Wonderly Body Lotion, featuring Diamond MicroCrystal as their key ingredient.

Graphic Design

Copywriting

Photo Editing

Content Writing

Brand Identity

Tools:

- Adobe Photoshop
- Meta Business Suite (For scheduling)





Instagram Story

Graphic Design

Copywriting

Photo Editing

Content Writing

Brand Identity

Tools:

- Adobe Photoshop
- Adobe Illustrator
- Canva



Instagram

@stopbeautyshaming

Stop Beauty Shaming is a movement initiated by Stylo Indonesia, focusing on mental health and self-development, specifically curated for Millennials and Gen Z. I played a key role in creating the designs, developing content ideas, and crafting copywriting for Feeds, Reels, and Stories on @stopbeautyshaming.

Graphic Design

Copywriting

Video Editing

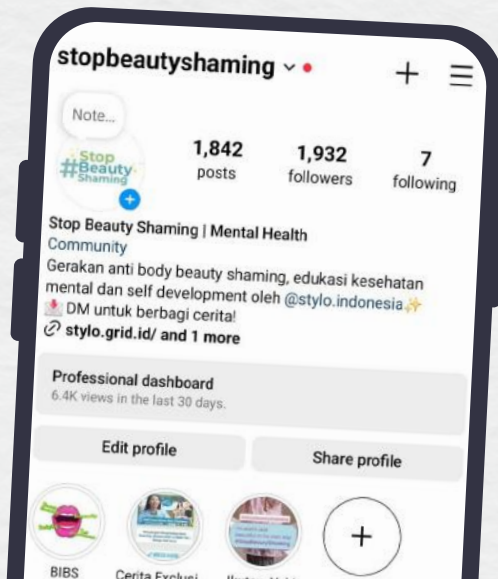
Content Writing

Brand Identity

Photo Editing

Tools:

- Adobe Photoshop
- Adobe Illustrator
- Canva
- CapCut
- Meta Business Suite (For scheduling)



Instagram

@stopbeautyshaming

This is a carousel post for @stopbeautyshaming, designed to provide more in-depth information and details compared to single posts.

Graphic Design

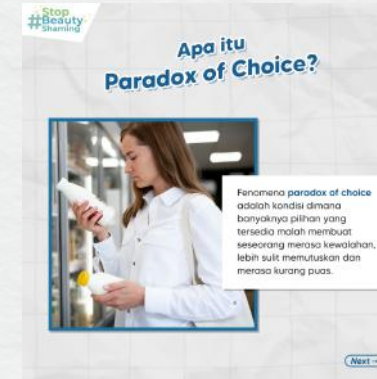
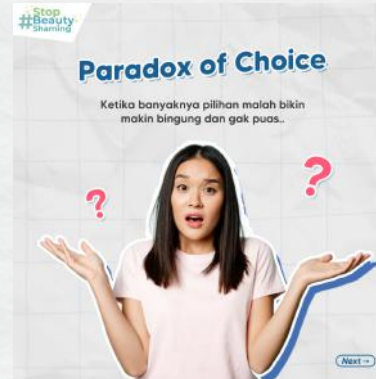
Copywriting

Content Writing

Brand Identity

Tools:

- Adobe Photoshop
- Meta Business Suite (For scheduling)



Instagram

@cosmeticday2023 &
@cosmeticday2024

Cosmetic Day is an annual beauty event organized by Kementerian Perindustrian RI, with Stylo Indonesia serving as a partner and event organizer. I contributed significantly by designing content for Feeds, Reels, and Stories on @cosmeticday2023 and @cosmeticday2024.

Graphic Design

Copywriting

Video Editing

Content Writing

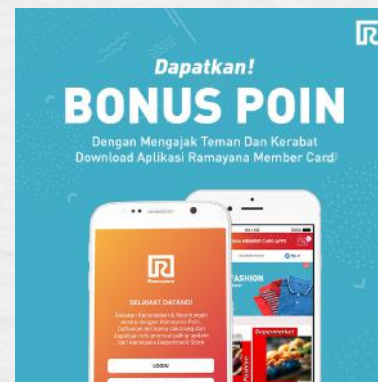
Brand Identity

Photo Editing

Tools:

- Adobe Photoshop
- Adobe Illustrator
- Meta Business Suite (For scheduling)





Instagram

@ramayanamembercard

Ramayana Member Card is the loyalty program division of PT Ramayana Lestari Sentosa, Tbk. At @ramayanamembercard, I was responsible for creating feed designs to engage and inform the audience about their latest programs and events.

Graphic Design

Copywriting

Photo Editing

Brand Identity

Tools:

- Adobe Illustrator



Social Media Content Creation

Instagram

Tiktok

Youtube



Tiktok

@styloindonesia

The TikTok account @styloindonesia initially focused on sharing fashion and beauty facts, myths, and celebrity style highlights. It has since evolved to feature more person-in-frame content, emphasizing fashion and beauty.

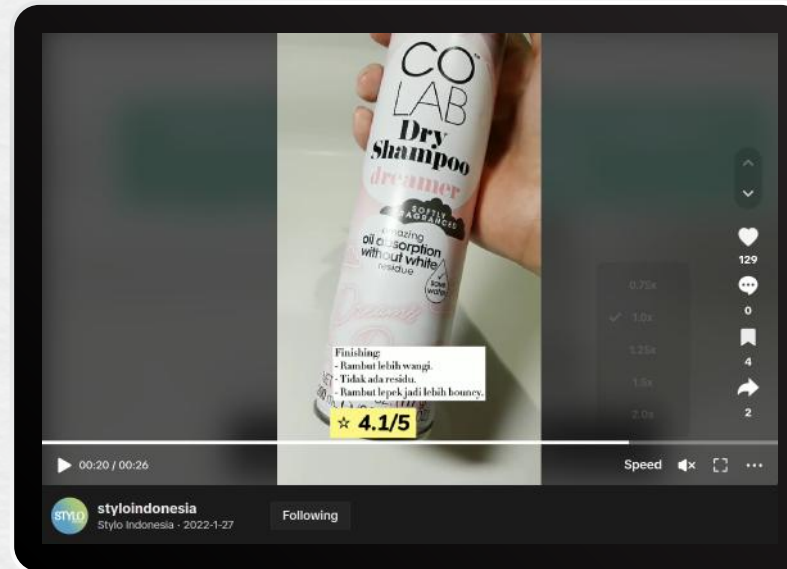
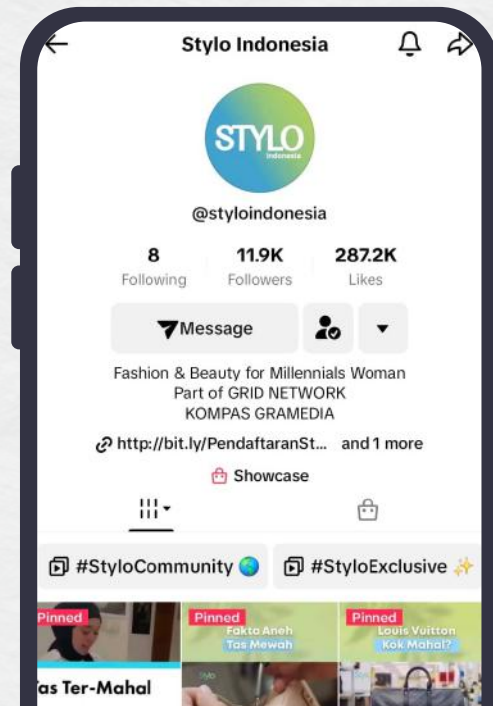
Video Editing

Copywriting

Content Writing

Tools:

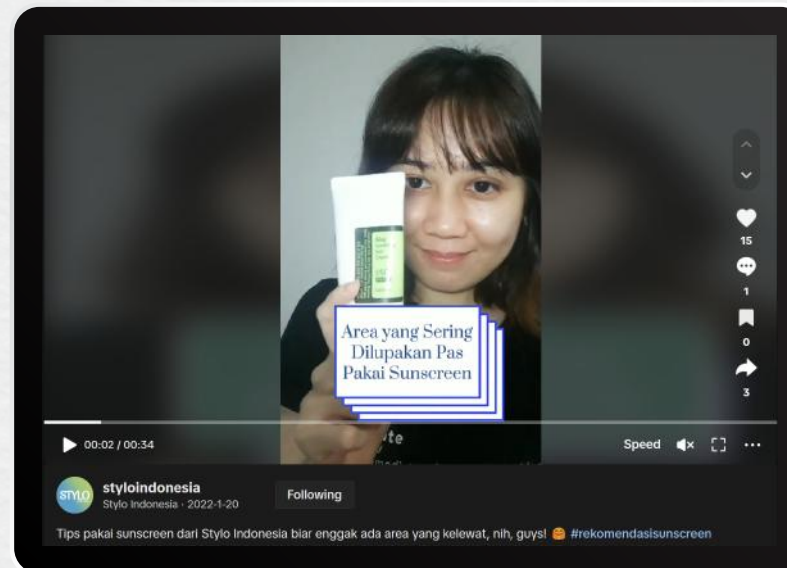
- Canva
- CapCut
- Tiktok Analytics (Data Insights)



Watch Here



<https://bit.ly/4fWzWAI>



Watch Here



<https://bit.ly/3OBQwd9>



Social Media Content Creation

Instagram

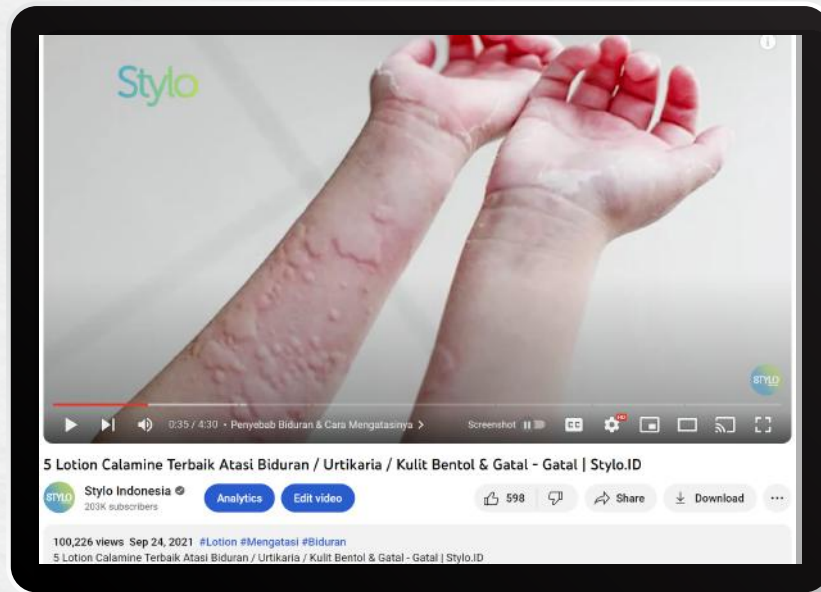
Tiktok

Youtube





<http://bit.ly/3Oht5z7>



107,293 views



<https://bit.ly/3VoSeSZ>



99,235 views

Youtube Video Stylo Indonesia

This is a voice-over video project where I handled multiple aspects, including researching trending topics, writing scripts, recording the voice-over, and gathering the necessary photo and video assets.

Content Writing

Copywriting

Voice Over

Tools:

- Google Docs (For Scripting)
- App Recorder (For Voice Over)



Youtube Video

Stylo Indonesia

This is a video project where I managed various tasks, including researching trending topics, crafting scripts, and recording the final video.

Content Writing

Copywriting

On Cam



<https://bit.ly/3ZjqFLV>



<https://bit.ly/49mgBX6>



<https://bit.ly/3ZCZKMo>



Youtube Thumbnail & Description

Stylo Indonesia

Graphic Design

Copywriting

Photo Editing

Content Writing

Brand Identity

Tools:

- Adobe Photoshop
- Youtube Studio (For Scheduling)





Graphic Design

Logo Design

Infographic

Print Design

Corporate Identity



Logo Design

Stylo Indonesia

Objectives : Redesigned Stylo Indonesia's logo using the existing color palette, enhancing its readability and visual appeal to create a more striking and modern look.

Graphic Design

Brand Identity

Tools:

- Adobe Photoshop
- Adobe Illustrator

The original logo for Stylo Indonesia. The word "Stylo" is written in a lowercase, rounded, sans-serif font. The "Sty" is in a medium blue, and the "lo" is in a light green. The letters are slightly overlapping and have a soft, friendly feel.

Before

The redesigned logo for Stylo Indonesia. The word "STYLO" is now in all caps, using a bold, sans-serif font. The "STY" is in the same medium blue as the original, while the "LO" is in the same light green. Below "STYLO", the word "Indonesia" is written in a smaller, blue, sans-serif font. The overall look is more professional and modern.

After

Logo Design

Campaigns, Programs, Events

Graphic Design

Brand Identity

Tools:

- Adobe Photoshop
- Adobe Illustrator





Graphic Design

Logo Design

Infographic

Print Design

Corporate Identity





Infographic

These projects were created to provide customers with clear, step-by-step instructions and valuable information.

Graphic Design

Brand Identity

Content Writing

Copywriting

Tools:

- Adobe Photoshop
- Adobe Illustrator



Graphic Design

Logo Design

Infographic

Print Design

Corporate Identity





Print Design Poster & Flyer

Graphic Design

Copywriting

Brand Identity

Tools:

- Adobe Illustrator
- Adobe Photoshop



Print Design

Standing Banner

Graphic Design

Copywriting

Brand Identity

Tools:

- Adobe Illustrator
- Adobe Photoshop





Print Design Catalog

This is a merchant catalog designed for Ramayana members, featuring a total of 86 pages, including the covers.

Graphic Design

Copywriting

Brand Identity

Tools:

- Adobe Illustrator
- Adobe Photoshop



Print Design

Event “Kreasi Pancake”

This cooking event, focused on making pancakes, was organized by Ramayana Member Card. I was responsible for creating all the promotional designs for the event.

Graphic Design

Copywriting

Brand Identity

Tools:

- Adobe Illustrator
- Adobe Photoshop

Outdoor Banner | Size: 1 x 6 M



Outdoor Banner
Size: 4 x 1 M



Flyer & Registration Form | Size: A5



Graphic Design

Logo Design

Infographic

Print Design

Corporate Identity



Corporate Identity

Business Card & Press ID

Graphic Design

Brand Identity

Tools:

- Adobe Illustrator
- Adobe Photoshop





Contacts

Let's Keep In Touch!

📞 0896 3598 4744

✉ michella.georgia@gmail.com

in Michella Georgia Polana

🔗 <https://linktr.ee/HelloGeorgia>



Featured

Michella Georgia Polana, Graphic Designer yang Terus Perkaya Skill di Bidang Kreatif

Cerysa Nur Insani - Selasa, 26 November 2024 | 15:10 WIB



<https://bit.ly/41nlyfn>