

IDENTITY READOUT



SYSTEM PROFILE //

SAYUDI HASIBUAN

VISUAL COMMUNICATION DESIGNER

BRAND STRATEGIST · MOTION VISUAL DESIGNER · 3D SPATIAL THINKER

LOCATION	Greater Medan, Indonesia
STATUS	Available for projects
EMAIL	hello@sayudi.com
PORTFOLIO	sayudihsb.com
FOCUS	Brand · Motion · 3D · Videography

PROFILE STATEMENT //

I am a Visual Communication Designer with a multidisciplinary foundation in brand systems, motion visuals, 3D spatial design, videography, and strategic communication. My work is driven by the belief that design should do more than look good — it should connect ideas, shape perception, and create meaningful public impact.

Across government institutions, financial organizations, creative agencies, and event-driven environments, I have developed a practice that bridges clarity, atmosphere, and function — translating complex messages into visual experiences that feel structured, purposeful, and memorable.

CREATIVE ARSENAL // SKILL DOMAIN

BRAND STRATEGY	VISUAL IDENTITY	DIGITAL EXPERIENCE	CINEMATIC & SPATIAL
- Identity Foundations - Campaign Direction - Visual Systems - Logo & Symbol Design - Art Direction	- Brand Language - Editorial Layout - Social Media Design - Presentation Design - Content Creation	- UI Awareness - Communication Assets - Digital Interfaces - Public Communication - Documentation Direction	- Motion Graphics - Video Editing 3D Layout - Spatial Visualization - Exhibition Support

TOOLS & CAPABILITIES // TECH STACK

 Photoshop	 Illustrator	 InDesign	 After Effects	 Premiere Pro	 Lightroom	 3ds Max	 SketchUp
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SELECTED EXPERIENCE // HIGHLIGHT

2024 – PRESENT

Pranata Humas / Public Relations Officer

Kanwil DJPb Provinsi Sumatera Utara

Leading visual communication support across institutional public relations, documentation, digital content, and strategic messaging. Translating public-sector information into visual materials that are clear, credible, and engaging for diverse audiences.

KEY HIGHLIGHTS

+ Institutional communication design

+ Documentation & content direction

+ Social media and publication support

+ Strategic visual storytelling

2023 – 2024

Visual Communication Consultant

Bank Indonesia

Delivered creative support for institutional campaigns, event branding, public-facing visuals, and communication assets. Contributed design thinking, motion content, and visual execution for programs with broad public reach.

KEY HIGHLIGHTS

+ Campaign visuals & event branding

+ Motion and digital content

+ Public communication materials

+ Cross-functional creative support

2022 – 2023

Art Director

Jwalbli

Directed visual execution across brand, campaign, and digital content projects. Managed consistency, production quality, and visual direction across multiple client deliverables.

KEY HIGHLIGHTS

+ Brand and campaign direction

+ Visual consistency & supervision

+ Creative production workflow

+ Multi-client execution

EVOLUTION PATH // CAREER TIMELINE

2013 – 2017

FOUNDATION

Built a multidisciplinary foundation in visual communication design through formal study and practice.

Telkom University

2017 – 2022

GROWTH

Expanded across branding, event visuals, digital communication, and creative execution in fast-paced environments.

Clicksquare - Reflex

2022 – 2024

LEADERSHIP

Stepped into direction roles — guiding visual output, managing consistency, and shaping communication impact.

Jwalbli

2024 – NOW

VISION

Integrating strategy, storytelling, and public communication to build meaningful visual experiences

Bank Indonesia - Kementerian Keuangan

VISUAL ARCHIVE // PROJECT CATALOGUE

Festival Kopi Tanah Para Raja

BANK INDONESIA • BRAND IDENTITY

Identity and key visual for a highland coffee festival across Tapanuli — logomark to social-ready key art.

Pojok Rupiah BI

MUSEUM TB SILALAH I • 3D / SPATIAL

Spatial design and built installation for a permanent rupiah education corner in Balige.

Interaction

DIGITAL • INTERACTIVE DESIGN

Interactive visual experience exploring motion, response, and digital engagement.

Commercial Display Design

BAYGON • RETAIL VISUAL

Commercial display and retail visual system designed for in-store brand presence.

Explore the full archive
Interactive case studies, motion work, and the complete visual catalogue. [sayudihsb.com](#)