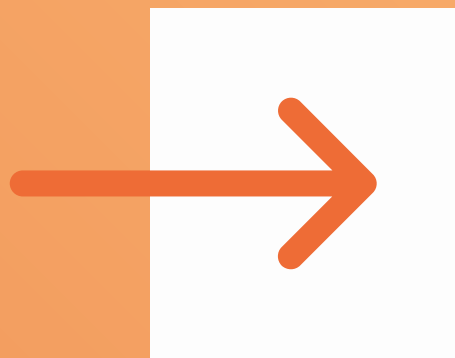




Portfolio.

Dhea Design is a Digital Creative Agency based in South Tangerang.
We invite you to collaborate with us to create impactful solutions.



What We Do

We are a **Digital Creative Agency** that helps brands stand out by offering smart ideas and strong visuals. Our primary objective is to create designs that resonate with our clients and leave a lasting impression.

Each project is meticulously designed, with careful consideration given to strategy and a clear vision.

Logo Design / Logo Suite

Social Media Design

**Promotional Material
Design**

Social Media Management

Ads Management

Illustration

Digital Imaging

**Packaging Design
& Production**

**E-Commerce
Visual Design**

Developing a consistent and impactful logo for your brand is essential for building a strong identity.

Logo Design / Logo Suite

Portfolio

01

Client

LMP Networks

LMP Networks is a leading Indonesian company specializing in the manufacturing of physical data center infrastructure and operating edge data centers.

Logo Design / Logo Suite



Color Variations

used to ensure your brand always looks clear and consistent—whether it's printed on packaging, displayed on a website, or embroidered on fabric.

LMP Networks Color for Logo usage



Black
#10120a



Velvet Black
#272727



White Cap
#ebebeb



Blue Coral
#0d0954

Color Variations

used to ensure your brand always looks clear and consistent—whether it's printed on packaging, displayed on a website, or embroidered on fabric.

Rana Runi Collection Color for Logo usage



White
#ffffff



Hunter Green
#272727



Dark Grey
#ebeb



Almond
#0d0954

Client

Dapur Mintuo

Dapur Mintuo is a Food and Bavarage that sells Minangkabau food, like Rendang, Ayam Pop and other Minangkabau Food.

Logo Design / Logo Suite



Logo Suite

Included in color suite is a complete logo set, so you'll have the right logo version for every platform—social media, packaging, website, and more

Ragunan Pet Shop Color Suite for Logo Suite







and many more....

We create visual content tailored for social media platforms. This content helps brands communicate clearly, stay consistent, and engage their audience.

Social Media Design

Portfolio

02



Guidelines for Kabupaten Nganjuk Official



Social Media Portfolio

Client : Kabupaten Nganjuk Official

 PEMERINTAH KAB. NGANJUK

TIPS BERWIRAUSAHA ALA KANG MARHAEN

- Percaya diri
- Yakin dengan kemampuan yang dimiliki
- Membentuk mental yang kuat sejak awal
- Memiliki kreativitas
- Membangun komunikasi yang baik dengan berbagai pihak
- Memperluas jaringan

Pengusaha, harus punya banyak jaringan. Punya 1000 teman masih kurang. Sedangkan 1 musuh saja sudah terlalu banyak

Marhaen Jumadi
Plt. Bupati Nganjuk

Disampaikan dalam Pelatihan Fasilitasi Pengembangan Kewirausahaan bagi Pelaku UMKM, di Pendopo K.R.T Sosrokoesomo Pemkab Nganjuk, Minggu (4/12/2022).

nganjukkab.go.id | Dinas Kominfo Kabupaten Nganjuk | @dinaskominfo_nganjuk

 PEMERINTAH KAB. NGANJUK #NGANJUK BANGKIT

JEMBATAN SAMBIROTO HARAPAN BARU WARGA NGANJUK

Jembatan Sambiroto menghubungkan Desa Sambiroto Kecamatan Baron dan Desa Drenges Kecamatan Kertosono

Akan menjadi jalan penghubung yang memiliki rute paling dekat

Ukuran jembatan baru: lebar 5,6 m, panjang 8 m

Jembatan lama yang dibangun tahun 1980 an, sudah mengalami retak di abutment dan plat jembatan

Memudahkan aktivitas ekonomi, sekolah, bekerja masyarakat

Pekerjaan diperkirakan selesai tanggal 25-28 Oktober 2022

Dr. Drs. H. Marhaen Djumadi, S.E., S.H., M.M., MBA
Plt Bupati Nganjuk

nganjukkab.go.id | Dinas Kominfo Kabupaten Nganjuk | @dinaskominfo_nganjuk

 PEMERINTAH KAB. NGANJUK #NGANJUK BANGKIT

KABUPATEN NGANJUK JUARA 1 KABUPATEN/KOTA TERBAIK TINGKAT NASIONAL

dengan jumlah akseptor terbanyak KB Metode Kontrasepsi Jangka Panjang (MKJP) dengan kelompok target pelayanan 150 – 500 Akseptor

Kementerian Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN)

Dr. Drs. H. Marhaen Djumadi, S.E., S.H., M.M., MBA
Plt Bupati Nganjuk

nganjukkab.go.id | Dinas Kominfo Kabupaten Nganjuk | @dinaskominfo_nganjuk

 PEMERINTAH KAB. NGANJUK

PENINGKATAN KUALITAS PENDIDIKAN MELALUI PROGRAM PKG PAUD

Dilaksanakan di Kecamatan Ngronggot Kabupaten Nganjuk (19/10/2022)

Mengembangkan kreativitas di bidang pendidikan

Sebagai awal untuk mencetak SDM unggul

Maka, mari bersama-sama kita tingkatkan mutu dan kualitas pendidikan di Kabupaten Nganjuk menjadi lebih baik demi masa depan yang cerah dan sejahtera

Dr. Drs. H. Marhaen Djumadi, S.E., S.H., M.M., MBA
Plt. Bupati Nganjuk

nganjukkab.go.id | Dinas Kominfo Kabupaten Nganjuk | @dinaskominfo_nganjuk

*selected Design

Social Media Portfolio

Client : DPRD Jawa Timur

DEWAN PERWAKILAN RAKYAT DAERAH
PROVINSI JAWA TIMUR

SOSIALISASI WAWASAN KEBANGSAAN

ANGGOTA KOMISI E DPRD AJAK MASYARAKAT PERTEBAL TOLERANSI

“ Kalau semua masyarakat mengamalkan Pancasila, saya kira tak ada lagi orang yang melakukan bom bunuh diri. Pelaku mengatasnamakan agama, padahal perilakunya bertentangan dengan ajaran agama. Karena semua agama mengajarkan saling tolong menolong dalam kebaikan ”

Hadli Dediaryansyah, S.Pd., H. Hum.
Anggota Komisi E DPRD
Prov. Jatim

Disampaikan dalam Sosialisasi Wawasan Kebangsaan di Surabaya, Minggu (11/12/2022).

<http://dprd.jatimprov.go.id> [@dprdjatim](https://www.instagram.com/dprdjatim) Jl. Indrapura No. 1 Surabaya

DEWAN PERWAKILAN RAKYAT DAERAH
PROVINSI JAWA TIMUR

PENGELOLAAN WISATA DI NTT

KOMISI B DPRD TERTARIK ADOPSI SISTEM PENGELOLAAN WISATA NTT

“ Di sini masyarakat bisa bergerak, ekonomi bangkit dan potensi wisata terkelola dengan baik. Balai besar hanya sebagai payung hukum, semua perekonomian digerakkan oleh masyarakat lokal. Tentu kita akan adopsi semua hal baik dari sini untuk Jatim demi mencapai target ekonomi yang diinginkan ”

H. Alyadi Mustofa, S.I.P
Ketua Komisi B DPRD Provinsi Jawa Timur

Disampaikan dalam Acara Sharing dan Study Banding tentang Pengelolaan Destinasi Wisata di Balai Taman Nasional Komodo Labuhan Bajo, NTT, (20/09/2022).

<http://dprd.jatimprov.go.id> [@dprdjatim](https://www.instagram.com/dprdjatim) Jl. Indrapura No. 1 Surabaya

DEWAN PERWAKILAN RAKYAT DAERAH
PROVINSI JAWA TIMUR

PORWANAS XII 2022

APRESIASI LUAR BIASA KETUA DPRD JATIM UNTUK PEMBUKAAN PORWANAS XIII 2022

“ Jujur saya tidak percaya wartawan bisa membuat acara yang luar biasa seperti ini. Mari kita semua ini menjadi tuan rumah dan memberikan pelayanan yang baik ”

Kusnadi, S.H., M.Hum.
Ketua DPRD Provinsi Jawa Timur

Disampaikan dalam Pembukaan Pekan Olah Raga Wartawan Nasional (Porwanas) XIII 2022, Kota Malang (21/11/2022).

<http://dprd.jatimprov.go.id> [@dprdjatim](https://www.instagram.com/dprdjatim) Jl. Indrapura No. 1 Surabaya

DEWAN PERWAKILAN RAKYAT DAERAH
PROVINSI JAWA TIMUR

HAUL GUBERNUR SOERJO

Seringkali kita dengar bahwa bangsa yang besar adalah bangsa yang bisa memberikan penghormatan dan menghargai jasa pahlawannya. Mari kita membangun satu komitmen bahwa ada perjuangan, ada pengorbanan dan itu diteladankan sosok pahlawan kita

Kusnadi, S.H, M.Hum.
Ketua DPRD Provinsi Jawa Timur

Disampaikan saat Haul Gubernur Soerjo di Magetan (11/10/22).

<http://dprd.jatimprov.go.id> [@dprdjatim](https://www.instagram.com/dprdjatim) Jl. Indrapura No. 1 Surabaya

*selected Design

Social Media Portfolio

Client : Bu Ikfina Bupati Mojokerto



*selected Design

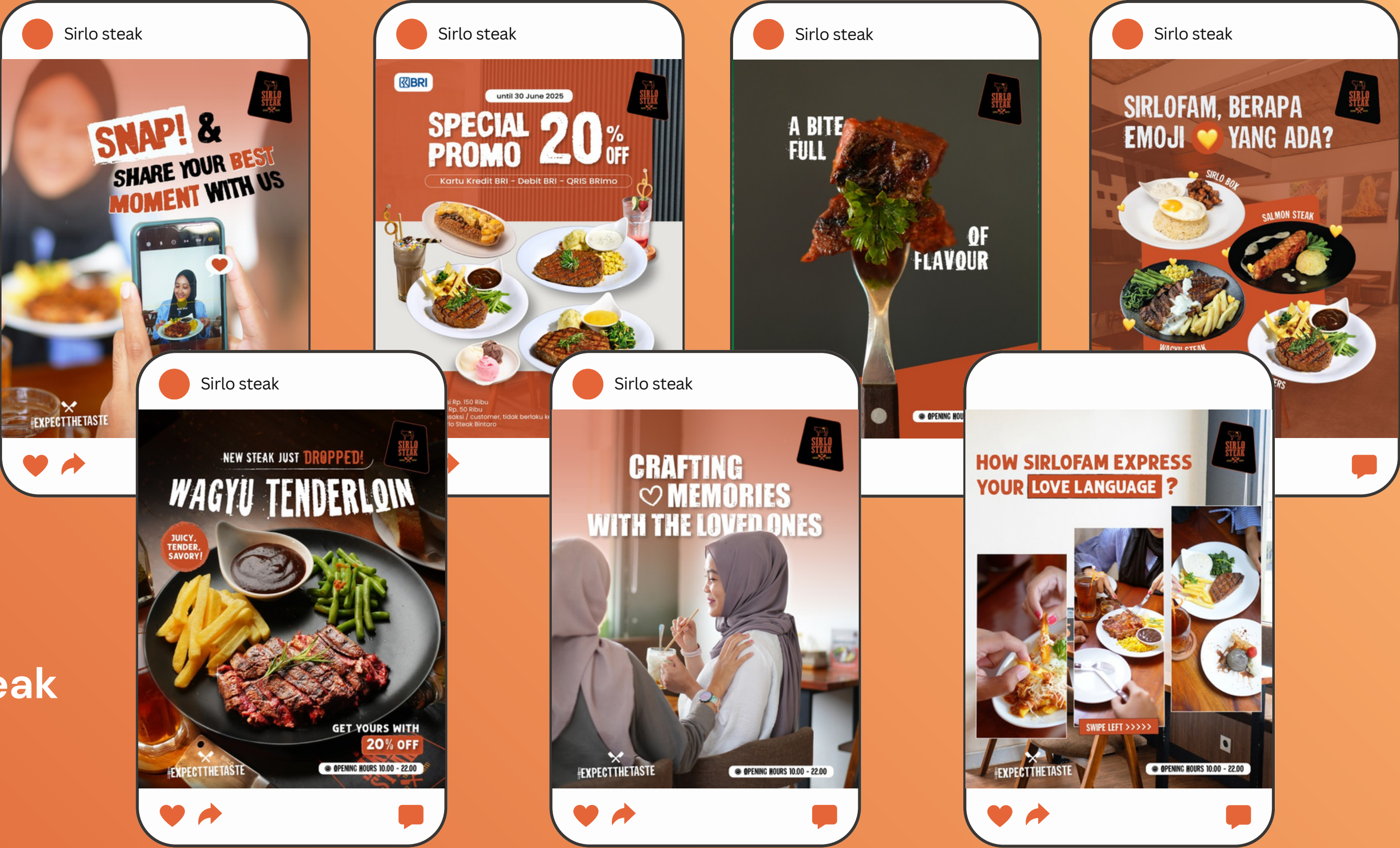
Social Media Portfolio

Client : Wong Bara



*selected Design

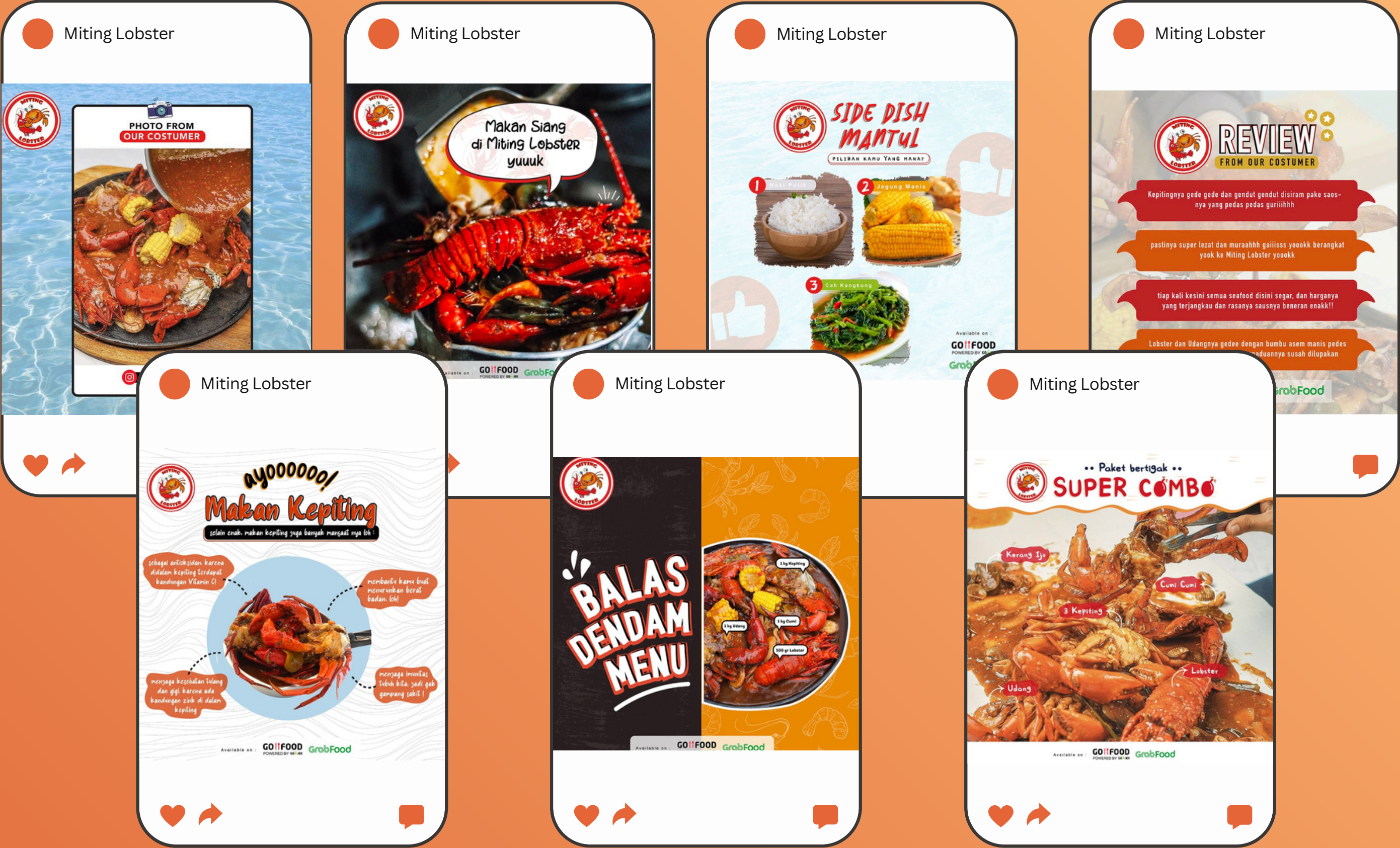
Client :
Sirlo Steak





Client :
Sparks
English

Client :
Miting
Lobster



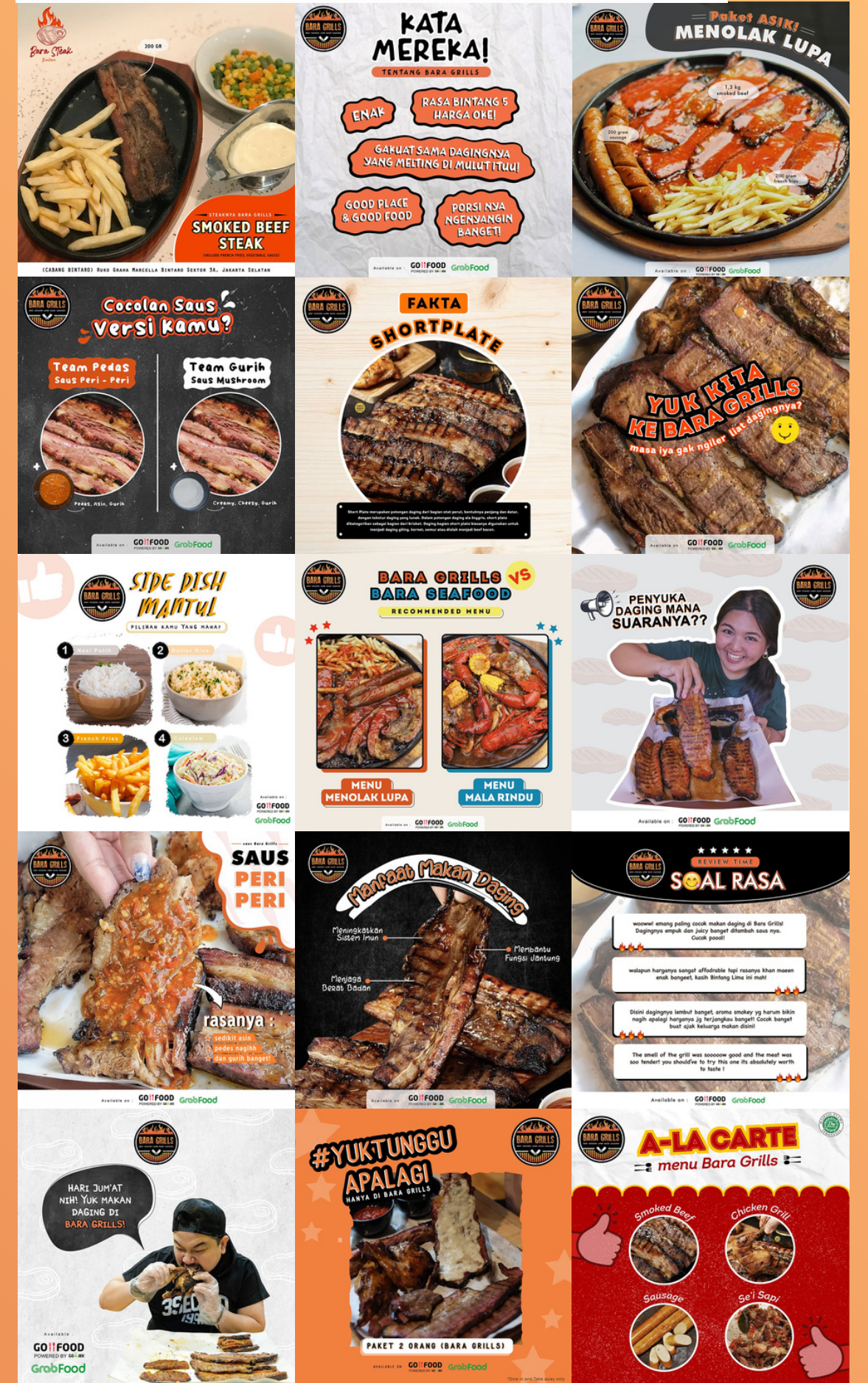
*selected Design



for Brand Ledolla



for Brand MamaSewa



for Brand Bara Grills

Photoshoot by
DheaDesign



*selected Photo



Designing impactful visuals to support your brand's campaigns and marketing goals. From flyers, brochures, banners, to menus and others

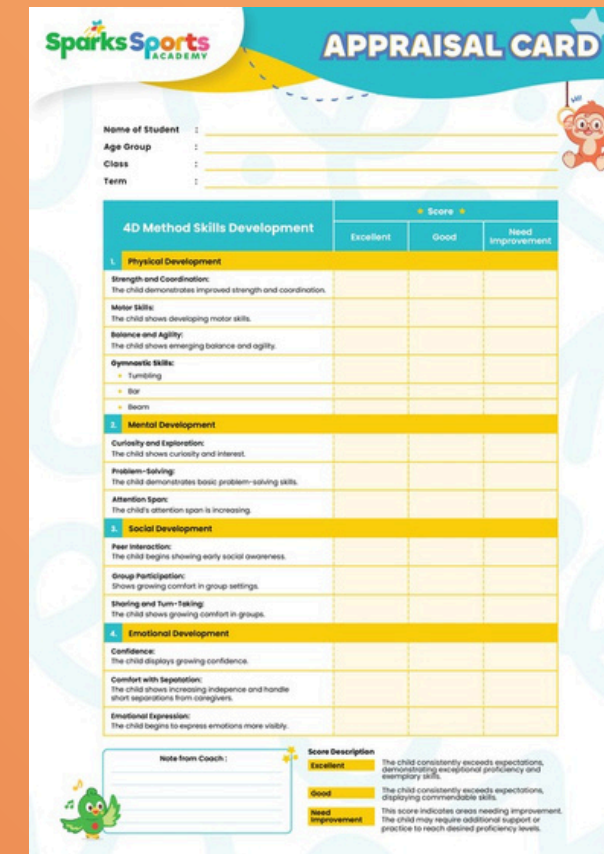
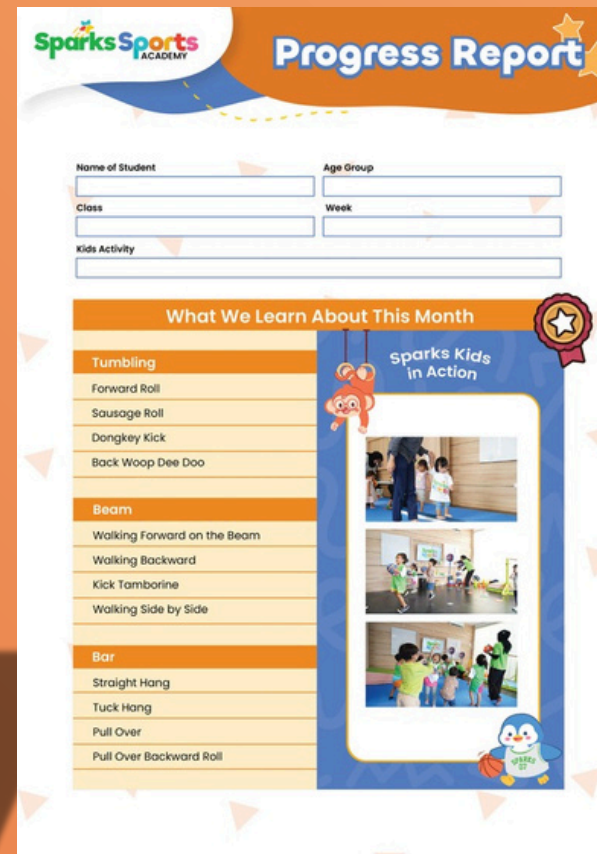
Promotional Material Design 03

Portfolio

Client :

Sparks Sports Marketing Kit

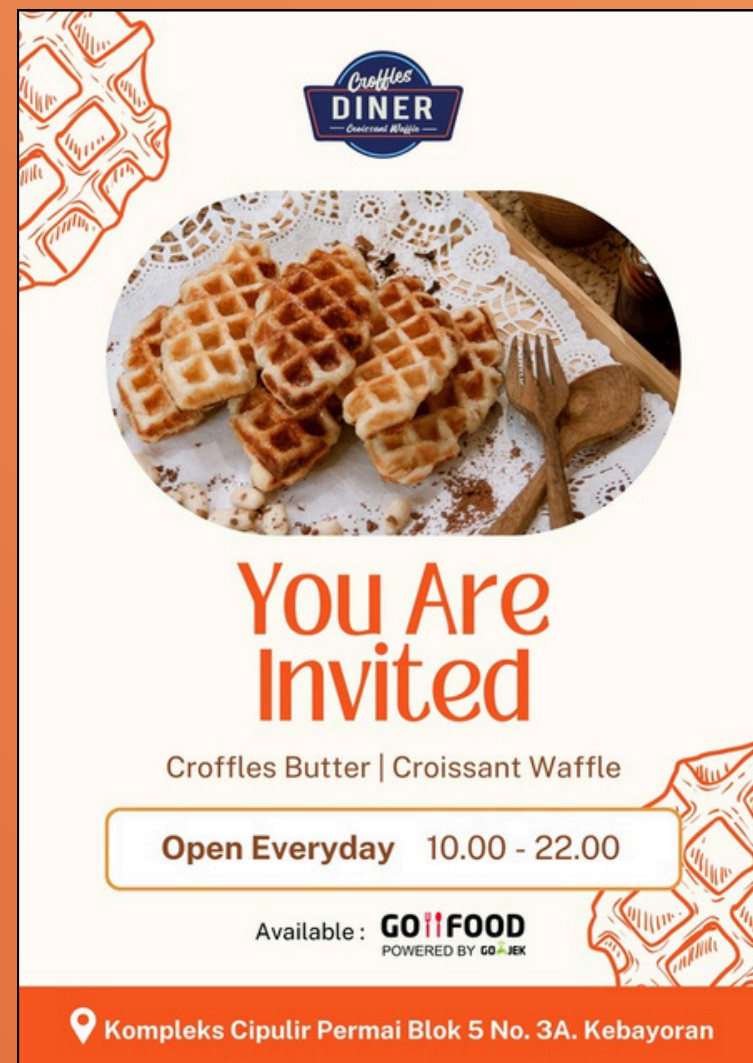
ID Card – Name Card – Appraisal Card – Progress Report – Sticker Book – Flyer – X Banner



Client :

Croffles Diner

X Banner – Menu – Flyer



Creating visual content tailored for social media platforms to help brands communicate clearly, stay consistent, and engage their audience.

Ads Management

Portfolio

04



ADS MANAGEMENT FOR SIRLO STEAK

Ads Management is the strategic process of handling digital advertising from end to end—covering planning, ad creation, audience targeting, media placement, and performance analysis.

With effective ads management, brands can reach the right audience, boost brand awareness, drive conversions, and optimize ad spending using real-time data.

WHAT OUR STRATEGY

DheaDesign

PERSONAS



Age	31
Gender	Female
Location	Bintaro
Occupation	Sosialita Mom
Family	Married with 2 kid
Income	10-15 Mio
Bio	Living Young Mom



Age	37
Gender	Male
Location	Bintaro
Occupation	Associate Vice President
Family	Married with 3 kids
Income	25 Mio
Bio	Corporate Professional Workers

DheaDesign

MEDIA CAMPAIGN

Interst

Cold Audience

Acquisition

Warm Audience

Conversion

Channel

Facebook, Instagram

Facebook, Instagram, Google

Whatsapp

DheaDesign

AD CONTENT IDEAS

Video Showcase Menu

Testimoni Pelanggan

Promosi Spesial

Hidangan Tematik

Portofolio Acara Terkemuka

Video "Behind the Scenes"

Ulasan Media Sosial

Infografik Menu

Penawaran Terbatas

Infografis yang menyajikan informasi tentang nilai gizi dalam Steak

Steak Facts

Kuis Interaktif

DheaDesign

CHANNEL MONTHLY CAMPAIGN

Media Campaign: Build brand's Acquisituon with Social Media visibility and Meta Ads, trigger purchase with special offer through Social Media Campaign to prospecting and remarketing the loyal customer.

Monthly Budget / Channel	Estimate. CPC	Estimate. Clicks	Estimate. Click on Whatsapp Landing Page	Estimate. Conv. Rate	Estimate. Leads
Rp2.000.000	Rp2.270		881	2%	18
Rp2.000.000	Rp2.906	688		3%	21
Rp4.000.000		688			38



ADS MANAGEMENT FOR SIRLO STEAK

Ads Management is the strategic process of handling digital advertising from end to end—covering planning, ad creation, audience targeting, media placement, and performance analysis.

With effective ads management, brands can reach the right audience, boost brand awareness, drive conversions, and optimize ad spending using real-time data.

OUR FRAMEWORK

Stage I

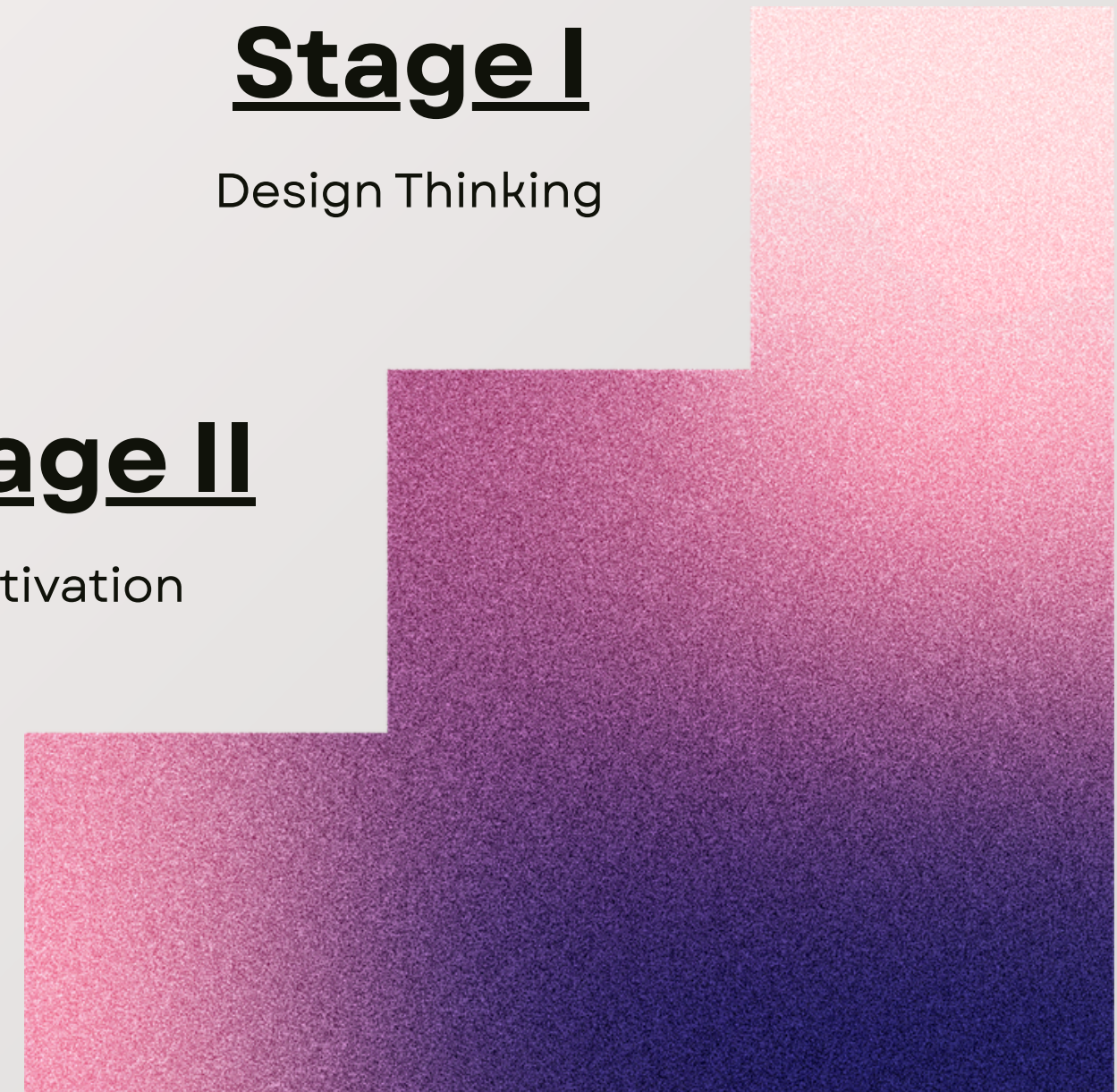
Design Thinking

Stage II

Activation

Stage III

Optimization



OVERVIEW

ADS MANAGEMENT FOR SIRLO STEAK



PREVIOUS : 18.2K



PREVIOUS : 1.1K



PREVIOUS : 0



PREVIOUS : 8



PREVIOUS : 64



PREVIOUS : 2

Creating visual content tailored for social media platforms to help brands communicate clearly, stay consistent, and engage their audience.

Social Media Management

Portfolio

05

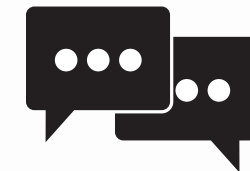
Our Services

Engaging Social Media Campaign

ENGAGE YOUR AUDIENCE WITH GOOD CONTENT

With DheaDesign, you can collaborate in real-time and feel like you're in the same room as your teammates or co-presenters. Share tasks and work simultaneously to create a powerful presentation.

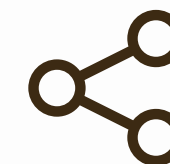
RESULT



TRAFFIC



ENGAGEMENT



CONVERSION

Custom illustrations that bring ideas to life with unique style and personality. From character design, editorial pieces, to brand visuals—crafted to tell stories, spark emotion, and stand out.

ILLUSTRATION

Portfolio

06

Client :
**Miss Desita
and Family
Akikah
illustration**



Client :

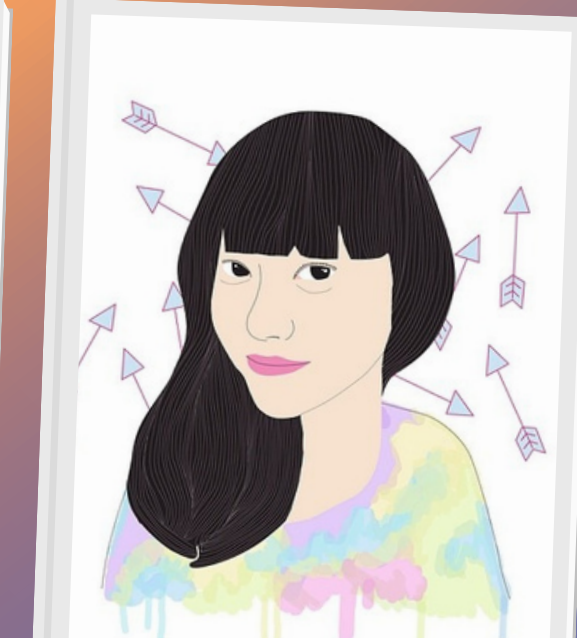
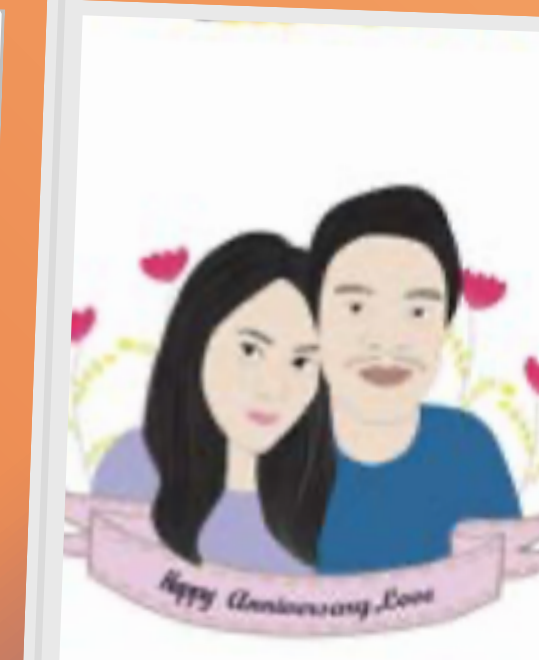
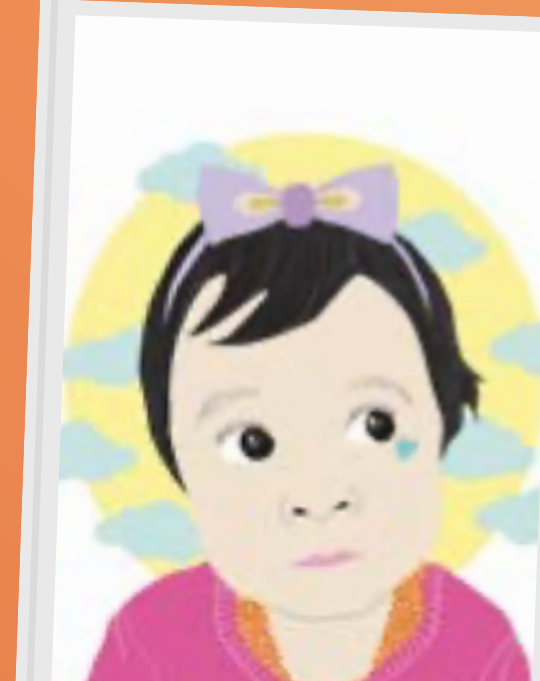
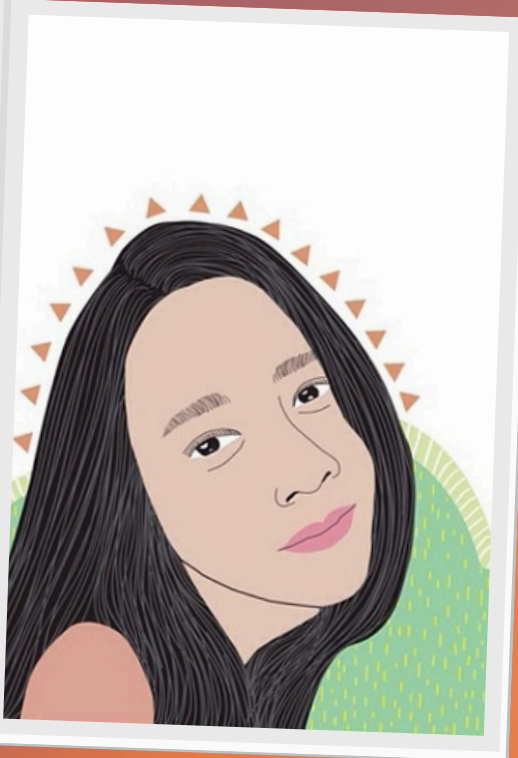
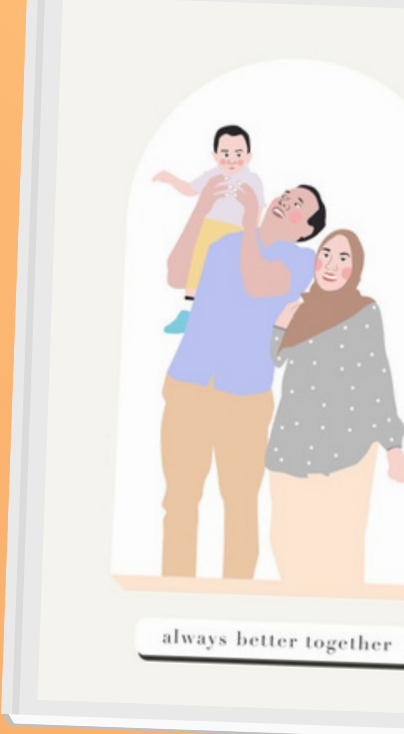
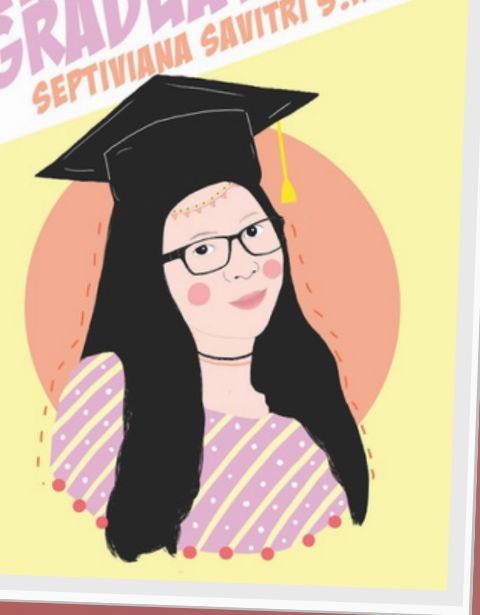
Vladissa and Almer Anniversary Illustration



Client :

Nadhira Graduation Illustration





Digital imaging is all about editing and creating visuals using a computer—whether it's tweaking colors, cleaning up photos, or turning an ordinary image into something eye-catching.

Digital Imaging

Portfolio

07

Client :

Golden Lamian

Golden Lamian is a restaurant specializing in hand-pulled Chinese noodles (lamian). They offer various noodle dishes with toppings like roasted chicken, duck, and beef.

Digital Imaging



Client :
HolistiCare



Client :
EIRA



Packaging Design & Production

Portfolio

We offer end-to-end packaging solutions —from creative design to high-quality production. Each packaging is crafted to reflect your brand, attract customers, and function effectively in the real world.

08

Client

LMP Networks

Packaging : **Rigid BOX**

LMP Networks is a leading Indonesian company specializing in the manufacturing of physical data center infrastructure and operating edge data centers.



Client

Warase Natural

Packaging : **Beauty Oil Box**

Warase Natural is a herbal oil product. It's designed as a natural remedy to support overall health, commonly used as a body oil for massage or topical application.



Client

Bara Chips

Packaging : **Zip Lock Pouch**

Bara Chips is a business focuses on producing and selling homemade potato chips with a variety of flavors.



Creating engaging visuals that support online shopping experiences. From product display layouts, promotional banners, to campaign assets—designed to attract, inform, and convert.

E-Commerce Visual Design

Portfolio

09

Client

Ledolla

Le d'Olla is a beauty brand from Indonesia that focuses on natural-based skincare products. The brand aims to help women embrace their natural beauty with high-quality, safe, and ethically sourced ingredients.

E-Commerce Visual Design





“Creativity is intelligence having fun.”

Albert Einstein



Thank You Very Much

Thank you for taking the time to explore our professional portfolio.
We look forward to connecting with you soon.

For more information, contact us. **Free consultation!**

@dhea.design

dheadesign.ops@gmail.com

0813-8507-3133