

Branding

Social Media

UI Design

PORTFOLIO

Tuki Madani Karim | Graphic Designer

Selected Projects



Graphic Designer

Tuki Madani Karim

Bandung, Indonesia

I believe great design balances logic and emotion. I'm driven to solve problems visually—while leaving room for play, exploration, and revision.

Worktools

Adobe Photoshop | Adobe Illustrator |
Adobe Premiere Pro | Adobe After
Effects | Figma | Google Suites |
MS Office Suites

Core strengths

Creative Thinking | Brainstorming |
Problem Solving | Attention to Detail |
Time Management | Consistency |
Patience

Education

Bachelor of Arts in English Literature
UIN Sunan Gunung Djati Bandung
GPA: 3.48

Experiences

Editor

Fugo Creative
Nov 2024 - Now

Graphic Designer

PT. Berkah Alam Nusantara
Feb 2024 - Aug 2024

Graphic Designer

SKINTIFIC Indonesia
Aug 2023 - Feb 2024

Video Editor

The Walaway Foundation
June 2023 - Aug 2024

Content Creator

Vames MFG
Sept 2021 - Feb 2022

Contact Me



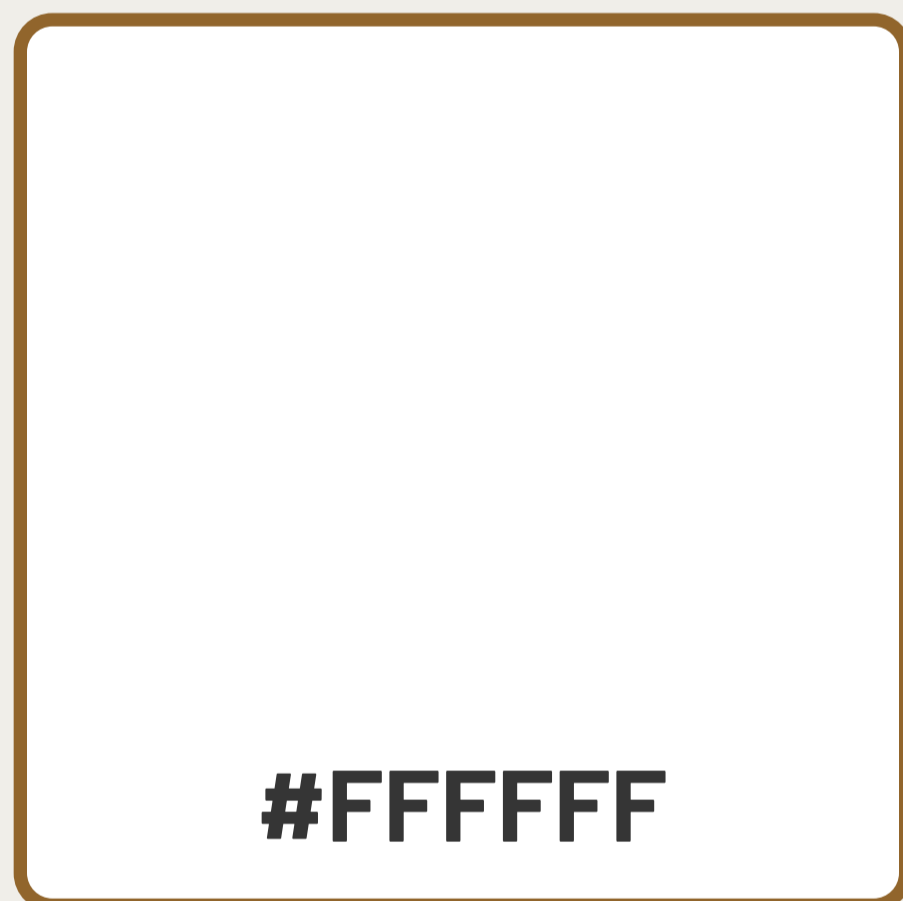
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BRANDING & VISUAL IDENTITY



A clean, unique and timeless was the concept requested by the project for the logo of Dakopiku Coffeeshop

Logo Breakdown



Coffee Glass
as a Symbol of Coffeshop



Letter D
as a The First Letter of The Brand



Coffee Bean
as a symbol of coffee

Blippo Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz





PODCAST OF ENGLISH LITERATURE



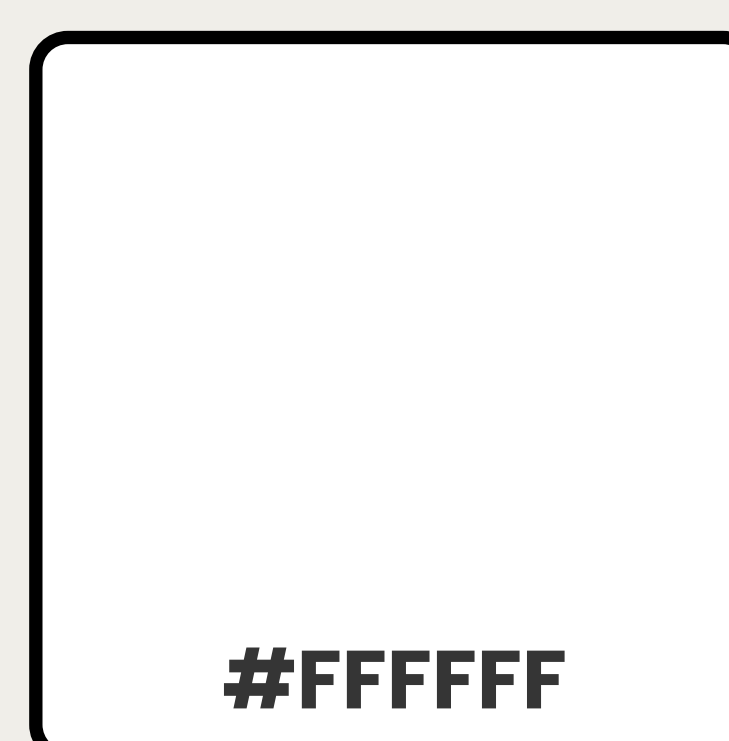
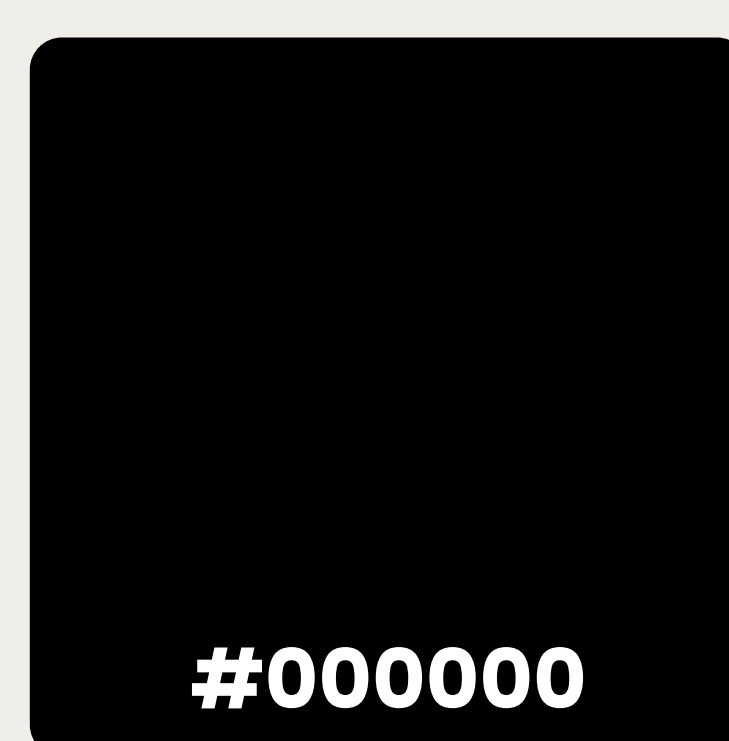
PODCAST OF ENGLISH LITERATURE (POLITE) is a **College Project** that aims to **record broadcasts** about what is happening and interesting **within the scope of the department**



Logo Breakdown



Letter P
As the initial of **POLITE**



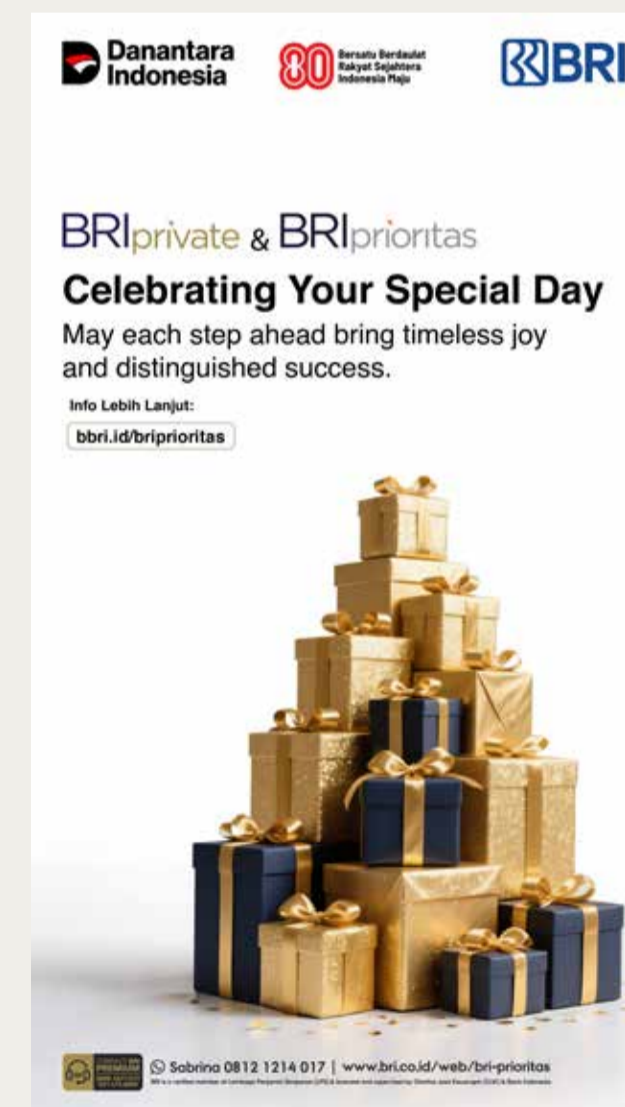
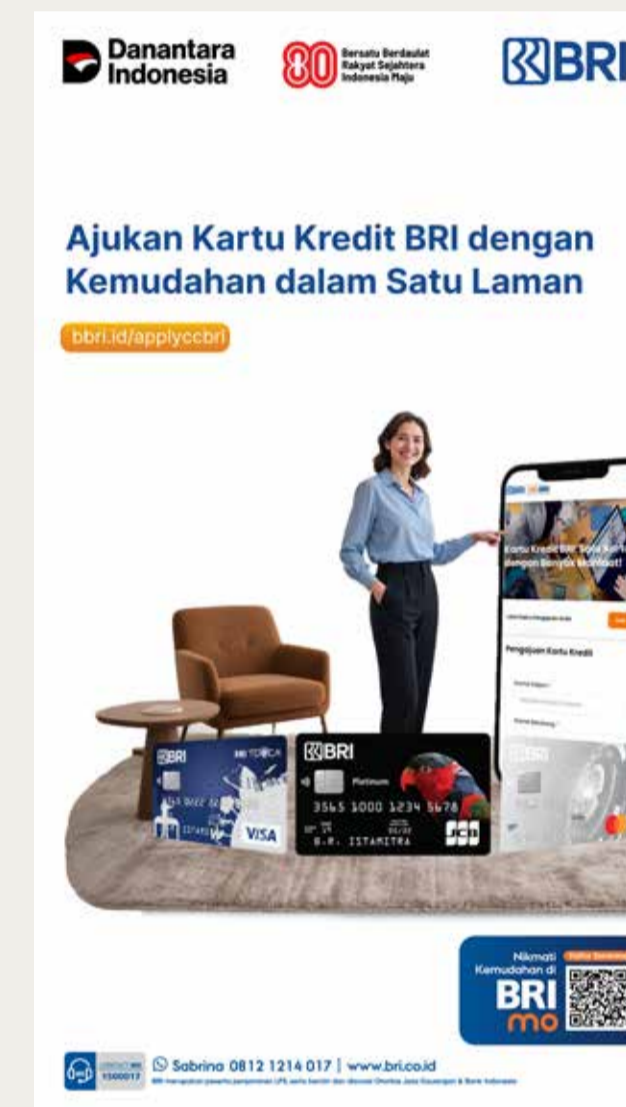
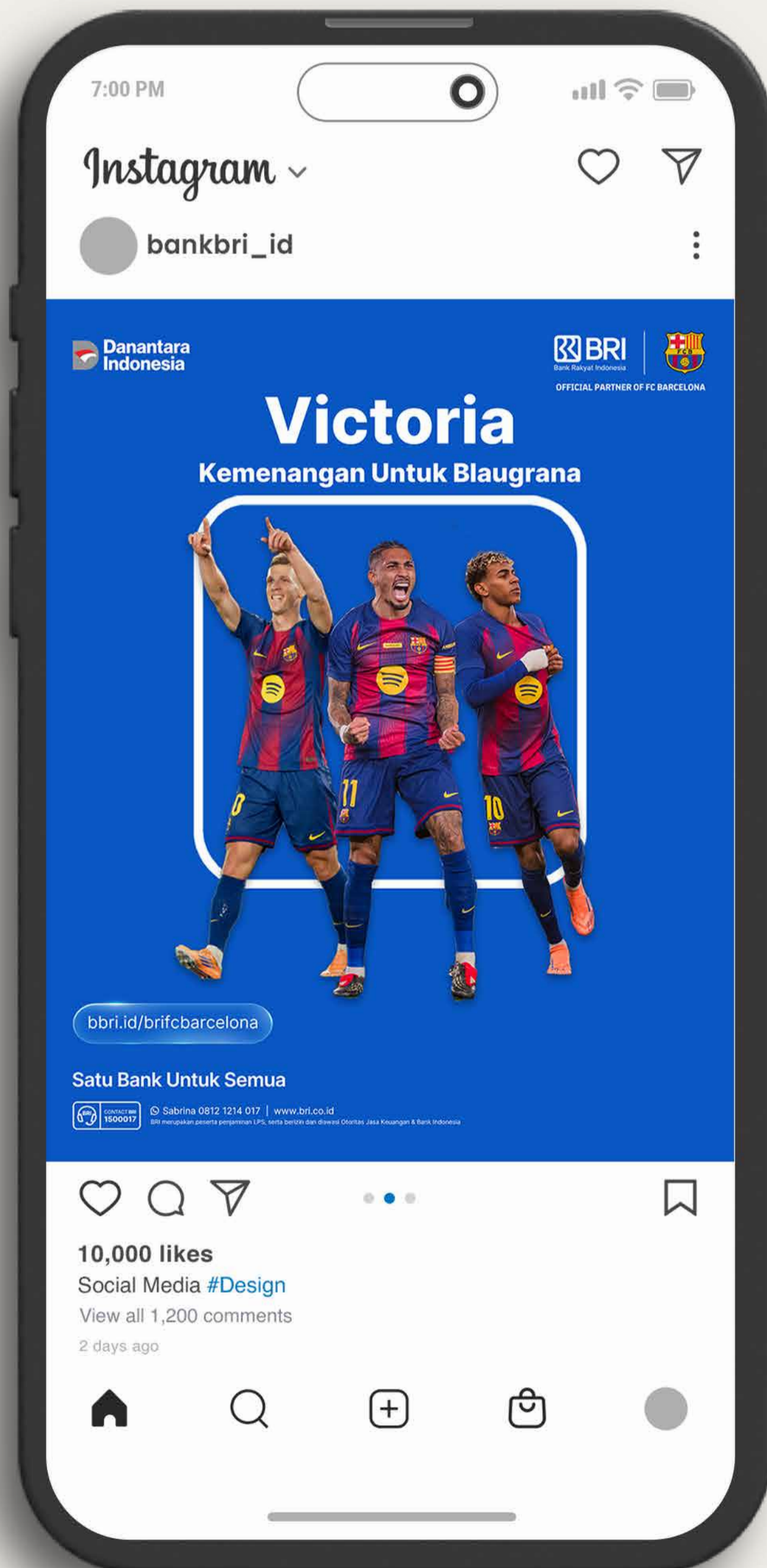
Feather
As the Symbol of **The Department English Literature**



SOCIAL MEDIA



Social media content for BRI design across various formats, including feeds, stories, and reels. Visual layouts and executions were developed in alignment with BRI's brand guidelines, with adaptations made to suit each platform's format and communication needs.





Multiple content formats for BCA Social Media purposes, including feeds, stories, and reels. The work focused on translating campaign messages into structured visual compositions that aligned with BCA's visual identity and supported consistent communication across different social media platforms.



SKINTIFIC

We Repair Your Skin Barrier

Internal media assets for Skintific to support Customer Service communication needs, primarily for product updates and informational purposes. Visual materials were structured to present product changes and key information clearly and consistently, ensuring alignment with Skintific's visual standards while prioritizing clarity and ease of understanding for internal use.

SKINTIFIC

PH rendah
cocok untuk kulit sensitif

Bebas dari SLS dan Detergent

Cocok untuk semua jenis kulit

SKINTIFIC
5X CERAMIDE LOW PH CLEANSER
Amino Acid, Hyaluronic Acid, Hyaluronic Acid
pH Cleanser & Hydrates
Supports Skin Barrier
Net Wt. / 3.47 FL. OZ.

SKU 01 - 80ml
SKU 33 - 15ml
BPOM NAI1212100832

SKINTIFIC

Cocok untuk kulit berjerawat, dan sensitif

SKINTIFIC
PURE CENTELLA ACNE CALMING TONER
Centella Asiatica, Salicylic Acid, Niacinamide, Hyaluronic Acid, Vitamin B5
Net Wt. / 3.47 FL. OZ.

SKU 48 - 80ml
BPOM NAI1212100833

Membantu meredakan iritasi dan kemerahan pada kulit

SKINTIFIC

Skintific Amino Acid Ultra Gentle Cleansing Mousse

Formula berbentuk foam

Cocok untuk kulit berminyak

Menjaga kelembaban kulit

SKU 31 - 100ml
BPOM NAI1212100535

SKINTIFIC

Keunggulan Produk

- Cocok untuk kulit kering
- Menggabungkan Essence dan Cleanser untuk membersihkan kulit wajah dan merawat skin barrier
- Dapat digunakan untuk kulit sensitif

SKINTIFIC
WHITE TRUFFLE ESSENCE CLEANSER
Truffle Extract, Hyaluronic Acid, Vitamin B5, Niacinamide, Glycerin
Net Wt. / 3.47 FL. OZ.

SKU 57 - 80ml
BPOM NAI1212100602

SKINTIFIC

Super Brand Day
All Day Perfect Serum Foundation

New Product Launch
Exclusive on TikTok Shop
24 September 2023

19%
159k

SKINTIFIC

Skintific Amino Acid Ultra Gentle Cleansing Mousse

Formula berbentuk foam

Cocok untuk kulit berminyak

Menjaga kelembaban kulit

SKU 31 - 100ml
BPOM NAI1212100535

SKINTIFIC

4D Oxygenated Foam

Cocok untuk kulit sensitif

Meredakan kemerahan & berjerawat

Menjaga kelembaban kulit

SKINTIFIC
PANTHENOL GENTLE GEL CLEANSER
Panthenol, Salicylic Acid, Niacinamide, Hyaluronic Acid, Vitamin B5
Net Wt. / 3.47 FL. OZ.

SKU 52 - 80ml
BPOM NAI1212100602

SKINTIFIC

UPDATE PACKAGING

Kemasan Lama
No. BPOM Lama : NAI1212100199

Kemasan Baru
No. BPOM Baru : NAI1212100204

29/08/2023

Hati-Hati Penipuan!

Telah terjadi kasus pembeli yang mendapat pesan / message dari Whatsapp Scam, Instagram atau penjual tidak resmi yang mengatasnamakan SKINTIFIC.

- Abalkan dan tidak klik link apapun yang diberikan
- Laporkan nomor Whatsapp penjual tidak resmi ke melalui fitur report yang ada di Whatsapp dan block kontaknya.
- Lakukan transaksi melalui Official Shop di platform E-Commerce resmi kita mulai dari Shopee, TikTok Shop, Lazada, dan Tokopedia

Jika ada pembeli yang melakukan transaksi di toko pada list berikut, apalagi transaksi pembayarannya melalui Whatsapp itu diber tanggung jawab kita.

Pembeli tidak bisa mengajukan ganti rugi karena transaksinya diluar dari Toko Official SKINTIFIC. Tapi yg bisa kita bantu adalah melaporkan agar akunnya di take down.

List akun Instagram penyalah yang mengatasnamakan SKINTIFIC

1. skintific_indonesia	8. skintific_id
2. skintific_id	9. skintific_senang
3. skintific_indonesia1	10. skintific_santific
4. skintific_id_store	11. skintific_id
5. skintific_shop	12. skintific_id
6. skintific_indonesia	13. skintific_id
7. skintific_id	14. skintific_id

SKINTIFIC

SKINTIFIC

Skintific Glycolic Acid Daily Clarifying Toner

Dapat digunakan setiap hari

1% Glycolic Acid membantu melawan jerawat dan bruntus

Tidak boleh digunakan oleh ibu hamil dan menyusui

SKINTIFIC
GLYCOLIC ACID DAILY CLARIFYING TONER
Glycolic Acid, Salicylic Acid, Niacinamide, Hyaluronic Acid, Vitamin B5
Net Wt. / 3.47 FL. OZ.

SKU 44 - 80ml
NAI1212100834

SKINTIFIC

Niacinamide Brightening Essence Toner

Niacinamide

Alpha Arbutin

Rp 128,800
SKU-18
80 ml

Tranexamic Acid

Launching Date
10th October

SKINTIFIC

Did You Know?
Produk 10% Vitamin C Brightening Glow Serum mengandung pH 5.5

10% Vitamin C Brightening Glow Serum

KEY VISUALS DESIGN



PALMIA



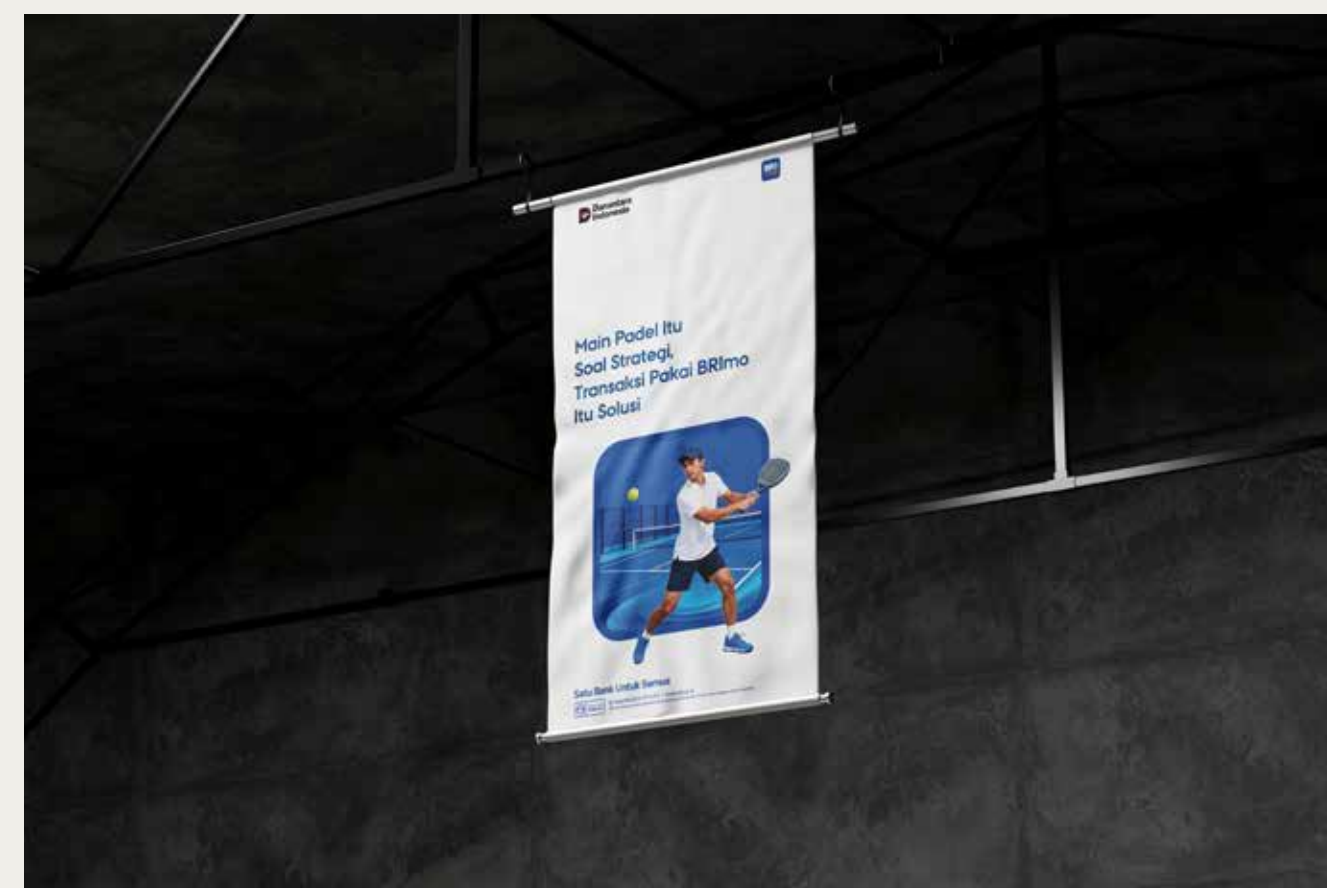
Re-developing the Palmia brand mascot, through a design process that incorporated AI-assisted visual exploration to support the development of culturally inspired character variations. The final mascot system, informed by traditional attire from various Indonesian cultures, was then refined and applied as the foundation for the brand's 2026 key visual designs, establishing a cohesive and culturally grounded visual direction across communication materials.



PRINTED DESIGN



Branding materials for BRI's collaboration with Ribens Sport and Basic Padel Reserve were developed for padel court placements across Jakarta. The visual system was applied across various printed and environmental media to ensure consistent brand presence, integrating BRI's identity within the sports environment while maintaining clarity, visibility, and coherence across different locations.





Printed advertising materials for BRI's KPR campaign were developed and implemented across major cities in Indonesia. The designs were adapted for large-scale outdoor and vehicular placements, ensuring clear message delivery, visual consistency, and strong brand visibility across diverse urban environments.





BRI's collaboration with OPPO on the OppoRun 2024 event in Bali were developed for on-site and supporting event placements. The designs were applied across various print formats to support event communication, maintain brand alignment between partners, and ensure clear information delivery throughout the event environment.

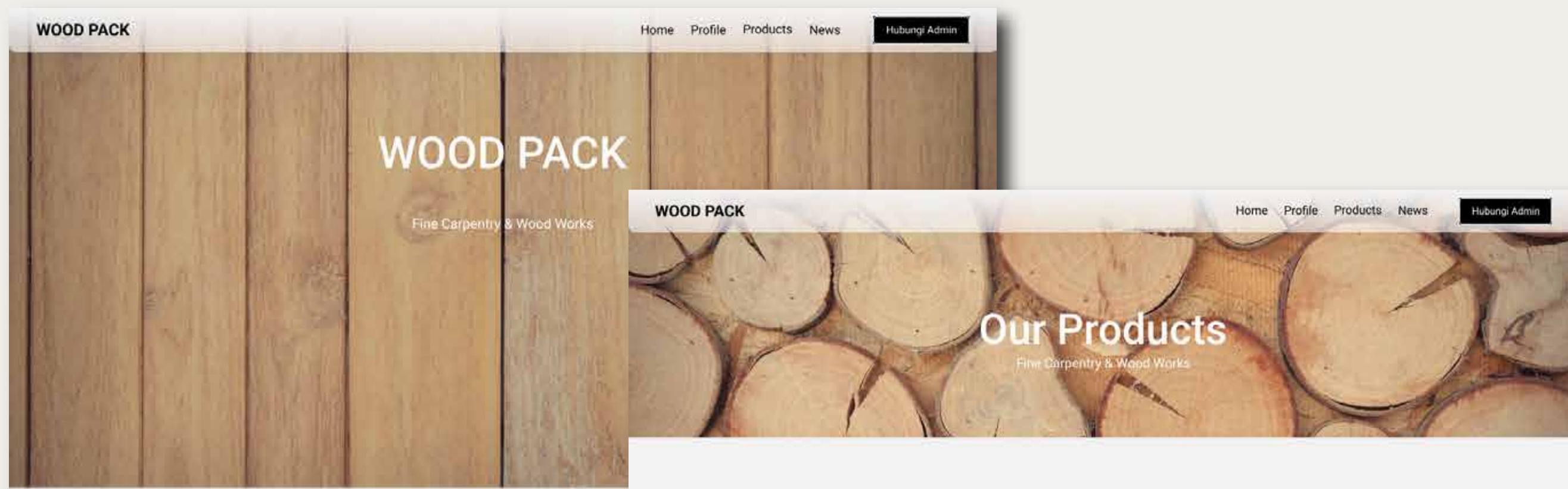


**PT BERKAH ALAM NUSANTARA**

Packaging designs for a herbal medicine company based in Garut across multiple product variants. The visual system focused on clear product differentiation, legibility of information, and alignment with the brand's herbal positioning, while ensuring consistency across packaging formats and product lines.

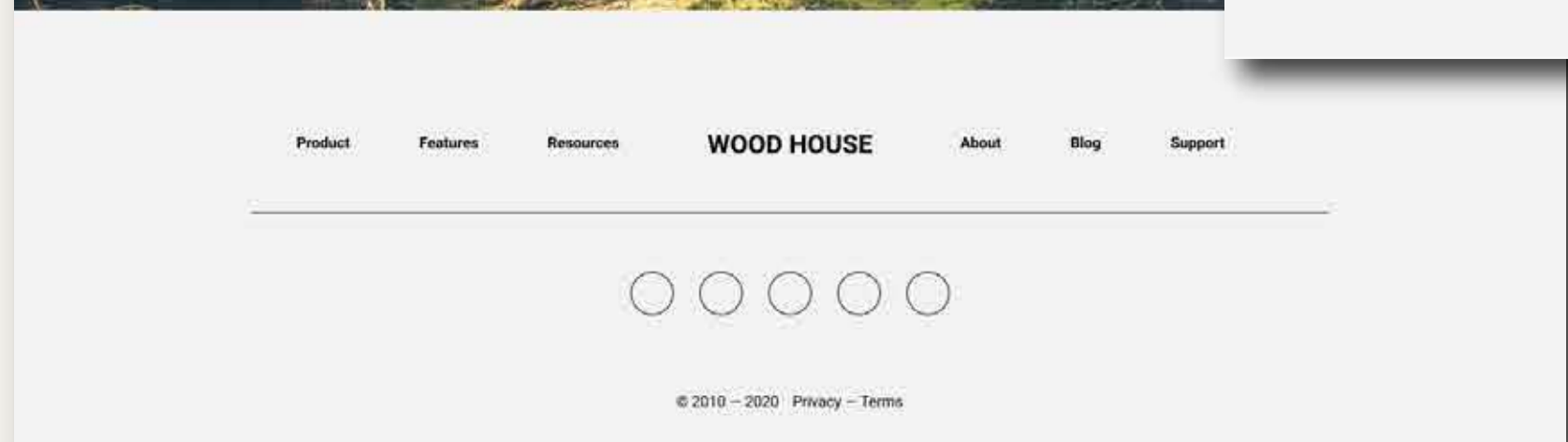
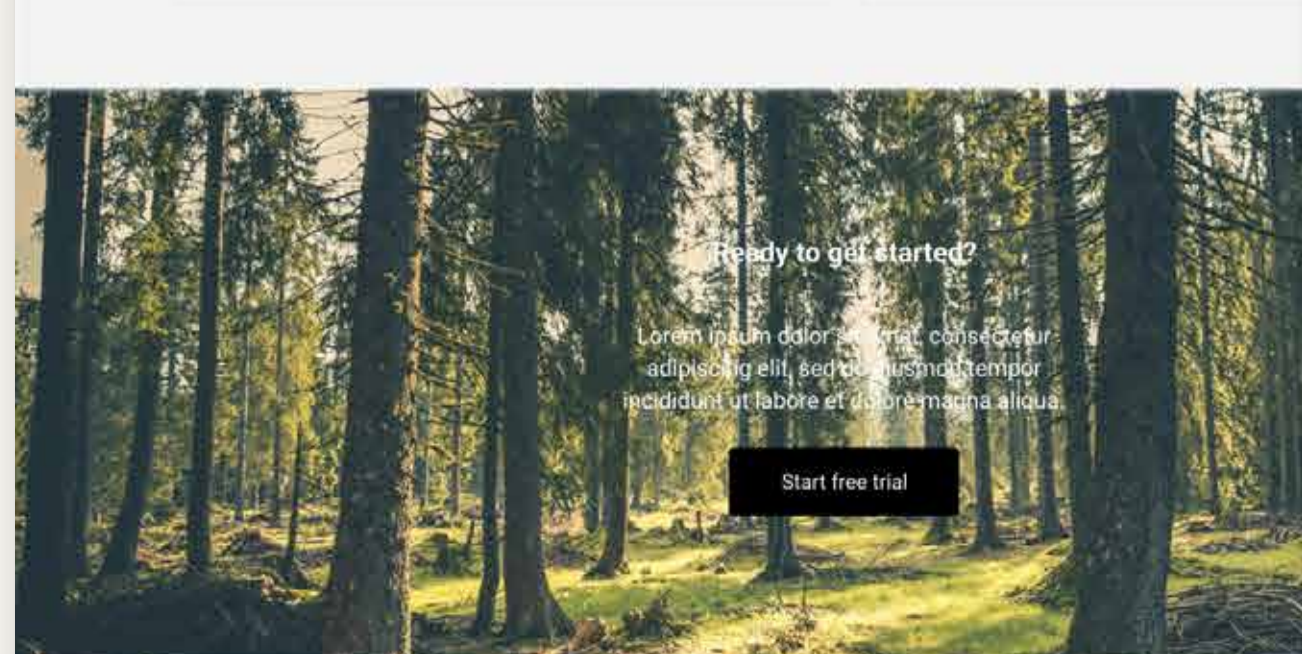
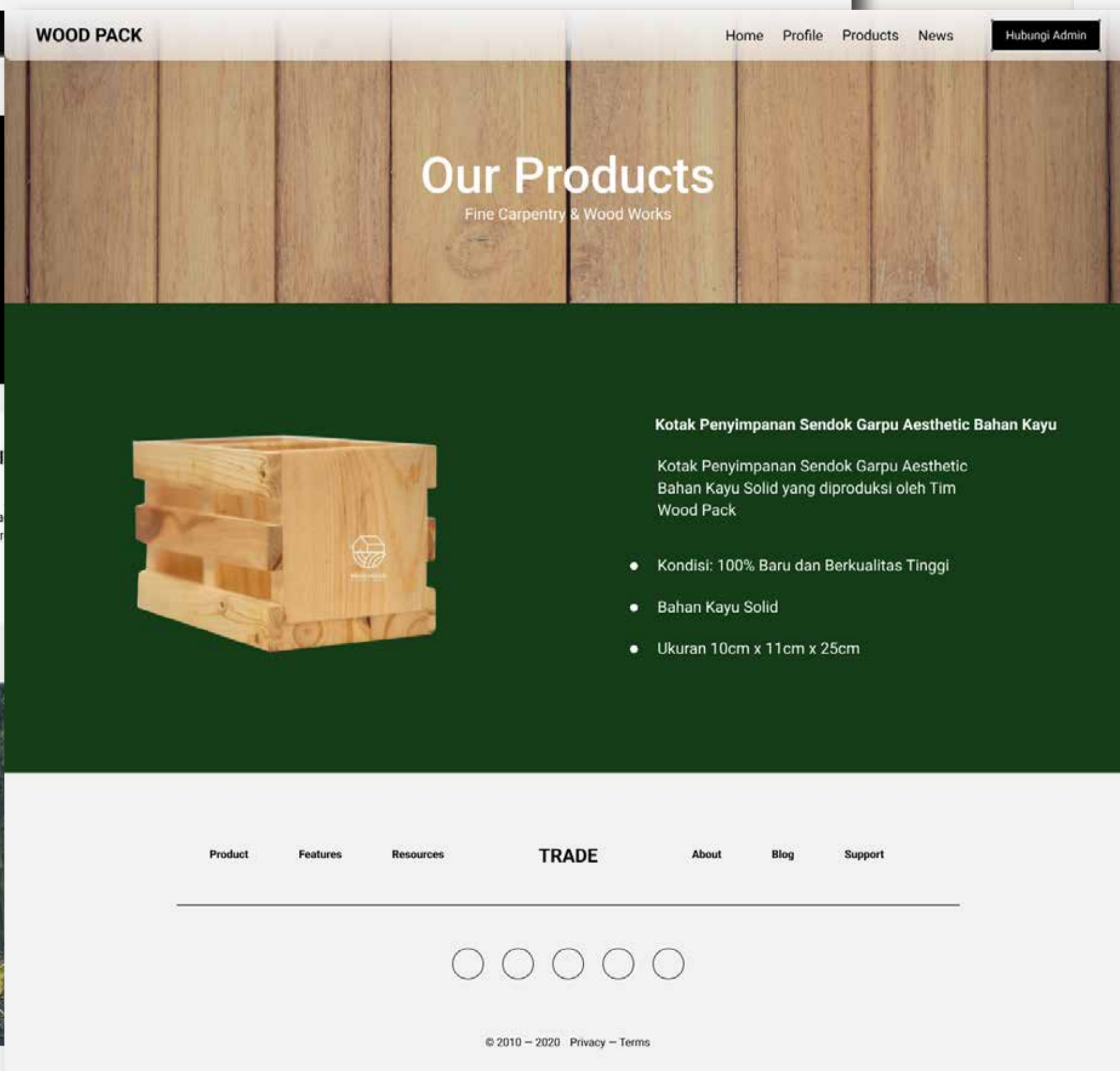
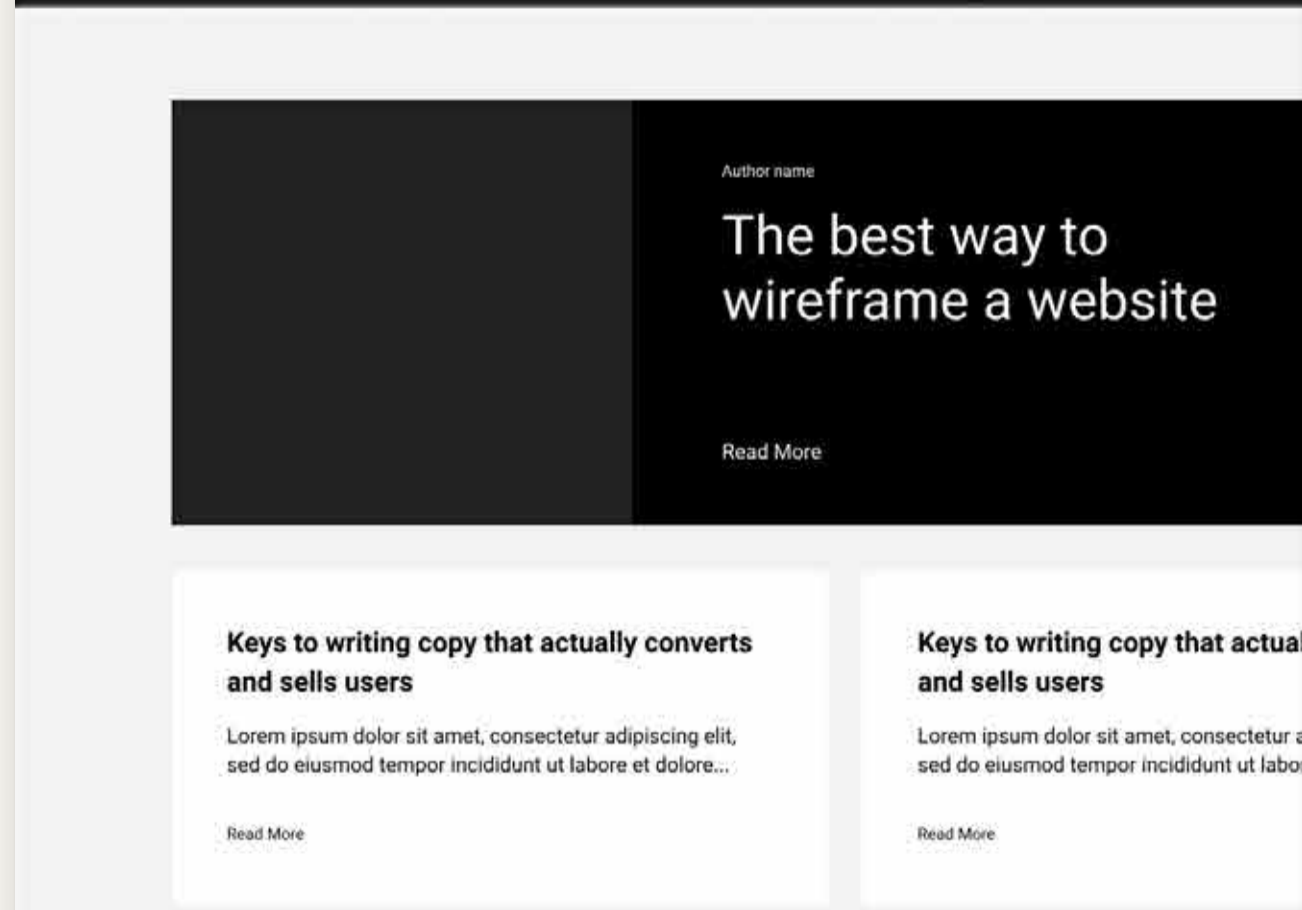
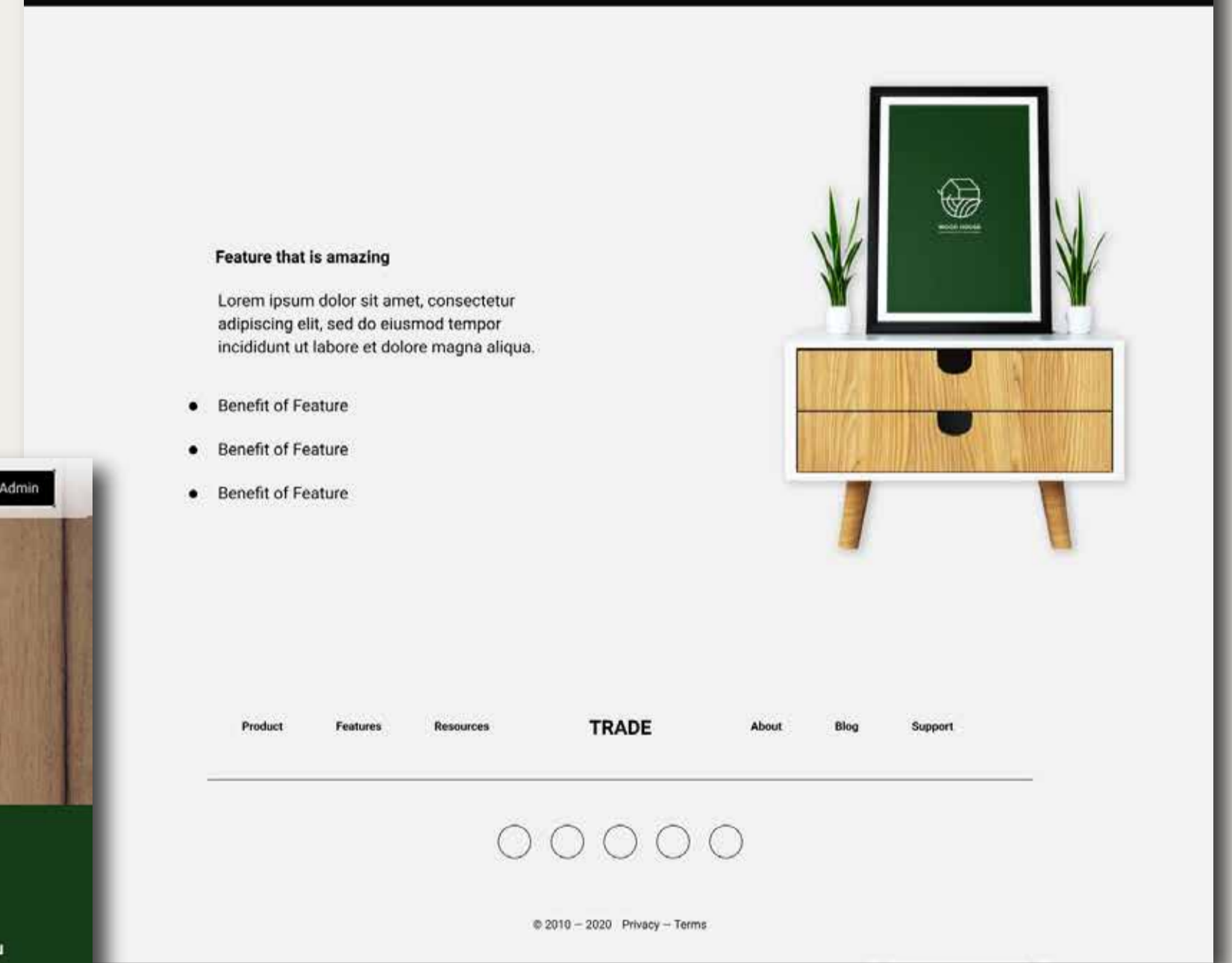
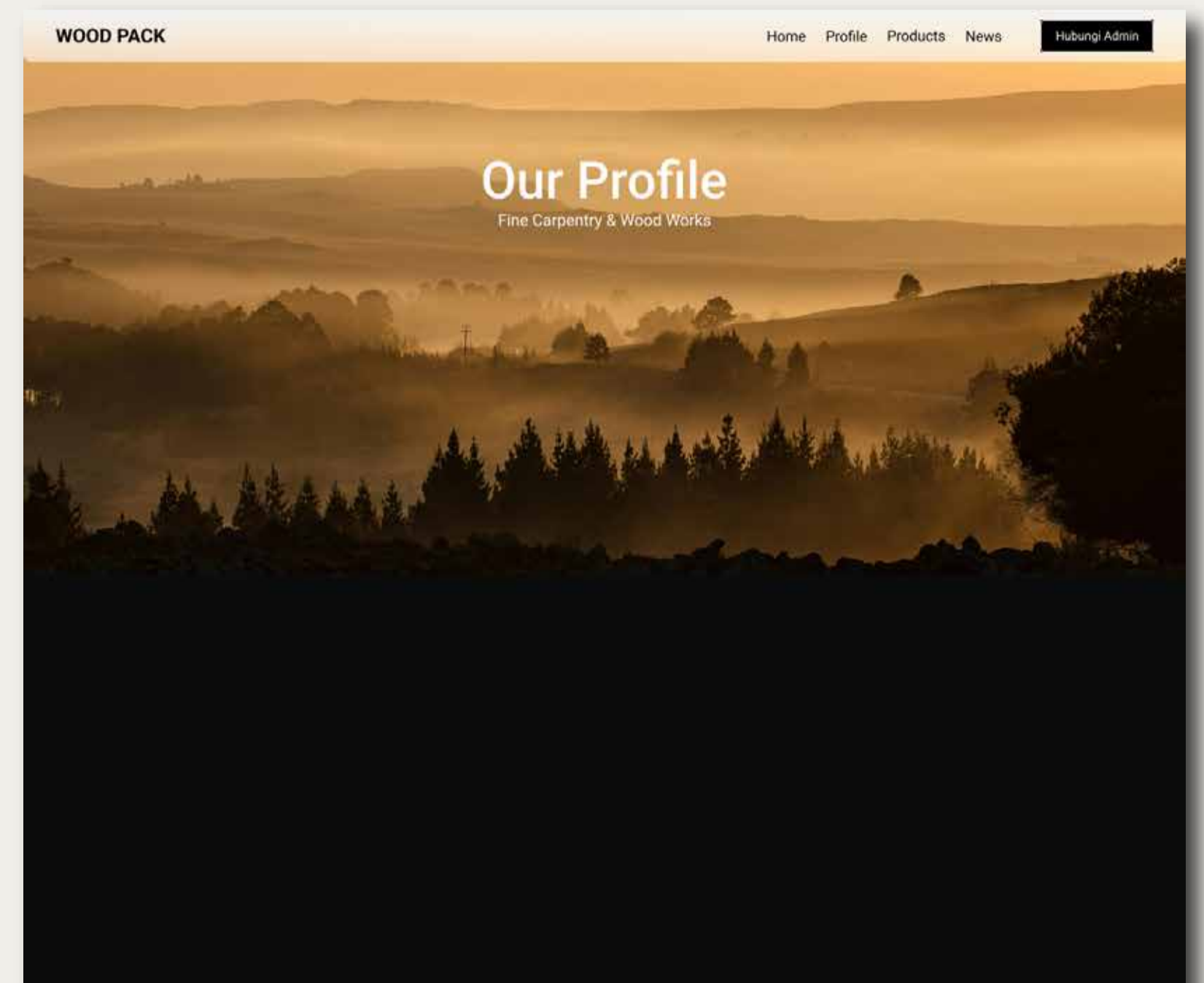
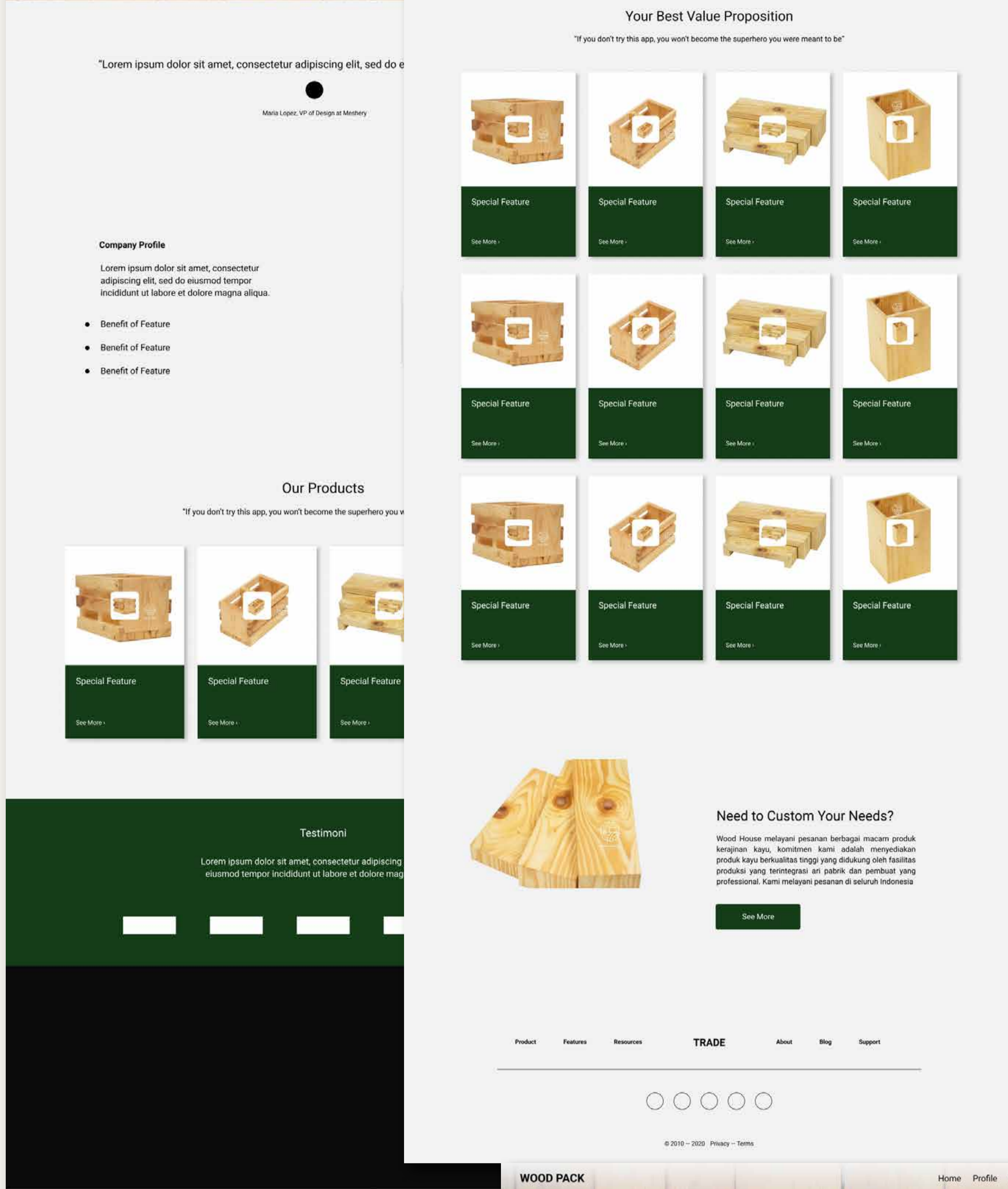


UI DESIGN

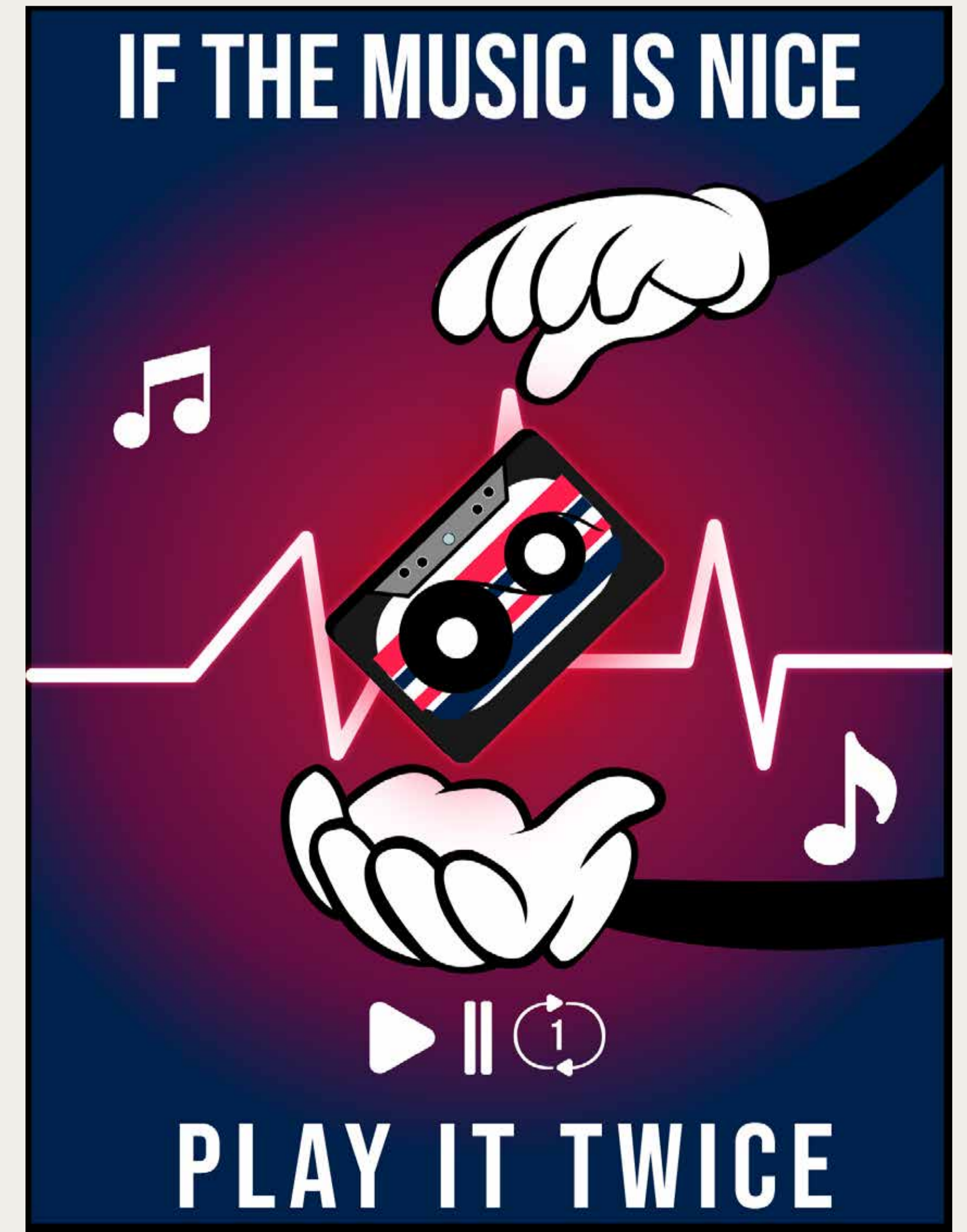
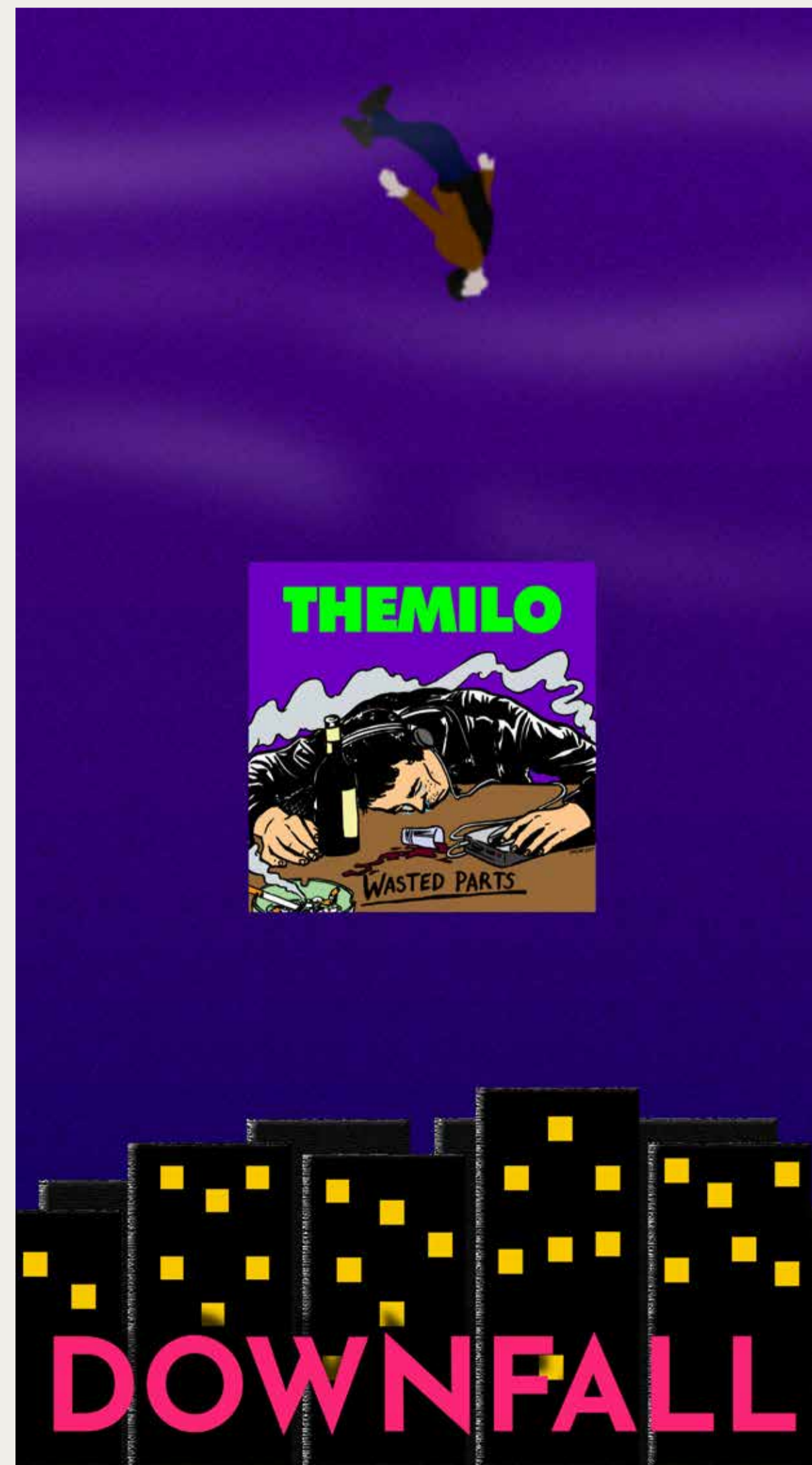
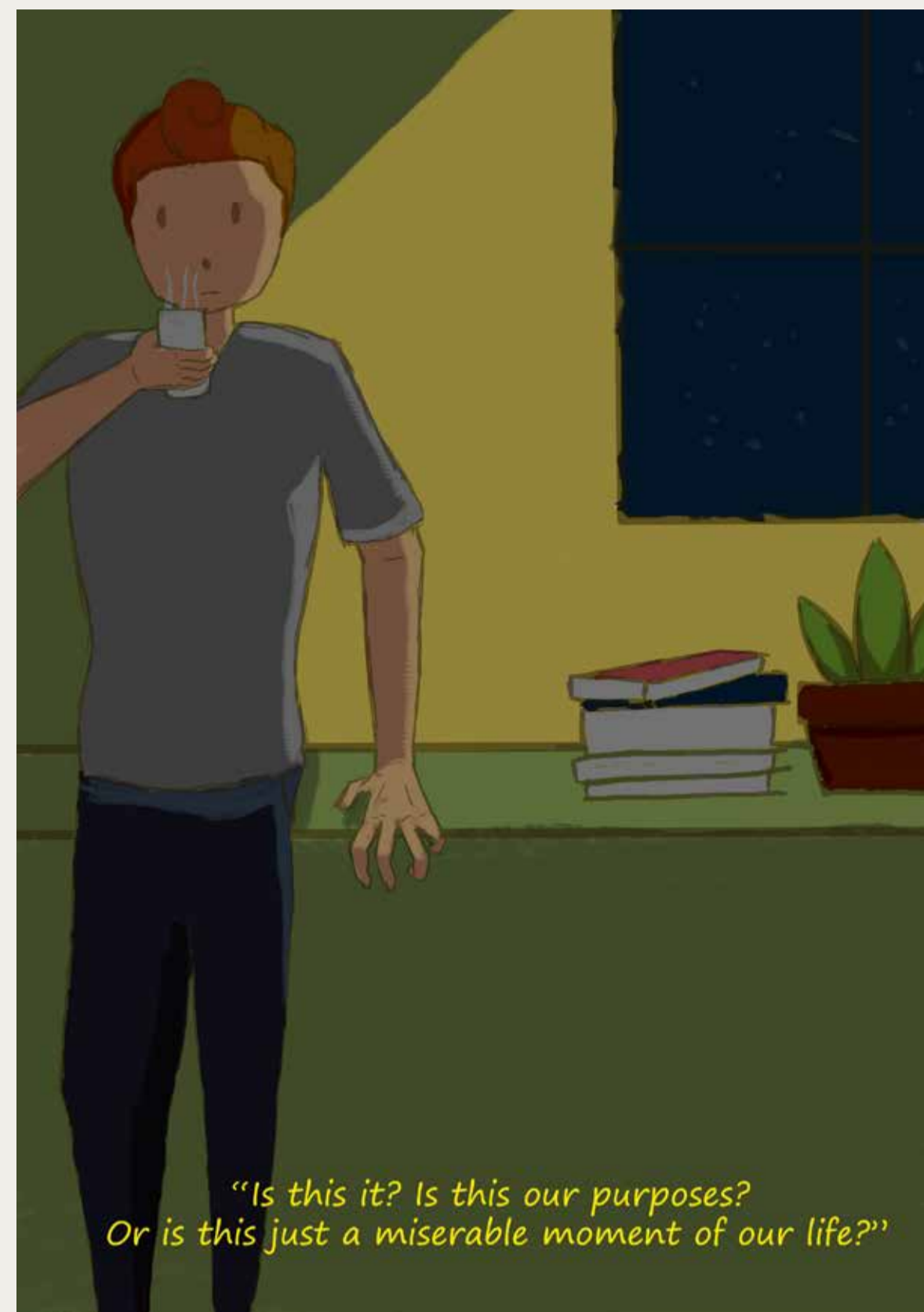


Woodpack

A Website Design for company operating in the wood crafts sector



PERSONAL ILLUSTRATIONS



Anyway, my journey as a **graphic designer** is still long and will continue further, **therefore** I'm looking forward to new **creative journey** and **future collaboration** with you!

Contact Me



(Just click on it)