

Q Eko Fikry Febriandi

Industrial Product Design

# PORTFOLIO

Development for Audio Speaker, LED TV, Smartphone, Air Conditioning, Washing Machine, Refrigerator, Small Home Appliances.

Graphic Design scope for Point of Purchase (PoP), Giftbox Packaging Development, Key Visual Promotion, Mini Booth.

[VIEW MORE](#)

# ABOUT ME

Hello !  
I'm **Fikry**



**Eko Fikry Febriandi, S.Ds**

Bekasi, Indonesia



Ass. SPV Industrial Designer  
PT SHARP Electronics Indonesia



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Eko Fikry Febriandi



Eko Fikry Febriandi



fikryfebriandi

## Here's how I came here...

I'm an Industrial Designer specializing in consumer electronics at PT SHARP Electronics Indonesia.

Passionate about merging creativity with functionality and a solid foundation in Product Design from Telkom University, where I graduated in 2015, I bring a unique blend of creativity and technical acumen to every project. In conceptualizing and developing innovative products that enhance user experiences.

Let's connect to explore opportunities for collaboration and to share insights on the landscape of industrial design and consumer electronics.

## ORGANIZATION



- **2009 - 2010**  
Scout Organization at MAN Insan Cendekia Jambi  
*Leader*
- **2012 - 2013**  
**HMDP** at Telkom University  
(Himpunan Mahasiswa Desain Produk)  
*Vice President*
- **2013 - 2014**  
**XWASI** at Telkom University  
(Explorasi Mahasiswa Seni - Nature Lover)  
*Secretary*
- **2013 - 2014**  
**IAICJ** at MAN Insan Cendekia Jambi  
(Ikatan Alumni Insan Cendekia Jambi)  
*Leader*
- **2017 - 2019**  
**IADP** at Telkom University  
(Ikatan Alumni Desain Produk)  
*Leader*



## EDUCATION



 Bachelor Degree 2011 - 2015  
**Telkom University, Bandung**  
Faculty Of Creative Industries  
Product Design | GPA 3.52


 Senior High School 2008 - 2011  
**MAN Insan Cendekia Jambi**  
Natural Science



## SOFTWARE



 Keyshot  Adobe Photosop

 Rhinoceros  Adobe Illustrator

 SolidWork  Adobe Premier Pro

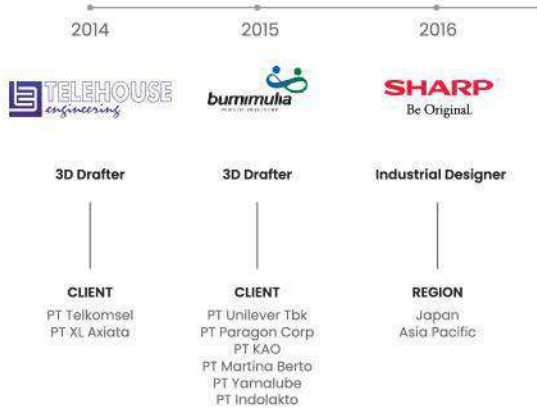
 SkecthUp

 Ms. Word  Ms. Excel

 Ms. PowerPoint  Ms. Outlook

# CONTENT

## CAREER JOURNEY



## MY LONG JOURNEY With SHARP

In seven years of professional as Industrial Designer in Product Marketing / Product Strategy Group for Audio Video Category.

With responsible to maintain Sharp brand image through face of product that fits with DNA of Sharp Design and Indonesia consumer lifestyle, and brand communication related to new product development.

### INSIGHT

Market Survey  
Design Observation

### STRATEGY

Design Analysis  
Concept Scheme

### STORY TELLING

Communication Dev  
Presentation Design

### CREATE

3D Modelling and Rendering  
Prototyping

- 2016 **Industrial Design**  
CMF Design for local fit product for (Refrigerator, Washing Machine and LED TV)
- 2017 **Design Development**  
Refrigerator Design  
SJ-326GC SD/SR ; SJ-246GC SD/SR
- Design Development**  
Showcase Design  
SCH-170FS ; SCH-210FS ; SCH-250FS
- 2018 **Design Development**  
Active Speaker Design  
CBOX-MAX06UBL
- 2019 **Design Development**  
LED TV 24inch Design  
2T-C24CB3I-BK
- Design Development**  
LED TV 32inch Design  
2T-C32BBII-TB TW
- 2020 **Design Development**  
Active Speaker Design  
GS-PROBSB ; GS-PROI0SB
- 2020 - 2023 **Design Development**  
Smartphone Design  
AQUOS Series



## OTHERS



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

Each project represents a unique blend of creativity, innovation, and attention to detail, highlighting my ability to craft designs that are both functional and visually compelling.

The featured projects have been carefully chosen to demonstrate my expertise in addressing different challenges and creating impactful solutions across various industries.

NEW MODEL

# ACTIVE SPEAKER

CBOX-MAX06UBL



## CMF



**XMAX**  
Exclusive Multimedia Speaker

Introducing **CBOX-MAX06UBL**:  
Elevate Your Sound Experience

### Design Concept

The CBOX-MAX06UBL represents the pinnacle of audio excellence and aesthetic brilliance. At its core lies a commitment to delivering an unparalleled auditory journey, enriched by captivating visual elements. The circular center design, a hallmark of the XMAX series, serves as the focal point of innovation. Paired with ambient LED RGB lighting, this speaker becomes more than just a sound system – it's a mesmerizing spectacle that transforms any space into an immersive audiovisual oasis.

**Keyword : Centric Design , Ambient Light**

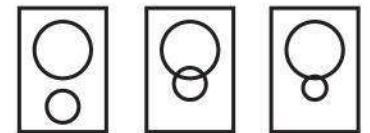


Sample

NEW MODEL  
**ACTIVE SPEAKER**  
CBOX-MAX06UBL



### Alternatives Idea



Competitor Study



### Features

**Immersive Sound:** Engineered with precision and passion, the CBOX-MAX06UBL delivers breathtaking audio quality that transcends expectations. Crafted from premium MDF material, this speaker ensures optimal sound reproduction, allowing you to experience your favorite music with unparalleled clarity and depth.

**Dynamic Ambient Lighting:** Immerse yourself in a symphony of light and sound with the integrated ambient LED RGB lighting. Whether you're hosting a party or unwinding after a long day, the customizable lighting presets allow you to set the perfect mood for any occasion, creating an atmosphere that complements your music and elevates your listening experience.

**Sleek Design:** The CBOX-MAX06UBL is more than just a speaker – it's a statement piece that enhances any environment with its sleek, modern design. The circular center design exudes elegance and sophistication, while the premium MDF construction ensures durability and superior sound performance that stands the test of time.

### Experience the Power of XMAX:

Discover a new dimension of sound with the CBOX-MAX06UBL from the XMAX series. Whether you're a discerning audiophile or a casual music enthusiast, this speaker is designed to exceed your expectations and elevate your listening experience to extraordinary heights.

### Multimedia Speaker with Bluetooth

Woofer Size 6" | Bluetooth Connection | USB Playback | FM Radio | Karaoke Function | 6 Equalizer | Magnetically Shielded | Ambience 6 Lights

NEW MODEL  
**LED TV 32Inch**  
2T-C32BD1i-TG/WH

**AQUOS IIOTO**  
BOOMBASTIC Sound Experience



**Background Story**

Step into the realm of cinematic excellence with IIOTO LED TV AQUOS, crafted with precision and passion by the visionaries at SHARP. Rooted in a rich heritage of innovation and craftsmanship, this masterpiece represents the pinnacle of Japanese engineering and design. With a relentless commitment to quality and performance, IIOTO redefines the way you experience entertainment, delivering breathtaking visuals and immersive sound like never before.

**Concept**

At the heart of IIOTO lies a dedication to creating an audiovisual experience that transcends expectations. Inspired by the harmony of sight and sound, the concept revolves around integrating cutting-edge technology seamlessly into your living space. Featuring two tower speakers meticulously designed to complement the sleek aesthetics of the LED TV AQUOS, IIOTO embodies the perfect fusion of form and function. Elevate your viewing experience to new heights as stunning visuals come to life accompanied by rich, immersive sound that fills the room.

**Features:**

**Superior Visuals:** Immerse yourself in lifelike imagery with the IIOTO LED TV AQUOS.  
**Dynamic Sound:** Experience the power of good sound with IIOTO's integrated tower speakers. Designed to deliver exceptional audio performance, these speakers fill your room with rich, immersive sound that brings movies, music, and games to life.  
**Sleek Design:** IIOTO LED TV AQUOS isn't just a TV – it's a masterpiece of design and engineering. The two tower speakers, thoughtfully crafted to complement the TV's design, add a touch of sophistication while elevating your viewing experience to new heights.

**Alternatives Idea**



- HD-Ready with LED backlight
- DVB-T2 Ready
- IIOTO 20W Powerful Sound
- USB for Movie Music & Picture
- Easy Wall Mount
- Super ECO Mode



NEW MODEL  
**LED TV 32Inch**  
 2T-C32BD1i-TG/WH



**AQUOS IIOTO**  
 BOOMBASTIC Sound Experience

**Design Concept**

Keyword : Original, Unique

This 32" IIOTO model has Tower Speakers with a 20W sound output which provides a Home Theater-class booming sound sensation, wrapped in metal mesh material on the front of the speakers, adding to the masculine appearance of the 32 inch AQUOS IIOTO Series. Following progress and market needs, this set of LED TV and Tower Speakers can also be attached to a wall because it is very compatible with wall mount conditions.

- HD-Ready with LED backlight
- DVB-T2 Ready
- IIOTO 20W Powerful Sound
- USB for Movie Music & Picture
- Easy Wall Mount
- Super ECO Mode



**Models**  
 Tower Speaker

**Premium**  
 Audio and Appearance

**Target :**  
 Millennials.



**Alternatives Colors & Idea**



**Wall Mount**



**Table**



NEW MODEL  
**LED TV 42Inch**  
 2T-C42DDi-SB



*Innovative Design: IOTO isn't just a feast for the senses – it's also a masterpiece of design. The unique spider foot stand not only provides stability and support but also adds a touch of modern elegance to your living space. Combined with the seamlessly integrated big speaker soundbar, IOTO redefines what a TV stand can be, elevating both form and function to new heights.*

Digital TV | RMS: 20Watt | Speakers (Woofer x2 & Tweeter x2) | Front USB Slot | Easy Wall Mount

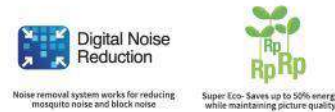


**Background Story**

Embark on a journey into the future of entertainment with IOTO LED TV AQUOS, a revolutionary marvel born from the collaboration between SHARP's renowned Japanese technology and a bold vision for immersive home viewing. Rooted in SHARP's legacy of innovation and excellence, IOTO represents a leap forward in redefining the way you experience television, combining breathtaking visuals with unparalleled sound quality.

**Experience the Future of Home Entertainment:**

Elevate your home viewing experience to unprecedented levels with IOTO LED TV AQUOS. From its stunning visuals to its revolutionary sound technology and innovative design, IOTO is more than just a TV – it's a gateway to a new era of immersive entertainment.



\*The terms HDMI and HDMI High Definition Multimedia Interface, and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing, LLC in the United States and other countries.



**Front USB Slot**



The only one TV equipped with a USB port located at the front of the TV making it more practical and easy to use



**Easy Wall Mount**



The first concept soundbar is integrated with the TV unit, make it easy to install on the wall



**IOTO 20W Powerful Sound**

**(Soundbar with 2 woofers & 2 tweeters)**  
 With a sound output of 20w equipped with 2 woofers and 2 tweeters adding to the sensation of home theater class sound

NEW MODEL  
**LED TV 42Inch**  
 2T-C42DD1i-SB



CMF

1			<ul style="list-style-type: none"> <li>Front Cabinet TV Etching SEM 608</li> <li>Front USB Etching Nihon HN 2007 Glossy</li> <li>Front Soundbar Etching Nihon HN 2007 Glossy</li> </ul>	 S-Bar (Assembly)  Add rubber bushing   
2			<ul style="list-style-type: none"> <li>Front Cabinet TV Etching SEM 608</li> <li>Front USB Etching SEM 608</li> <li>Front Soundbar Etching Nihon HN 2007 Glossy</li> </ul>	
3			<ul style="list-style-type: none"> <li>Front Cabinet TV Etching SEM 608</li> <li>Front USB Etching SEM 608 White</li> <li>Front Soundbar Etching Nihon HN 2007 Glossy</li> </ul>	

**AQUOS IIOTO**  
 BOOMBASTIC Sound Experience

**Design Concept**    Keyword: Original, Unique

IIOTO isn't just a TV – it's a groundbreaking concept that brings together cutting-edge technology and innovative design to create an unparalleled entertainment experience. At its core lies the ambition to transform your living room into a cinematic oasis, where every moment is enhanced by stunning visuals and immersive sound. A big speaker soundbar ingeniously integrated into the bottom stand, a first-of-its-kind concept in Indonesia. Coupled with the unique spider foot stand design, IIOTO stands as a testament to SHARP's commitment to pushing the boundaries of what's possible in home entertainment.

The Design inspired by spiders (Biomimetic Design)

Original	AK1	AK2	 
Color: Black Material: Die Cast Finish: Matte	Color: Black Material: Die Cast Finish: Glossy	 Plastic mesh injection	    

NEW MODEL  
**LED TV 42Inch**  
2T-C42DD1i-SB

Alternatives Idea



Stand A - Minimalist



Stand B - Bigger Sound (same like IOTO 24")

# FINAL DESIGN

Without Soundbar



Soundbar



# SHARP

Be Original.

110<sup>th</sup>  
ANNIVERSARY

42" NEW



Nikmati pengalaman menonton dengan detail & warna yang tajam serta suara yang bombastis!

## AQUOS IIOTO

BOOMBASTIC Sound Experience



2T-C42EG11-SB

Google TV | RMS: 20Watt | Speakers (Woofer x2 & Tweeter x2) | Front USB Slot | Easy Wall Mount

Dolby 20W Google TV



2T-C42DD11-SB

Digital TV | RMS: 20Watt | Speakers (Woofer x2 & Tweeter x2) | Front USB Slot | Easy Wall Mount

DVB-T2 20W

## IIOTO 20W Powerful Sound

20W

(Soundbar with 2 Woofers & 2 Tweeters)

Dengan sound output 20W, dilengkapi dengan 2 woofers & 2 tweeter menambah sensasi suara sekelas Home Theater.



### Front USB Slot



Satu-satunya TV yang dilengkapi dengan port USB yang terletak di depan TV sehingga lebih praktis dan mudah dalam penggunaannya.

## Easy Wall Mount



Soundbar yang menyatu dengan unit TV, memudahkan untuk pemasangan/ instalasi wall mount.



Download aplikasi: SHARP ID

UNTUK INFORMASI DAN LAYANAN SHARP TERBARU HUBUNGI :  
0-800-1-225588 | 0811-820-5666 | WWW.ID.SHARP

SUBMITTED FOR :



KEMENTERIAN  
PERDAGANGAN  
REPUBLIK INDONESIA



Good Design  
Indonesia

NEW MODEL

# LED TV 24Inch

2T-C24B3i-BK/WH



This is our commitment to provide the best audio visual experience, according to the needs of various consumers. "Like the IITO 24 inch which specifically targets millennials, we provide a unique, minimalist design with smoother curves at each corner and modern color nuances.

Available color :



## Background Story

Embark on a journey into the future of entertainment with IITO LED TV AQUOS, a revolutionary marvel born from the collaboration between SHARP's renowned Japanese technology and a bold vision for immersive home viewing. Rooted in SHARP's legacy of innovation and excellence, IITO represents a leap forward in redefining the way you experience television, combining breathtaking visuals with unparalleled sound quality.

## Experience the Future of Home Entertainment:

Elevate your home viewing experience to unprecedented levels with IITO LED TV AQUOS. From its stunning visuals to its revolutionary sound technology and innovative design, IITO is more than just a TV – it's a gateway to a new era of immersive entertainment.



## Alternatives Idea



## Design Concept

Target : Millennials.

Keyword : Original, Unique

### Models

Standard , Consider Cost

### Premium

Audio and Appearance (+ Total 5 US\$ than LE175)

### Feature for product

- Front Speaker (Good sound)
- Front Terminal and control
- USB
- Audio IN
- Front button
- IR receiver + Indicator
- Consider external audio BT receiver (SP Mode from Mobile/tablet)
- Stand less and slant design
- USB High speed charge for Mobile / Tablet

### Main Competitor



- HD-Ready with LED backlight
- IITO 10W Powerful Sound
- USB Movie, Music, Photo
- USB Fast Charging
- HDMI x 2
- Antenna Booster



\*The terms HDMI and High-Definition Multimedia Interface, and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing, LLC in the United States and other countries.

NEW MODEL  
**LED TV 24Inch**  
 2T-C24B3i-BK/WH



**AQUOS IIOTO**  
 BOOMBASTIC Sound Experience

**Design Concept**

Keyword: Original, Unique

IIOTO isn't just a TV – it's a groundbreaking concept that brings together cutting-edge technology and innovative design to create an unparalleled entertainment experience. At its core lies the ambition to transform your living room into a cinematic oasis, where every moment is enhanced by stunning visuals and immersive sound. A big speaker soundbar ingeniously integrated into the bottom stand, a first-of-its-kind concept in Indonesia. Coupled with the unique spider foot stand design, IIOTO stands as a testament to SHARP's commitment to pushing the boundaries of what's possible in home entertainment.

**CMF**

**AQUOS IIOTO**  
 BOOMBASTIC Sound Experience

*Based idea*

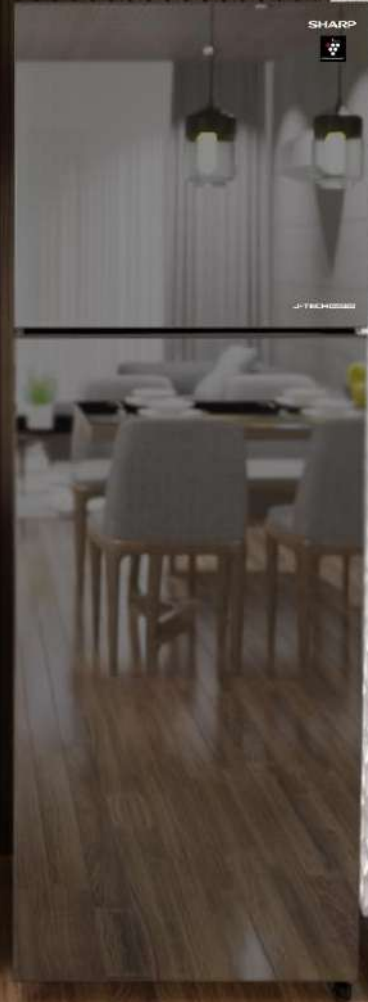


*Exploration idea*



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.





NEW MODEL  
**REFRIGERATOR**  
 SJ-326GC SD/SR ; SJ-246GC SD/SR



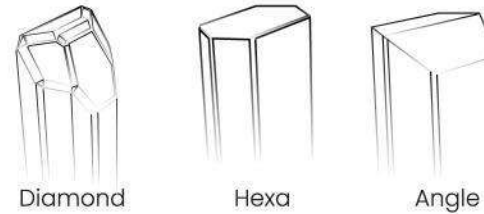
SHINE

**Reference Idea**

Keyword : Strong , Durable , Sharp



**Sketch Alternatives**



**CMF**



Inspiration from the shape of diamond



3D printing

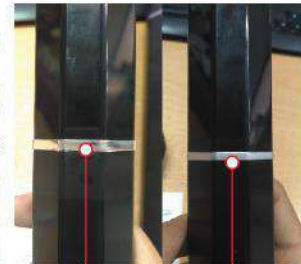


Doorplate

Trial Injection



Matte Silver Glossy



Aluminum Foil Spray Metallic

NEW MODEL  
**REFRIGERATOR**  
 SJ-326GC SD/SR ; SJ-246GC SD/SR

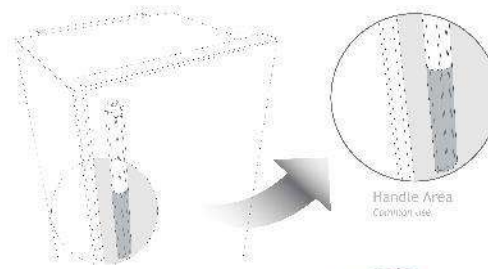


**SJ-326GC-SD/SR | SJ-246GC-SD/SR**

- Fan Cooling System
- New Diamond Handle Door
- Humidity Control
- MEGA Freezer & LED Lamp
- Ice Twist plus Big Ice Box
- Tempered Glass Tray
- Ag+ Nano Deodorizer
- MEGA Crisper Room
- Low Voltage & Low Wattage
- 3 (Three) Ice Pack



**THE FIRST IN INDONESIA  
 REFRIGERATOR  
 HALAL PRODUCT**



**Design Concept**

Diamond Edge Design  
 External concept aesthetic  
 Hairline pattern  
 New Exterior  
*(Irregular aesthetic feeling,  
 make full use of door refrigerator)*  
 Luxurious  
 Hairline Glossy Pattern with 2 color



**DIAMOND DOOR HANDLE**  
 Desain Diamond memberi kesan mewah dan elegan.



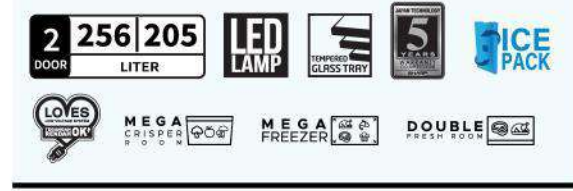
**TEMPERED GLASS TRAY**  
 Tray kaca yang mampu menahan beban hingga 100 kg. Mudah dibersihkan dan tahan lama.



**FAN COOLING SYSTEM**  
 Sistem Pendinginan dengan bantuan kipas yang memungkinkan pendinginan secara merata di seluruh bagian.



**TEGANGAN RENDAH**  
 Hemat energi, hemat biaya, dan dapat beroperasi saat tegangan rendah (130V - 240V).



## NEW Development for Mirror Series



### J-Tech Inverter Technology

→ Kompresor berteknologi Inverter dari Jepang, bekerja dengan 36 tahap sehingga dingin lebih cepat dan stabil namun hemat biaya listrik.

### Express Ice Making

→ Terdapat Mode Pembekuan Es yang cepat untuk memenuhi kebutuhan Es dan mempercepat pembekuan makanan.

### Mega Freezer & Freezer Case

→ Kapasitas Freezer dan Rak Freezer yang luas membantu menampung lebih banyak makanan untuk dibekukan.



# NEW Development for Hairline Series



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

# NEW Development for Seamless Handle



SJ-246



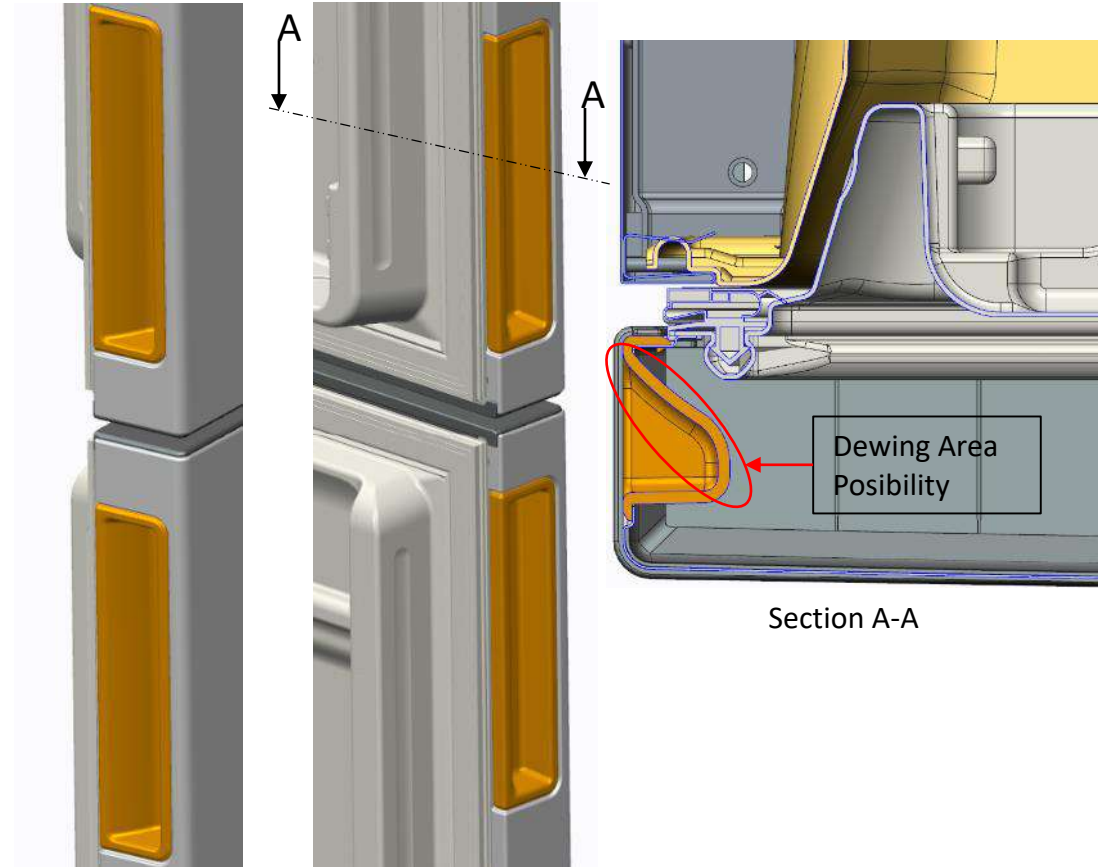
SJ-326



SJ-426



SJ-456



Front side

Back side

Section A-A

# SHOWCASE CATEGORY



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

**SHARP**

NEW MODEL  
**SHOWCASE**  
 SCH-170FS ; SCH-210FS ; SCH-250FS

**Aquacool**  
 Showcase



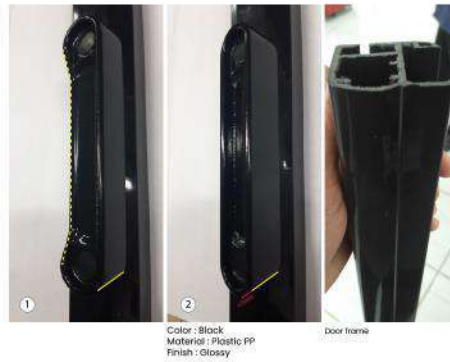
- LOW WATTAGE
- SUPER COOL -28°C
- BIG SIZE



**Competitor Study**



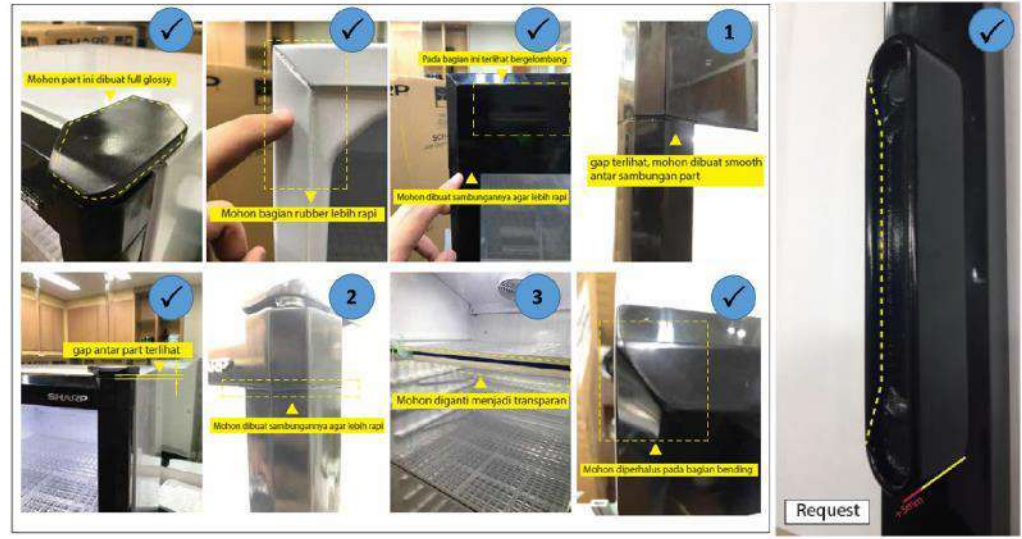
**CMF**



**Exploration Idea**



**Sample**



NEW MODEL  
**SHOWCASE**

SCH-170FS ; SCH-210FS ; SCH-250FS

SCH-250FS



SCH-210FS



SCH-170FS



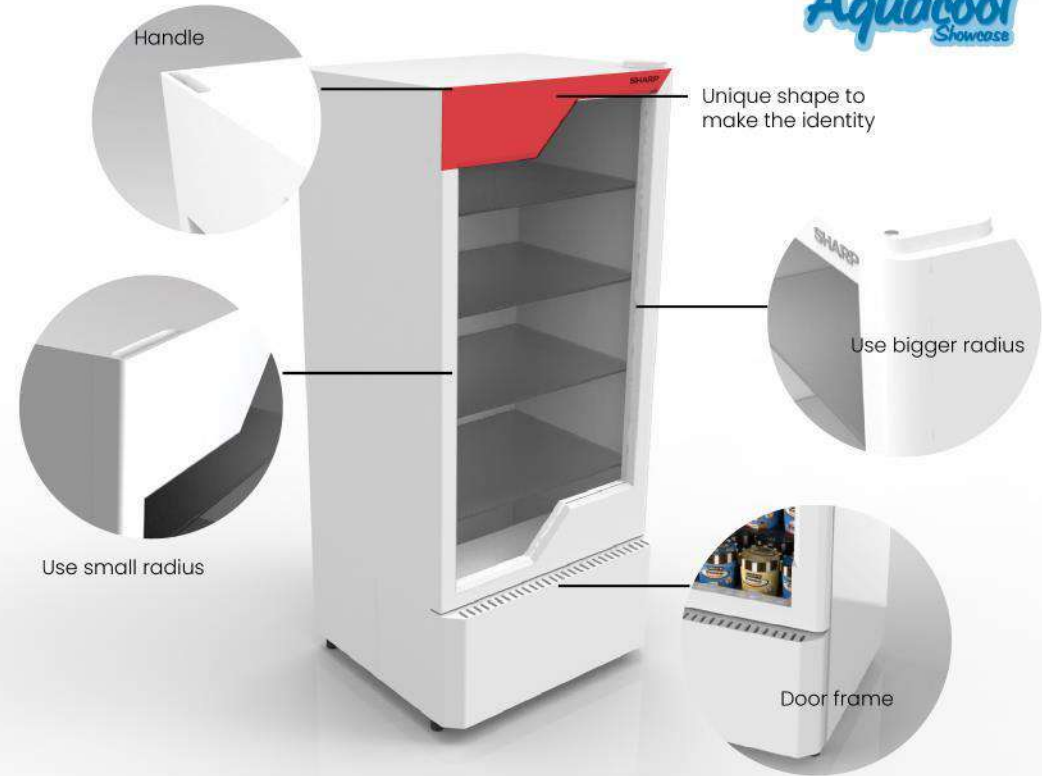
<b>POWER</b> 163 WATTS	<b>WEIGHT</b> 44 KG	<b>DIMENSION</b> 630 x 509 x 1420 MM
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• Anti Dew glass door • Key • Roller Caster • Energy Saving • LED Lamp & New Tray Design

\* Additional Tray is Available

**Aquacool**  
Showcase



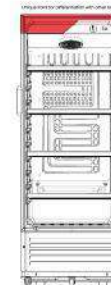
**Design Concept**

Unique point on doorcap

Bigger PoP Area

Luxurious

<b>1</b>	<b>260</b>	<b>208</b>	<b>160</b>
DOOR	LITER		



- NEW MODERN DESIGN**  
LIGHTEST AND STRONG MATERIAL
- DOUBLE GLASS**  
ANTI-DEW
- LOW WATTAGE**  
SAVING ENERGY

This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

**SHARP**

# ACTIVE SPEAKER CATEGORY



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

**SHARP**

# Line Up Model

MODEL	PRO X ULTIMATE SOUND	GS-PRO ULTIMATE PERFORMANCE	REAL PRO	Trolley Speaker	CBOX-X360	Party SPEAKER	CBOX-D1280
8 INCH 10 INCH							
12 INCH							
15 INCH							
20 INCH							
22 INCH							

This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

NEW MODEL  
**ACTIVE SPEAKER**

GS-PRO8SB ; GS-PRO10SB



**CMF**



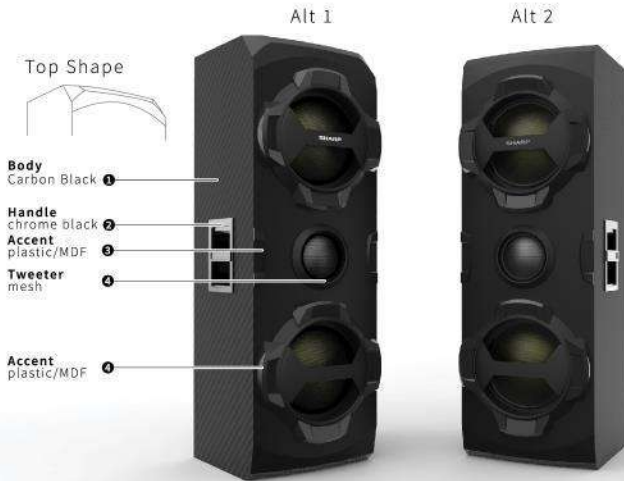
**Color Opt.**



**Ultimate Design**



**Exploration Idea**



**1st Sample**



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

NEW MODEL  
**ACTIVE SPEAKER**

GS-PRO8SB ; GS-PRO10SB

PLAY YOUR MUSIC  
EVERYWHERE!



CBOX-GSPRO8SB

CBOX-GSPRO10SB

CBOX-GSPRO8SB

**PREMIUM SPEAKER AUDIO**

- DIGITAL SOUND ENGINE
- DIGITAL EQ CONTROL
- TWS (True Wireless System) - Koneksi tanpa kabel antar unit
- USB READY
- FM RADIO
- LINE RCA INPUT
- Dual Mic



NEW 2023 PREMIUM SPEAKERS



Double 8" / 10" Stereo Active Speaker | 2x60 Watt RMS | 3 Way Speaker System | Digital Sound Engine | Digital Audio Control | Connectivity (BT, USB, FM Radio, Line)

**Design Concept**

Target : Millennials.  
Keyword : Original, Unique

Models  
Active Speaker  
Premium Audio and Appearance

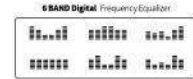
Feature for product  
Digital Sound Engine  
TWS Sound (True Wireless System)  
RGB Light  
Bluetooth  
MDF premium material



Inspired by **G-SHOCK**

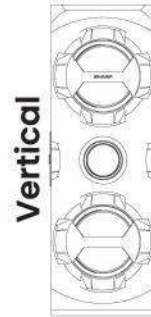
**Expert Manual EQ Setting**

Kini semua dasar mengatur suara sesuai dengan selera dan kebutuhan dengan.



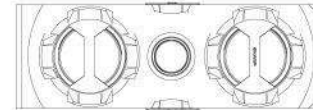
**NEW 3 Ways Phase Plug**

Nikmati kualitas suara yang lebih natural dengan vokal suara yang lebih detail.



**Position Display**

**Horizontal**



**High Quality Box Material**



**MDF**

1. Bahan berkualitas tinggi, lebih awet dan tahan lama.
2. Lebih Padat, pantulan suara lebih sempurna dan lebih detail.
3. Lebih rapi dan bagus secara desain karena dikerjakan dengan mesin proses MDF berteknologi tinggi.

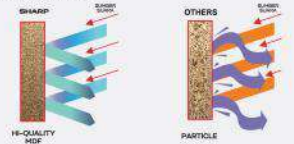
Pada MDF, suara yang dipantulkan oleh material menjadi maksimal, lebih detail dan bulat karena bahan yang padat dan permukaan yang teratur.

**OTHERS**

Pada Partikel Board, sebagian suara teredam karena material yang kurang padat dan permukaan yang kurang rata mengakibatkan pantulan suara kurang detail.

**PARTIKEL**

1. Kualitas lebih rendah dan mudah rusak.
2. Pantulan suara tidak sempurna karena sebagian suara teredam dengan kepadatan material yang kurang baik.
3. Bentuk umumnya kotak, biasanya menggunakan plastik untuk pembentuk desain.



**Sound Balance**



**SHARP**

Perpaduan antara suara Bass, gitar, dan suara vokal lebih harmonis. User bisa menikmati musik dengan lebih detail.

**OTHERS**

Perpaduan antara suara Bass, gitar, dan suara vokal tidak seimbang. Cenderung over bass, sementara suara instrumen lain seperti gitar, piano, vokal tidak terlalu "terbuka" jika dibandingkan dengan bass.

Test speaker Sharp dan kompetitor tidak hanya di level vol maksimal, tetapi di vol menengah. Sharp Speaker suara lebih balance dan kompetitor biasanya Bass dominan dan tidak seimbang.

**SHARP**  
Be Original.

110<sup>th</sup>  
ANNIVERSARY

PLAY YOUR MUSIC  
EVERYWHERE!



CBOX-GSPRO8SB

CBOX-GSPRO10SB

CBOX-GSPRO8SB

**PREMIUM SPEAKER AUDIO**

DIGITAL SOUND ENGINE

DIGITAL 120

TWS (Two-Way Stereo) with 2x4 drivers

2x60W

FM RADIO

LINE RCA

Dual Mic

Bluetooth 5.0

Indonesian LEGAL Wood 100% - LVLK - 003 - 10A

CARBON The Body Performer

NEW 3822 PREMIUM SPEAKERS

RGB Light

Double 8" / 10" Stereo Active Speaker | 2x60 Watt RMS | 3-Way Speaker System | Digital Sound Engine | Digital Audio Control | Connectivity (BT, USB, FM Radio, Line)

MDF PREMIUM

AUDIO & ACTIVE SPEAKER  
INNOVATION

High Quality Box Material



MDF

1. Bahan berkualitas tinggi, lebih awet dan tahan lama.
2. Lebih padat, pantulan suara lebih sempurna dan lebih detail.
3. Lebih rapi dan bagus secara desain karena dikerjakan dengan mesin proses MDF berteknologi tinggi.

SHARP

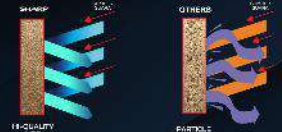
Pada MDF, suara yang dibentuk oleh material menjadi mekalmel, lebih detail dan bulat karena bahan yang padat dan permukaan yang teratur.

OTHERS

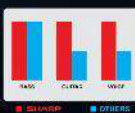
Pada Partikel Board, sebagian suara teredam karena material yang kurang padat dan permukaan yang kurang rata mengakibatkan pantulan suara kurang detail.

PARTIKEL

1. Kualitas lebih rendah dan mudah rusak.
2. Pantulan suara tidak sempurna karena sebagian suara teredam dengan kepadatan material yang kurang baik.
3. Bentuk umumnya kotak, biasanya mempergunakan plastik untuk pembentukan desain.



Sound Balance



SHARP

Seimbang antara Bass, Mids, dan Treble, suara vokal lebih harmonis. User bisa menikmati musik dengan lebih detail.

Penyebaran frekuensi yang merata dalam semua range di Bass, Mid, dan Treble, tidak ada yang mendominasi. Suara Speaker yang seimbang, sehingga dapat memberikan pengalaman yang lebih menyenangkan.

OTHERS

Terfokus pada Bass, Mids, dan Treble yang tidak seimbang. Akibatnya user akan mendengar suara yang kurang detail seperti suara yang kurang detail, suara yang kurang detail.

Expert Manual EQ Setting

41 preset yang dapat mengatur suara sesuai dengan selera dan kebutuhan pengguna.



NEW 3 Ways Phase Plug

Nikmati kualitas suara yang lebih natural dengan vokal suara yang lebih detail.



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sharpIndonesia

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SUBMITTED FOR :



KEMENTERIAN  
PERDAGANGAN  
REPUBLIK INDONESIA



Good Design  
Indonesia

**SHARP**

Japan Android™ No.1

# SMARTPHONE CATEGORY

\*Android adalah merek dagang dari Google LLC.

AQUOS V



AQUOS sense7 plus



AQUOS R3



AQUOS zero2



AQUOS V6



AQUOS V6 plus



AQUOS V6 5G



AQUOS V7 plus



AQUOS R7s



AQUOS R6s pro



AQUOS R6s



AQUOS zero8



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

**SHARP**

# Trend Research

**Camera Design Shape**  
as a pioneer design

**2020** Design Strategy  
Still using 3 cameras

**iPhone**

**2020-2022**

Camera Design Trend

HUAWEI SAMSUNG oppo vivo Redmi motorola Google

**2023** Design Strategy  
Still using 3 cameras

**iPhone**

**SAMSUNG**  
Still using 3 cameras with design identity

**2023-2024**

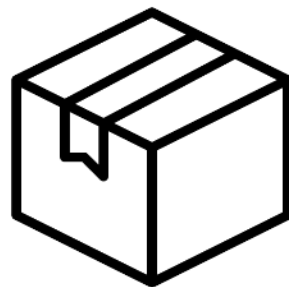
Camera Design Trend  
Centric and Rounded Shape

SHARP vivo HUAWEI nubia oppo realme xiaomi TECNO HONOR

**2025**

**Whats Next?**

Camera Design Trend



# Packaging Development

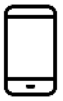
## for Carton Box Product

**This product design portfolio showcases a curated selection of standout projects from a diverse range of work.** Each project represents a unique blend of creativity, innovation, and attention to detail, highlighting my ability to craft designs that are both functional and visually compelling. The featured projects have been carefully chosen to demonstrate my expertise in addressing different challenges and creating impactful solutions across various industries.



# Packaging Development for Carton Box Product





# SMARTPHONE



# Packaging Development for Carton Box Product

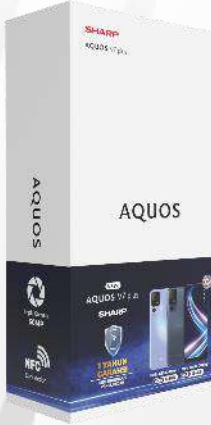
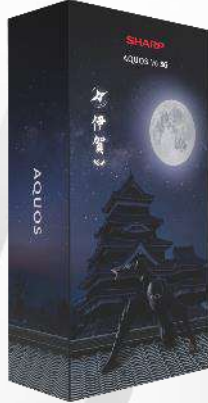
AQUOS V6



AQUOS V6 5G



AQUOS V7 plus



2024  
Model



AQUOS sense9



AQUOS R9



AQUOS R9 pro



2022  
Model



AQUOS R7s



AQUOS sense8



AQUOS R8s



AQUOS R8s pro



2023  
Model



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

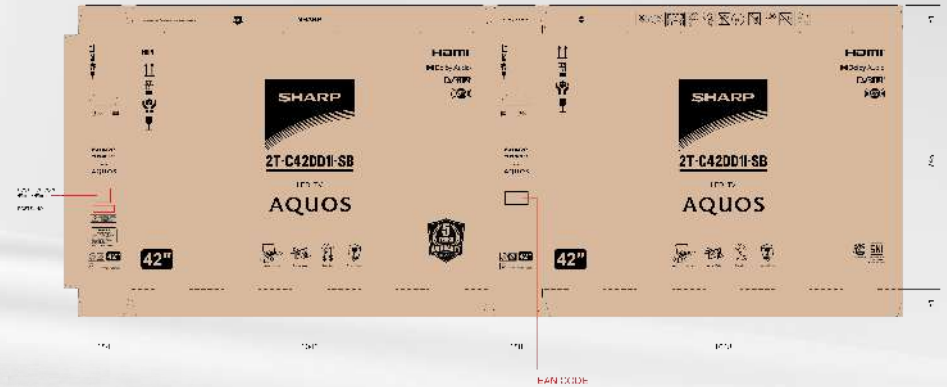




LED TELEVISION



Packaging Development  
for Carton Box Product



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

SHARP



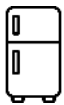
# ACTIVE SPEAKER



# Packaging Development for Carton Box Product



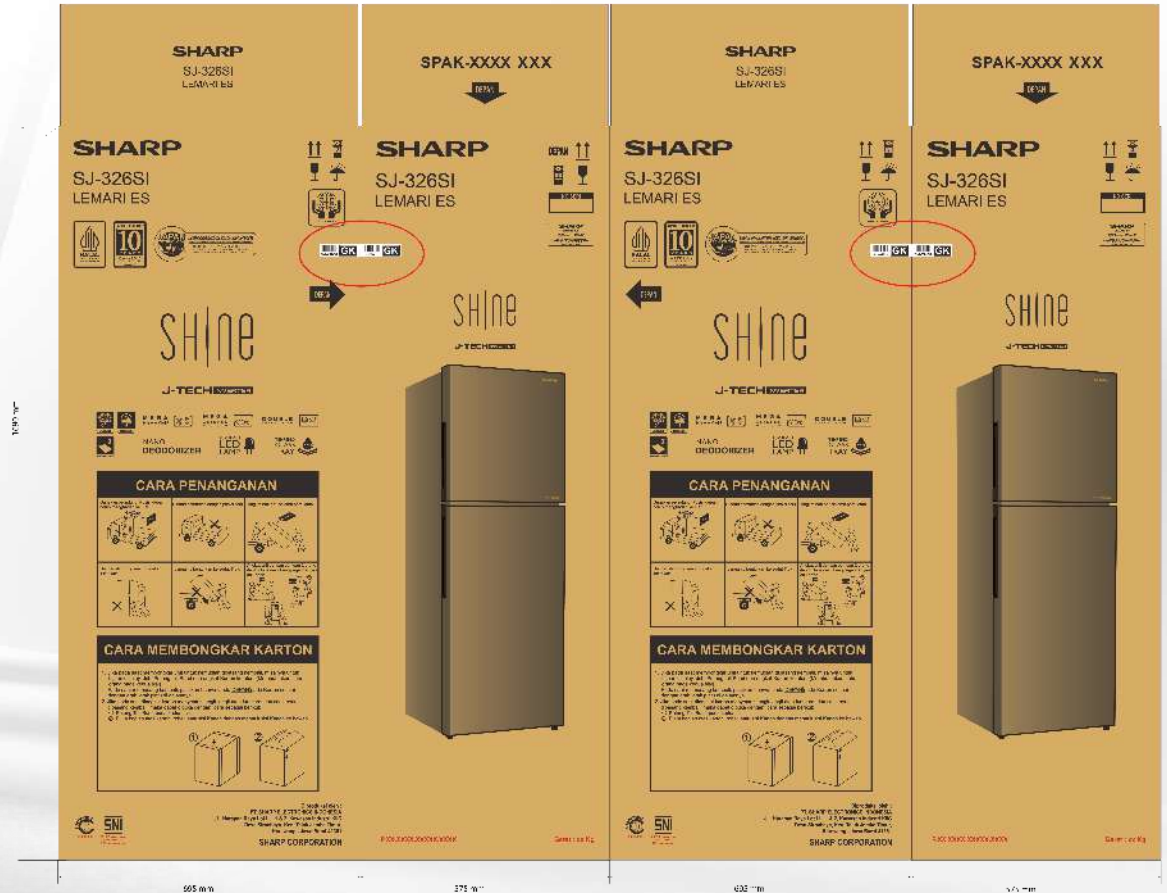
This product design portfolio showcases a curated selection of standout projects from a diverse range of work.



# REFRIGERATOR



# Packaging Development for Carton Box Product



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.





# WATER DISPENSER



# Packaging Development for Carton Box Product



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.





# WASHING MACHINE



# Packaging Development for Carton Box Product



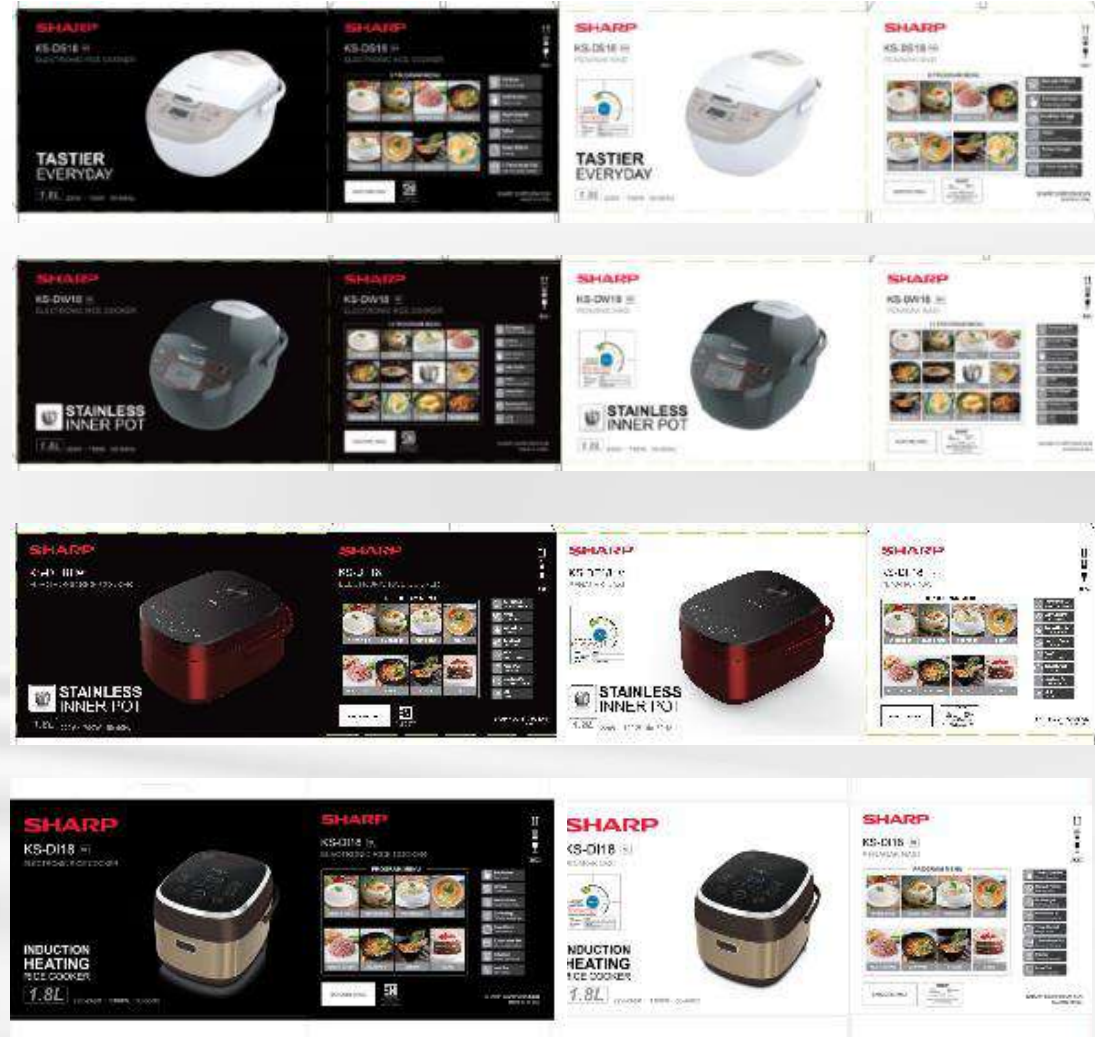
This product design portfolio showcases a curated selection of standout projects from a diverse range of work.



# RICE COOKER



# Packaging Development for Carton Box Product



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.





# MEDICAL FACE MASK



# Packaging Development for Carton Box Product



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.



# Key Visual & Promo

## All Product Category

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Key Visual & Promo  
All Product Category

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**AQUOS R7s**  
THE REAL PHOTOGRAPH

**Launch Promo**

Beli smartphone **AQUOS R7s** terbaru dari **SHARP** & dapatkan **Wireless Headphones Bone Conduction!**

**GET FREE**

**HP-BC50**  
(Wireless Bone Conduction Headphones)  
+  
**Special Clear Case**

Senilai **Rp1.100.000**

\*Deduka untuk 300 pembeli pertama

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**AQUOS**  
SMART PHONE + LED TV

**Welcome To JAPAN**  
日本

**AQUOS R7**      **AQUOS II (65") 256GB 4K**

**Be Your Cosplay In Japan**

MAY - JULY 2023

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SMARTPHONE **AQUOS V7 plus**      **AQUOS R7s**  
THE REAL PHOTOGRAPH

Blue      Black

<b>4GB 128GB</b>	<b>6GB 256GB</b>	<b>12GB 256GB</b>
Mediatek Helio G37	90Hz Refresh Rate	Snapdragon 8 Gen1
50 MP Triple Camera	NFC	PRO IGZO 1 Billion Colors
5000mAh Battery	18W Fast Charging	1" Sensor 47MP Ultra PDA AF
		Aluminum Frame
		5000mAh Wireless (QI)
		IP68 Dust & Waterproof

**Launch Promo**      **Pre-Order Now**  
Perioda 28 July - 13 Agustus 2023

Beli smartphone AQUOS V7 plus terbaru dari SHARP & dapatkan Earbuds wireless dari SHARP senilai Rp1.000.000  
UP TO **Rp 900.000**

Beli smartphone AQUOS R7s terbaru dari SHARP & dapatkan Earbuds wireless dari SHARP senilai Rp1.600.000  
UP TO **1.600.000**

**1 TAHUN GARANSI** + **FREE SHARP Headphones** (HP-BC50)

**DDPAY 500rb** + **HP-BC50** + **SPECIAL CLEAR CASE**

SHARP MOBILE OFFICIAL STORE      eraspaces      erafone

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All Product Category

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**PROMO INTELEK  
SEMUA HOKI**

BELI AQUOS V6 5G (IGA) DAN MENANGKAN HADIAH  
WISATA KE DESA NINJA IGA - JEPANG

**AQUOS V6** Rp 1.549.000,-  
**AQUOS V6 5G** Rp 3.199.000,-  
**AQUOS V6 plus** Rp 1.799.000,-

5000 mAh Battery | NFC | SOMP Camera | 15W Fast Charging

MEMANGKIN JUGA HADIAH  
PRODUK ELEKTRONIK

**GARANSI** LAYANAN PELANGGAN **GRATIS** HUKUM DAN KEAMANAN

PERIODE: 01 - 31 JANUARI 2023

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**PROMO  
NATAL DAN  
TAHUN BARU**

**AQUOS V6** Rp 1.549.000,-  
**AQUOS V6 plus** Rp 1.799.000,-  
**AQUOS V6 5G** Rp 3.199.000,-

5000 mAh Battery | NFC | SOMP Camera | 15W Fast Charging

PERIODE: 20 Desember 2022 - 1 Januari 2023 | GAK BORKS!

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**PROMO  
BACK TO SCHOOL**

**AQUOS V6 5G** Rp 2.799.000,-  
**AQUOS V6 plus** Rp 1.799.000,-

5000 mAh Battery | NFC | SOMP Camera | 15W Fast Charging

**1 - 31 Juli 2023**  
\*Gegerot & Aseturusan Berisiko

AYO BELI PRODUK SMARTPHONE SHARP & MENANGKAN HADIAH  
SHARPTAKULER! SERTA DAPATKAN HADIAH TAMBAHAN BERUPA  
GOPAY SENILAI 100RB SETIAP PEMBELIAN SMARTPHONE SHARP\*

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**SHARP**



# Key Visual & Promo

All Product Category

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Scan QR Code Untuk Form Registrasi

**BELI AQUOS V6 5G (IGA) & MENANGKAN HADIAH**

**WISATA KE DESA NINJA IGA JEPANG**

Periode: 10 Nov 2022 – 28 Feb 2023

**Dapatkan Doorprize**  
PRODUK ELEKTRONIK

- 7 DAYS VOUCHER TRIP TO JAPAN (15 hari)
- HP-DEORI IGA (20 hari)
- Dynabook L2 (5 hari)
- SH-COS (15 hari)
- ZE-CSDADII (5 hari)

SCAN UNTUK DETAIL PROMO!

SMARTPHONE  
**AQUOS V6 5G**

Download App: SHARP ID | Untuk informasi dan layanan SHARP terbaru hubungi: 0-800-1-225588 | 0811-820-5666 | WWW.ID.SHARP

**SHARP**  
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Scan QR Code Untuk link pendaftaran

**PROMO HUJAN GOL**  
DAPATKAN VOUCHERNYA\*

**SHARP**  
SMARTPHONE

**AQUOS V6** | **AQUOS V6 plus** | **AQUOS V6 5G**

100% | 150% | 150%

5000mAh Battery | 15W Fast Charging | 50MP Triple Camera

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PROMO SUPPLIER

Japan Android No.1

**AQUOS V6 plus**  
EVERYONE'S HAVING FUN

**SPECIAL PROMO**  
Khusus untuk supplier SHARP

**ORDER NOW**

NFC | 5000mAh Battery | 15W Fast Charging | 50MP Triple Camera

**SPECIAL PRICE**  
Rp **999.990,-**

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**Key Visual & Promo**  
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**PROMO**  
EMPLOYEE SALES

Japan Android  
No.1

# AQUOS sense8

Feel the Sense

- 50MP Camera OIS
- Snapdragon 8 Gen 1 | RAM 8GB | ROM 256GB
- MIL Military Standards



**HOT PRICE**  
Rp **4.040.955**

Program Cicilan 0% khusus Karyawan SHARP

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**PROMO**  
EMPLOYEE SALES

Japan Android  
No.1

# SMARTPHONE AQUOS R7s

THE REAL PHOTOGRAPH



**ORDER NOW**

**12GB 256GB**

- Snapdragon 8 Gen 1
- PRO IGZO 1 Billion Colors
- 5000mAh Wireless (Qi)
- 1" Sensor 47MP Octa PD AF
- Aluminum Frame
- IP68 Dust & Waterproof

**FREE**

- HP-BC50 Shooter Zone
- SOFT PROTECTION CASE

**HOT PRICE**  
Rp **14.396.700**

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# SH-C05

AQUOS V6 5G

KEY SPECS

5G Fast Connection | Mediatek Dimensity 700  
RAM 4GB | Internal Memory 128GB | NFC Feature  
Front Camera : 8MP | Main Camera : 50MP + 2MP + 2MP  
6.6 inch display | Battery 5000 mAh



**INTERNAL SEID ONLY**

- 50MP Triple Camera
- MediaTek Dimensity 700
- NFC
- Android 12™
- 15w Fast Charging
- 5000 mAh Battery

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**PROMO**  
**EMPLOYEE SALES**

HP-BC50(BK)  
**Rp 687.500,-**  
Wireless Bone Conduction Headphones

Bluetooth®

Dibuka cicilan karyawan \*0% dengan 2 tenor **cicilan yaitu 1x dan 3x**.  
Karyawan hanya bisa mengambil **1 unit/ karyawan**.  
\*Khusus karyawan SHARP

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**PROMO**  
**EMPLOYEE SALES**

**50**

**dynabook**

The NEW **Satellite Pro L40 Series**  
Reworked rounded performance, always modern laptop design.

The NEW **Satellite Pro C40 Series**  
Black design, outstanding performance, the best value in the performance sector in 2020.

Model Name	PJA21L-D0R00G	PJA21L-00300G	PJA21L-00100D	PYS36L-00P03X	PYS36L-00S03X
Harga	Rp 9.130.000,-	Rp 13.870.000,-	Rp 11.960.000,-	Rp 7.990.000,-	Rp 8.460.000,-
CPU	i3 10110U	i7 10510U	i5 10210U	i3 1005G1	i5 1035G1
Graphics Card	Intel UHD 620	GeForce MX250	GeForce MX250	Intel UHD 620	Intel UHD 620
LCD	14" HD	14" FHD	14" FHD	14" HD	14" HD
RAM	8GB	8GB	8GB	8GB DDR4	8GB DDR4
SSD - HDD	1TB	256GB + 1TB	SSD 256GB	256GB	512GB
OS	Win10 Home	Win10 Home	Win10 Home	Win10 Home	Win10 Home
Warranty	2 Yr	2 Yr	2 Yr	1 Yr	1 Yr

Program cicilan 0% khusus Karyawan Sharp

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**PROMO**  
**EMPLOYEE SALES**

**50**

**AQUOS sense4 plus**  
SH-540P

Water Proof IP68  
Dual-Track IPS  
Snapdragon 720G  
Gaming 90  
50MP SAMP  
Front Dual Camera  
OS 95%  
ES 55mm  
Ergo Quality

Hi Res AI HDR  
Qualcomm optX HD

**Hot Price**  
**Rp 3,179,000**

Program cicilan 0% khusus Karyawan Sharp

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**SHARP**



## Key Visual & Promo All Product Category

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SHARP MOBILE  
OFFICIAL STORE

Dapatkan Promo Menarik di  
**Sharp Mobile  
Official Store**

**CEK SEKARANG**

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AQUOS

**BEST VALUE!**  
Beli TV **GRATIS** Bracket & Gopay  
Khusus untuk pembelian  
**LED TV SHARP 4T-C55EK2X**

~~Rp 7,XXX,XXX,-~~ **Rp 6,499,000,-** **BRACKET**

**gopay**

\*Syarat & ketentuan

Download Aplikasi: SHARP ID

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**Beli Minibar,  
Showcase dan Chest Freezer,  
Gratis Isi-nya**

Dapatkan E-Voucher hingga **100rb!**

Periode promo :  
Oktober - Desember 2024

SJ-50MB-XW/B SCH-50X-FS	E-Voucher <b>50.</b>
FRV-150X FRV-210X FRV-310X	E-Voucher <b>100.</b>

Syarat & Ketentuan Berlaku

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**Key Visual & Promo**  
All Product Category

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## ORDER POMPA AIR SHARP CUAN MELIMPAH!!!

DAPATKAN **REWARD BONUS\*** Hanya di **CV. KARYA BARU**

Gopay  
Reward Langsung **20rb** (Maks 4 unit)  
Reward Poin 1 Poin = 12 Unit

PERIODE 1 JULI - 30 SEPTEMBER 2023 | \*S&K BERLAKU

**Segera Order Pompa Air Sharp di distributor CV. Karya Baru dan langung klaim rewardnya melalui link atau scan QR code yang disediakan**

- Subdealer / toko pompa air klaim insentif setiap order pompa air melalui microsite dari Sharp dengan minimum order 4 unit per type (kelipatan)
- Insentif diberikan setelah subdealer sudah menyelesaikan proses klaim melalui link microsite. (Sistem promo Sharp)
- Program hanya berlaku hanya pengambilan dari subdealer ke CV Karya Baru (main dealer) selama periode 1 Juli s.d 30 Sept 2023.
- Reward per unit Rp. 20rb langsung terkirim setiap klaim yg telah diverifikasi.
- Setiap pengambilan 12 unit akan mendapatkan 1 point reward yang nantinya dapat ditukar dengan voucher barang pompa air dan LED TV Sharp.
- Point berlaku akumulasi selama periode promo Int.
- Jangan lupa mengisi form di microsite dengan lengkap untuk mendapatkan insentif dengan mengikuti langkah per langkah yang diminta.

**PROGRAM CUAN SUB DEALER CV KARYA BARU | 081-852-5200**

UNTUK INFORMASI DAN LAYANAN SHARP TERBUKA HUBUNGI: 0-800-1-225588 | 0811-820-5666 | WWW.ID.SHARP

**SHARP**  
Be Original.




**42" NEW**

**1 TAHUN GARANSI PERLINDUNGAN LAYAR PECAH**

Nikmati pengalaman menonton dengan detail & warna yang tajam serta suara yang bombastis!

**AQUOS IIOTO**  
RODMARSTIC Sound Experience

<p><b>2T-C42EG11-SB</b></p> <p>Google TV   RMS: 20Watt   Speakers (Woofer x2 &amp; Tweeter x2)   Front USB Slot   Easy Wall Mount</p> <p>20W   Google TV   wallmount</p>	<p><b>2T-C42DD11-SB</b></p> <p>Digital TV   RMS: 20Watt   Speakers (Woofer x2 &amp; Tweeter x2)   Front USB Slot   Easy Wall Mount</p> <p>DVB-T2   20W   wallmount</p>
--	--

**IIOTO 20W Powerful Sound**  
20W

Soundbar with 2 Woofers & 2 Tweeters. Dengar & rasakan suara 20W dengan 2 woofers & 2 tweeters memberikan suara yang lebih detail & lebih enak.

**Easy Wall Mount**  
wallmount

Scandbar yang compact, dengan 20W. TV ini memiliki fitur yang sangat lengkap, mudah dipasang & mudah dirawat.

**Front USB Slot**  
wallmount

4-in-1 dengan TV yang memiliki dengan port USB yang bisa jadi tempat untuk menyimpan file, foto, video dan sebagainya.

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**SHARP**  
Be Original.



## TUNJANGAN NONTON TIMNAS

UP TO **RP 3.500.000** + SOUVENIR MENARIK



Periode: 1 - 30 Juni 2023 | Syarat & Ketentuan Berlaku  
Setiap Pembelian Lemari Es SHARP Tipe S3-1FX96PDC-BK / S3-1FX94PC-CG / S3-1FX93PM-SL Berhak Mendapatkan Cashback e-Wallet up to Rp 3.500.000 dan Souvenir Menarik

UNTUK INFORMASI DAN LAYANAN SHARP TERBUKA HUBUNGI: 0-800-1-225588 | 0811-820-5666 | WWW.ID.SHARP


This product design portfolio showcases a curated selection of standout projects from a diverse range of work.



# User Manual Book

All Product Category

**SHARP**



**PANDUAN PENGGUNAAN**

**PENGHISAP DEBU NIRKABEL**  
**EC-SF74Y-BK**

Harap baca petunjuk ini dengan hati-hati sebelum menggunakan peralatan ini.

**SHARP**



**PANDUAN PENGGUNAAN**

**PENGHISAP DEBU NIRKABEL**  
Basah & Kering  
**EC-WE77Y-BK**

Harap baca petunjuk ini dengan hati-hati sebelum menggunakan peralatan ini.

**SHARP**



**PANDUAN PENGGUNAAN**

**PENGHISAP DEBU**  
Basah & Kering  
**EC-WE16Y-BK**

Harap baca petunjuk ini dengan hati-hati sebelum menggunakan peralatan ini.

**SHARP**



**PANDUAN PENGGUNAAN**

**PENGHISAP DEBU**  
**EC-EF07Y-BK**

Harap baca petunjuk ini dengan hati-hati sebelum menggunakan peralatan ini.

**SHARP**



**PANDUAN PENGGUNAAN**

**RICE COOKER**  
**KS-DW18**

Harap baca petunjuk ini dengan hati-hati sebelum menggunakan peralatan ini.

**SHARP**



**PANDUAN PENGGUNAAN**

**RICE COOKER**  
**KS-DS18**

Harap baca petunjuk ini dengan hati-hati sebelum menggunakan peralatan ini.

**SHARP**




**PANDUAN PENGGUNAAN**

**IH RICE COOKER**  
**KS-DI18**

Harap baca petunjuk ini dengan hati-hati sebelum menggunakan peralatan ini.

**SHARP**



**PANDUAN PENGGUNAAN**

**RICE COOKER**  
**KS-DF18**

Harap baca petunjuk ini dengan hati-hati sebelum menggunakan peralatan ini.



# Point of Purchase (POP) for Display Product

**This product design portfolio showcases a curated selection of standout projects from a diverse range of work.** Each project represents a unique blend of creativity, innovation, and attention to detail, highlighting my ability to craft designs that are both functional and visually compelling. The featured projects have been carefully chosen to demonstrate my expertise in addressing different challenges and creating impactful solutions across various industries.



ACTIVE SPEAKER



**Point of Purchase (POP)**  
for Display Product





# ACTIVE SPEAKER



# Point of Purchase (POP) for Display Product



This product design portfolio showcases a curated selection of stand-out projects from a diverse range of work.



ACTIVE SPEAKER



Point of Purchase (POP)  
for Display Product



**SHARP**  
**CBOX-SPRO15B**  
POWERFULL SOUND

Bluetooth

**60W RMS**

TWS True Wireless Stereo  
Koneksi tanpa kabel antar unit

SCAN QR

GUITAR AMP READY

2.1 CH (10+1) WATT

FM RADIO DIGITAL

USB QUALITY

COMPACT DESIGN

**NEW ELEGANT SHAPE**  
**15" DOUBLE**

Asst & TRADER



**SHARP**  
**CBOX-SPRO20B**  
POWERFULL SOUND

Bluetooth

**120W RMS**

TWS True Wireless Stereo  
Koneksi tanpa kabel antar unit

SCAN QR

GUITAR AMP READY

2.1 CH (10+1) WATT

FM RADIO DIGITAL

USB QUALITY

JASPER COOLING SYSTEM

**NEW ELEGANT SHAPE**  
**10" DOUBLE**

Asst & TRADER



**SHARP**  
**CBOX-SPRO22B**  
POWERFULL SOUND

Bluetooth

**120W RMS**

TWS True Wireless Stereo  
Koneksi tanpa kabel antar unit

SCAN QR

GUITAR AMP READY

2.1 CH (10+1) WATT

FM RADIO DIGITAL

USB QUALITY

JASPER COOLING SYSTEM

**NEW ELEGANT SHAPE**  
**12" DOUBLE**

Asst & TRADER

This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

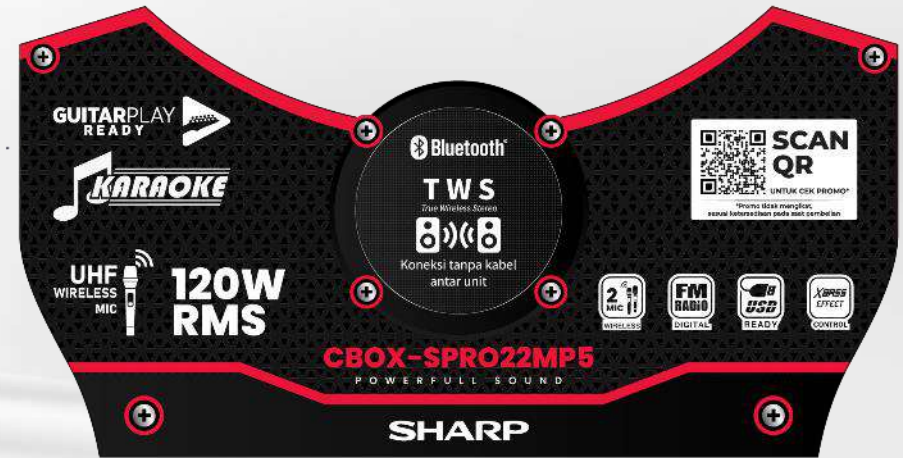
SHARP



ACTIVE SPEAKER



Point of Purchase (POP)  
for Display Product



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

SHARP



ACTIVE SPEAKER



Point of Purchase (POP)  
for Display Product



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

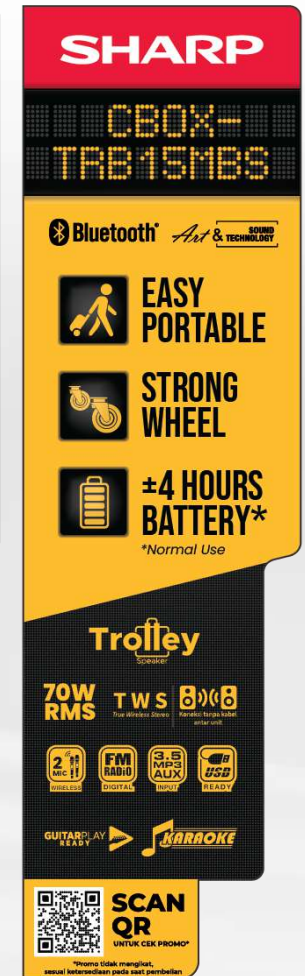
SHARP



# ACTIVE SPEAKER



# Point of Purchase (POP) for Display Product



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.



# ACTIVE SPEAKER



# Point of Purchase (POP) for Display Product

CBOX-DHBPRO8CB

CBOX-DHBPRO8CB

**HI BEAT**  
PROFESSIONAL

**XLR**  
MIXER INPUT & MULTI DEVICE PARALLEL

TOTAL 18000w / 80w

8 INCH

Bluetooth

KARAOKE

CBOX-DHB8WB

CBOX-DHB8WB

**HI BEAT**  
DIGITAL PRO EQUALIZER

MIXER INPUT & MULTI DEVICE PARALLEL

TOTAL 18000w / 80w

8 INCH

Bluetooth

KARAOKE

CBOX-DHBPRO8CB

CBOX-DHBPRO8CB

**DIGITAL HI BEAT**  
PROFESSIONAL

**ActiveSpeaker**  
XLR

TOTAL 18000w / 100w

8 INCH

Bluetooth

KARAOKE

SHARP

number speaker OTHERS number speaker

HI QUALITY MDF PARTICLE

Cool Air Flow system

SHARP

SHARP

number speaker OTHERS number speaker

HI QUALITY MDF PARTICLE

Cool Air Flow system

SHARP

MDF

Cool Air Flow system

2 Direction Stereo Speaker  
Defeat sound to every angle, no more missing sound.

SOUND SYSTEM READY

**DIGITAL SOUND ENGINE**  
Digital Amplifier | Best Sound Performance | Comprehensive Sound Control with Digital Pro Equalizer (6 Band Equalizer and Bass + Mid + Treble)

SHARP

CBOX-D608WR

CBOX-D608WR

Bluetooth

KARAOKE

DIGITAL PRO EQUALIZER

10000 W PMPO

6"

SHARP

**NEW 2 WAYS**  
PHASE PLUG SPEAKER

PHASE PLUG  
more realistic & better vocal sound

CBOX-D988CB

CBOX-D988CB

Bluetooth

KARAOKE

8" X2 INCH

23000 W PMPO

SHARP

**NEW 3 WAYS**  
PHASE PLUG SPEAKER

DIGITAL SOUND ENGINE

More realistic & better vocal sound

CBOX-D1280CB

CBOX-D1280CB

**CARBON**  
The Only Professional

22000W PMPO

12" BIG WOOFER

Bluetooth

SHARP

Real Mic KARAOKE

3 ways

CBOX-D805WR

CBOX-D805WR

Bluetooth

KARAOKE

DIGITAL PRO EQUALIZER

18000 PMPO

8"

SHARP

**NEW 3 WAYS**  
PHASE PLUG SPEAKER

PHASE PLUG  
more realistic & better vocal sound

Bluetooth

KARAOKE

Real Mic

18000 PMPO

SHARP

**NEW 3 WAYS**  
PHASE PLUG SPEAKER

DIGITAL PRO EQUALIZER

PHASE PLUG  
more realistic & better vocal sound

ActiveSpeaker CBOX-D805WB

Sound Scavenger Box

SHARP

CONVENTIONAL

LED TV Only

Bluetooth 5.0

400 PMPO

Line In

LED TV+SoundBar

CBOX-D805WB

POWERFULL  
Sound Upgrade

This product design portfolio showcases a curated selection of standout projects from a diverse range of work.



WASHING MACHINE



**Point of Purchase (POP)**  
for Display Product





# WASHING MACHINE



**Point of Purchase (POP)**  
for Display Product

**ES-FL1410DPX**



**SHARP**

**J-TECH INVERTER**

Menghemat energi hingga 47% dan mengurangi kebisingan



**PLASMACLUSTER**

Menghilangkan Bakteri dan Bau



**STEAM FUNCTION**

Menghilangkan alergen dan bakteri hingga 99.9%



# WASHING MACHINE



# Point of Purchase (POP) for Display Product

### ES-FL1270XT



### KD-HP901B





## WASHING MACHINE



**Point of Purchase (POP)**  
for Display Product

**ES-FL1062B**



**ES-FL1082BG**



**ES-FL1280BX**



**ES-FL1490BTX**



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

**SHARP**



# WASHING MACHINE



## Point of Purchase (POP) for Display Product

**A** POP Topper

SHARP  
INVERTER  
TECHNOLOGY  
HEMAT, BERKURVA, HINGGA **34%**  
Hemat energy & rendah suara bising

**C** POP Kapasitas

SHARP  
**15**kg  
Capacity

**B** POP Body

SHARP  
BESAR Kapasitasnya  
BERSIH Cucianya  
HEMAT Listriknya  
Smart Dry Low Water Pressure  
Mencegah aliran udara yang kuat hasil pengeringan lebih cepat. Meminimalkan risiko busuk karena suhu stabil dengan sirkulasi air yang lancar.

INVERTER

**A** SHARP INVERTER **34%**  
**B** SHARP BESAR BERSIH HEMAT  
**C** SHARP 15kg Capacity  
Smart Dry Low Water Pressure

**B** SHARP BESAR BERSIH HEMAT  
**C** SHARP 15kg Capacity  
Smart Dry Low Water Pressure



# WASHING MACHINE



# Point of Purchase (POP) for Display Product

## ES-8500XT



**SHARP** Your Sharp Choice

**J-TECH INVERTER**  
Menghemat energi secara efisien dan mengurangi kebisingan

**5 Tahun Garansi Motor**

**QUICK WASH & ADD LAUNDRY\***  
Dapat menghemat waktu dalam proses pencucian.

**42%\* Hemat Energi**

**ANTIBACTERIAL COATING**  
Melindungi mesin cuci & pakaian dari bakteri.

**POWERFUL WASHING PERFORMANCE**  
Performa mencuci maksimal dengan menggunakan teknologi dolphin pulsator & J-Tech Inverter.

**8,5 kg**  
**9,5 kg**  
**10,5 kg**

**31dB** (Low Noise Washnet)  
**42dB** (Standard)

**Quality Assurance** Japan Quality 7 Shields | **NO-HOLES TUB**

WASHING MACHINE

## ES-M1150XT



**SHARP** Your Sharp Choice

**J-TECH INVERTER**  
Menghemat energi secara efisien dan mengurangi kebisingan

**11,5 kg**

**42%\* Hemat Energi**

**QUICK WASH & ADD LAUNDRY\***  
Dapat menghemat waktu dalam proses pencucian.

**ANTIBACTERIAL COATING**  
Melindungi mesin cuci & pakaian dari bakteri.

**NEW CONTROL PANEL**  
Tampilan panel kontrol & lid yang modern

**31dB** (Low Noise Washnet)  
**42dB** (Standard)

**Quality Assurance** Japan Quality 7 Shields | **NO-HOLES TUB**

WASHING MACHINE





# WASHING MACHINE



# Point of Purchase (POP) for Display Product

## ES-T95NT



# SHARP



## ES-T85NT/ES-T95NT WASHING MACHINE



**SUPER SOAK MAGIC**  
Dapat meluruhkan noda membandel dengan lebih efektif menggunakan program rendam khusus.



**WATER INLET**  
Memudahkan memasukan air kedalam tabung cuci dengan menggunakan selang air yang dihubungkan melalui Water Inlet.



**TRANSPARENT LID WITH HANGING LID**  
Lid dibuat transparan untuk penampilan yang lebih menawan dan hanging lid disisi kiri untuk menggantung washing lid saat dibuka.



LILAC

PINK



**Quality Assurance**  
Japan Quality 7 Shields



Mohon tanyakan pada petugas representatif SHARP terdekat untuk model produk yang paling sesuai dengan kebutuhan anda.

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**AIR CONDITIONING**



**Point of Purchase (POP)**  
for Display Product

**AH-XP6YHY**

**SHARP**

**J-TECH INVERTER**



SHARP



J-TECH INVERTER

SHARP

This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

**SHARP**

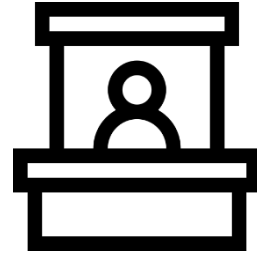


# RICE COOKER



# Point of Purchase (POP) for Display Product





# Mini Booth & Other

## for Product Branding, Event

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# AQUOS SOUND PARTNER



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

**SHARP**

# Event Umroh Gratis

**SHARP**

Be Original.



## ROMBONGAN PEMENANG **UMROH GRATIS** PROMO SMARTPHONE SHARP



Download Aplikasi: **SHARP ID**    
f @sharpindonesia  sharpindonesia  sharpindonesia

UNTUK INFORMASI DAN LAYANAN SHARP TERBARU HUBUNGI :  
 0-800-1-225588 |  0811-820-5666 | [WWW.ID.SHARP](http://WWW.ID.SHARP)

SMARTPHONE  
**AQUOS V6 5G**

Side Glass



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

SHARP



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

# Event Ionation



This product design portfolio showcases a curated selection of stand-on projects from a diverse range of work.

# Event AUVI Campaign

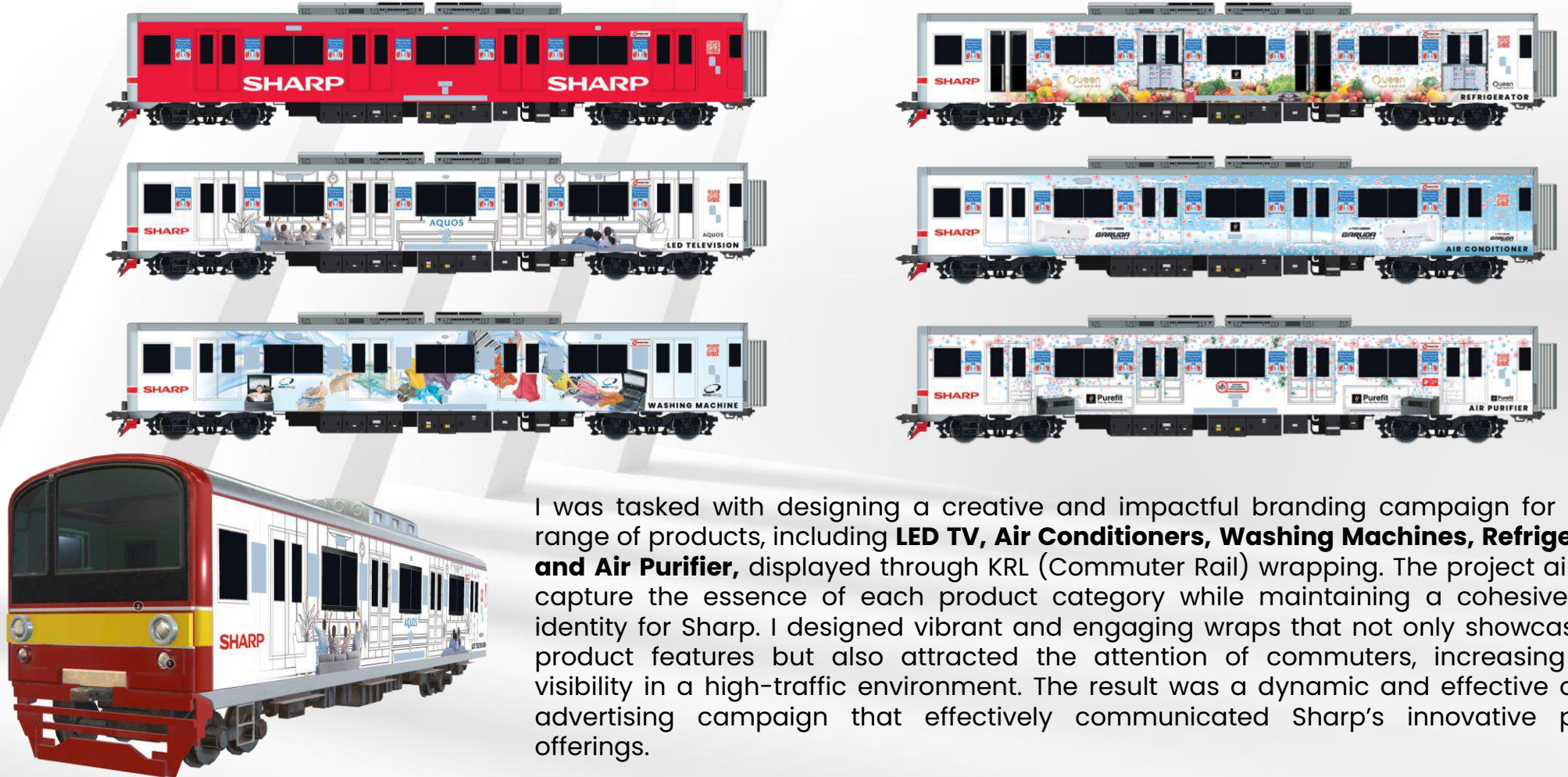


This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

**SHARP**

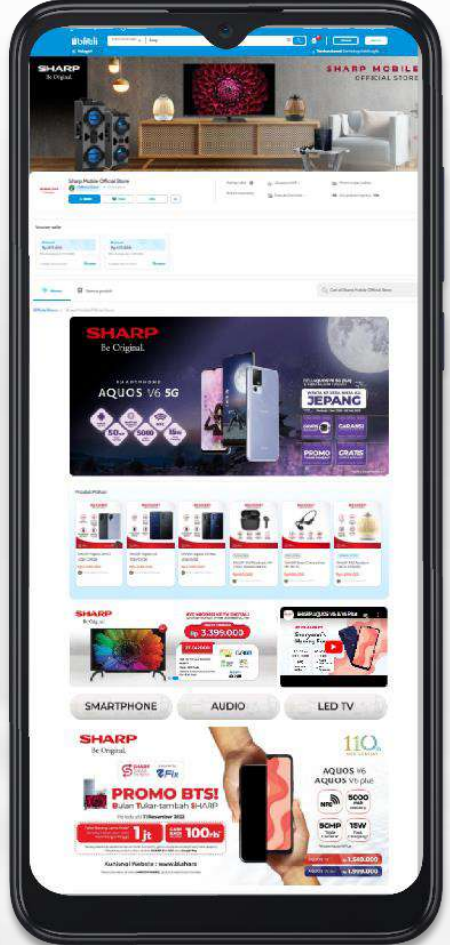


# KV for Body Wrap KRL Branding



I was tasked with designing a creative and impactful branding campaign for Sharp's range of products, including **LED TV, Air Conditioners, Washing Machines, Refrigerators, and Air Purifier**, displayed through KRL (Commuter Rail) wrapping. The project aimed to capture the essence of each product category while maintaining a cohesive brand identity for Sharp. I designed vibrant and engaging wraps that not only showcased the product features but also attracted the attention of commuters, increasing brand visibility in a high-traffic environment. The result was a dynamic and effective outdoor advertising campaign that effectively communicated Sharp's innovative product offerings.

# KV for Official Store



This product design portfolio showcases a curated selection of standout projects from a diverse range of work.

# PORTFOLIO

# fiverr.

<https://www.fiverr.com/users/fikryfebriandi>



### Catalog



### Brand Mockup



### Brand Development



### e-Invitation



### Brochure

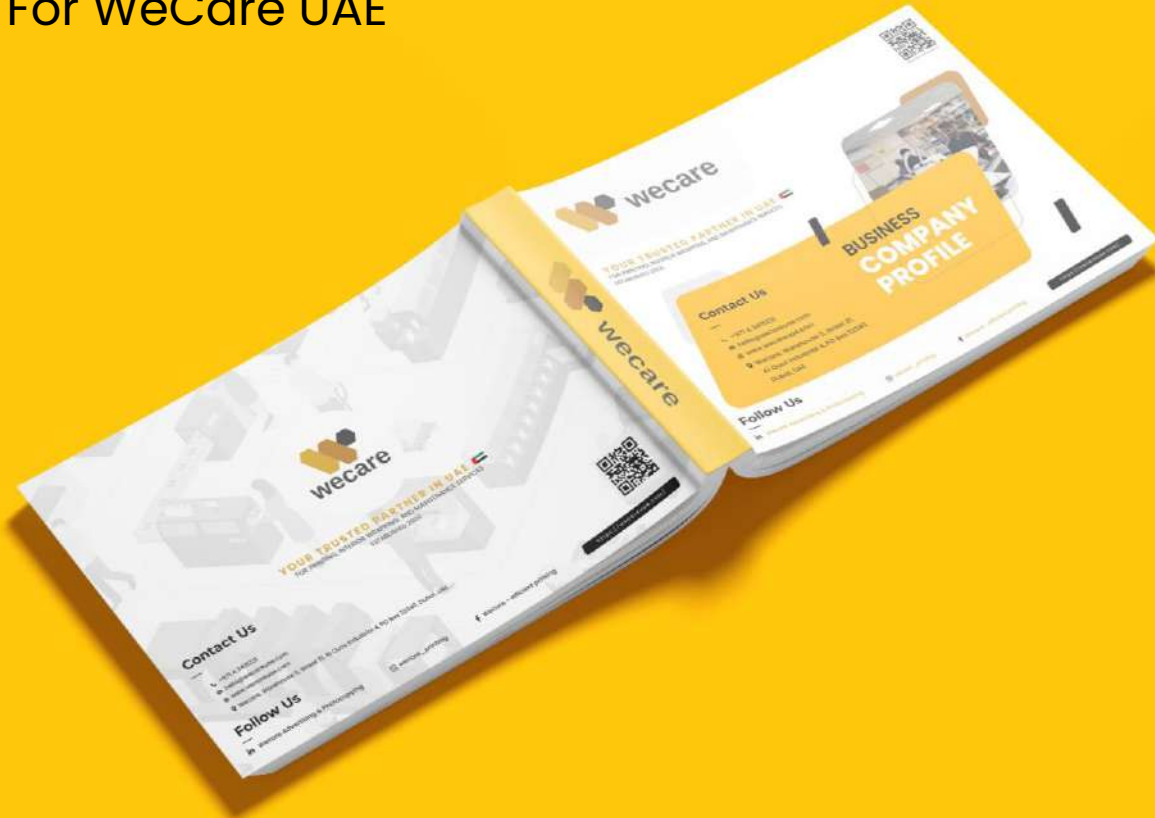


### Packaging Artwork

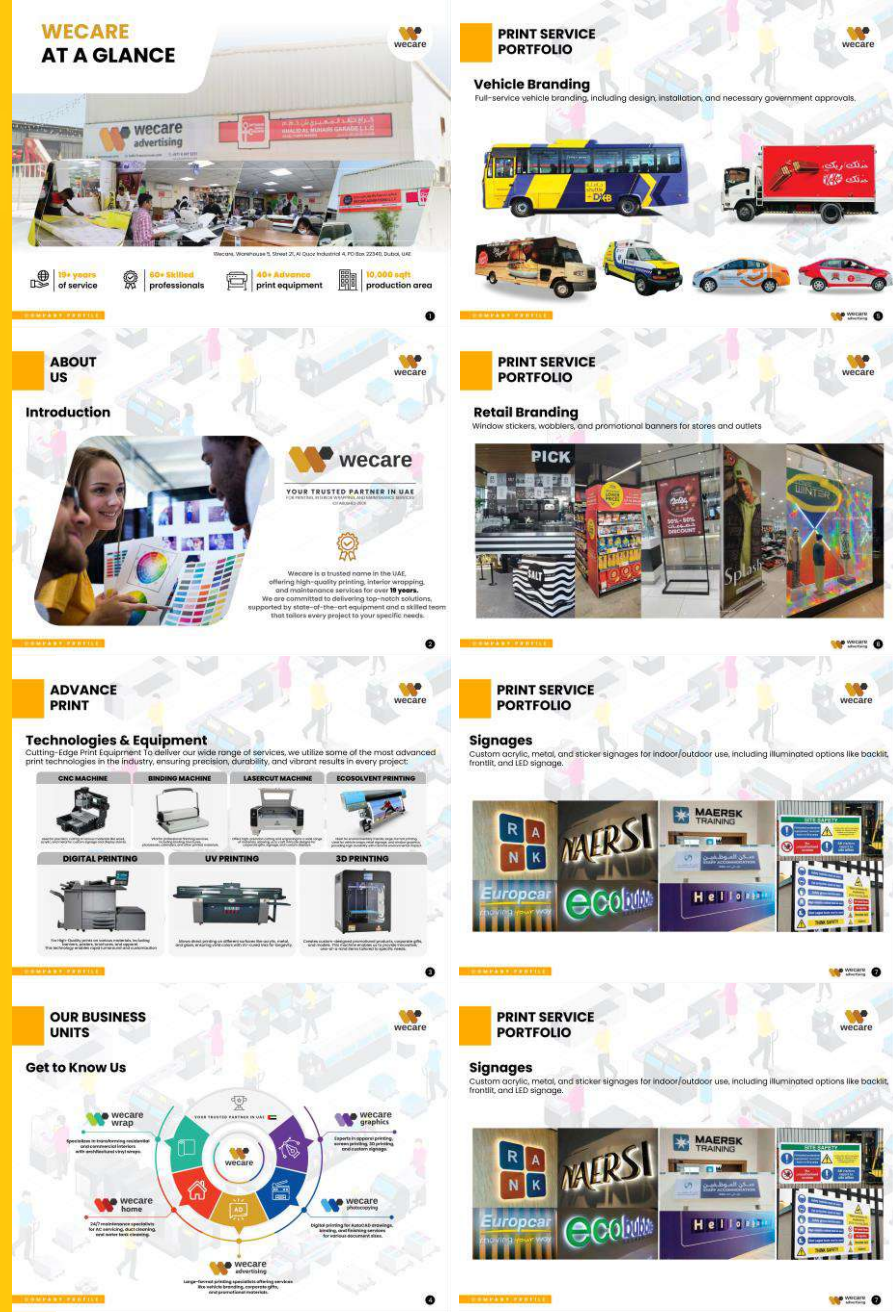


# Company Profile

For WeCare UAE



I worked on designing a catalog and company profile for **WeCare**, a printing company based in the UAE. The project involved creating visually appealing layouts that effectively showcased their products and services while aligning with their brand identity. The client was highly satisfied with the final designs, praising their professionalism and creativity.









I created a 3D image rendering for a compact true wireless headset in blue. The project focused on highlighting the sleek and modern design of the product, ensuring detailed textures, realistic lighting, and accurate proportions to showcase its aesthetic appeal effectively.



I developed 3D image renderings for **Lissoi, a UK-based company**, showcasing a portable charger with a compact and travel-friendly design. The rendering emphasized the product's sleek aesthetics, functional design, and portability, providing a realistic and visually appealing representation for marketing and promotional purposes.



I developed 3D image renderings for **Lissoi, a UK-based company**, showcasing a portable charger with a compact and travel-friendly design. The rendering emphasized the product's sleek aesthetics, functional design, and portability, providing a realistic and visually appealing representation for marketing and promotional purposes.



I created over 60 packaging artwork designs for **Amicci, a private label company based in Brazil**. The designs covered a wide range of FMCG (Fast-Moving Consumer Goods) products, tailored to meet the brand's visual identity and market appeal. Each artwork was delivered at a rate of **\$10 per design**, ensuring high-quality results within a competitive budget.





Keychain Torch Drawing

TOP VIEW SCALE 1:1

ISOMETRIC VIEW SCALE 1:1

[Angle Position] ISOMETRIC VIEW SCALE 1:1

FRONT VIEW SCALE 1:1

RIGHT VIEW SCALE 1:1

ISOMETRIC EXPLODED VIEW SCALE 1:1

ITEM NO.	PART NAME	QTY.
1	Torch Body A	1
2	SM LED Streamer	1
3	Swivel Part A	1
4	Swivel Part B	1
5	Torch Body B	1
6	Power PCB	1
7	LR1254 Battery	1
8	Button Cap	1
9	Plug Part	1
10	Magnet 12x2MM	1
11	Key Ring	1

Booklight Mini

TOP VIEW SCALE 1:3

(RIGHT) ISOMETRIC VIEW SCALE 1:3

(LEFT) ISOMETRIC VIEW SCALE 1:3

FRONT VIEW SCALE 1:3

RIGHT VIEW SCALE 1:3

DETAIL AA SCALE 1:1

ISOMETRIC EXPLODED VIEW SCALE 1:3

DETAIL B SCALE 1:1

ITEM NO.	PART NAME	QTY.
1	Head Part 4	1
2	Head Part 3	1
3	Head Part 2	1
4	Head Part 1	1
5	LED Light PCB	1
6	Shade Ring	1
7	New Button Part	1
8	New LED Charge Area PCB	1
9	LR1254 Rechargeable Lithium Battery	1
10	Clip A	1
11	Clip B	1
12	Clip Head	1
13	Clip Spring	1

Lipbalm

ISOMETRIC VIEW SCALE 1:1

FRONT VIEW SCALE 1:1

RIGHT VIEW SCALE 1:1

ISOMETRIC EXPLODED VIEW SCALE 1:1

ITEM NO.	PART NAME	DESCRIPTION	QTY.
1	Part-A	(Look at detail draw)	1
2	Part-B	(Look at detail draw)	1
3	Part-C	(Look at detail draw)	1
4	Part-D	(Look at detail draw)	1
5	Cl-String	Cl-String	1
6	Part-E	(Look at detail draw)	1
7	Part-F	(Look at detail draw)	1
8	Balm Stick	ANTI VENOM Balm	1