



Christel Cherryadi is an award-winning digital designer with 10 years of creative industry experience; including start-ups, multi national companies and non-profit organisations in Indonesia, Singapore, Australia, Spain, providing expertise in brand design, UI/UX design and motion design. Through strategic design solutions, she has successfully elevated brand image, digital presence and sales conversion rate.

As a professional, she is highly skilled, highly attentive to details, highly responsible and loves learning new things. As a team player, her humble attitude, adaptability and cheerful personality has made her such an asset to the companies and organisations she work with. As a leader, she is compassionate and vision-driven.

PERSONAL INFO

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PORTFOLIO

www.creatordigitalmedia.com

CORE COMPETENCIES

- Create a strong brand identity
- Generate innovative solutions
- Leverage commercials through strategic design thinking and high quality user-centered design.

SKILLS

- ***** Brand Design
- ***** UI/UX Design
- ***** Motion Design
- ***** Video Editing
- ***** Digital Illustration
- ***** Augmented Reality (AR/XR)
- ***** Photography & Videography
- ***** Music Production
- ***** Content & Copy Writing
- ***** Coding (C#, HTML, CSS)
- ***** 3D Modelling

LANGUAGES

- ***** English
- ***** Indonesian

ACADEMIC AWARD

Destination Australia Scholarship - Bachelor of Design
SAE Creative Media Institute, Byron Bay (Jun 2020 - May 2022)

HONOURS & AWARDS

Winner of EWB Design Corner 2022 (Mar 2022)
Power in the People XR won the best human-centered engineering design solution for Australia's coastal erosion by implementing XR simulation with AI incorporation to detect & warn, educate & train, simulate & project the effects of coastal erosion on the coast in the past and future decades, while providing ways for local community involvements.
(Role: Ideation lead, graphic designer, presenter)

Best Ideation - Code For The Kingdom (Oct 2016)
D'scipe 'Redesigning Bible Engagement Experience' was awarded best ideation at Code For The Kingdom; a Christian inspired Hackathon movement.
(Role: Ideation lead, UI/UX designer)

EMPLOYMENT

UI & Brand Designer
The People Tech Revolution (May 2022 - Present)
Role:
• UI & brand design for web & app.

Multimedia Designer & Web Administrator
Parentshop Pty Ltd, Byron Bay (Jun 2020 - Present)
Australia's leading professional development training organisations, providing resources for professionals, teachers, and parents in children behaviour management, founded by Michael Hawton, MAPS.

Roles:
• Produce online courses; art directing, shooting and editing.
• Create digital illustrations to support learning process.
• Create digital & print design to support marketing plans.
• Website and learning management system administration.

Motion Designer - Vidico

Melbourne

November 2021 - Present (Independent Contractor)

An award-winning stellar video production team, trusted innovative companies around the world.

Role:

- UI motion design for based on storyboard, integrate Figma & Illustrator design to After Effects.

Digital Designer & Creative Director - KG Tennis Academy

Singapore

November 2021 - Present (Independent Contractor)

The pioneering, first e er PRO level tennis coaching in Singapore founded by by the first alumnus o Rafa Nadal Academy from Asia Pacific, uhan Gopal & supported by Rafael Nadal.

Role:

- Brand design, marketing strategy & creative direction
- 3D modelling for architectural blue print design
- Video editing & motion graphics, website development & SEO

Digital Designer & Art Director - Downsize Me

Byron Bay

October 2021 - Present (Independent Contractor)

A documentary film directed y Gerald Rascionato - Cage Dive (2017), Tagged and Claw (2021).

Role:

- Brand design, marketing strategy & art direction
- Video editing & motion graphics, website development & SEO

Student Partner & Design Study Leader - SAE

Byron Bay

Apr 2021 - Feb 2022

Role: Assist new students during student orientation and throughout the trimester in their design study.

INTERNSHIP

Augmented Reality (AR) Design Internship - Lumination

Adelaide

Mar - May 2022

Lumination - a team of engineers, educators, designers and software developers - is on a mission to fundamentally change the landscape of learning in the classroom and workplace, working with Government, Education, Defence, and Industry to build and implement advanced immersive learning technology, improving workplace capabilities and preparing learners for jobs of the future.

Roles:

- Generate innovative ideas for product communication strategy.
- Create AR prototype using Merge Cube, Vuforia, Unity to display product USPs in form of solutions to real problem/use-case - 'the medium is the message'.
- Create digital assets for product communication strategy in alignment with company's marketing plan.

Motion Design for Virtual Reality (VR) Internship - New Canvas

Byron Bay

Feb - Apr 2022

New Canvas is an XR studio, producing and publishing entertainment content that aims to contribute to the development of a new language of storytelling. Like our predecessors in the early 20th Century film industry, we are just learning how to engage our audiences.

Roles:

- Create brand design, title animation, and motion graphics for The Space Between XR project, a VR version of Sydney Opera House's annual event, featuring Emma Matthew.

Digital Design & Technology Internship - Hillsong Church

Sydney

Mar 2021 - Apr 2022

- Design multi-lingual digital magazines, motion design assets for magazine & music album launch.
- Create digital assets & online platform management for weekly church & online conferences.

PAST EMPLOYMENTS

Visual Designer & Web Administrator - Tigress Furniture

Sydney

Feb - Apr 2020

- Improve brand image through proper in-store and online display.
- Designed creative visual contents to support marketing plan.
- Website administration & SEO.
- Video editing.

Admin & Sales Representative - Beds n Dreams

Sydney

Jan 2019 - Jan 2020

- Achieved weekly sales target of \$7500 on 2 days part-time basis.
- In charge of store administration, stock take, after sales services.
- Designed in-store signages.

Senior Graphic Designer & Client Manager - Etailwind

Jakarta

Apr - Aug 2017

- Company rebranding.
- Created store in store concepts for online marketplace according to brand characteristic and consumer behaviour.
- Designed creative visual contents according to brand identity & guideline.
- Elevated or created outstanding brand images in the e-commerce platforms.
- Planned relevant marketing campaigns to meet the marketing strategy of brands', customer behaviour and e-commerce platforms momentum.
- Set up SOP for onboarding new client, commercial workflow, media production workflow.

Manager & Graphic Designer - La Chantique Salon

Jakarta

Jan - Dec 2016

- Salon rebranding.
- Create SEO friendly website & design creative visual contents to support marketing plan.
- In charge of salon operational management.

Art Director & Graphic Designer - Trinity Network

Jakarta

Apr 2010 - Dec 2015

- Created strong brand identities, elevated brand images, company rebranding, events branding.
- Designed UI/UX for network marketing support system's online platform.
- Lead 7 team members to run national & international event's media production.
- Set up SOP for event management, media production, network marketing support system.
- Trained 3 new team members from zero to be core team of media production.

PAST INTERNSHIPS

Hillsong Music Australia - Graphic Design, Hillsong Church

Sydney

Dec 2019 - Jan 2020

Assistant designer for graphic content creations and editing

Spheres - Social Media Intern, Hillsong Church

Sydney

Apr - Oct 2018

Planning & optimising Spheres' Twitter and Youtube Channel

College Marketing - Graphic Design Intern, Hillsong College

Sydney

Feb - Aug 2018

Creating graphic contents for Hillsong College events: Open Day 2018, Hillsong Conference 2018

FREELANCE

Marketing Support, Brand Consultant - Kaxin Yogurt

Singapore

Mar - Aug 2021

Developed brand guideline, marketing support strategy and provided art direction for the creative team to build the brand and launch a new start up in food and beverage industry.

Digital Designer & Web Developer - Indogal Agro Trading

Jakarta

Nov 2017 - Dec 2018

Developed mobile friendly bilingual (English-Indonesian) website with basic SEO for a Spanish trading company.

Social Media Evaluator - Appen

Sydney

Aug 2017 - Jan 2018

Evaluated effectiveness of Instagram ads on a daily basis.

Branding Consultant & Digital Designer - ANB Mart

Melbourne

Sep 2016 - Jan 2018

Rebranded logo, brand identity, designed website & online marketing content for Australian start-up e-commerce platform.

Branding Consultant & Digital Designer - Koomura

Jakarta

Apr 2017 - Aug 2017

Created logo, corporate identity and company profile for start-up company.

Digital Designer & Web Developer at Label Thermal

Jakarta

Sep 2016 - Oct 2016

Created logo, brand identity, developed website (front-end design) with mobile-friendly version for Indonesian leading online label supplier.