



Eren Bramasta Mulyono

Creative Designer

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A Creative Designer with 2+ years professional experience in Garena Free Fire - or known as the highest downloaded mobile game in the world. Not only expertise in visuals, my advertising background allows me to have a broad mindset on the whole creative concept from ideation, suitable copy, to execution wise. However, I'm open to any new experiences that can enrich my skill and creative thinking.

PROFESSIONAL EXPERIENCES

Garena Indonesia

July 2020 - September 2022

Graphic Designer

- Specialised in developing creative assets for Free Fire *MEA E-sport (consists of broadcast assets, social media, web, and in-game banners).
- Supporting the whole art concept for Free Fire Arab League (FFAL) 4th Season. FFAL is one of the most noteworthy mobile e-sport championships in the MEA region.
- Participated in FFAL covers to re-created the logo and key visuals that will be turned into broadcast, in-game, and social media designs/banners. The main goal was to amplify the excitement of the event for streamers through social media, in-app, and live streaming contents.
- Executing daily creative assets with 3 different languages (Arabic, English, and French)
- Supporting art concepts for various minor tournaments such as Free Fire Hakimi X Trezeguet (fun match pro player football), Free Fire Ramadan Tournament, Free Fire X McLaren tournament, and much more.

*MEA = Middle East and Africa

Mojjo

Product and Creative Designer (Owner)

- Photo, illustration, and motion based designer to execute monthly editorial plan.
- Planning and concepting photoshoot to develop product visual assets for commercial use.
- Initiating product development design & financial cost, while also monitoring and quality checking the execution of production

BTA 45 Jakarta

March 2017 - August 2019

Social Media Officer & Class Facilitator (Freelance)

- Make day to day posts for BTA 45 social media.
- Coordinate with the whole department to evaluate and develop an effective learning ecosystem for the students & teachers.
- Accountable for supervising student learning and development throughout the schedule and report card.

Pusat Kajian Ilmu Komunikasi UI

2019

Researcher

- Involved in social research on phenomenology about “Disaster Risk Management” with a Qualitative approach. With the main subject children in Labuan Pandeglang (Banten), we study the role of media and create a game called “Ular Tangga(p) Bencana” to give education about disaster prevention with a more familiar and fun approach.

Bank Indonesia

MAY 2018

Content Writer

- Accountable for article-making for Bank Indonesia website assets to build awareness about the company profile.

EDUCATION

Universitas Indonesia

Bachelor, Communication Studies, Advertising ; Cumulative GPA: 3.4/4.0

2016-2020

- Head Section of Student Talent and Interest for Universitas Indonesia Communication Student Association 2019.
- Head of Advertising War (ADWAR) Competition (National) for Pekan Komunikasi UI 2019.

SKILLSET

- Creative thinking skills supported with advertising background to manage concepts to executional plans to solve problems.
- Proficient in using Adobe tools in, such as Adobe Photoshop and Adobe Illustrator.
- Have a basic knowledge to execute copywriting for digital use (e.g caption, text banner, headline, etc)
- Can make simple motion graphics using Adobe After Effects.
- Understanding of basic video making, from crafting storyboards to the editing stage.
- Native with collaboration tools such as Google Workplace. Familiar with Microsoft Office (Word, Excel, etc.).
- Understanding basic skills in strategic planning using theory and basic marketing tools.