

AISHA ROSDIANA RATINGGANG

Sr. Art Director

Sex • Female

Location • Jl. Sultan Agung, No. 26, South Jakarta 12980, Indonesia

Place of Birth • Jakarta, 11 August 1987

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Email • aisha.rosdiana@gmail.com

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Behance • behance.net/aisha_rosdiana



ABOUT ME

I'm from Indonesia currently based in Jakarta. I love everything that has to do with design, ideas development, visual strategy, and I feel a true devotion for typography.

I have 10 years of experience working as a freelance and working on an company and I'm ready for visiting other countries & work for any creative agency! I love working with people, specially if they have the same passion I have for what they do.



COVER LETTER

Dear Mr/Ms. HR Department

Conceptual innovation, key client relationships, and team collaboration are all essential components to success in creative design. As a highly accomplished professional with extensive experience designing and executing successful, visionary advertising projects for high-profile brands, I am positioned to make a significant impact on your organization as your next Creative team.

My background lies in driving the design and execution of forward-thinking, cutting-edge creative campaigns and services for a variety of top-level clients. With expertise in directing set production and graphic creation and placement along with my ability to communicate effectively with clients and peers. I am confident that my talents and abilities will significantly benefit ozering.

Highlights of my experience include...

- Interpreting client messaging to create a strategic and compelling artistic strategy in alignment with client vision, and directing teams through all aspects of visual presentations to generate product sales success and maximum client satisfaction.
- Demonstrating expertise in visual direction, artistic innovation, and brand positioning while excelling in fast-paced, time-sensitive environments.
- Successfully building trusting relationships to facilitate seamless project executions.

With my keen ability to evolve conceptual campaigns and design projects, combined with my in depth experience in team management and collaboration, I am prepared to excel in providing outstanding creative services and direction to your company. I look forward to discussing the position, and my qualifications, in further detail.

Thank you for your consideration.

Sincerely,

Aisha Rosdiana Ratinggang

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WORK EXPERIENCE

● *Freelance Sr. Art Director* | August 2022 - February 2023

Bailey | Capel

Bailey|Capel is an independently owned creative agency- previously DDB Indonesia. I'm taking a part as an Art Director for helping creative division who handling Digital campaign, ATL & digital contents for clients such as **Johnson Baby, Aveeno, Neutrogena, RMHC & several campaign pitch**

● *Freelance Sr. Art Director* | Januari 2021 - July 2021

Ogilvy indonesia

A multinational advertising company, part of Ogilvy Worldwide, one of the largest marketing communications networks in the world. I'm taking a part as an Art Director for helping creative division who handling ATL & digital contents and campaign for clients such as **Holisticare, Supermi Nutrimi, Indofood (Spices), Zwitsal**

● *Freelance Sr. Art Director* | December 2019 - January 2020, Feb - March 2020

Leverate Media Asia

A multinational media & digital advertising company, I'm taking a part as an art director for helping creative division who handling **Digital campaign Commonwealth Bank, BRI several campaign pitches..**

● *Freelance Art Director* | January 2019 -December 2020

Fifth Avenue (www.5thavenue.my.id)

A startup advertising company, I'm taking a part as an art director for creative division who handling creative and digital campaign for client such as **UOB Indonesia, Legislative campaign,**

● *Freelance Art Director* | October - December 2017, July - December 2018

GROUP M CONNECT INDONESIA

A multinational media & digital advertising company, I'm taking a part as an art director for creative division who handling social media & digital contents for clients such as **ICHI OCHA & Nesle Breakfast Cereal, Dancow, Mentos, Big Babol, Rexona**

● *Freelance Senior Creative Designer* | Sept - October 2017

IDEAFEST 2017 (www.ideafest.id)

Ideafest is a Indonesia's annual creative festival that inspires and connects creative communities to meet, share and be inspired. I'm taking part as a creative designer who makes a promotional items ini digital or print for supporting this event.



RELEVANT SKILL

Create abilities in visual communication and meticulous attention to produce quality design. Excelent in time management and organization skills.

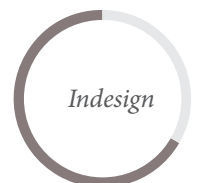
COMPUTER SKILLS



Illustrator



Photoshop



Indesign

LANGUAGES



Bahasa



English



WORK EXPERIENCE



Co-Founder/Creative Director | 2014- 2018

TIGA TANGGA Creative Solution

A startup digital & advertising company, who creates the idea, concept, strategy and design layouts for Companies or Clients. TIGA TANGGA handling some several clients such as **Philips Indonesia, Pertamina Oil Company, Revlon, Tempo Scan, Unilever Food Solution, MULLEN LOWE Indonesia** & etc..



Graphic Designer | 2010 - 2013

LEO BURNETT Indonesia

In Leo Burnet i worked on several projects for clients such as **Telkomsel, Holcim, McDonald's, Frisian Flag Indonesia** & etc for above the line & below the line.



Junior Art Director | 2008

MATARI ADVERTISING

I'm having an Intership here. I worked on projects for clients such as **Indomie, Wismilak, BRI** & etc, Creating concept idea for campaign (ATL & BTL)



EDUCATION



Bachelor of Arts | 2005 - 2009

BINA NUSANTARA UNIVERSITY

in Visual communication Design



Senior High School | 2002 - 2005

SMA LABSCHOOL JAKARTA



Junior High School | 1999 - 2002

PERGURUAN CIKINI JAKARTA



Elementary School | 1993 - 1999

SDN MENTENG 01 BESUKI JAKARTA



RELEVANT SKILL

Create abilities in visual communication and meticulous attention to produce quality design. Excelent in time management and organization skills.



INTERESTS



Travel



Beach



Vintage



Photograph



Indie Music



Sushi

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Links

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REFERENCES

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OLIVIA FEBRINA

Festival Director at IDEAFEST 2017

Email • oliviafebrinamaffagie@gmail.com