



Freddy Simanjuntak

Multidisciplinary Designer
and Art Director

Introduction

A multidisciplinary designer/art director with over ten years of experience in advertising, branding and digital design industries.

Proficient in the entire design process including strategy, concept, execution and delivery in an agile environment.

Have provided creative solutions for various clients in New Zealand, Australia, Indonesia, Singapore and Myanmar.

Contact:

 8/507 Frankton Road
Queensstown, 9300

 +64 21 0220 4214

 freddy.simanjuntak@gmail.com

 www.linkedin.com/in/freddysimanjuntak

 www.freddysimanjuntak.com

Education:

Media Design School
Diploma of 3D Design and Animation
Auckland / 2011 - 2012

IMAGO School of Modern Advertising
Diploma of Advertising
Jakarta / 2006 - 2008

Courses:

AWARD School New Zealand
Creative Advertising certification
Auckland / 2013

RGB Digital Imaging
Digital retouching certification
Jakarta / 2012

Senior Designer

Swordfox

Queenstown / March 2017 - Present

- Responsible for providing integrated creative solutions from branding, print to digital designs (for websites and mobile apps).
- Lead designer for Tumu Toka Curioscape, Pure Pac New Zealand, Go Orange, EcoZip, The Catlins, Relax Away accommodations, Pure Property and Wet Jacket winery.
- Responsible for preparing business proposals and cost estimation for new projects.

Graphic & Multimedia Designer

Adherium

Auckland / May 2013 - March 2017

- Sole designer; Responsible for the entire creative solutions from the ground up.
- Rejuvenated the company brand that has existed since 2001, rebranded it as Adherium.
- Established the company brand guidelines.
- Developed UI design for company's website, microsite, mobile app and digital products.
- Created product packaging, labeling, promotional, and exhibition material designs.
- Responsible for multimedia and rich-media content creation, e.g. videos and animations.
- Worked together with PR and digital agencies to support marketing communications.

Senior Brand Designer

DM-ID Holland

Jakarta / May 2012 - April 2013

- Responsible for brand identity development for various clients in Indonesia and Myanmar in order to achieve strong brand positioning in the market.
- Nurtured junior designers to unleash their potential.

Graphic Designer (Contract)

Nexus6

Auckland / December 2011 - May 2012

- Responsible for design and creation of corporate stationeries, marketing collaterals, product packaging, and business documents.
- Developed UI design for Asthma and COPD interactive website, Smartinhalerlive.com.

Ant Director (Contract)

Low Indonesia

Jakarta / February 2011 - April 2011

Responsible for the creation of communication campaigns for Dji Sam Soe cigarettes, Wall's Ice Cream and Blue Band margarine.

Ant Director

DDB Indonesia

Jakarta / August 2010 - February 2011

Responsible for the creation of communication campaigns for Coke Zero, Castrol oil, Listerine, Nestea, Fruitamin, Bank BNI and DexaMedica Pharmaceutical.

Ant Director (Contract)

Rapp Collins

Jakarta / March 2010 - July 2011

Hired to provide creative solutions for Nestle and Bank Danamon Credit Card business pitches. Won both accounts for the agency.

Ant Director (Contract)

Dentsu Movast

Jakarta / October 2009 - February 2010

Responsible for the creation of communication campaigns for Canon Singapore (joint sponsor with Singapore National Olympic Committee), and national sports campaign of Indonesia, called 'AYO INDONESIA!'.

Ant Director

Low Indonesia

Jakarta / November 2008 - July 2009

Responsible for the creation of communication campaigns for AXIS (Indonesia's rising star telecommunication provider).

Graphic Designer /

Junior Ant Director

DDB Indonesia

Jakarta / June 2007 - November 2008

Created POS designs for Energen oat milk, fX Lifestyle X'nter shopping mall, and Indosat (Indonesia's biggest telecommunication provider).