



# Freddy Simanjuntak

Multidisciplinary Designer  
and Art Director


## Introduction

A multidisciplinary designer/art director with over nine 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:

 2/31 Belmont Terrace, Remuera,  
Auckland 1050

 +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

## Graphic & Multimedia Designer

### Adherium

Auckland / May 2013 - Present

- 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.
- Developed company brand guidelines and for its product range.
- Developed UI design for website, microsite, mobile apps, and other digital materials.
- Created product packaging, labeling, promotional, and exhibition materials designs.
- Responsible in multimedia and rich-media content creation such as 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 on multi-disciplinary projects for various clients in Indonesia and Myanmar by developing their brand identities 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 the design and creation of product packaging, marketing collaterals, corporate stationeries, and presentations.
- Developed brand design standards for Nexus6 product range.
- Developed UI design for Asthma and COPD interactive website, Smartinhalerlive.com.

## Art Director (Contract)

### Low Indonesia

Jakarta / February 2011 - April 2011

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

## Art Director

### DDB Indonesia

Jakarta / August 2010 - February 2011

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

## Art 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.

## Art Director (Contract)

### Dentsu Movast

Jakarta / October 2009 - February 2010

Responsible on the creation of communication campaigns for Canon Singapore (joined programme with Singapore National Olympic Committee), and Indonesia's national sports movement, called 'AYO INDONESIA!'.

## Art Director

### Low Indonesia

Jakarta / November 2008 - July 2009

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

## Graphic Designer /

### Junior Art Director

### DDB Indonesia

Jakarta / June 2007 - November 2008

- Responsible on the creation of communication campaigns for Indonesia biggest telecommunication provider, Indosat.
- Created POS designs for Energen Oat Milk and fX Lifestyle X'nter shopping mall.