

NICO EFFENDI

GRAPHIC DESIGNER

PERSONAL INFO

Jakarta, Indonesia
11 August 1998
Male
Unmarried

CONTACT

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EDUCATION

**Computer Science, BA
Game Application & Technology**
Bina Nusantara University
September 2016 - April 2021

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Figma

SKILLS

Brand Identity
Advertising Design
Editorial Design
Social Media Content
Ads Management
UX/UI Design
Video Editing
Motion Graphic
2D Animation
Apparel Design

LANGUAGE

Indonesian | First language
English | Proficient

SUMMARY

Graphic Designer with 6 years of experience in the management of the complete design process, from conceptualization to delivery. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities.

PROFESSIONAL EXPERIENCES

Morfy Digital Agency | January 2023 - Present
Co-founder & Creative Director | Indonesia

- Provided cutting-edge digital services in creative fields, including Social Media Marketing, Branding Solutions, and Advertising, achieving remarkable results for diverse clientele.
- Led a dynamic team of graphic designers, fostering creativity and collaboration to deliver impactful design solutions and exceed client expectations.

Freyafilms | September 2022 - January 2023
Multimedia Designer | Singapore (remote)

- Successfully revamped company branding, establishing cohesive brand guidelines and collateral materials.
- Drove the creation of captivating explainer videos through meticulous storyboard development and animation techniques.

Rex Regum Qeon | September 2019 - September 2022
Lead Graphic Designer | Indonesia

- Orchestrated strategic content development and editorial planning for diverse digital platforms, amplifying brand visibility and engagement.
- Led a dedicated team within the Merchandise Division, overseeing the end-to-end product creation process and ensuring adherence to quality standards.
- Instrumental in crafting distinctive brand identities for multiple sub-companies, delivering compelling presentation decks and company profiles.

Capcorn Corporation | November 2017 - September 2019
Graphic Designer | Indonesia

- Managed social media channels and devised content strategies, leveraging digital designs to enhance brand storytelling and audience engagement.
- Played a pivotal role as the key videographer, producing captivating social media and YouTube content to drive brand awareness.
- Contributed to product development, designing and producing apparel items to align with brand aesthetics and consumer preferences.