

Kartika Dewi



A Designer from Indonesia who is currently based in Berlin, Germany. I have a lifelong passion for design and visual storytelling which is met with empathy and a strong will to do good for the world. My goal is to communicate stories and ideas through my work ensuring they are meaningful, efficient, and have impact. I am also fascinated by design and technology and enjoy finding solutions to real-world problems through its practical application.

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EXPERIENCE

📍 Oct 2023 – Present

Marketing Designer
DeepL (Berlin, Germany)

Design storyboards for video campaigns, develop product launch campaign ideas and concepts, design marketing ads, and promotional material, collaborate with employer branding to design internal posters, and merchandise for team events, and craft social media assets.

📍 Mar 2021 – Sep 2023

Graphic Designer
Granny (Berlin, Germany)

Crafted eye-catching social media graphics and videos, mock-ups of digital campaigns, presentation deck design for pitching and clients, and OOH ads, for high-profile brands including SKY, Netflix, RBB Fritz, Radioeins, Disney+, JOYN, Pluto TV, Bumble, Facebook, and Audible.

📍 Oct 2019 – Mar 2021

Remote Graphic Designer
Plus972 (New York, USA)

Designed web interfaces, landing pages, and online banners for luxury brands, real estate, e-commerce, and cyber security companies. Illustrated, animated, and created logos, visual identities, graphics, brand guidelines, presentations, infographics, booklets, and videos for a range of clients quickly, managing content on a WordPress site.

📍 Dec 2018 – Oct 2019

Graphic Designer
Making Oceans Plastic Free (Bali, Indonesia)

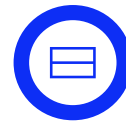
Designed packaging for award-winning sustainable products. Developed engaging animated characters, and created illustrations for use in marketing including online games. Created visually stunning websites and animated videos to promote sustainability.

📍 Aug 2017 – June 2018

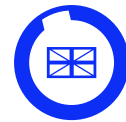
Multimedia Designer
Sekolah Bogor Raya (Bogor, Indonesia)

Built a multimedia department at a school from the ground up. Collaborated with the marketing department to create content, designs, and concepts for promotion and marketing. Designed posters, banners, newsletters, and other promotional materials. Covered school events through photography and videography. Helped primary and secondary students in their art class for three months.

LANGUAGES



Indonesian
Native



English
Fluent



German
Beginner
(A2)

SKILLS

Branding

visual identity design, infographics, presentation deck, packaging design.

Illustration

2D illustration for print & digital assets, flat design, 3D illustration, digital drawing, character design.

Digital Design

web design, social media graphics, user interface design.

Motion Design

motion graphics, animated videos, logo animation, GIFs, animated icons.

Editorial Design

brochure, booklet, magazine, newsletter, flyer, poster.

TOOLS

Design

Adobe Illustrator, Photoshop, InDesign, XD, After Effects, Premiere Pro, Dimension, Cinema 4D, Sketch, Figma, Wordpress, Bannersnack

Office


PowerPoint, Keynote, Word, Excel

Project Management

Asana, Slack, Monday.com

AWARDS


GDUSA (2020 American Graphic Design Awards) – Jan 2021

 Apr 2015 – July 2017

Multimedia Graphic Designer

FARPOINT (Jakarta, Indonesia)

Collaborated with the Marketing Department to develop visual designs for social media graphics, email blast, invitations and monthly newsletter to increase engagement rates.

 July – Dec 2014

Account Executive

Ogilvy and Mather (Jakarta, Indonesia)

Prepared contact reports in every meeting with clients. Created competitive reviews for some brands (Unilever products and insurance). Supervised production of some TVC ads and print ads. Linked between internal agency and clients.

 Apr – June 2014

Freelance Graphic Designer

ASEAN Foundation (Jakarta, Indonesia)


Designed ASEAN Foundation biennial report, events brochures, and flyers. Illustrated 52 poker cards to be used as a souvenir for ASEAN farmers.

 Oct 2013 – April 2014

Program Support

Universitas Pelita Harapan (Tangerang, Banten, Indonesia)

Assisted alumni to make alumni cards, managed administrative documents, designed greeting cards, events proposals, banners, social media, and updated website content with Joomla to complete my scholarship duty for six months.

 Sep – Nov 2012

Art Director Intern

MullenLowe Group (Jakarta, Indonesia)

Interned under the supervision of a Senior Art Director, created initiative ads, and assisted in designing print ad layouts.

 June – Aug 2012

Art Director Intern

Matari Advertising (Jakarta, Indonesia)

Interned under the supervision of a Creative Director generated ideas, and created initiative ads.

AFFILIATION

 2011–2012

Student Representative Council Universitas Pelita Harapan

Controlled and supervised an event named Ladies of Hope.

 2011

Coordinator of Creative Design Team Miss Campus Scholar

Universitas Pelita Harapan

Worked alongside a creative team to design the event promotional material and stage floor.

EDUCATION


2009–2013

Universitas Pelita Harapan

Visual Communication Design

Bachelor of Arts, GPA 3,47

COURSES

 Dec 2023 – March 2024

Goethe Institute Berlin

Speak German online

 Sep 2023

Coursera

Creativity & AI

 May – July 2023

Kapitel Zwei

German A1 & A2


 Coursera (online)

- Web Design: Strategy & Information Architecture
- UX Design Fundamentals
- Visual Elements of UI Design

 Oct 2016 – June 2018

Goethe Institute

German language (B1.2)

 Apr – June 2015

International Design School

Multimedia Animation

VOLUNTEER EXPERIENCE

 Apr 2017 – Apr 2018

Graphic Designer Volunteer

Komunitas Taufan

Jakarta, Indonesia

Designed promotional materials for charity events.

 May 2017

Facilitator Volunteer

Inspiration Factory

Jakarta, Indonesia

Taught underprivileged children to focus on raising self-esteem through behavioral teachings for age groups between 6–12 years old.