

GURU RANGGA WITARSA

Brand Creative Designer

• Jakarta, Indonesia

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With 6+ years nurturing and connecting brands with their audiences through compelling visual storytelling. Proven track record engineering high impact visual identity systems, proprietary brand IP character ecosystems, and performance creative pipelines. Scaling digital ad efficiency while authoring multi channel guidelines across brands, enterprise retail networks or fintech portfolios

Stack

Disciplines
Brand Identity, Art Direction, Motion Design, Interaction Design, Content Marketing

Tools Frequently Used
Adobe Creative Suite (Ps, Ai, Ae, Id, Pr), Figma, Google Workspace, Asana, Canva, CapCut, Framer, AI-Assisted Pipelines

Language

Indonesia (Native)
English (Conversational)

Certified

Bachelor of Visual Communication Design (S.Ds)
Universitas Pasundan, Graduate 2019
Animation Specialization GPA 3,70

Adobe Certified Professional
Adobe, Issued 2017
Graphic Design and Illustration

Interaction Design Foundation Course Certificate
IxDF, Issued 2023
User Experience: The Beginner's Guide

Experience

Present

Freelance Brand Creative Designer

Deliver end to end digital solutions for high profile enterprise and agency clients, including Lenovo, Polytron, IBM partners, etc. Independently drive high impact initiatives ranging from AI platform rollouts for Nimble Technologies and BSI BeWise campaign developments to daily technical optimization for individual initiative e-commerce brands

2025

Brand Creative Executive at **Lion Parcel**

Conceived and designed LIOLIO, a proprietary brand IP mascot replacing costly celebrity ambassadors, engineering an ecosystem of 60+ 3D and 2D production ready assets, including 22 LIOLIO Key Visuals, 15+ mockup files, 25+ editorial photos, and assisted 3D rigging files with external agencies.

2023-2024

Senior Creative Designer at **Sapphire Skyscraper Financial Technology**

Worked with the Chinese product team to refresh branding, establish SOPs, and ensure compliance with local regulations for brand and marketing materials. Managed performance marketing for PinjamWinWin and Pinjamin, using generative AI to create motion graphics and video ads. Provided local insights to enhance products and marketing strategies, contributing through storyboards, trend analysis, copywriting, and competitor review

2021-2023

Senior Designer at **StickEarn**

Developed visual content aligned with marketing goals, including social media, videos, promo booklets, and pitch decks. Managed StickEarn's visual identity and asset library to streamline design processes and supported the MSIB Kampus Merdeka team in delivering high quality output

2021-2023

Graphic Designer at **Portside**

Created visual brand identities for clients, including logos, colors, typography, and design elements. My work ensured ease of use for brand teams through templates, brand books, and graphic standards manual

Project Based

Printiland

E-commerce Brand Explorations

Built from zero: identity, product line, packaging, website and digital storefront shipped across 3 marketplaces

Nimble Technologies

Product Branding and Landing Page

Developed a cohesive brand identity and designed a dedicated, conversion focused landing page to successfully launch Nimble AI, a new AI-powered product service

Fokus Target Solutions

Marketing Collaterals Design

Designed multi-channel digital marketing collaterals for major tech brands, delivering tailored Instagram content for an IBM partner, targeted email campaigns for the Lenovo Go program, and professional LinkedIn assets for Polytron

Bank Syariah Indonesia

Pitch Deck and Event Collaterals

Produced professional, corporate-grade pitch decks and visually cohesive event materials to support high-stakes presentations and institutional branding

Indonesian Stock Exchange

Interface Design and Layout

Collaborated with Sembilan Matahari to architect the interface design and layout for large-scale interactive wall panels at Galeri Nabung Saham, creating an engaging and intuitive user experience for visitors

Teza Sumendra - WKND CRUISIN'

Motion Video Lyric

Partnered with Meja Bundar Studio, end to end developing animated a dynamic, modern lyric video using clean motion graphics and fluid transitions to visually elevate the audio track and engage audiences