



about me

25.06.1993 | Jakarta, ID

Hi! **Clayton Wibowo** is the name. A graphic designer/art director with event/marketing background, who have the knowledge of Creative Concepting, coupled with artistic skills and passion for design. With this background, it allows one to transform concepts, sketches and marketing strategies, into visual solutions.

work experience

Brandsbridge Pte. Ltd **Freelance Art Director** | June'20 - August'20

- Design key visuals and marketing materials for technology company and consulting firm in Singapore
- Leading inhouse designer in Indonesia and support on developing foundation for Graphic Design's business of Brandsbridge.

DDB Indonesia **Freelance Art Director** | November'19 - April'20

- Creating concept for product launching campaign (both online and offline)
- Developing new social media strategy for a FMCG brand. The following task including the creation of visual guidelines, caption guidelines, and also posting calendar
- Supporting on the creation of a key visual for a product launching

STRATX **Freelance Graphic Designer** | December'18 - September'19

- Designed key visual and marketing materials for several clients, such as: Binus University, Allianz, Ritase.com, KFC, etc.
- Creating concept and supervising "Anugerah Kolaborasi" event
- Designed and layout internal design needs, such as: branding and employee insight.
- Supervise & visual directing for photoshoot & video recording

THE SDC **Freelance Graphic Designer/Art Director** | March'16 - Now

LAYOUT

- PT PP (Persero) Tbk (magazine and manual guidebook)
- PT Waskita Karya (magazine)
- Lalita Music School (music note book)
- Pyessy Make-up team (marketing portfolio)
- Agencyfish.com (assist on development new magazine layout)

SOCIAL MEDIA MANAGING

- Tokosmart (visual and post schedule guideline)
- Cuckoo Indonesia
- Bobazilla (visual, content, and post schedule guideline)

PACKAGING

- Kaldera Farm
- Popoccino
- Kinetik Medikal
- UICCP (Top Krim Detergent)
- PT. Indotani

EVENT SUPPORT

- Kapanlagi Youniverse (Anak Artis Season 2 & XYZ Day 2018)
- MCI Management (bazaars, expos, and events in mall)
- Red Space (digital campaign event)
- Voila Indonesia (corporate events)

MARKETING/BRAND SUPPORT

- Kota Cinema Mall
- Onik+ (social media ads)

KAPANLAGI NETWORK **Graphic Designer** | July'15 - March'16

- Designed key visual and marketing materials for original web series
- Designed social media advertisement about national holidays
- Designed corporate sponsorship materials in event booth

MAGNIFIQUE 360° **Graphic Designer** | June'14 - June'15

- Support public relation division's digital campaign
- Designed internal news materials for clients
- Developed concept and designed marketing materials for events
- Designed new branding for clients
- Clients: Permata Bank, Vespa, Combiphar, Some Local Restaurants, Akzonobel, PT. Indogum, Woods, Boncha, Maybelline

education

2010 - 2013

BACHELOR OF GRAPHIC DESIGN

Raffles Design Institute - Shanghai, CN

proficiency



language

BAHASA | **ENGLISH**
Fluent | Fluent

MANDARIN
Conversational

contact

085778497078 | 089638201892

@claytonwenzel & @claythebrand
Barangsiang Indah H1 no. 10
Bogor, Jawa Barat, Indonesia

WENZESLAUSCLAYTON@HOTMAIL.COM