



# PORTFOLIO

Dwi Citra

2 0 2 4



# Hello,

**I'm Dwi Citra**

*Senior Business Project Manager - Creative Director*

With deep involvement in software development and marketing, a commitment to delivering creative and efficient solutions is maintained in every project. Extensive experience in project management consistently yields results that exceed expectations, driving market growth and enhancing brand awareness. As a Business Project Manager and Creative Director, analytical skills, UI/UX development, and team management are integrated to support business and product development. By applying both creative and analytical approaches, processes are continually improved, and proactive problem-solving is achieved. Expertise in mentoring, training, and empowering teams results in superior performance.



# Education



**2009–2013**

**BINA NUSANTARA UNIVERSITY**

Graduate from Bina Nusantara University, in visual communication design, animation major. With final project create short movie, "Khema Theri".

# Skills



Critical Thinking



Communication Skills



Problem Solving



Creativity



Negotiation



Analytics Skills



Project Management



Digital Marketing



Photography



Web Development



# Experiences



2022 - Present

## Abitech technology

### Senior Business Project Manager

- Develop new program and software for fintech, university community, HR internal apps and ecommerce website.
- Created business flow and UI/UX design.
- Lead and manage the development team to deliver as brief.
- Ensuring efficiency and smooth workflow.
- Tracking and handle project development timeline.
- Quality assurance project development.
- Successfully completed project with tight deadlines.
- Effective in setting priorities and completing tasks on time.
- Analyzed project performance data to identify improvement areas and verified deliverables' quality and conformance to specifications before client submission.

2019-2022

## Movi ventura prima

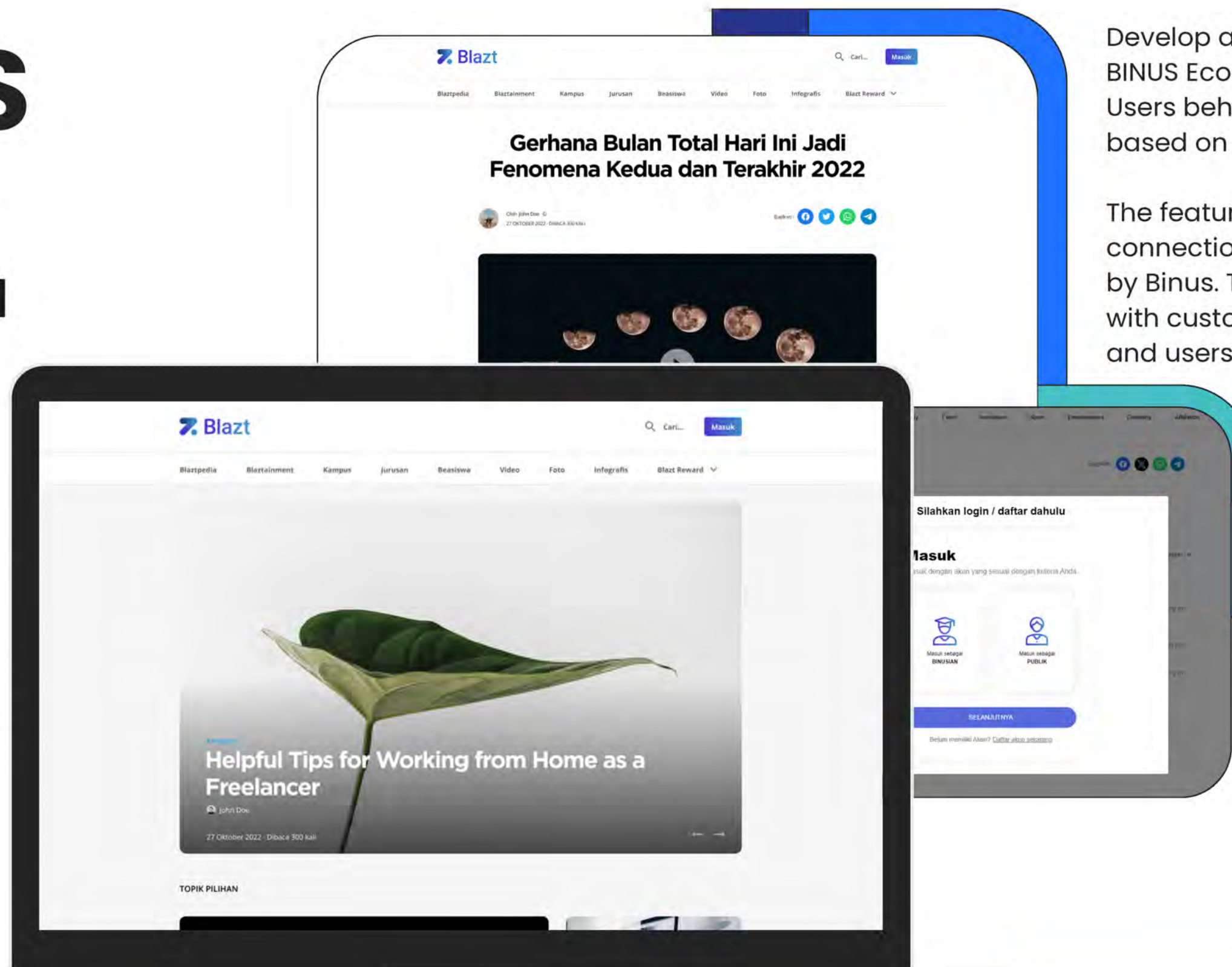
### Creative Director

- Strategized with team to create business plan, purchase, advertising, launching product and brand awareness.
- Initiated a series of marketing campaigns including email, digital, social media, and online offline activation campaign.
- Create launching deck and brief creatives team.
- Analyst the engagement on social media and website for makes the next marketing plan.
- Handle custom relationship management campaign to increase product sales.
- Successfully adapted marketing strategies to market changes and increased sales by 45%.



# BINUS Blazt News Portal

Here my role as UX designer lead, Product designer lead, and program flowchart designer is to gather user requirements and details from our clients and prepare the brief for the development team.



Develop a Blogging website that integrated with BINUS Ecosystem to generate data analytics on Users behavior and gave benefits to the Users based on their activities.

The feature of this news portal, is a secure connection with verification managed directly by Binus. There are tier user system, manage with custom CMS for the detail of menu, articles and users.



**Growth starts with  
connected**



About Us Technology Features Products Authentic Check Store Location Contact

## Authenticity Verification

Please Input your Security Code

Security Code

CHECK

iSWTCH

About Us Technology Features Products Authentic Check Store Location Contact

Warning: This product contains nicotine, an addictive chemical.



# REIMAGINE

IT'S ABOUT ADDING A DECADE TO OUR LIVES



# iSWTCH

## Product website design

### Functional and minimalist design

iSWTCH is a brand of vape product, If you are ready to live life on your terms, cigarette-free, this device is for you. Painstakingly designed to bring together cutting-edge technology, world-class design, and unparalleled quality standards, the iSWTCH e-cigarette delivers style and satisfaction, helping you feel your best, no matter what.

The feature of this website, you can check the authentication for every iSWTCH pods product you bought.

Here my role as UI and UX Designer, Website developer, and in here i was created a marketing campaign for the iSWTCH pod product.

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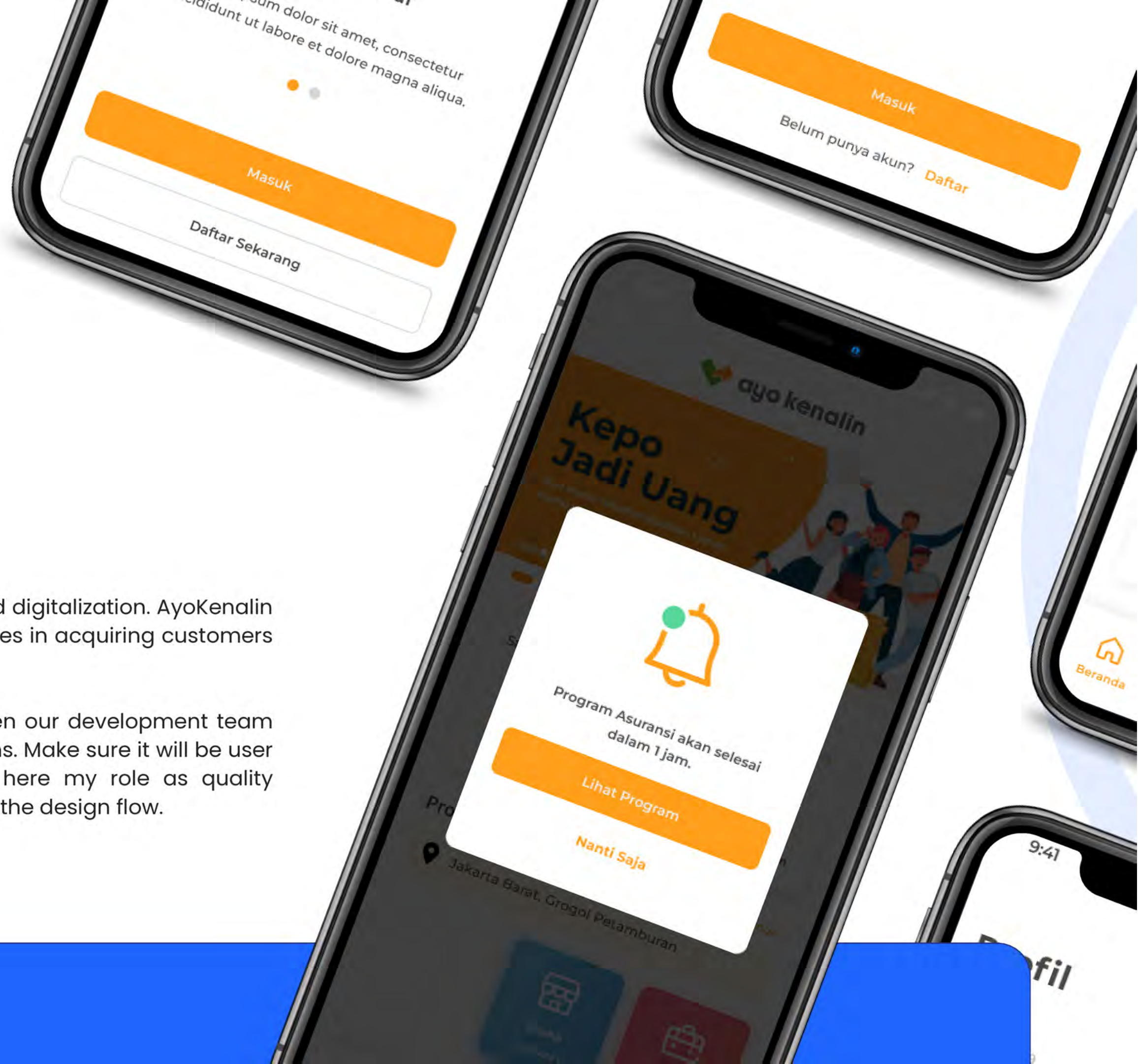
# AyoKenalin

## Application and CMS design

User friendly and functional design

AyoKenalin is on-field agents network to ease the shift toward digitalization. AyoKenalin manages gig-workers to work as agents and assist companies in acquiring customers and selling their products.

Here my role as business project manager, bridging between our development team and customers. Create and analyze the UI / UX for the systems. Make sure it will be user friendly to used. Create the user flow detail in apps, In here my role as quality assurance to check the application we develop is worked like the design flow.



# SALMON

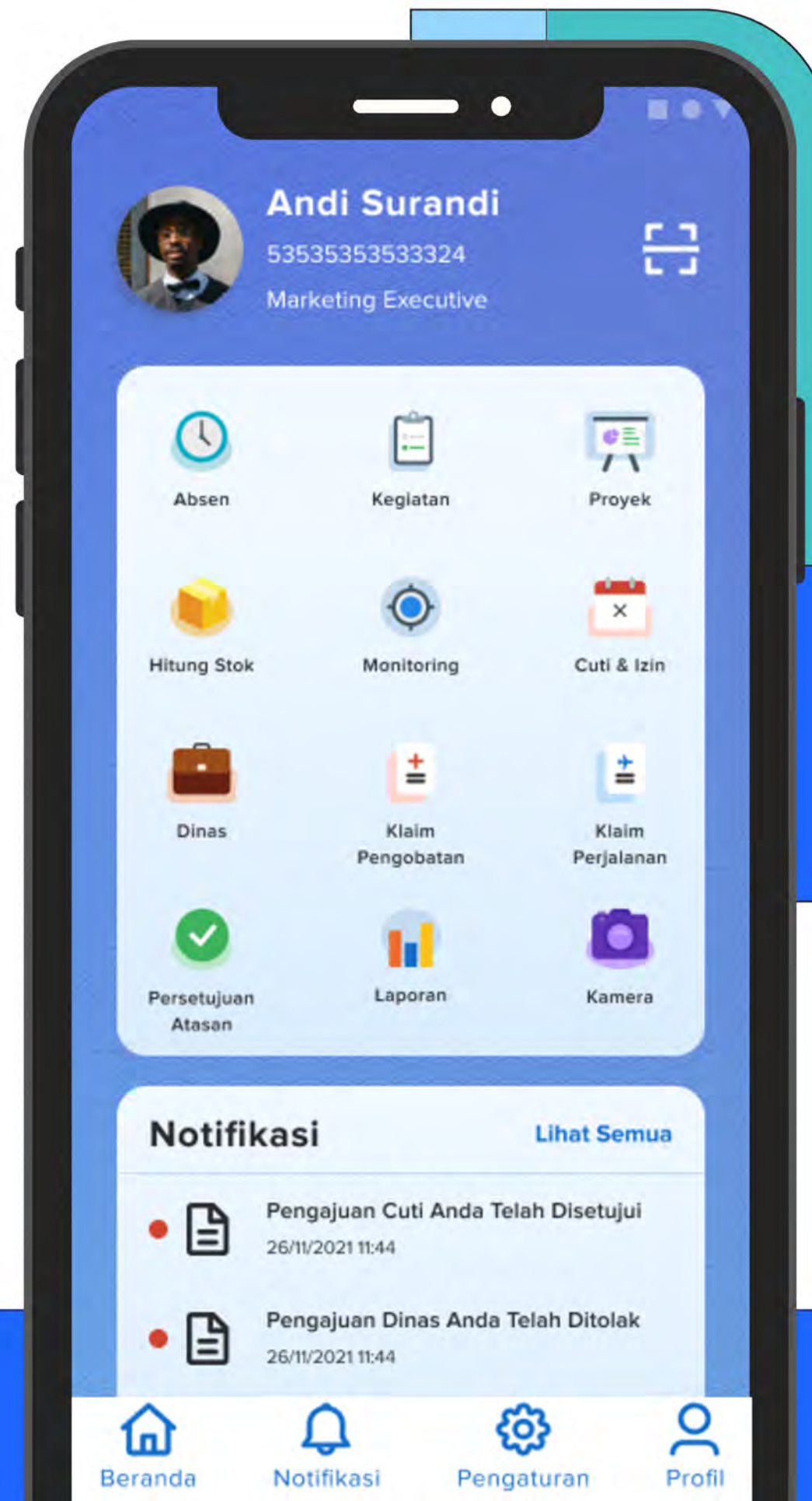
## HR internal application

SALMON is HR internal application for agriculture company is designed for help the users communicate with HQ.

In this application, users can create schedule to meet local farmer, monitoring the user movement, check the stock of promotional items. And users can submit claims, business trip and leave permission.



Simplicity and functional design



Here my role as business project manager for brief the development team, analyst the flow and quality assurance the application.





# KUY Tato

## Marketing activation campaign

### Unique and personalize concept

Kuy tato, one of marketing activation campaign idea. With personalize and limited edition concept. This marketing activation campaign increase KUY product sales around 70-75%. We used FOMO psychology to attract the customer.

The special engraving just for you, the holiday themes, zodiac and some special color is one of our customer favorite.

Here my role as creative director for activation campaign, create the marketing plan, concept and manage the implementation in our store. We used social media campaign, and spotlight on the store. So the customer can feel the vibes. And analyst if this campaign makes powerful impact.



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# Launching product

Simplicity and modern concept.

## AFLO SALT NICOTINE

Create to improve vapers satisfaction requires a 'more' dose of nicotine. It works as a new solution for vapers who need more 'nicotine hits'. With hope is that lovers of 'high nicotine' will get it find the satisfaction they seek.



SOON

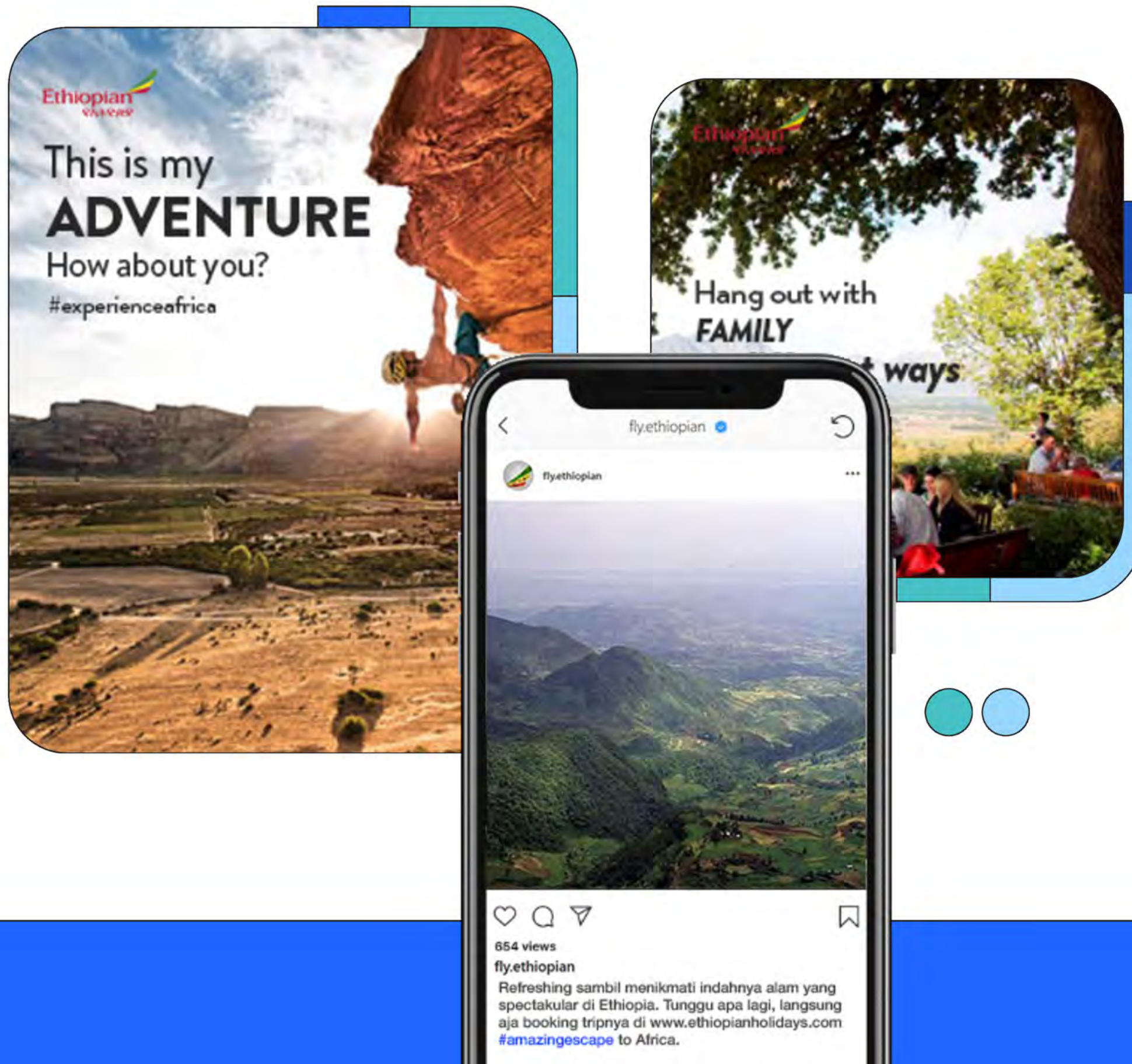
SMOKE FREE



In here the concept of launching liquids variant products have "smoke free future" themes. Which is the launching of this liquid variant have concept of modern and simplicity concept.

The detail of this launching product campaign, we have pre-launching to create the vibes and enthusiast vapers. And for launching we already make a visual content and where you can get it.

Here my role as Brand manager for aflo salt nicotine, which is my work is handle for handle, analyze the sales montly sales and maintenance content for aflo salt nicotine product.



# Ethiopian Airlines

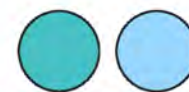
## Digital communication

### Impressive and personalize experience concept

A successful brand awareness goes beyond the initial implementation. Ethiopian airlines , ensuring that Ethiopian Airlines will engage with the audience effectively. Being relevant through 'micro moments' for personalize message. Ongoing support and maintenance services are emphasized, fostering long-term success for our clients.

The concept is *we get the heart, we get the head*. We research and analyze that consumers primarily use emotions rather than information.

Here my role as creative director and lead campaign, to ensure the digital communication plan we made, will be useful and have a great impact for the audience. With the goal brand awareness Ethiopian Airlines is build.





# Let's Work Together

## Contact Details



+62 898 921 5001



[dwicitra.work@gmail.com](mailto:dwicitra.work@gmail.com)



<https://www.linkedin.com/in/cheoncha/>



[www.cheoncha.com](http://www.cheoncha.com)