



DWI CITRA

SENIOR PROJECT MANAGER
CREATIVE DIRECTOR

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SUMMARY

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.

WORK EXPERIENCE

● SENIOR BUSINESS PROJECT MANAGER, ABITECH TECHNOLOGY 2022 - Present

- 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.
- Planned, designed, and scheduled phases for large projects, identifying necessary plans and resources to meet project goals and objectives.
- Monitored project performance, identified areas for improvement, and made necessary adjustments.

● CREATIVE DIRECTOR, MOVI VENTURA PRIMA 2019 - 2021

- 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%.
- Researched emerging technologies and developed effective strategies for integrating into existing campaigns.
- Developed strategic communication and marketing plans.

JUNIOR ART DIRECTOR, HINENI CREATIVE

2018 – 2019

- Managed workloads of designers, illustrators and other team members to optimize productivity and timeliness of task completion.
- Directed photo shoots for print and digital media, reviewing each element against client standards and expectations.
- Developed new promotional campaign by bundling products together for Aviation Business, increasing sales revenue by 30%
- Provided guidance to junior designers, fostering their professional growth and development.
- Improved creative output by collaborating with copywriters and graphic designers on various projects.
- Enhanced brand identities through innovative logo designs and visual storytelling techniques.

CREATIVE SUPERVISOR, CITRA KREASI PRATAMA

2016 – 2018

- Understood, educated and presented to company and to clients.
- Handled client communications and led meetings, providing clear direction and consistent updates on design progress.
- Developed innovative marketing campaigns for enhanced brand visibility and customer engagement.
- Implemented design best practices, resulting in improved visual appeal of marketing materials and increased audience engagement.
- Worked with creative teams to develop concept designs for campaigns that resonated with target audiences.

UI/UX DESIGNER, DIAN INNOVATIVE SOLUSINDO

2014–2016

- Designed user flows, ensuring seamless transitions between different stages of user journey.
- Worked closely with marketing teams to align branding elements within UI/UX design.
- Developed interactive mockups using prototyping tools such as Sketch or Adobe XD for validation purposes before implementation phases began.
- Enhanced user experience by designing intuitive and visually appealing interfaces for web and mobile applications.
- Created style guides and design systems to maintain consistency across all platforms and products.
- Researched and proposed new solutions to make website more user-friendly.

GRAPHIC DESIGNER, CIPTA KREASI NUSANTARA

2013–2014

- Developed creative design for print materials, brochures, banners, and signs.
- Conceptualized creative designs for print materials, banners, and signs.
- Created engaging social media graphics that drove user engagement and increased online visibility.
- Created digital image files for use in digital and traditional printing methods.
- Completed final touches for projects such as images sizes and font selection.
- Employed design fundamentals when selecting typography, composition, layout, and color in design work.
- Managed multiple projects simultaneously, ensuring timely completion of deliverables while maintaining high-quality standards.

ASSISTANT VISUAL ARTIST, ELTRA GRIYA BOX IMAJI

2012

- Managed for production pipeline, in editing visual effect for film series.
- Supervised technical editing visual effect for trailer & movies.
- Monitoring production team, deliver the result on time.
- Helped to coordination the results meet standards of quality and accuracy.
- Editing the VFX by Supervisor brief.

EDUCATION



BACHELOR OF ART

Bina Nusantara University

Visual Communication Design - Animation

2009 - 2013

EXPERTISE

- Website Design & Layout
- Graphic Designs
- Concept & Brand Development
- Negotiation Skill
- Communication Skills
- Critical Thinking
- Front End Coding
- Problem-Solving
- Project Management
- Analytical Skills
- Strategic Planning
- Marketing
- User Experience
- Leadership
- Creative & Professional
- Product Design
- Management
- Art Direction

CERTIFICATE

2024

Certified in Software Engineering
PT. Revolusi Citra Edukasi - Revou

2022

Certified in Digital Marketing
PT. Revolusi Citra Edukasi - Revou

2021

Certified of Achievement
The Fundamentals of Digital
Marketing - Google

2012

Certificate of Completion
Members Workshop 3d Sculpting

2023

Certified in Product Management
PT. Revolusi Citra Edukasi - Revou

2022

Certified of Participation
Beyond Research - Going Further
and Doing More than Just
Researching - Tokopedia Design
After Hours

2015

Certificate of Participation
Members Switch on Bootcamp for
HP ISS Proliant Server & Care Pack

2011

Certificate of Completion
Members Future Technology in
Animation

2023

Certified in Data Analytics
PT. Revolusi Citra Edukasi - Revou

2021

Certified of Participation
Advancing design process and
collaboration through design
systems - Tokopedia Academy

2012

Certificate of Participation
Members Animations Era,
International seminar by Harris
Reggy & Rini Sugianto