



YOGI PUTERA PAMUNGKAS RUKMAN

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[LinkedIn](#)

[Portfolio](#)

Creative Specialist

Hi, I'm Yogi, an Indonesian creative specialist passionate about crafting visually striking work that resonates deeply with audiences. I've developed visual identities, multimedia content, and campaigns for impactful organisations like BHAVANA Foundation, YOUTHTOPIA, and Bye Bye Plastic Bags. Guided by strong data, thoughtful concepts, and innovative ideas, I transform complex ideas into purposeful visuals that inspire action and engagement. My approach blends creativity with strategy to deliver impactful solutions that leave a lasting impression.

Skills

Core Skills	: Leadership, Communication, Problem-solving, Collaboration, and Adaptability.
Practical Skills	: Brand Management, Brand Development, Digital Marketing, Data Analysis, Visual Storytelling, Project Management, and Software Proficiency.
Transferable Skills	: Strategic Thinking, Client Relations, Time Management, Networking, and Presentation Skills.
Specialized Skills	: Analytics Tools, Art Direction, Content Strategy, Multimedia Production, Trend Forecasting, and Copywriting.

Employment History

Creative & Communication Specialist at BHAVANA Foundation,
Umbulharjo, Yogyakarta
November 2023 - Present

- **Brand Identity & Strategy:** Created impactful brand identities that aligned with sustainability goals and boosted visibility.
- **Content Creation & Storytelling:** Developed engaging materials to raise awareness, foster partnerships, and inspire action for sustainability.
- **Collaboration & Outreach:** Strengthened partnerships with local organizations, driving initiatives for human-nature coexistence.

Creative Designer at YOUTHTOPIA,
Badung, Bali
September 2022 - September 2023

- **Brand Identity & Engagement:** Enhanced brand recognition and strengthened social media presence through strategic visual design and asset management.
- **Visual Design & UX:** Improved the learning platform's interface, creating user-friendly designs that enriched the overall experience.
- **Global Impact:** Crafted impactful marketing materials to amplify YOUTHTOPIA's reach and inspire young changemakers worldwide.

Employment History

Freelance Creative Specialist

Serang, Banten

November 2021 - Present

- Initiated **Citta Nitimanta**, a performance with 10+ artists to commemorate World Women's Day, engaging 100+ attendees.
- Co-organized **Laga Tandang** with over 10+ performances, attracting over 500+ visitors and increasing the visibility of Serang's creative industries, especially music.
- Launched **Start Scratch: Basic Collage**, introducing collage art to 50+ participants and fostering community engagement.
- Created multilingual visuals with **GRAIN Organisation** for Food and The Climate Crisis article, increasing global engagement by 30%.

Graphic Designer (Contract) at Quanta Land Indonesia,

Tangerang, Banten

June 2021 - October 2021

- **Design & Branding:** Created visual assets for marketing and promotional materials, aligning with Quanta Land's project identities and goals.
- **Collaboration & Delivery:** Worked with project teams to provide design solutions across print and digital platforms, boosting client engagement.
- **Project Management:** Managed multiple design projects, meeting deadlines and client expectations while ensuring high-quality output.

Production Assistant at IDN Pictures,

Cilandak, South Jakarta

September 2020 - March 2021

- **Production Coordination:** Assisted in coordinating logistics, ensuring smooth daily operations on set.
- **Support & Organization:** Helped with administrative tasks, equipment setup, and on-set organization across departments.
- **Communication & Workflow:** Facilitated communication between crew and directors, ensuring efficient workflows and timely production.

Creative Director at RIORs,

Tangerang, Banten

June 2019 - September 2020

- **Brand Identity & Strategy:** Redefined RIORs' brand identity, enhancing social media presence and sales.
- **Campaign Direction:** Led marketing campaigns, boosting customer engagement and sales in the athletic and fitness sectors.
- **Partnerships & Growth:** Secured partnerships with football teams and community organizations, strengthening brand reputation and driving engagement.

Freelance Production Assistant

Tangerang, Banten

May 2017 - June 2019

- During my studies in university, I also took my time to work as a freelance production assistant with various agencies & production houses.

Education

Bachelor of Design, Universitas Multimedia Nusantara,

Tangerang, Banten

August 2015 - July 2020

Bachelor of Design, Visual Communication Design. 3,01 GPA.

Thesis Title: Strategic Promotional Design for Riors Sportswear Targeting the People of Tangerang City (Overall Score: A-).

Majoring in Visual Communication Design under the International Undergraduate Program certified by ASEAN UniversityNetwork - Quality Assurance (AUN-QA).