

# WITANTRA HARIASTAMA

Senior Graphic Designer Yogyakarta, Indonesia | +62 81214 122 414 | hello@tantratama.com [Portfolio](#) | [LinkedIn](#) | [Website](#)

## PROFESSIONAL SUMMARY

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Versatile **Design Lead** with 5+ years of experience specializing in **branding**, **UI/UX**, and **visual communication**. Proven track record of defining cross-platform **design systems** for international startups and agencies. Expert in bridging the gap between static brand identity and dynamic digital experiences, from **motion graphics** to mobile app interfaces.

## WORK EXPERIENCE

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### Graphic Designer | Secondz

July 2024 – Present | Remote

- **Brand Ecosystem Development:** Defined and established the foundational **design system** to ensure cohesive brand identity across the mobile app, website, and social media channels.
- **UI & Web Design:** Collaborated on high-fidelity interface designs for the core product (App & Web) and crafted engaging **Electronic Direct Mail (EDM)** campaigns to drive user retention.
- **Content Production:** Produced dynamic **motion graphics** and static visual assets for YouTube and Instagram, aligning social content with the broader product aesthetic.

### Design Lead | Dot Design

Oct 2020 – May 2025 | Bali, Indonesia (Remote)

- **Team Leadership:** Spearheaded a remote design team, implementing **Agile frameworks** that increased productivity and streamlined project delivery.
- **Strategic Branding:** Led visual strategy for diverse international clients in Tech, F&B, and Fashion, overseeing projects from concept to launch.
- **UX Research:** Facilitated stakeholder workshops and **user research** sessions to translate business requirements into user-centric design solutions.

### Graphic Designer | Manypixels

Nov 2019 – Oct 2021 | Singapore (Remote)

- **High-Volume Delivery:** Executed **4+ diverse design deliverables daily** for global small business clients, maintaining strict quality standards under tight deadlines.
- **Process Improvement:** Optimized internal file management and design workflows, contributing to a scalable system for the wider agency team.

### Graphic Designer | The Informr

Dec 2017 – May 2020 | Canada (Remote)

- **Visual Storytelling:** Created **data visualizations** and custom illustrations to simplify complex tech reviews and enhance reader engagement.

## EDUCATION

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### Bachelor of Arts in Visual Communication Design

Indonesia Institute of the Arts, Yogyakarta | 2022

## SKILLS & TOOLS

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- **Design:** UI/UX Design, Design Systems, Brand Identity, Motion Graphics, Wireframing, Prototyping, Data Visualization.
- **Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Framer, Rive.