



Theofani Samuel L.

Digital Media Designer

With over 7 years of experience blending an Information Technology background with creative marketing design. Proven ability to transform complex technical features into compelling digital content in both B2B and B2C sectors. Adept at cross-functional collaboration, driving innovative marketing campaigns, and maintaining brand consistency to elevate digital presence.

Professional Experience

AccelByte Inc. | *Back-end services provider for gaming industry*

2021 · 2025

Marketing Designer (3 years)

Designed and executed marketing assets like social media graphics, motion designs, email templates, and landing pages, leading to a 20% increase in engagement. Developed brand guidelines for consistent marketing materials. Collaborated with product and engineering teams to create customer-centric visuals from technical features. Produced sales collateral that boosted client acquisition by 15%.

PINCSTER | *Production house company for commercials*

2020 · 2021

Creative Designer (1 year)

Created logos, motion graphics, and visual effects to enhance project impact. Collaborated with production teams to ensure timely delivery of designs, achieving 100% client satisfaction. Built a website to showcase the portfolio, generating a 15% increase in new customer leads.

Indonesia Media Advertising | *Creative marketing & advertising agency*

2018 · 2020

Graphic Designer (2 years)

Collaborated with cross-functional teams to deliver high-quality designs tailored to diverse client needs. Specialized in digital ads design and branding campaigns.

TIM2ONE | *YouTube channel production team*

2015 · 2019

Graphic Designer (3 years)

Designed visual content for YouTube videos art and thumbnail design.

Education

Bachelor of Computer Science (Information Technology)

2009 · 2015

Universitas Klabat (UNKLAB)

Cohort 3 - Apple Developer Academy

2020

Apple Developer Academy @BINUS

Professional Skills

Graphic Design, Motion Graphics, Branding & Marketing Design, Video Production, Web Design, Project Management.

Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), Figma, Canva.

Trello, Asana, Miro, Notion, Google Suite.