

Theofani Samuel

Multimedia Designer

 Indonesia (UTC +7)

Multimedia Designer with 8+ years of experience crafting high-impact visuals across video, motion graphics, interactive media, web, and social media graphics. Adept at blending creative storytelling with technical execution to produce immersive digital experiences for B2B and B2C brands.

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in @theofanisamuel

EXPERIENCE

Multimedia Designer | Hubexo

Full-time Remote
2025 - Present

Technology company providing market intelligence and software for the construction industry based in Sweden

- Ensure design consistency by following brand guidelines and templates.
- Create diverse multimedia content, including graphics, video, and animations.
- Adapt and animate brand assets for various formats and platforms.
- Collaborate with the US based Marketing teams to manage projects efficiently.

Marketing Media Designer | AccelByteInc.

Full-time Remote
2021 - 2025

Back-end services provider for gaming industry based in Seattle, USA

- Produced animated explainers, motion graphics, and video showcases that increased user engagement by 20%.
- Created graphics for websites, event visuals, and sales collaterals.
- Translated complex engineering features into compelling visual narratives for marketing campaigns.
- Designed multimedia sales assets and demo videos that contributed to a 15% boost in client acquisition.

Multimedia Designer | PINCSTER

Freelance
2020 - 2021

Production house company for commercials based in Indonesia

- Developed motion graphics, video editing, and branded animations for TVCs and digital commercials.
- Designed and developed a dynamic portfolio website, increasing new client leads by 15%.
- Created social media graphics for marketing campaigns.

Digital Media Designer | Indonesia Media Advertising

Full-time
2018 - 2020

Creative marketing & advertising agency based in Indonesia

- Designed cross-channel multimedia campaigns including video ads, animated banners, motion graphics and branded content.
- Partnered with cross-functional teams to deliver tailored multimedia solutions under tight deadlines.

Graphic Designer | TIM2ONE Production

Full-time
2015 - 2019

YouTube channel production team based in Indonesia

- Designed thumbnails, video overlays, and animated transitions for one of Indonesia's top YouTube channels.
- Supported growth and branding strategy through a consistent visual identity across episodes, including thumbnail graphic design.

SKILLS

Creative — Graphic Design, Motion, Video Editing, Branding, Interactive Media, Web Design, Social Media Design, Marketing Campaigns

Tools & Softwares — Adobe After Effects, Premiere Pro, Illustrator, Photoshop, Figma, Canva, Trello, ClickUp, Google Workspace, Microsoft365 Suite, HubSpot

Languages — Indonesian (Native), English (Spoken & Written)

EDUCATION

BSc Information Technology

Faculty of Computer Science, Universitas Klabat

2009 — 2015

CERTIFICATION

Digital Marketing

HubSpot Academy

2020

Certificate of Attendance

Apple Developer Academy Indonesia

2020