

Heroika Muljadi

WORK EXPERIENCE

Interactive // Motion Graphics // Graphic Designer – Freelance // Internship 2003 – present
Freelance clients: Chris Babcock Art, The House That Tree Built, Taproot Foundation, UN-WANGO (wango.org).
Big Machine Design: Motion Graphics – Los Angeles, CA. **Kirshenbaum Bond & Partners:** Interactive – San Francisco, CA. **Tribal DDB Worldwide:** Interactive (Part of the Intel Corporation global new business pitch team) – San Francisco, CA. **MTV Networks:** VH1 On-Air Graphics: Motion Graphics Intern – New York, NY, **Bleu Marketing Solutions, Inc.:** Interactive Intern – San Francisco, CA, **Yashi Okita Design:** Graphic – San Francisco, CA, and **San Francisco Estuary Institute:** Graphic– Oakland, CA.

Bernard Hodes Group, Palo Alto, CA 2000 — 2001

Art Director

- Conceptualized and designed new ad campaigns, collateral pieces, and on-line recruitment graphics for various clients of Bernard Hodes Group
- Collaborated with Copywriters, Art Directors, Creative Director and production department on various projects
- Assisted Creative Director with presentations and business proposals
- Provided directions and ensured high level of creativity and quality across varied executions
- Part of the team of Hewlett-Packard global advertising recruitment pitch

EDUCATION

Pratt Institute, New York, NY

Master of Professional Studies in Design Management

An executive MBA-style program geared toward educating working creative professionals in management, leadership, and general business principles

Academy of Art University, San Francisco, CA

Courses: Advertising, motion graphics, interactive design, web usability, HTML/CSS, and flash animation

Savannah College of Art and Design, Savannah, GA

Magna Cum Laude: Bachelor of Fine Arts in Graphic Design

Oklahoma State University, Stillwater, OK

Major: Architecture Engineering

SKILLS

- MS Office, Entourage, Photoshop, Illustrator, InDesign, Dreamweaver, HTML, CSS, FTP clients
- Familiar with PPC campaign operations including SEM, SEO, research, planning, and evaluation
- Time management, organizational, and interpersonal skill
- Strong mathematic, analytical skills, and attention to details
- Fluent in English and Indonesian

ACHIEVEMENTS/ACTIVITIES

Achievements:

Academy of Art University: Spring Show, Savannah College of Art & Design: Dean's List, Oklahoma State University: President's & Dean's Lists

Volunteer:

Volunteer Match (2002 – present), Hostelling International USA (2002 – 2003), Friends of the San Francisco Public Library (September 2002), American Cancer Society (July 2002), and Modern Pentathlon World Championships 2002

Member:

AI&A (1998 – 2002), Member of Board of Supervisors for Indonesian Student Association, Stillwater, OK, Cultural Coordinator & Choreographer for Indonesian Student Association, Stillwater, OK

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