

ACHMAD BIFARI

CREATIVE GENERALIST

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PROFESSIONAL SUMMARY

A versatile creative professional with 8+ years of experience in graphic design, branding, and creative marketing across diverse industries including FMCG, sports nutrition, gaming, and commercial printing. Proven track record in leading creative teams, managing international clients, and delivering comprehensive brand solutions from concept to execution. Strong expertise in visual communication, packaging design, motion graphics, and cross-cultural collaboration.

KEY COMPETENCIES

Creative Marketing & Strategy
Brand Identity Development
Visual Communication Design
Packaging Design
Motion Graphics & Animation

Team Leadership & Mentoring
Client Relationship Management
Print Production & POSM
Cross-functional Collaboration
Project Management

PROFESSIONAL EXPERIENCE

b/ackcode_ SA - CreativeGeneralist **Jun 2024 - Present**

- Led creative design initiatives for international clients with focus on branding and visual communication
- Developed comprehensive marketing materials and brand identity systems
- Collaborated with cross-functional teams to deliver integrated creative solutions
- Managed client relationships and ensured alignment with brand objectives across global markets

Evolene Indonesia - Graphic Designer **Jul 2023 - Nov 2024**

- Developed impactful visual communications for fitness and sports nutrition brands, resonating with health-conscious consumers

- Designed promotional media materials including advertising campaigns, social media content, and marketing collaterals that effectively communicated brand values and product benefits
- Created innovative packaging designs for sports nutrition products, ensuring regulatory compliance while maintaining strong shelf appeal and brand differentiation
- Collaborated with marketing and product teams to translate brand concepts into engaging visual assets

TxT Creative - Visual Graphic Designer
Dec 2022 - Feb 2023

- Managed POSM (Point of Sale Materials) development for major brands including The Pucuk Harum, Le Mineral, and Mayora
- Created retail marketing materials and promotional displays that drove consumer engagement
- Ensured brand consistency across multiple touchpoints and campaigns
- Coordinated with production teams to deliver high-quality materials within budget and timeline

Ku Creatives Unlimited - Motion Graphic Designer
Oct 2022 - Nov 2022

- Created animated graphics and motion design elements for client campaigns
- Successfully adapted to agency culture and collaborative work environments
- Delivered high-quality motion graphics within tight deadlines while maintaining creative excellence

Fantech Indonesia - Creative Coordinator
Jan 2022 - Sep 2022

- Promoted from Graphic Designer to Creative Coordinator based on exceptional performance
- Supervised and mentored a creative team of 6 designers, fostering skill development and creative excellence
- Developed creative strategies and maintained quality standards across all design projects
- Managed multiple client accounts and project timelines simultaneously, ensuring on-time delivery
- Coordinated cross-functional collaboration between design, marketing, and product teams

Fantech Indonesia - Graphic Designer
Oct 2020 - Dec 2021

- Produced visual assets for gaming peripherals brand across digital and print platforms
- Maintained brand consistency while adapting designs for various marketing channels
- Collaborated with marketing team to develop campaign visuals that resonated with gaming community

Archosaur Inc - Volunteer
Jun 2020 - Oct 2021

- First international work experience, collaborating with global team based in China
- Developed cultural sensitivity and adaptability while working with diverse international clients

- Enhanced communication skills through cross-cultural project management
- Contributed to creative projects while navigating language and cultural differences

PT. Sumber Jaya Cipta - Graphic Designer
Drafter Dec 2018 - Oct 2020

- Specialized in laser cutting design and precision graphics for manufacturing applications
- Developed technical drawings and production-ready artwork with attention to detail and specifications
- Collaborated with manufacturing teams to ensure design feasibility and production efficiency
- Balanced creative design with technical requirements and material constraints

PT. Trijaya Cipta Anugerah - Creative Marketing Specialist
Jan 2017 - Dec 2018

- Gained comprehensive experience in commercial printing industry and client-facing operations
- Led marketing department operations and managed client relationship throughout project lifecycle
- Developed print production expertise and quality control processes to ensure output excellence
- Coordinated with production teams to optimize workflow and meet client deadlines

PT. Anam Provita Utama - Graphic Designer
Oct 2016 - Dec 2016

- Entry-level position in commercial printing industry, building foundation in professional design work
- Gained hands-on experience in print production processes and client services
- Developed understanding of technical specifications and print requirements

CV Bintang Ilham - Staff
Aug 2016 - Sep 2016

- First professional work experience in business operations
- Developed fundamental business skills including time management, inventory control, customer service, and auditing
- Built foundation for professional workplace competencies

EDUCATION

University of the People (2025 -)
Associate's Degree, Business Administration - In Progress

SMK Bina Mandiri (2013 - 2016)
Graduate in Multimedia

ORGANIZATION EXPERIENCE

Founder Shachihoko Karatedo 2022 - 2025

- Founded and established karate martial arts organization in Teluknaga region
- Developed organizational structure, training curriculum, and management systems
- Led operations including member recruitment, training programs, and community engagement
- Built karate community from ground up, demonstrating entrepreneurial and leadership capabilities

Examination Board Member (Pengurus Dewan Ujian) KKNSI DPD Banten 2020 - 2025

- Served as examination board member for provincial-level karate organization
- Evaluated and assessed karate practitioners for belt ranking and certification
- Maintained quality standards and technical proficiency across member dojos in Banten Province
- Collaborated with other board members to develop examination criteria and procedures

Student Council President (Ketua MPK) SMK Bina Mandiri Teluknaga 2013 - 2016

- Led student council organization, coordinating school-wide activities and representing student body
- Facilitated communication between students, teachers, and school administration
- Developed leadership, public speaking, and organizational management skills

Senior Scout Member (Pradana Pramuka) SMK Bina Mandiri Teluknaga 2013 - 2016

- Active senior member in scouts organization, participating in character-building and outdoor activities
- Mentored junior members and assisted in organizing scouting events
- Enhanced teamwork, discipline, and outdoor leadership capabilities

Karate Club President (Ketua Ekskul Karate) SMK Bina Mandiri Teluknaga 2013 - 2016

- Led karate extracurricular club, managing training schedules and member development programs
- Coordinated inter-school competitions and martial arts demonstrations
- Demonstrated discipline, strategic thinking, and leadership in sports organization

President of Shinbukan Karate Sport Organization 2013 - 2016

- Headed community-level karate sports organization with regional membership
- Coordinated training programs, belt examinations, and competitive events
- Built partnerships with other martial arts organizations and managed organizational operations

**Student Organization Member (Anggota Osis) SMK Bina Mandiri Teluknaga
2013 - 2015**

- Contributed to student organization activities and school event planning
- Supported execution of academic and social programs for student community
- Developed collaboration, event management, and teamwork skills

**Advisory Board Member Regional Scouts Council (DKR Pramuka), Teluknaga
2014 - 2015**

- Served as advisory board member for regional scouts council
- Provided guidance and strategic input for regional scouting programs
- Mentored younger members and supported organizational development initiatives

PORTFOLIO

Available at <https://bit.ly/bifu2025>