

SECHAN RISYAD

BRAND AND CREATIVE DESIGNER

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PROFILE

Creative and brand professional with 5+ years of experience across corporate, in-house, and independent studio environments. Hands-on by nature, with a background in business and design and experience across brand identity, campaigns, content, and creative production.

Previously worked with Huawei Consumer Business Group before building and leading Staple Studio Indonesia. Comfortable entering unfamiliar industries, learning the product and audience along the way, and working closely with clients and multidisciplinary teams. Not every project starts with the right answer; comfortable testing ideas, responding to feedback and performance, and changing direction when needed.

EXPERIENCE

STAPLE STUDIO INDONESIA, PT Pelaku Seni Terpadu

Creative Director & Studio Lead | Jakarta | Oct 2023 - Sep 2026

Built and led an independent creative studio working across brand identity, campaigns, content, and creative production.

- Led a multidisciplinary team of up to 12 across design, content, video, and production.
- Directed projects from brief, research, concept development, and pitching through art direction, production, revision, and final delivery.
- Managed concurrent client projects while coordinating internal teams, external collaborators, timelines, and production requirements.

Selected Work of Staple Studio Indonesia :

Moxlite - Product Communication

Developed product communication across nearly 40 professional stage-lighting products. Learned technical functions with the team, then translated them into multi-angle photography, feature visualizations, and demonstration videos for catalog, website, sales, and digital use.

Purana Indonesia - Brand & Creative Direction

Joined as Purana's first dedicated external creative team for structured social and digital content. Led collection launches, campaign photography and video, content, and event communication. Purana's 16th Anniversary campaign and four-day event generated 814K+ digital views, 48K+ reach, 7.3K+ interactions, 500+ new followers, and 1,000+ visitors. The relationship later expanded to Purana Home, Puragraph, and Fuguku.

Noir Gear - Brand Evolution & Visual Identity

Led creative development of an established gaming-peripherals brand as it expanded toward productivity and lifestyle. Translated the shift from High-Performance Gaming Gear to Elevated Desk Essentials into visual strategy, logo, typography, color, art direction, tone of voice, applications, and a complete brand guideline.

Cloud Seven - Content Strategy Pivot

After months of underperforming social content, changed the creative approach around Drink Smart, Play Hard. A simple phone-shot, direct-to-camera concept about more mindful drinking became a breakout post with 95K views, 9.1K likes, 2.9K shares, and 626 saves.

HUAWEI CONSUMER BUSINESS GROUP

Creative Designer | Jakarta | Sep 2021 - Sep 2023

- Developed and adapted visual assets for product launches, campaigns, e-commerce, retail, digital platforms, and social media.

- Localized global creative materials for Indonesia while maintaining Huawei visual guidelines.
- Collaborated with marketing, product, retail, and e-commerce teams across smartphone, wearable, and consumer technology campaigns.
- Produced digital imaging, motion graphics, campaign visuals, promotional assets, and launch materials in a fast-paced multinational environment.

DAPUR VISUAL

Creative Director & Studio Lead | South Tangerang | Apr 2018 - Aug 2021

Founded and operated a creative studio while completing undergraduate studies.

- Managed projects from client acquisition and pitching through concept development, production, and delivery.
- Worked across visual identity, campaigns, and digital creative for Tiket.com, GarudaFood, Haka Dimsum, and Anugerah Pesona Indonesia.
- Coordinated client communication, project workflows, and external creative collaborators.

PT SUPERSONIC INDONESIA

Social Media & Content Manager | Jakarta | Aug 2019 - Jul 2020

Managed digital communication, content planning, and promotional creative for Neutron Live Asia, Supernova, and Supersonic.

PT GARUDAFOOD PUTRA PUTRI JAYA TBK

Digital Content Designer - Contract | Jakarta | May 2019 - Aug 2019

Created digital assets and motion graphics for Kacang Garuda, Gery, and Chocolatos, translating marketing requirements into digital creative.

SPEAKING ENGAGEMENTS

UNIVERSITY OF CANTERBURY - GUEST SPEAKER, 2X

Invited twice to speak with University of Canterbury students during Southeast Asia study trips, sharing practical experience in creative business and studio operations. The first presentation was ranked Top 2 Most Useful Presentations among approximately 30 presentations across the study trip.

EURECA 2020, UNIVERSITAS PRASETIYA MULYA - GUEST SPEAKER

Invited as a representative of Dapur Visual for EURECA's pre-event talk show.

COMMUNITY

Abang None Jakarta - Marketing Creative Division | 2024-Present

Abang None Jakarta Barat - Finalist Abang | Marketing Creative Division | 2020-Present

Pop Up Market Indonesia - Head of Events & Concept Design | Oct 2018-Apr 2019

EDUCATION

UNIVERSITAS PRASETIYA MULYA 2016-2020 | Bachelor of Business | Business Management & Marketing

CORE EXPERTISE

Creative Direction | Brand Identity | Art Direction | Visual Communication | Campaign Development | Graphic Design | Digital Content | Creative Production | Motion Graphics | Brand Guidelines | Client Management | Team Leadership | Project Management | Presentation & Pitch Development

TOOLS & LANGUAGES

Adobe Photoshop | Adobe Illustrator | Adobe Premiere Pro | Keynote | Microsoft Office

Indonesian - Native | English - Professional Working Proficiency

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