



# RYAN ARANTES

Art & Design Director, Visual Designer, Creative & Video Producer

## EDUCATION

2003 - 2008 Visual Communication, Taruma Negara University, Indonesia  
2002 - 2007 Electrical Engineering, Univeristy of Trisakti, Indonesia  
2008 - 2010 Magister Management University of Trisakti, Indonesia  
2011 - Faculty of Design, SFSU, San Francisco, California

## THE TIMELINE

**May 2022**  
**Present**

pawaPay (Art Director and Visual Designer)  
UK, Estonia (remote)

pawaPay is a fintech company based in UK and Estonia which provides one API and one portal to integrate mobile money across Africa into your payment processes.

Key Skill: Branding, Art & creative direction, digital marketing, UIUX, brand strategy.

[www.pawapay.io](http://www.pawapay.io)

**Jan 2022**  
**present**

Rome Blockchain Labs (Art Director and Senior Graphic Designer)  
Delaware, USA (Remote Freelance)

Rome Blockchain Labs is a development and analysis company focusing in Decentralized Finance. RBL revolutionizes not only finance but disrupts the future of work, belonging, and the digital world.

Key Skill: Art & creative direction, creative and digital marketing, brand strategy, publishing, photography, video production.

[www.romeblockchain.com](http://www.romeblockchain.com)

**Jun 2022**  
**Jul 2023**

StudySmarter (Content Illustrator & Growth Team Graphic Designer)  
Munich, Germany (Remote)

StudySmarter is an intelligent learning app for students. Achieve your learning goals with more structure, motivation & efficiency.

Key Skill: Illustration, Freehand drawing, Digital marketing, graphic design, brand strategy.

[www.studysmarter.de](http://www.studysmarter.de)

**May 2020**  
**Jan 2022**

Alasco GmbH (Graphic and Visual Designer )  
München, Germany

**Sep 2019**  
**Apr 2020**

Heroes Group AG (Creative & Art Director)  
Zug, Switzerland - Köln, Germany

**Jul 2015**  
**Jul 2019**

Havas Multimedia (Art Director & Creative Producer)  
San Fransisco, USA - Jakarta Indonesia

**“WOW.....”**

is my favorite reaction  
to my creative work!  
and believe me...  
Design does matters!

## ABOUT ME

As a multi disciplinaries, highly creative and self taught individual, i love the challenges of working within a dynamic and fast paced working environment.

With experiences based and culture knowledge from many international clients i believe i can be an asset and you need me for your company.

My ability to adapt quickly, work efficiently, think creatively and work effectively as a leader, part of a team or on my own made me

## CONTACT

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## SKILLS

### Creative & Art Direction



### Branding & Marketing



### Graphic & Visual



## pawaPay

## Rome Blockchain Labs

## Studysmarter

## Alasco

## Havas Multimedia

## Indie Project

## PROJECTS

1. Art Director & Project leader pawaPay Re-Branding project
2. Art director for New website of pawaPay
3. Art Director and project leader of creative marketing strategy.

1. Rebranding Project 2022
2. UIUX Liquid Staking Project 2023
3. Concept artist for NOV-AI, NFT with AI tech 2023
4. AVAX Summit 2022 marketing material
5. Google marketplace and chrome extension
6. Daily social post and content

1. Content Illustrator for Studysmarter UK Version
2. Content Illustrator for Studysmarter US Version
3. Content Illustrator for Studysmarter DE Version
4. Organic Growth Content IllustratorV

1. Serie-B Presentation
2. Expo Real, München (Booth, Visual, Misc)
3. Alascon 2021 (Online-Conference) visual and concept.
4. Employer Branding and Career Website
5. Performance Ads 2022
6. Feature & Product Launch Calendar and Concept
7. Employer branding project
8. ESG Launch
9. Weekly and Daily Newsletter

1. Art Director for Bosch marketing campaign, 2018
2. Graphic Designer for Xfinity Mobile Branding Project, 2017
3. Graphic Designer for Mercedes Benz North America Project ,2016
4. Art Director for Nike Hoop Life Case Study Project, 2017
5. Creative Team for Coca Cola (#shareacokeid) Marketing Campaign, 2017
7. Creative Director for Stanley Morgan Marketing Campaign, 2017
8. Creative Director for Samsung S9 Marketing Campaign, 2018
9. Design Director for Rolex marketing campaign, 2017
10. Art Director for Kohler brand and guerilla campaign, 2018

1. Illustrator for RipCurl Padang Padang Surf Competition 2016-2017
2. DOP & Cameraman for Water from the moon surf documentary 2015
3. Creative & Design Director for Nusa Cana branding project, 2016
4. Creative and content creator for W Bali hotel, 2017-2018
5. Producer for BBC Story works documentary series, Dubai 2018
6. Producer for BBC Story works documentary series, India 2018
7. Cameraman and photographer for Thrasher Magazine Asia series, 2018
8. Art Director for Signature 7 restaurant New York, 2018
9. Finalist for Adidas Snow (winter) series marketing campaign, 2018
10. Social medi and content for Deus Ex Machina - Temple of Enthusiasm, 2017
11. Rokker Company corporate and product video, 2017 - 2020
12. Producer for BBC Storyworks documentary series, Bali 2020

and so on.....