

hello!

My name is **Eugenia Clara**, an Art Director and Creative Designer with 7+ years experience of helping and working with brands and business to crushing it in marketing through creative ideas and visual communications. I concept, sketch, produce, and deliver creative solution. On the side, I have 9+ years of experience as a artist and freelance creative, known with typography works, gif & animation, visual design, and content creation— where internet and digital are my main platform.

Portfolio:

<http://eugeniacara.com/thing>

<https://instagram.com/eugeniacara>

<https://dribbble.com/eugeniacara>

<https://www.behance.net/eugeniacara>

Details:

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Experience:

Coconuts Media – Grove Inhouse | Remote – SEA

Sr. Art Director • Dec 2020 – Present

Clients: *Coconuts Media, Daimler, MyRepublic, Acentrik, Singapore Sports Hub*

- In charge with overall marketing campaigns and creative works on Coconuts Media
- Won pitch for MyRepublic, Acentrik, and Singapore Sports Hub
- Made company's Giphy Chanel (and won award for it!)

Freelance | Remote

Art Director & Designer • May 2020 – Present

Clients: *Adobe MAX, Aria, Coconuts*

MakerLab + Pinwheel | Singapore

Creative Designer • Nov 2019 – April 2020

Clients: *Netflix, Google (SEA Region)*

- Helping Netflix Singapore redefine the overall art direction in Brand & Editorial
- Content creation and Design for Netflix SG & TW markets
- Design and deliver Google PR (regional) internal comms collaterals.

DDB – Tribal Worldwide | Singapore

Art Director • April 2018 – Nov 2019

Clients: *Volkswagen, PUB, Gardens by the Bay, Casio, WSG, MCCY, MoFA, and HPB.*

- Made the viral Hari Raya video for PUB (won Awards!)
- Rose KPI and Engagement rate for Volkswagen SG's Social
- Level up Volkswagen SG by producing engaging animation contents
- Helped Volkswagen SG launch its lifestyle app

iris Worldwide | Singapore

Jr. Art Director • Sept 2017 – March 2018

Clients: *Starbucks APAC, Marina Bay Sands, Jägermeister, Holiday Inn, and Shell.*

- Worked on integrated campaigns for Starbucks APAC
- Branding Guidelines for Marina Bay Sands
- Making Brand & Marketing Toolkit for Jägermeister

Freelance | Remote/ Global

Art Director / Designer / Content Creator • Jul 2016 – Jul 2017

Clients: *GO-JEK Group, Samsung, Jenius Connect (BTPN Bank), Danone Group (AQUA), Workman Publishing NY, Sparknotes, Pendopo Labs, Startups & Small Businesses.*

- Work on Project based-brief, helping advertising agencies, small business, and startup.
- Works include integrated art direction, branding & comm, content creation, visual designs.

VML | Indonesia

Interactive Designer/ Jr. Art Director • Jun 2014 – Jul 2016

Clients: *Spotify, Adidas Indonesia, Samsung, Danone Group (AQUA, Mizone, VIT), Unilever (Knorr), BCA Bank, Mattel (Hot Wheels), 3M (Scotch), and Prudential.*

- Won Spotify pitch
- Help Knorr launched their own Cooking Video Channel
- Made AQUA to be the first brand to create Instagram Activation in Indonesia, twice— and won awards
- Made adidas Indonesia to be the first ever SEA brand to utilise Periscope in its on-ground event

Skills:

Design thinking, conceptual creative, marketing campaigns, brand and visual communications, art direction, social media strategy and design, creative project management, visual design, storytelling, creative delivery (brainstorm ideas, plan, sketch, execute, produce), video editing, 2d animation, Adobe Creative Suit (Photoshop, Illustrator, Indesign, After Effects, Premiere Pro, Lightroom).

Coverage:

Work Projects:

WAN-IFRA, Coconuts, Adweek, The Drum, CampaignBrief, LBBOnline, BrandingInAsia, Adobo, Today's Online, Chanel News Asia, Strait Times, Mumbrella, Marketing Interactive, P3i (Citra Pariwara), MMA, Marketing Interactive, GOV.sg.

Personal Projects:

Adobe MAX 2021, Coconuts, DesignTaxi, Unsplash, Doodler Anonymous, Moleskine Community, Copic Markers, Baron Fig, HelloGiggles, Designbolts, BuzzFeed, Follow The Colour, HOKK, Klom Magazine, SparkNotes, TimeOut Jakarta.

Awards:

WAN-IFRA Digital Media Award Asia (2021), Marketing Excellence Awards (2019), 24th Canberra Short Film Festival (2019), Campaign Asia / Indonesia Digital Agency of the Year (2016, 2015, 2014), Citra Pariwara (2015, 2016), MMA Smarties Award Indonesia (2015)