



William Hadinata

Graphic Design Supervisor

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Work Experiences

Graphic Design Supervisor

PT Erajaya Swasembada Tbk.

Apr 2023 - Now

Managed private label brands by:

- Created **digital assets** (social media, email blasts, e-commerce) and **printed materials** (POSM, catalogs, planograms, store & mall visibility).
- Produced simple **motion graphics** and contributed to **video content production**.
- Utilized **AI tools** to generate visuals, optimizing workflow and design speed.
- Mentored junior designers to ensure **brand guideline** compliance and improve design quality and efficiency.
- Increased private label Instagram followers by **67%** through effective social media design.
- Supported product launch campaigns generating over **IDR 40M** in a single day.
- Supported reporting and creative administration processes.

Creative Visual Officer

KlikDokter (PT Kalbe Farma Tbk)

Nov 2022 - Mar 2023

- Developed **key visual campaign** adaptations across billboards, social media, digital ads, and e-commerce.
- Created regular designs for social media, e-commerce, and email blasts.
- Served as on-screen **talent** for the #JagaSehatmu campaign video.

Graphic Designer

KALCare.com (PT Kalbe Farma Tbk)

Aug 2019 - Okt 2022

- Designed **website and app visuals** to ensure creative consistency and visual appeal.
- Optimized e-commerce storefronts (SKU, product pages, and campaign banners), driving **IDR 1B** in monthly online sales.
- Strengthened **brand identity** on Instagram, increasing overall brand presence and awareness.



Education

Tarumanagara University

Bachelor of Design (DKV), GPA 3.93

Jakarta, Indonesia. Graduated in 2019

Tools

- Adobe Creative Suite (Photoshop & Illustrator)
- Video Editing Software (CapCut, Premiere, After Effects)
- AI Tools (Sora, Gemini, ChatGPT)
- UI Tools (Figma)

Skills

- Art Direction
- Branding & Packaging
- Campaign & Event
- Social Media Design
- E-commerce Design
- Website Design
- Project Management & Leadership

Organization

RUPAREKA Utopia Design Festival

Design Coordinator

2017

Achievements

2nd Place

Type Unite, Dubai Design Week

2017

Top 7

Best Final Project

2019

