



Dea Ardyanda

Creative Director | Brand Design & Art Direction

+62 81 325 92 88 77 | deardyanda@gmail.com | Kuta, Bali, Indonesia

About Me

Creative Director and brand designer with international experience across Europe and Asia. I develop concept-driven brand identities, campaigns, and visual systems across fashion, lifestyle, and digital environments. My work combines visual storytelling with strategic thinking to shape cohesive brand narratives from concept to execution. Multidisciplinary by nature, I bring a thoughtful and intentional approach, translating ideas into clear, refined, and coherent visual outcomes.

Professional Experience

PT. Sandiya Kreasi Utama / Sandiya Group (Stuca) –

(Indonesian fashion brand, offering elevated everyday wear. It operates under a holding company, Sandiya Group).

Jakarta, Indonesia –

January 2026 to April 2026,

CREATIVE DIRECTOR (Remote)

- Led brand discovery process with key stakeholders, defining positioning, vision, and brand narrative.
- Redesigned the STUCA logo and established visual identity system.
- Developed a 90+ page brand guideline establishing visual language, storytelling principles, and creative direction, enabling consistency across campaigns and platforms.
- Directed a cross-functional team across marketing, design, photography, and video production, aligning brand execution across multiple touchpoints.

PT. Jatelindo Perkasa Abadi Indonesia / Credo Group –

(Credo Group is a diversified Indonesian holding company active in technology, manufacturing, construction material distribution, with CSR in education and, nonprofit. It is a co-owner of JPAI, a key player in urban transport digitalization).

Jakarta, Indonesia –

June 2024 to August 2025,

CREATIVE LEAD (Hybrid)

- Defined visual identities for 4 business entities, improving brand systems cohesiveness across the multi-sector group.
- Led the development of visual assets for 8 marketing campaigns, supporting brand visibility across key initiatives and partnerships.
- Provided creative and strategic direction for branding and communication across multiple subsidiaries.

CV. Roda Jati –

(Indonesian furniture company with export-oriented and local brands).

Surakarta, Indonesia –

April 2023 to May 2024,

ART DIRECTOR / BRAND DESIGNER (Remote)

- Developed brand universes for 2 upcoming furniture lines.
- Built comprehensive brand guidelines covering identity, positioning, and visual systems for 2 brands.
- Led art direction for 2 catalog and campaign photoshoots.

International Digital Development –

(French holding company owning multi-brand fashion– footwear, clothing, sportswear).

Marseille, France –

January 2022 to June 2022,

PHOTOGRAPHER / RETOUCHER

- Retouched over 800 images and photographed 2,000+ products.
- Supported campaign and catalog shoots (mood boards, studio management, styling, set design).
- Contributed to visual production supporting over €1 million in projected revenue.

Skills

Creative & Direction

- Creative Direction
- Art Direction
- Campaign Development
- Visual Communication
- Creative Strategy

Brand & Systems

- Brand Identity Development
- Brand Guidelines & Systems
- Positioning & Narrative

Design & Production

- Graphic (Static & Motion)
- Photography Direction
- Video Direction
- UI / Digital Design
- Editorial & Layout Design

Languages

- Indonesian (native)
- English (C1-C2)
- French (B2-C1)
- Italian (B2)
- Russian (A2)

Tools

Adobe Creative Suite, Figma, VS Code, Microsoft Office, Google Workspace

Education

MA Creative Direction. Polimoda.

Florence, Italy –

GPA 27/30

BA Fashion Design. Istituto Marangoni.

Paris, France –

GPA 16/20