

ERIK PRAYOGA

Senior Graphic / Social Media Designer | Surabaya, Indonesia | WhatsApp/Phone: +6289698914005 | eprayoga17@gmail.com
Portfolio: https://drive.google.com/drive/folders/1FjvUESnhk84FDH2f6zni_4iOT03IGErC?usp=drive_link

Graphic and Social Media Designer with 7+ years of experience across agency, in-house, freelance, and international client environments in Indonesia, Singapore, Malaysia, and Australia. Specialized in social media design, brand identity, and marketing visuals, with experience managing multiple brands, high-volume content production, and fast-moving FMCG needs. Currently leading a creative team, translating management briefs into execution, managing two social media accounts, and achieving up to 200% engagement growth within two months. Strong at turning business needs into clear, consistent, and commercially relevant visual communication.

EXPERIENCES

Spiral SFS Group Indonesia - Surabaya, Indonesia - Surabaya, Indonesia <i>Senior Designer</i> FMCG Company	Dec 2025 - Present
- Lead and coordinate the design team, translating briefs from management into clear priorities, assignments, and deliverables. Manage creative output for two social media accounts, maintaining consistent visual direction and content quality. - Contributed to up to 200% engagement growth within two months through improved visual execution & responsive content development. - Work in a fast-moving FMCG environment, responding quickly to changing customer behavior, campaign needs, and market feedback. Update landing pages and e-commerce media assets rapidly to support changing offers, product communication, and customer needs.	
5Stones Agency - Wologgong, Australia <i>Social Media Designer</i> Social Marketing Agency	Jan 2025 - November 2025
- Designed social media content for international brands across churches, humanitarian organizations, assistive software, activewear, and electric motorcycles. - Developed event posters, promotional materials, book covers, and other marketing assets. - Led visual concept development and translated client requirements into practical design directions	
Fiture Health - Singapore <i>Social Media Designer</i> Branding & Marketing Consultant	July 2023 - June 2025
- Designed social media content for brands across health, beauty, aesthetics, and social care sectors. - Maintained consistent visual identities while adapting creative direction to different brand audiences and marketing needs. - Designed client websites with a focus on clear visual communication and professional user experience. - Contributed visual concepts and design solutions across creative projects and cross-functional teams.	
Vision Indonesia - Surabaya, Indonesia <i>Brand Designer - Freelance</i> Photography & Social Media Agency	May 2024 - July 2024
- Designed content for three company social media accounts with consistent visual concepts. - Produced branding and communication materials supporting the company's visual presence.	
iMotion Production - Selangor, Malaysia <i>Senior Brand Designer - Project</i> Project Media Agency	Mar 2024 - May 2024
- Conceptualized event branding and directed the design team to maintain thematic consistency and visual quality. - Created project decks and client presentations to communicate creative concepts clearly. - Designed multiple logos and coordinated deliverables to meet project deadlines.	
Start Friday Asia - Surabaya, Indonesia <i>Brand Designer</i> Branding & Marketing Consultant	Oct 2019 - May 2023
- Managed and maintained the visual needs of 4+ brands simultaneously across branding, marketing, and social media. - Produced 9–12 social media designs per day while maintaining consistent visual quality and brand identity. - Developed brand identities including logos, stationery, campaign systems, and supporting visual assets. - Created marketing and promotional visuals, including video ads, logo motion, and explainer content for conferences. - Developed visual concepts for national meetings and awarding events, from initial direction through execution. - Guided college interns and supported improvements to the design briefing and creative workflow.	

Asia Digital Printing - Surabaya, Indonesia Employee Digital Printing - Created customer printing designs under tight turnaround requirements. - Advised customers on suitable printing options based on their visual and production needs.	Jul 2019 - Oct 2019
Progressive Yearbook - Sidoarjo, Indonesia Layout Designer Yearbook Production House - Created yearbook layouts for 4+ schools in Indonesia. - Edited and enhanced 100+ student photographs and produced photo manipulations for visual needs.	Feb 2019 - May 2019
Loco Loco Photocorner - Surabaya, Indonesia Designer Intern Photobox Event Organizer Created photobooth frame designs and supported event photography for weddings, anniversaries, and graduations.	Dec 2017 - Mar 2018

EDUCATION

17 Agustus 1945 University - Surabaya, Indonesia <i>Communication Science Degree</i>	2021 - 2025
SMKN 1 Surabaya - Surabaya, Indonesia <i>Multimedia</i>	August 2016 - May 2019

SKILLS

- Design: Social Media Design, Marketing Visual Design, Brand Identity, Layout Design, Visual Concept Development
- Tools: Adobe Illustrator, Adobe Photoshop, Microsoft Office, Basic Video Editing
- Professional: Creative Thinking, Visual Thinking, Brief Interpretation, Team Coordination, Adaptability, Project Time Management
- Languages: Indonesian (Native), English (Intermediate)

SELECTED ACHIEVEMENTS

- Runner Up - Negkom Poster Competition (2022)
- Finalist - Mufest Poster Competition (2022)
- Runner Up - Negkom Poster Competition (2021)