

RESUME

Brand Designer & Illustrator

Leo Tommy Caesar

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About

Indonesian brand designer and illustrator crafting clean, expressive visuals with purpose. With experience in branding, digital, and print design, I help brands communicate clearly through intentional design. Always curious, always learning, and always exploring new visual possibilities.

Experience

Sep 2024 - Oct 2025	Mondooli Senior Graphic Designer Led the marketing design team in developing a cohesive visual direction for the brand. Built the brand identity system, created the brand mascot, and produced motion graphics to support campaigns across platforms. Contributed to both strategic and day-to-day design needs, ensuring every touchpoint aligned with the brand's evolving story.
Mar 2024 - Sep 2024	China Textile Traders Senior Graphic Designer Contributed to the marketing team through the creation of presentation decks, lookbooks, and technical drawings for apparel production. Developed visual assets that supported sales and product teams, ensuring information was presented clearly and accurately.
Jan 2023 - Nov 2023	Bellion Wallet Graphic Design Led marketing efforts through the design of impactful flyers, posters, banners, 2D animations, and social media content. Established Brand Guidelines and crafted an employee handbook, ensuring consistency across the company's visual identity. Created the official mascot for Bellion Wallet, adding a distinctive touch to the brand's image.
Sep 2022 - Dec 2022	Speedoc Graphic Design Intern Contributed to marketing initiatives by designing eye-catching flyers, and social media content. Collaborated with the product team to create User Manuals and Technical Specifications for H-Pulse Pro.

Skills

Branding & Identity Design, Logo Design, Illustration, Marketing Design, Motion Graphics, Web Design (WordPress), Social Media Content, Presentation & Pitch Decks, Brand Guidelines, Mascot Design, Layout & Print Design, Design Systems.

Tools

Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Adobe InDesign, Elementor (Web)

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