



M. Tegar Erripsaputra

Creative Director & Visual Artist

Indonesian Creative Director based in Phnom Penh, Cambodia, determined to etch more impact on South East Asia’s creative industry landscape.

A Bachelor of Film Animation from Jakarta Institute of Arts and a self-taught Multimedia Designer with over 10 years of experience in the creative industry.

Possesses unique perspective and high initiatives gained from working across cultures in Vietnam, Cambodia & Indonesia.

As a Creative Director, I have experiences in various media (Digital, Printing & Broadcasting), branding, packaging, textile design and illustration.

“Professionally, my work has been commended as impactful and has achieved clients’ objectives with conceptual and creative solutions.”

Achievements

1

Portfolio

<https://tegarworks.wixsite.com/tegarerripsaputra>

2

Education

Bachelor of Film Animation
Jakarta Institute of Arts
1999-2004

3

Languages

Fluent:
Bahasa Indonesia, English
Moderate:
French, Vietnamese, Khmer

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Bright Diamond Apartment,
ST. 584, No. 32, Sankhat
Beung kok 2, Khan Kok,
Toul Kouk, Phnom Penh,
Cambodia, 12310

Susi Susanti, Love All (2019)

- Nominee for Best Costume Design, Indonesia Movie Award 2021 (Piala Citra)
- Nominee for Best Costume Design, Piala Maya 2019, Semesta Delapan

Royale Golf Course Jakarta:

- Second Runner Up Best Clubhouse in Asia Pacific, Asian Golf Awards, 2011
- The Most Favourite Golf Course, Indonesia Tourism Award, 2011
- Best Course in Indonesia, Asian Golf Awards, 2012
- Best Course in Indonesia, Asian Golf Awards, 2013
- Top 10 Championship Course in Asia Pacific, 2013
- First Runner Up Best Clubhouse in Asia Pacific, 2013
- Second Runner Up Best Course in Indonesia, 2014

Professional Experience

2021 – Now

Branding Creative Director
Vivo Cambodia,
Phnom Penh, Cambodia

- Translating global creative directions into local context
- Together with the global team, crafting Vivo’s global TVC and global social media stand ards
- Developing and leading the creative team
- Liaising with strategic partners to implement the creative directions
- Engaging strategic individuals to personify Vivo’s brand values

Kotak Design,
Jakarta, Indonesia

- Worked with architects and interior designer to create graphic elements inside and outside the building: Signage, Murals, create environments that communicate, wayfinding systems, exhibit design, retail design.
- Involved the use of digital technologies and systems that present dynamic content through motion graphics and make possible rich interactions between a user in a place and the information is provided.
- Created concept and business development for Kotak Design’s brand, Eleven Trees Cafe, co-working space, and Tanjung Sebelas Green Office Building.
- Identified the communications priorities to support sustainability goals, and inject creatives tactics to bring the strategies to life.

2020 - 2021

Creative Director
Kilat Events,
Phnom Penh, Cambodia

- Working closely with clients, translated marketing objectives into clear creative strategies
- Working closely with multidisciplinary teams, managed the creative process from concept to execution
- Developed and directed the creative team to ensure visual communication and brand standards are met

2019 - 2020

Digital Creative Director
MSA Marketing Solutions
Asia Ltd,
Phnom Penh, Cambodia

- Liaised with clients to attain an evolving understanding of their needs accordingly, through their social media management.
- Crafted and implemented concepts, guidelines and strategies in various creative projects and oversaw them to completion.
- Produced high-level concepts for unique online user experiences across every digital platform
- Collaborated with various teams to create and deliver social media and content-driven campaigns for our clients.
- Planned media amplification and social media advertising on key social platforms.

2011 - 2014

Visual Design Manager
Royale Jakarta Golf Club,
Jakarta, Indonesia

- Working together with ASIA TOUR, developed promotional concept for Indonesia’s biggest international Golf event, the Indonesia Masters 2011, 2012 and 2013.
- During my time here, Royale Jakarta Golf Course was awarded The Best Golf Course in Asia Pacific, as a result of its solid teamwork.
- Created, managed and supervised visual communication packages for Golf Course, covering 5 main Facilities: Golf course, Club House, Driving Range, Pro Shop Royale Jakarta and Royal Resto.
- Produced visuals for various communications collaterals.

2014 - 2019

Head of Creative Services
and Environmental Graphic
Art Director

- Operating at the intersection of communications and the built environment, the field embraces a wide range of disciplines including graphic design, architectural, interior, landscape, digital and industrial design.

2010 - 2011

Senior Art Director
Goodlife Magazine, Indonesia

2007 - 2010

Senior Art Director
Sophie Paris, Indonesia

2005 - 2007

Junior Graphic Designer
Kotak Design, Indonesia

Partnership, Freelance & Other Skills

Business Partner

Berak Clothing International, Indonesia

- Crafting global branding in Asia and Europe
- Securing distribution channels in global market
- Developing collaboration with international artists and global KOLs

Freelance Experience

I work freelance as Creative Director, Art director, Graphic Designer and Photographer. I have been trusted to work on several projects in leading companies and advertising agencies for various media in Indonesia, Vietnam and Cambodia. I was also involved in movies and television productions in Indonesia.

Notable experiences

- Creative directions and guidelines for WowNow SuperApp, Cambodia, 2020
-

- Creative directions and guidelines for The Place Gym, Cambodia, 2018
- Susi Susanti Love All, 2018, Costume Designer (Research and redesign all costumes)
- Negeri 5 Menara, 2012, Promotion Team. (Poster design, property & Casting Photographer)

Other Skills

- Research and analysis on consumer digital behaviour insight and trends.
- Crafting narratives as the foundation for brand storytelling
- Developing digital content and channel strategy.
- Crafting various digital touch points experiences to impact on client's business and marketing strategies
- Running social advertising and content promotion campaigns on social platforms, including media planning.
- Contributing in thought leadership initiatives discussion with partners and clients.

Portfolio



V21 Series

OIS សែលហ្វីទប់លំនឹងពេលកាត់រូប
ថ្មីកម្រិតមាននិយមតុល្យសម្បូរ



360 LAUNCHING CAMPAIGN

VIVO V21 SERIES LAUNCHING CAMBODIA

In-house:
VIVO Cambodia
Role:
Branding Creative Director

01. 02.

A fully integrated marketing campaign vivo V21 5G mobile Cambodia, launched on 13th June 2021. vivo V21 is a stylish smartphone for midrange class with the latest technology.

360 LAUNCHING CAMPAIGN

VIVO X60 SERIES LAUNCHING CAMBODIA

In-house:
VIVO Cambodia
Role:
Branding Creative Director

X60 Pro is carrying vivo ZEISS Co-engineered Imaging System, bringing the ZEISS Imaging philosophy to smartphones and , making X60's photography function more powerful and adding the famous ZEISS look to your images. Reproduces the beauty of the scenes before you for professional images every time.



vivo european cup 2020 official smartphone provider

NNP diamond voice

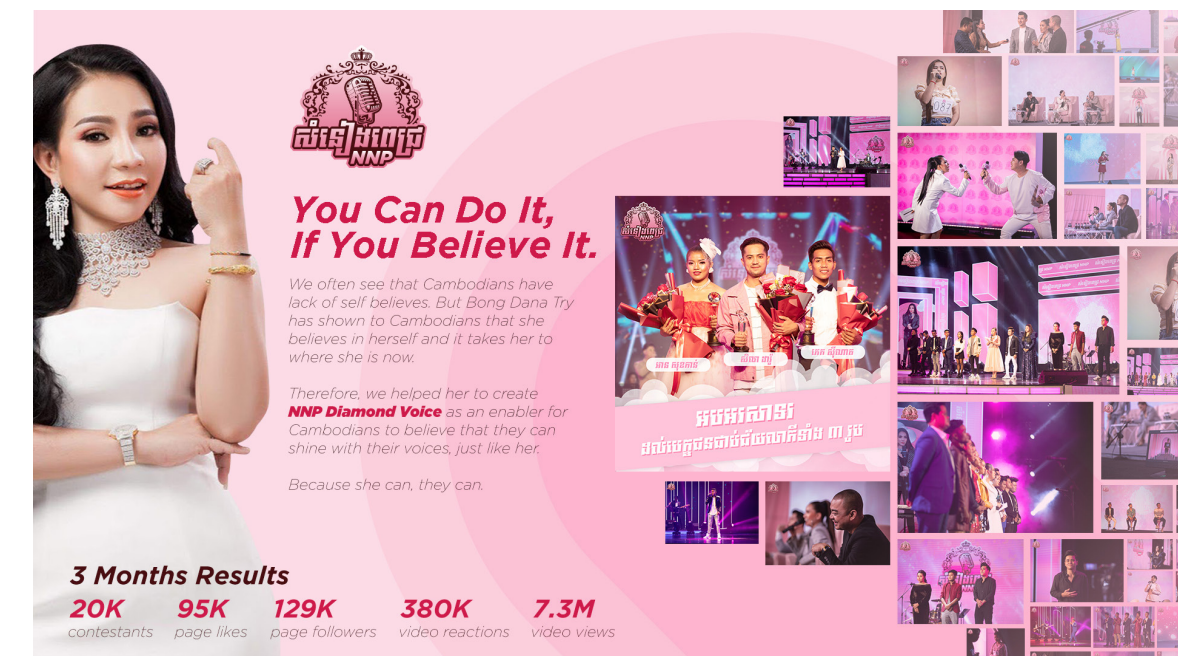
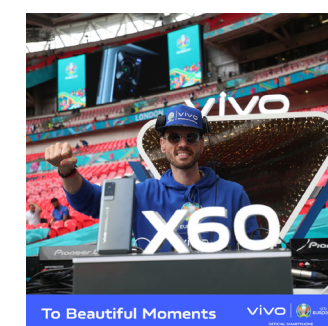
EURO 2020

VIVO EUROPEAN CUP 2020 OFFICIAL SMARTPHONE PROVIDER

In-house:
VIVO Cambodia
Role:
Branding Creative Director

03.

vivo becomes the first ever presenting partner of the UEFA EURO opening and closing ceremonies, where the smartphone manufacturer will work with UEFA in order to create a memorable experience for the millions of viewers around the world who will watch the tournament unfold.



TALENT HUNT

NNP DIAMOND VOICE

Client:
Tri Dana,
NNP Cambodia
Agency:
Kilat Events Cambodia
Role:
Creative Director

04.

An original singing competition with the objective to find three new brand ambassadors for NNP Cambodia. It is a fully integrated marketing campaign handled by Kilat Events. Launched via a virtual press conference, the official Facebook Page gained 37,000 followers organically and over 1,600 registrants within the first 72 hours.



BRANDING DEVELOPMENT

WOWNOW SUPERAPP CAMBODIA

Client: SuperApp Ltd.
Role:

Freelance - Creative Director

05. WOWNOW provides a digital life eco-system that integrates many lifestyle services. Covering food delivery, shopping, living services, transportation, etc., providing consumers with a comprehensive and convenient lifestyle services.

acnes cambodia

BERAK CLOTHING INTERNATIONAL

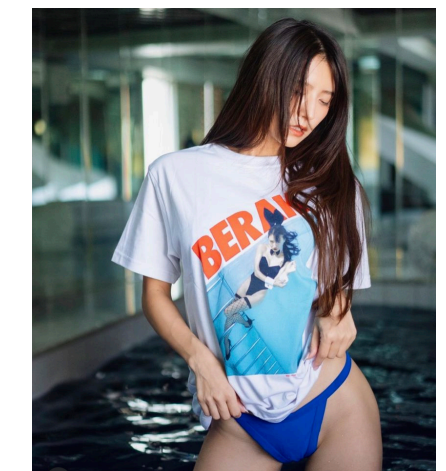
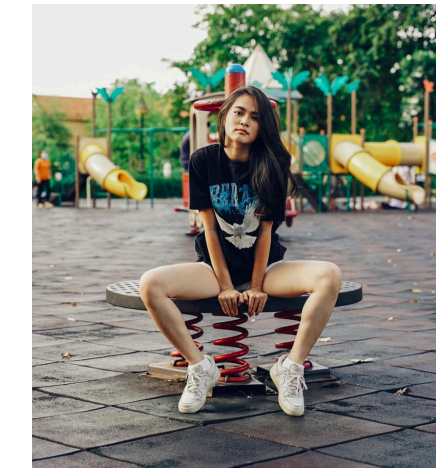
BUSSINES PARTNER

Role: Crafting global branding in Asia and Europe

06. An Indonesian clothing company with global distribution and a rebellious counterculture brand spirit.

Berak.biz/home
Instagram: berak_

live streaming contents



TVC

ACNES CAMBODIA

Client: Agnes Cambodia
Agency: Square Cambodia
Role: Freelance Creative Director

07.

Acnes launched a new campaign in Cambodia with the Acnes Trio Activ 7-Day Fast Treatment.



LIVE STREAMING

SMART LIVE SHOW S.2
Client: Smart Axiata Cambodia.
Agency: Kilat Events
Role: Creative Director

08. Kilat Events and Smart Axiata launched the second season of the Smart Live Program, a light and entertaining talk show. Kilat Events was involved in the production of all 14 episodes of the Season to ensure that the content was engaging, the design was eye-catching, and the overall output was of a very high standard.

08.

Terima Kasih

Thank You

Cảm Ơn

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To see more of my work, please visit

<https://tegarworks.wixsite.com/tegarerripsaputra>

