



# Candra Widianoro

## Versatile Visual Designer

Design Lead with over 8 years of experience in strategic visual design, digital marketing, and web development. Proven track record of driving user - centered transformations and enhancing design quality across various industries.

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Portfolio website link:

 [DRAWIAN.MY.ID](https://drawian.my.id)

## SKILLSET

Visual Design

Project Management

Web Development

Digital Marketing

📷 candrawidiant

in [linkedin.com/in/candra-widianoro](https://www.linkedin.com/in/candra-widianoro)

## WORKING EXPERIENCES

### Versatile Visual Designer

*Cplusco Healthcare. 2022 – Present*

Designed attractive and effective packaging for Skin Nutrient and The Graces Beauty Australia products, developed the company website, provided various marketing kits to support branding and sales, and managed marketing campaigns to enhance brand awareness across digital platforms.

### Project Manager

*Virtus Vortexa (Holding) Jakarta. 2018 - 2021*

Led the development of new products from concept to launch, designed and built the company's brand identity, and developed digital marketing strategies to expand market reach.

### Photo & Video Editor

*CV. Satuduatiga Studio Semarang. 2015 - 2017*

Edited and enhanced photos and videos for marketing, social media, and promotional materials, ensuring high-quality visuals aligned with brand identity. Performed retouching, color correction, and video editing, including cutting, arranging footage, and adding effects to create engaging content. Collaborated with the creative team to develop compelling visual storytelling while staying updated with the latest trends in photography and videography.

## EDUCATION

### Visual Communication Design (B.A.)

*Dian Nuswantoro University, Semarang, 2010-2014*

### Computer Engineering

*SMK Texmaco Semarang, 2006-2009*

## CERTIFICATES

### SEO 101 Skill Academy

*by Ruang Guru*

### Mastering UI/UX Design

*by Sanbercode*