Fajar Pursigit

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SUMMARY

A passionate creative who loves turning ideas into bold, vibrant visuals. With 6+ years of experience across branding, design, copywriting, and motion, I help brands stand out with work that's not just eye-catching, but also meaningful. I'm quick to adapt, love experimenting with new styles, and always bring fresh energy to every project. Whether it's building a brand from scratch, revamping a website, or crafting scroll-stopping social media content.

Recently, I've also been passionate about leveraging AI to enhance creative workflows, whether in copywriting, ideation, video assets, or photo generation, bringing innovative, efficient, and future-ready solutions to every project.

WORK EXPERIENCE

Creative Lead, Tiara Hana Indonesia
Bogor, July 2026 – Present

Lead brand development and creative production for Khastana Hadi and its sub-brands, reporting directly to the CEO.

- Partnered directly with the CEO to shape and develop the overall brand direction.
- Led video production for Khastana Hadi end to end, from moodboard and storyboard to directing the production agency.
- Produced digital advertising campaigns, from website development to banner and ad assets.
- Developed distinct brand identities for each Khastana villa, including photography direction and catalogs.
- Built the brand for Desa Harvest, a café extending the Khastana brand family.

Freelance Designer, Populix
Remote, June 2025 – June 2026

Focused on creating visual communication assets to translate research insights into clear, engaging, and impactful designs for corporate and institutional clients.

- Designed data-driven infographics to visualize consumer insights through clear and impactful storytelling.
- Produced monthly reports and presentation decks for corporate and institutional clients, including Ministry of Tourism & Creative Economy (Kemenparekraf), WWF, and international brands.
- Partnered with researchers and project managers to align visuals with insights and client communication tone.
- Ensured brand consistency while adding creative flair to keep content fresh and engaging.

Head of Creative & Product, Ralali
South Tangerang, October 2024 – July 2026

Led both the Creative and Product teams at Ralalifood to deliver innovative branding, impactful visual communication, engaging content, and user-centric product design. Worked directly with the Board of Directors (BOD) to align creative direction and product strategies with overall business objectives.

- Directed end-to-end creative and product development, covering branding, video production, marketing design, social media, and UI/UX product design.
- Managed and produced creative content (visual design and video production) for 4 business accounts under Ralalifood.
- Led cross-functional collaboration with executive leadership to craft strategies that elevated brand positioning and enhanced product-market fit.
- Delivered strategic creative assets and product solutions for new brand initiatives, digital campaigns, and product interfaces.

Head of Communications & Insight, Vasanta Group
South Tangerang, February – October 2024

Oversaw communications, branding, and creative initiatives across Vasanta Group's property portfolio, ensuring consistent brand narratives, strategic content, and market alignment for both sales and destination positioning efforts.

- Led a creative and marketing team of 5+ members to deliver integrated campaigns across property and hospitality sectors.
- Managed monthly social media content and communication strategy for Mawatu Labuan Bajo, boosting online visibility and aligning messaging with brand goals.
- Conducted monthly market insight reports to inform marketing strategies, leading to more targeted campaign execution.

- Developed property marketing collaterals, corporate decks, promotional videos, and campaign assets across channels.
- Supported the Go-To-Market (GTM) rollout for Myztro residential project, assisting early-stage brand communication and market introduction.

Graphic Design, Ralali
Jakarta, May 2022 – February 2024

Developed and led the graphic design unit at Ralali, creating a wide range of brand assets, marketing visuals, and campaign materials from the ground up. Took full ownership of visual development to support multiple business divisions, enhancing brand consistency across all platforms.

- Designed and produced visual assets for digital campaigns, social media, website, and marketplace promotions.
- Built and standardized graphic templates and design systems to streamline creative production across departments.
- Created branding visuals for internal projects and marketing initiatives, ensuring cohesive brand identity implementation.
- Collaborated with marketing, product, and business teams to deliver high-quality design solutions tailored to campaign objectives.

Visual Designer, Whiz (YC W22)
Remote, November 2022 – November 2023

- Designed and produced digital assets, including social media campaign banners and mobile app banners, to drive user engagement and retention.
- Conducted advanced photo retouching and visual optimization to maintain high brand standards across all marketing channels.
- Tailored visual communication strategies to appeal to targeted demographics, enhancing content effectiveness.

Creative Designer, Jakmall.com
Jakarta, January 2021 – May 2022

- Designed marketing visuals, including social media graphics, website banners, and promotional materials to drive brand awareness and user retention.
- Collaborated with videographers and affiliate managers to produce projected videos and motion graphic assets for YouTube and digital campaigns.
- Developed web design assets and marketing collaterals aligned with strategic marketing and branding goals.

Creative Designer, JakartaNotebook.com
Jakarta, October 2019 – May 2022

- Designed social media content, website layouts, landing pages, and promotional banners to support marketing and sales objectives.
- Developed web illustrations and marketing assets in coordination with the product and marketing teams to boost content engagement.
- Created style guides and design systems to maintain visual consistency across multi-channel campaigns.

EDUCATION

Universitas Negeri Semarang (Graduated 2019), Pendidikan Seni Rupa, Fakultas Bahasa dan Seni

SKILLS

Branding: Logo Design, Brand Strategy, Communication Strategy, Brand Market Research

Design: Marketing Collateral, Social Media Content, Packaging Design, 3D Booth & Web Banner

Product: UI/UX Design, Website and Mobile Prototype, UX Writing

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects), Figma, Sketch, Procreate, Blender