

Maria Anita

Full name: Maria Theresia Anita Yulianti

Senior Brand & Motion Designer

Based in Spain · anita@amoreizamax-design.com

✓ Full working rights in Spain and the EU, available for direct employment

Fifteen years designing inside other people's brand guidelines without letting the work go dead. Seven of them on brand premiums and merchandise for the world's largest consumer brands: pattern, 3D mockup, production. Six as the visual designer of OttoDigital Group, the fintech behind OttoPay, building the campaign, motion and video system across three brands. Packaging that ships to a factory; campaigns that ship daily. Remote from Spain, working EU hours.

BRANDS WORKED ON

FMCG & consumer: Unilever (Royco) · Nestlé · Danone (Aqua, Nutrilon) · L'Oréal · Johnson & Johnson · Bayer · Kraft · Indofood · Biore · Wyeth
Finance, industry & media: Bank Mandiri · KB Bank · Bank BCA · Hyundai · Holcim · Vidio · Indomaret
Public sector: Dinas Sumber Daya Air DKI Jakarta · Badan Gizi Nasional

EXPERIENCE

Independent Creative Consultant

Mar 2025 to present

Self employed · Remote, Spain

- Brand, motion and publication design for clients in Indonesia and Europe.
- Designed two public sector publications: Jakarta Biru for the Jakarta water authority, and Buku Saku, a pocket field guide for monitoring officers at the National Nutrition Agency.
- Turned dense technical material (water treatment engineering, nutrition policy) into publications that readers without a technical background actually read.

Career break, relocation (Oct 2024 to Feb 2025). Moved from Jakarta to Spain with my family, and used the transition to take my practice fully remote and narrow it to brand systems and motion.

Visual & Creative Designer

Jul 2018 to Sep 2024

OttoDigital Group (Otto · OttoPay · OttoPoint) · Jakarta

- Sole visual designer across three brands of a national payments platform built for Indonesia's warung shopkeepers.
- Built the campaign and content system: social, motion graphics, video and product marketing, on a daily publishing cadence.
- Led joint brand campaigns with Bank Mandiri, KB Bank, Vidio and Indomaret: two sets of brand guidelines on one canvas, neither diluted.
- Animated motion graphics; directed and shot campaign footage on location in the shops, then edited it.
- Designed the multipayment UI for the A920 EDC card terminal in Figma: a sale in four steps, plus the manual and in app tutorials that let shop owners start with no training.
- Campaigns and launches covered by TribunNews and Tribun Techno.

Graphic Designer, Brand Merchandise & Promotional Design

Apr 2011 to Jul 2018

ANTS Production · Jakarta

- Designed brand premiums for Unilever, Nestlé, Danone, L'Oréal, Johnson & Johnson, Bayer, Kraft, Indofood, Hyundai, Bank BCA and Holcim, through the agency.
- The gift with purchase items these brands hand out: mugs, tumblers, tote bags, apparel, pencil cases, plates, kids' toys, from pattern and artwork through 3D mockup to production ready files.
- Worked strictly inside each brand's guidelines while adapting artwork to curved, stitched and moulded surfaces that a flat brand manual never accounts for.
- Selected work: a mug formed in 3D, a tumbler and a pencil case for Aqua (Danone).

Graphic Designer, Packaging (Freelance)

Sep 2014 to May 2017

Kaguyaplas · Jakarta

- Sole designer on the packaging for a toy manufacturer's core ranges, from concept and character artwork through to the printer's die cut sheet.
- Built an SKU system in which eight product variants shipped under one printed box and one die: one artwork, one print run, eight products on shelf.
- Delivered SNI compliance panels, battery and usage diagrams, and the files for prepress.

Graphic Designer & Junior Video Editor

Feb 2009 to Jul 2010

PProduction · Jakarta

- Event collateral: concert posters, tickets, stage banners and DVD packaging, one visual system per event, carried across every format.

SKILLS

Brand: Brand systems · visual identity · art direction · campaign design · joint brand campaigns · working to brand guidelines

Motion & video: Motion graphics · animation · video editing · direction on set · social video

Product & print: Packaging · dielines & prepress · merchandise and promotional product design · editorial & publication design · UI design

Tools: After Effects · Premiere Pro · Illustrator · Photoshop · InDesign · Figma · 3ds Max · CapCut

EDUCATION & LANGUAGES

Bunda Mulia University: BA, Visual Communication Design · 2005 to 2009

Languages: Indonesian (native) · English (professional)