



WAHYUDI GRAPHIC DESIGNER

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About

I'm Creative professional with over 5 years of experience in visual storytelling and content production, specializing in crafting engaging narrative for brand. Proven ability to create high-quality visual that align with brand strategy and capture audience interest, as demonstrated in my work with Skechers and Wilio. Skilled in Adobe Creative Suite, video editing, and content optimization, I bring a deep understanding of how to translate complex ideas into compelling visual stories that resonate with diverse audiences.

Summary & Profesional :

Aspiring creative professional with a strong background in visual communication, content creation, and storytelling. Experienced in developing digital campaigns and visual assets for retail brands like Skechers, achieving significant engagement and brand growth through data-driven content strategies. Eager to bring my expertise in video production, brand storytelling, and digital media to HBO, where I can contribute to creating visually captivating narratives that inspire audiences

Work Experience

PT MAP AKTIF ADIPERKASA (JULY 2019 – NOVEMBER 2021)

for i've be able 2 years of experience with MAP to retail industry, I specialize in driving sales growth, optimizing store operations, and enhancing customer engagement through strategic visual merchandising. My expertise in sales daily, product knowledge, and creating high-quality brand experience has consistently contributed to profitability, both online mapmall and offline. I am dedicated to elevating brand presence and achieving high sales performance by leveraging innovative merchandising strategies and strong customer relationship.

PT Kanmo Group (2022 Febuari – 2024 October)

During my career at Kanmo Group, a company in the retail industry, I worked for 1 year and 2 months as a Senior Retail Advisor. In this role, I was responsible for overseeing and improving the overall customer experience in-store. Additionally, as a Visual Merchandising Associate, I was tasked with designing and organizing product displays to attract customers and boost sales. My responsibilities included creating visually appealing arrangements, applying design principles, maintaining seasonal themes, managing store layouts, and setting up signage. I collaborated with sales teams to ensure displays aligned with sales targets, monitored product presentations, and adjusted layouts based on customer behavior and trends. Furthermore, I regularly evaluated the effectiveness of the displays and made updates as needed to keep the store visually engaging and aligned with current trends.