



Leo Budirahardjo

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EDUCATION

Art Center College of Design, Pasadena, California
Bachelor of Fine Arts | May 2005 – August 2008

JOB EXPERIENCE

Evite

Full Time Senior Creative Director | August 2021 – present

Increased premium adoption from 8% to 20% by optimizing the core product experience (UI/UX), overall template design refresh, and efficient product marketing initiative.

Leading the creative team that includes product designers, art director, graphic designers, copywriters, illustrators and freelancers.

Partnering closely with marketing, product, and tech teams to build best-in-class mobile-first user experience, and supporting 360 marketing initiatives (online & offline).

Upness

Full Time Creative Director | August 2020 – August 2021

Built the creative team from ground zero, as well as developing the core branding from scratch.

Partnered closely with marketing, product development, and tech teams to build technology-first, performance-based CBD company; tasks include creative asset visuals (digital & print), UI/ UX development, and overall voice.

BH Cosmetics

Full Time Creative Director | January 2019 – August 2020

Partnered with product development team and led all the campaign initiatives from inception to completion, including Daisy Marquez launch (2M+ in revenue).

Led and managed in-house creative team of graphic designers, photographers, videographer, image retouchers, and copywriters.

Established brand consistency and visual language on all touch points such as email marketing, website banners, paid media, social media, PR seeding, in-store gondolas & endcaps, and offline materials.

Nordstrom, Inc

Full Time Senior Art Director | March 2014 – December 2018

Built the online off-price design team from the ground up and managed & mentored a solid team of graphic designers.

Partnered with both online and store off-price marketing teams to create on-trend and consistent creative assets that spoke to the target audience and overall branding, from email marketing, website banners, paid media, social media, and offline collaterals.

KNOWLEDGE

Strong knowledge of Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Webflow, and Keynote.