

CAROLINE NATHANIA

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Visual strategist with 3+ years of experience in designing banners, social media content, and POSM. Passionate about bringing ideas to life, from brainstorming to execution, ensuring every campaign delivers a strong visual impact and engages the audience effectively. Detail-oriented, fast-working, and able to adapt in dynamic environments. Proficient in Adobe Photoshop, Illustrator, InDesign, and experienced in After Effects for motion design.

Work Experience

Kawan Lama Group (Home Center Indonesia) - Jakarta

Dec 2025 - Present

Visual Merchandiser

- **Design and produce high-quality in-store visual assets** for **INFORMA**, **INFORMA Electronics**, and **KELS**, including promotional signage, point-of-sale (POS) materials, and large-scale environmental graphics.
- **Ensure brand visual consistency** across all graphic elements, strictly adhering to the brand identity guidelines of three distinct retail entities.
- **Develop creative concepts for seasonal campaigns and in-store activations**, translating marketing briefs into compelling visual displays that drive customer engagement.
- **Collaborate with the marketing and production teams** to oversee the end-to-end process of visual collateral, from digital design to final print and installation.
- **Manage and update in-store communication materials**, ensuring all graphics are current, accurately placed, and maintain a premium aesthetic within the store environment.
- **Create digital and physical mock-ups** to propose new visual treatments for focal points and window displays, enhancing the overall brand storytelling.
- **Coordinate with vendors and print suppliers** to ensure the quality, color accuracy, and timely delivery of all graphic production materials.

ASTRO - Jakarta

Sep 2024 -Nov 2025

Senior Graphic Designer

- Developing key visuals, crafting campaign narratives, and producing impactful POSM designs to support major campaigns.
- Spearheading the End of Year campaign, creating a standout FOMO box that drove engagement and brand visibility.
- Bringing the Ramadan campaign to life with a bold key visual, extended into large-scale prints placed along KRL routes to Manggarai and Bekasi.
- Designing engaging social media content to enhance brand presence and audience interaction.
- Guiding the studio team to ensure consistency in execution and alignment with the creative vision.
- Collaborating closely with the Art Director to shape creative direction and maintain high-quality visual standards across all touchpoints.

ASTRO - Jakarta

May 2023 -Sep 2024

Graphic Designer

- Handling online and offline design needs for the quick commerce section and Astro's Private Label brands (Astro Kitchen, Astro Goods, and Astro Basic).
- Creating app banners, pop-up visuals, and social media content for @astronauts.id and @astrogoods.id.
- Managing branding assets for partnerships with companies like Mondelez and Coca-Cola.
- Designing collaboration materials for campaigns such as AK x Supalove, AG AK x Shani Amelia, and AK x Walls.
- Contributing to end-to-end campaign development for Astro Private Label, from brainstorming to visual execution, for key launches like Cugil (Cumi Gila Ricebowl) and the Truffle Series.
- Producing offline materials such as flyers, stickers, OOH banners, tripod banners, and mockups.
- Collaborating with the Art Director to provide design feedback and assist team members in reviewing their work.

Tokopedia - Jakarta

Feb 2023 - Apr 2023

Graphic Designer

- Creating eye-catching visuals and layouts for promotional materials of Tokopedia's official store.
- Generating unique and creative design ideas while ensuring timely execution within specific deadlines.
- Collaborating with the marketing team to develop and prepare design materials for campaigns and promotions.
- Managing all design-related tasks at Tokopedia, ensuring consistency and alignment with brand guidelines.

Cridea Studio - Jakarta

Sep 2020 - Dec 2021

Graphic Designer

- Designing Instagram stories and feeds for Javara Indonesia and the Jakarta Children Center.
- Ensuring all designs align with brand guidelines for consistency and visual identity.

Education

Bina Nusantara University - Jakarta, Indonesia

Sep 2018 - Dec 2022

Bachelor of Visual Communication Design, 3.49/4.00

- Committee member of Disturjiwa
- Freshmen Leader & Partner B2023
- Head of Event Benchmarking 2020 (KLIFONARA)
- First Year Program Leader B2024

Internship

Tokopedia - Jakarta Oct 2022 - Jan 2023

Intern Graphic Designer

- Supporting the design team in creating engaging visuals and layouts for Tokopedia's official store.
- Assisting in brainstorming and developing creative design ideas within given deadlines.
- Collaborating with the marketing team to prepare promotional materials and gain hands-on experience in campaign execution.
- Managing multiple design tasks while ensuring consistency with Tokopedia's brand guidelines.

Blibli - Jakarta Jul 2021 - Feb 2022

Intern Creative Designer

- Designing various creative assets for Click & Collect during my internship.
- Leading the design execution for a major project, creating all design materials for Blibli and Ranch Market with guidance from my mentor.
- Contributing to the transition process when Ranch Market was acquired by Blibli by ensuring brand consistency across design materials.

Arya Noble Feb 2021 - Jul 2021

Intern Graphic Designer

- Designing social media content, banners, packaging, and motion graphics for Arya Noble (Erha Ultimate Acne Cure & Hair Care) as an intern graphic designer.

Skills

- **Soft Skills:** Team work, communication, leadership, fast learner, adaptability
- **Hard Skills:** Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe After Effect, Affinity, Figma