



BENEDICTA RENÉE

I am an Art Director who has passions for fashion and travel. I am an aesthetic seeker and besides art direction, I also do graphic design and photography. My main goals are working with heart and passion, receiving the best feedback for what I do, and doing it in the best way. I am a good team player, a good learner, and I am able to work under pressure and tight deadlines.



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benedictarenee



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Education

- 2003 - 2007
Pelita Harapan University, Indonesia
Bachelor in Design of Visual Communication
- 2019 - 2021
Institut de Langue et de Culture Françaises - Institut Catholique de Paris
Français Langue Étrangère (FLE)
- 2021
Walter Learning, France
Formation de Photographie:
Du shooting au traitement de l'image

What I do

- Art direction
- Photo styling
- Graphic design
- Fashion styling
- Photography
- Content Creation

Tools



Interest



fashion



photography



traveling



art

Experience

- 2007 - 2008
Oxygen Graphic, Indonesia
Graphic Designer
Collaborated with creative team to develop ideas and artworks for marketing and branding communication tools. Clients: Unilever (Molto, Rinso, and Pepsodent), Cakung Township, and Chinoiserie
- 2008 - 2010
Ogilvy Action, Indonesia
Graphic Designer
Collaborated with creative team to develop ideas and creative materials for marketing and branding communication tools. Assisted the art director during photoshoot and TVC production. Clients: Unilever (Vaseline, Rinso, Ponds, Close Up, and She), and Shell.
- 2010 - 2013
Soho Square (Ogilvy Group), Indonesia
Art Director
Collaborated with creative team to develop ideas and creative materials for campaign and marketing communication tools. Assisted & supervised the third parties such as production house, photographers, and illustrators, and give them the art direction to delivering the final executions of the ideas.
Clients: Danone (Nutrilon Royal, Nutrimea, Bebelac, SGM, SGM Bunda, Lactamil, Gizikita, and Club Nutricia), KIS, Cadbury, Frutkuat, Tang, Vitamin Water, and Scott's Emulsion.
- 2013 - 2015
Berrybenka, Indonesia
Studio Production Manager
Manage and supervise the photo studio team such as stylist, photographer, and photo retoucher to create all photos for online and offline needs; from catalogue photos to editorial campaign photos.
- 2015 - 2019
Berrybenka, Indonesia
Head of Creative Production
Manage and supervise the Creative and production team to create all creative contents for online and offline needs; from catalogue photos, editorial campaign photos, website design, banners, and promotional materials. Develop the creative direction for the brand, concepts for campaigns, manage and supervise the creative production process from photoshoot, photo retouching, and graphic design.
- 2019 - present
Paris, France
Freelance Art Director