

HERBERT PRADJAJA

CREATIVE & ART DIRECTION



EXPERIENCE

I'm always excited to discover new ways to connect with consumers through emerging technologies and digital platforms. For me, the most meaningful work happens when diverse minds come together to collaborate. I genuinely believe that putting people first creates a positive, inspiring work environment where everyone can thrive.

AWARDS

SMA Awards - Best Use of Out-of-Home
CCA Awards - Best Use of Original Music (Silver)
Spikes - Shortlist Digital
Cannes - Shortlist Digital
FWA - Site of the Day
Speaker in Adfest

SKILLS

Adobe Creative Suite
Google & Microsoft Office Suite
Autodesk
ChatGPT
Krea
MidJourney

LANGUAGES

Fluent in English (Spoken & Written)
Fluent in Bahasa Indonesia (Spoken & Written)

EDUCATION

Bachelor of Arts, Visual Communications
Majoring in 3D and Animation,
Bina Nusantara,
Indonesia, 2006 - 2010

EXPERIENCE

2021
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Present

CREATIVE DIRECTOR MONKS SINGAPORE

At Monks Singapore, I led the M1 team in delivering integrated creative solutions — from campaigns to digital experiences and on-ground activations. Won and worked on global and regional pitches from Amazon, Sanofi, Nike, Unilever International and P&G.

In parallel, I led a dedicated team in Indonesia for Kraft Heinz, spearheading the full-scale rebranding of ABC Brand, one of Indonesia's top condiment brands. This involved developing the master brand positioning, segmenting individual product lines, and launching a comprehensive consumer engagement plan that spanned television, experiential marketing, retail, PR, fit for purpose media assets and performance marketing.

2018
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2021

CREATIVE DIRECTOR CHEIL SINGAPORE

As Samsung's official agency, Cheil Worldwide handled the creative aspects of their different verticals: individual mobile, wearables and television. Led a team of 15 creatives of copywriters, art directors and designers for several notable launches: Samsung Galaxy S10, Note 10, ZFlip and other regional campaigns for South East Asia and Oceania.

2016
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2018

CREATIVE GROUP HEAD GREY WORLDWIDE SINGAPORE

Transferred to GREY Worldwide, conceptualised and executed global initiatives for brands like GSK Panadol, Bose and P&G, Gillette and Pantene. These included global toolkit, augmented reality, TVCs, OOH, and campaigns for 5 different regions. Worked with vendors of different specialties to ensure quality. Guided teams of art directors and designers in the region.

Posted to several countries to help with campaign roll-outs in Indonesia and Middle East for GSK. Conceptualised and worked on a digital innovation project with Zalora to create a new retargeting system that reroutes it to a loved one, so that it can be bought as a gift. Which is now owned as a proprietary tool in Zalora.

2015
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2016

SENIOR ART DIRECTOR GREY DIGITAL (FORMERLY KNOWN AS YOLK)

At GREY Digital, serviced a few local clients, such as Sentosa Development Cooperation, Vitagen, Work Safety & Health and Hotels.com. Conceptualised and produced television commercial, print ads and digital activations. Led a group of art director, designer and social media team.

2010
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2015

ART DIRECTOR TRIBAL DDB SINGAPORE

Started out at Tribal DDB Singapore 10 years ago. Worked with a range of lifestyle and government clients such as Uniqlo, DBS Bank, Changi Airport Group, Health Promotion Board and Republic of Singapore Air Force. Produced digital initiatives like mobile application and websites. Being part of regional campaigns for key Unilever brands such as Wall's, Cornetto, Ben & Jerry's, Clear and Sunsilk. Giving 360 solutions from cutting edge digital solutions to TVC and OOH.