

## Contact

+6281319424722 (Mobile)  
dtilaar@gmail.com

www.linkedin.com/in/dtilaar  
(LinkedIn)  
randomscribbles.com (Personal)  
www.behance.net/dtilaar (Portfolio)

## Top Skills

Creative Solutions  
Concept Development  
Project Management

## Languages

English (Full Professional)  
Indonesian (Native or Bilingual)

## Certifications

Theory of Change & Results-Based  
Management for Social Inclusion and  
Policy

# Desiree Tilaar

Creative Communication  
Greater Jakarta Area, Indonesia

## Summary

Desiree Tilaar has been creating engaging experiences through creative communications for over eighteen years. Her skills and experience ranged from conceptualizing creative campaigns, creating channel strategies, developing information architecture, to designing user interfaces for business-to-business, consumer, e-commerce, and public sector clients. As a creative, she firmly believes great ideas solve real problems, and the key to great ideas always come from the understanding of true human insights.

Her specialties include: Creative Solutions, Channel Strategy, Concept Development, Art Direction, Graphic Design, Information Architecture, User Interface Design, Digital Production

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## Experience

Maverick Indonesia  
Creative Director  
April 2018 - Present  
Greater Jakarta Area, Indonesia

Building a team of specialists and helping Maverick to evolve into a more integrated communication consulting company. Developing creative communication strategy for clients and oversees implementations. Conducting trainings and facilitating workshops for both internal teams and external partners.

XION  
Creative Director  
June 2017 - March 2018 (10 months)  
Greater Jakarta Area, Indonesia

Led and managed the creative department of 20+ art directors, copywriters and designers, and provided creative direction and communication strategy for various clients digital campaigns.

Clients included: XL, Beiersdorf, JTI, Maybank

## Independent Consultant

### Communications Consultant & Digital Creative

May 2016 - June 2017 (1 year 2 months)

Greater Jakarta Area, Indonesia

Developed communication and channel strategies, provided creative consultancies specifically in digital marketing, as well as managed implementations for both commercial and non-profit clients.

Projects included: Jenius BTPN, World Agroforestry Centre, Sariayu, KNCV

## UNICEF

### Communication for Development Specialist

March 2015 - April 2016 (1 year 2 months)

Greater Jakarta Area, Indonesia

Developed and managed program communication strategy and facilitated implementations and activities for promotion of social and behavioral change in support of UNICEF Indonesia country program delivery.

Programs supported including: Water, Sanitation & Hygiene (WASH), Maternal & Child Health, Immunization, Malaria, and Child Protection.

## Rise Indonesia (a subsidiary of Lowe & Partners)

2 years 11 months

### Digital Creative Director

April 2014 - March 2015 (1 year)

Greater Jakarta Area, Indonesia

Led and managed the digital department, supervised all digital creative work from strategy and concept to design and production. Clients included: Audi, Axis, Burger King, Danone Nutricia, Daum Communications, FirstMedia, Google, Heineken, Indofood, Johnson&Johnson, KT&G, Martha Tilaar Group, Prasetya Mulia, Suntory Garuda, Tencent MNC, Unilever, UNICEF, WimCycle.

### Associate Creative Director - Digital

May 2012 - March 2014 (1 year 11 months)

Greater Jakarta Area, Indonesia

Led and managed the digital department, supervised all digital creative work from strategy and concept to design and production. Clients included: Audi, Axis, Burger King, Danone Nutricia, Daum Communications, FirstMedia, Google, Heineken, Indofood, Johnson&Johnson, KT&G, Martha Tilaar

Group, Prasetiya Mulia, Suntory Garuda, Tencent MNC, Unilever, UNICEF, WimCycle.

## OgilvyOne

### Creative Group Head

June 2010 - May 2012 (2 years)

Assisted the Creative Director in managing and leading digital and integrated projects, all the way from concept to production. Clients included: Coca-Cola, Google, Guinness, Heineken, LG, Mizone, Nestlé, Paramex, Philips Lighting, Sorella.

## Leo Burnett

4 years 1 month

### Creative Group Head

February 2010 - May 2010 (4 months)

## Senior Designer

May 2006 - February 2010 (3 years 10 months)

Greater Jakarta Area, Indonesia

Developed concepts and layouts and supervised productions for both print and digital media, as well as the occasional offline installations and DST games. Clients included: American Express, Danamon, Honda, Holcim, Intimasi Production, Jordan, Marlboro, McDonald's, Metro Dept Store, M Pacific Place, Nutrilite, Perfetti Van Melle, Telkomsel, TVS, Xerox

## Martha Tilaar Group

### Web Manager

March 2005 - April 2006 (1 year 2 months)

Managed design implementations and maintenance of MTG's various brands' websites. Developed standardized processes to increase efficiency in overall web planning and developments. Managed relationship with various vendors.

## Allyn & Bacon (Pearson Education)

### Web Designer

July 2001 - January 2005 (3 years 7 months)

Conceptualized, designed and maintained a variety of websites using HTML and Flash. Created and produced interactive demos and walkthroughs in Flash for textbooks published by A&B. Researched and set up an online tracking system to measure success of particular A&B's ad strategies. Designed user interface for A&B online products and media players.

marchFIRST (formerly USWeb/CKS)

Graphic Designer

January 2000 - April 2001 (1 year 4 months)

Austin, Texas Area

Conceptualized and designed user interfaces for e-retail and hi-tech companies websites. Created Flash interfaces and animations as well as basic programming in Flash ActionScript. Clients included: USAA, FAO Schwarz, Tommy Hilfiger, Tivoli, StorageTek

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## Education

The University of Texas at Austin

Bachelor's Degree, Advertising: Creative Sequence

Wichita State University

Advertising