



# RUDY P. AGNEL

PRINCIPAL DESIGNER & ARTIST

## PROFESSIONAL SUMMARY

Multidisciplinary Principal Designer with 12+ years of experience spanning game studios, design agencies, and animation houses. Self-taught creative professional specializing in UI/UX design, illustration, photography, and video production. Currently driving educational technology innovation through comprehensive design solutions that bridge learning gaps and enhance user engagement.

## CONTACT

**Phone:** +62 853 5352 2319

**Email:** rudypagnel@gmail.com

**LinkedIn:** <https://www.linkedin.com/in/rudypagnel/>

---

## CORE EXPERTISE

- Creative Direction
- UI/UX Design
- Illustration
- Project Management
- Brand Identity
- Photography
- Video Production
- Team Leadership

---

## WORK EXPERIENCE

### Principal Designer | February 2018 - Present

Solve Education!

Leading digital learning experiences and creative initiatives for global educational technology platforms. Managing, breaking down the problem, executing a creative solution for various tasks. Help them to grow their brand and develop their educational products.

### Senior Artist & Animator | February 2016 - October 2017

Petshopbox Studio

Helping our clients with their online games by creating assets and animating them. I also worked on some mascot design and motion graphics projects. I learn a lot about managing my timeline for the efficiency and effectiveness of my workflow.

---

## KEY PROJECTS:

### Edbot.ai Design System Overhaul

- Developed a comprehensive design system enhancing user engagement and learning retention
- Created uniform visual language including color schemes, typography, and interactive elements
- Designed distinctive mascot and character system for brand identity

### Learning How to Learn - Indonesian Adaptation

- Led end-to-end video production of 16-episode educational series
- Managed complete production pipeline from storyboarding to final editing
- Successfully localized complex learning concepts for Indonesian market

### Edbot Mascot Design

- Designed and developed Edbot's character design for Telegram English learning chatbot
- Created a versatile mascot with multiple expressions and poses to enhance user engagement
- Developed seasonal variations of the character, contributing to increased user connection and learning engagement

### Digital Content Producer

- Managed end-to-end production of Solve Education!'s YouTube podcast series
- Operated cameras, sound equipment, and directed hosts/guests for live streams and recordings
- Produced high-profile live stream events, featuring industry leaders in hospitality

### KKH Hospital Children's Book Series

- Illustrated and designed four children's books for Singapore's leading children's hospital
- Created engaging visual narratives addressing social skills and COVID-19 awareness
- Developed age-appropriate illustrations for kindergarten demographics

### Solve Impact Gifts Creative Direction

- Directed product and lifestyle photography campaigns
- Led studio sessions combining commercial photography with social impact

---

## ACADEMIC HISTORY

### Quantum College Bandung | 2009-2011

Associate of Arts - AA

Despite not completing my college degree, I established myself as a freelance designer and successfully built a client base. During my two years at Quantum College Bandung, I studied 2D Animation, acquiring fundamental skills in animation and design while maintaining financial independence through freelance work.