RUDY P. AGNEL

PRINCIPAL DESIGNER & ARTIST

Occasionally making things look cool.

PROFESSIONAL SUMMARY

I've been in the creative trenches for 12+ years, some call it **"experience,"** I call it **"creative survival."** From game studios to design agencies and ed-tech battlegrounds, I've shipped UI/UX designs, illustrated mascots with too many emotions, captured the world through a lens, and even made videos that didn't suck. Currently applying all that chaos to help an educational tech org actually teach people something useful.

CONTACT

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🌐 Based on Earth, Working Everywhere

CORE EXPERTISE

- Creative Direction
- Brand Identity
  (yes, including your overused color palette)
- UI/UX Design
- Photography
- Illustration
- Video Production
- Project Management
- Team Leadership
  (read: therapist with a deadline)

WORK EXPERIENCE

Principal Designer | February 2018 - Present
Solve Education!

- I design learning experiences that don't bore people to death.
- Lead projects where "figure it out" is the brief.
- Developed visual systems, character designs, and entire educational campaigns; all while dodging meetings.

Senior Artist & Animator | February 2016 - October 2017
Petshopbox Studio

- Created assets for online games, animated cute things that bite, and learned the hard way how to manage my time.
- Mascots, motion graphics, and juggling client expectations like flaming swords.

SELECT PROJECTS (A.K.A. MY HITS)

Edbot.ai Design System Overhaul

- Completely revamped a design system that actually keeps users engaged and helps them remember things. Imagine that.
- Crafted a consistent visual language because apparently, consistency matters. This includes color schemes, typography, and interactive elements that don't make you cringe.
- Designed a mascot and character system so memorable, even the robots are jealous.

Learning How to Learn - Indonesian Adaptation

- Localized a 16-episode educational series.
- Directed, edited, and taught people how to think, without putting them to sleep.

Edbot Mascot Design

- Designed a chatbot mascot that's more expressive than most humans.
- Seasonal versions included, because learning should dress up too.

Digital Content Producer

- Directed and produced live streams and offline podcast with hospitality leaders.
- Yes, I made live streams calls look good.

KKH Hospital Children's Book Series

- Illustrated four children's books; some for COVID awareness, others for social skills.
- Basically, teaching toddlers how not to lick things in public.

Solve Impact Gifts Creative Direction

- Shot lifestyle and product photography that actually made people care.
- Balanced commerce and conscience without losing my creative soul.

ACADEMIC HISTORY

Quantum College Bandung | 2009-2011

Associate of Arts - AA

I dropped out of college (because debt and boredom didn't spark joy), then dove into 2D animation for two years while freelancing to stay financially afloat. Picked up real-world design skills, client management, and enough resilience to make most graduates look like interns.