RUDY P. AGNEL

PRINCIPAL DESIGNER

PROFESSIONAL SUMMARY

I spent more than twelve years working directly with founders, C-levels, educators, and stakeholders across tech, NGOs, and creative industries. I led projects, managed teams, handled complex problems, and kept cross-functional groups aligned from strategy to execution.

CONTACT

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🌐 Based on Earth, Working Everywhere

CORE EXPERTISE

- Creative Direction
- Project Management
- UI/UX Design
- Illustration
- Narrative Thinking
- Team Leadership
- Photography
- Video Production

WORK EXPERIENCE

Principal Designer | February 2018 - August 2025

Solve Education!

- Led the creative direction for a gamified education app used by thousands of students.
- Translated complex learning problems into simple game mechanics.
- Designed systems, flows, and visual languages that kept students engaged.
- Managed stakeholders, clarified priorities, and avoided unnecessary chaos.
- Helped build a chatbot-based learning experience from scratch.
- Turned educational theory into fun product reality.

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

Edbot.ai Design System

- Coordinated teams and clarified project scopes across product, content, and engineering.
- Simplified complex problems into clear, actionable processes.
- Supported product development for English-learning apps and chatbot tools.
- Developed design system, mascot, and brand direction while guiding communication workflows.
- Helped scale educational programs with structured thinking and clarity-based decisions.

Project Lead – Learning How to Learn (Indonesia Adaptation)

- Led adaptation of Coursera's course "Learning How to Learn."
- Managed stakeholder communication with Prof. Barbara Oakley.
- Oversaw planning, production, timelines, quality control, and team alignment.
- Simplified complex concepts into culturally relevant content.
- Delivered 16 high-quality educational episodes.

Podcast Producer

- Managed full podcast production workflow (pre-production → live → post).
- Coordinated hosts, guests, schedules, equipment, and team communication.
- Directed live sessions and solved real-time technical issues.
- Ensured consistent quality and smooth production flow.

ACADEMIC HISTORY

Quantum College Bandung | 2009-2011
Associate of Arts - AA

I dropped out of college, then dove into a 2D animation course 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.

STRENGTH

Clear communicator • Calm under pressure • Fast learner • Structured thinker • Reliable operator • Curious • Adaptable • Always improving