



DIRA GANA

CREATIVE MANAGER

+65 9272 7093
dira1988@gmail.com
www.diragana.com

 diragana
 381C Balestier Road,
Singapore 329793

PROFILE

Highly skilled and results-oriented professional with 10 years experience in creative industry and entrepreneurship background seeks position in Product Creative division. Proven ability to manage a creative team and deliver great products for more than 15 clients in Asia, such as Gardens by the Bay, Chimelong Group, Discover Hong Kong, etc.

EDUCATION

BACHELOR OF ARTS (B.A.)
Design and Visual
Communications
Petra Christian University
(2005 to 2009)
Surabaya, Indonesia
Cum Laude (3.56 of 4)

SKILLS

// PROFESSIONAL

Problem solving
Work smart
Manage projects
Team builder
Always deliver high-quality work
Sharp eyes for details
Expert in all aspects of developing creative in digital, consumer product, and user experience.
Graphic design
Character design
Web design
2D animation
Digital marketing
Content producer
Videography

// TECHNICAL

Adobe Creative Suite
(Photoshop, Illustrator, etc.)
Final Cut Pro

INTERESTS

Watch movies
Reading
Travelling

PROFESSIONAL EXPERIENCE

CREATIVE MANAGER *L'zzie Clothings | Singapore | 2011 - Present*

L'zzie Clothings has several sister companies, including Elisa Litz and Goldwood, which I contributes to their growth in sales, brand awareness, and clients.

- When I first join the company, Goldwood (souvenirs) only has 3 local clients and only one designer (me). Now, it has international clients from Batam, Malaysia, Hong Kong, and China. And, now I managing a design team of 4 and international freelancers. In 2018 until present, I work closely with Disney as the licensor to develop Mickey Go Local products for Singapore market.
- In 2015, I developed the animal shoes collection for Elisa Litz (shoes brand) named Elisa Litz Zoo. It become the best seller range until now alongside the licensed series with Disney and Sanrio.
- At L'zzie (clothings brand), I contributes to the product development, seasonal campaign, creation of textile patterns, and liaise with Disney to develop new products every quarter.

LINE Creator's Stickers *LINE | Singapore | 2014 - Present*

I created sticker sets for LINE. One of my creation, Meow the Tabby Cat, listed as top 10 of most popular stickers in Singapore and Indonesia during the first 2 years of its release. And, often get to the first rank for months.

Founder of GANA Foxy Bag *GANA | Singapore | 2013-2015*

I design and produce a handmade bag called Foxy Bag at Etsy and received very well responses from buyers around the globe. I'm currently taking a break from this project. It was a great experience to learn a lot of entrepreneurship aspects.

Senior Illustrator *Jotter Pro | Indonesia | 2009-2011*

In November 2009, I joined this company as an Illustrator, then promoted to Senior Illustrator after 6 months. My responsibilities were to provide artworks for various projects, especially as inker, colorist for comic book, and creating assets for

PRESS RELEASE & ACHIEVEMENTS

Below are the list of my journey and achievements of "Meow the Tabby Cat".

LICENSING TO MICROSOFT *07 November 2018*

Microsoft contacted me to get a license for Meow the Tabby Cat character stickers, to use it as one of the stickers for their next project related to SwiftKey and Skype.

INTERVIEW ON MEDIA

I have appear on several media, such as Lianhe Zaobao, The New Paper, Channel U, Mashable, NYLON, etc.