



SALMA TSANIYA

Motion Graphic Designer & Video Editor

Creative Motion Graphic Designer and Video Editor with over **7 years of experience**, delivering award-winning visual content and pushing boundaries in **motion graphics, video editing, and 3D animation**. Skilled in **CapCut, After Effects, and Illustrator**, I bring dynamic ideas to life with storytelling that captivates audiences. With a passion for video editing, I thrive on collaborating with **global clients** to craft impactful visual experiences that resonate worldwide.

CONTACT

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EDUCATION

Bandung Institute of Technology,

Faculty of Art and Design,

Visual Communication Design.

GPA 3.68 out of 4.00

2013 - 2017

SKILLS

Graphic Design

Adobe Photoshop / Intermediate

Adobe Illustration / Intermediate

Canva / Intermediate

Video Editing

Adobe Premiere Pro / Intermediate

Adobe After Effect / Advanced

Capcut / Advanced

3D Software

Cinema 4D / Advanced

Blender / Basic

Nomad Sculpt / Basic

WORK EXPERIENCE

FULLTIME

Motion Graphic Artist, Ku Creatives Unlimited

August 2023 - November 2023

- **Created** engaging video content for a variety of overseas clients, delivering high-quality animations and editing **over 50 short-form videos** (under 10 minutes each) and long-form videos within tight deadlines.
- **Produced** multiple design assets, including animations, video edits, and posters, for client campaigns, consistently meeting deadlines with efficient, high-quality work, often completing each short-form video in **just one day**.
- **Collaborated closely** with **international clients** to understand their vision, providing updates and feedback through direct communication, and **delivering** successful video projects that received positive feedback for creativity and alignment with brand goals.

Animator, Ruangguru

May 2019 - November 2022

- **Created 100+ educational animations** for junior and senior high math, receiving **positive feedback** from students for engaging, clear visuals.
- **Led** the math **animation team** in final months, **managing project timelines** and quality standards to ensure on-time delivery.
- **Collaborated** with experts to align animations with curriculum standards and streamline production workflows for increased efficiency.
- **Selected** by management to **lead workshops on 3D animation and video mapping**, sharing advanced techniques with the team.

AWARD

Top 7, Art Vision Festival 2022

"Way of Freedom", a video mapping project at Victory Museum, Moscow, Russia.

[View Project: https://bit.ly/wvartvision](https://bit.ly/wvartvision)

Top 30, Cosmolight Festival 2021

"Aksara", a video mapping project at Cosmolight Festival, Greece.

[View Project: https://bit.ly/wvcosmolight](https://bit.ly/wvcosmolight)

Shortlist Award Winner & Audience Choice Award, ACSEE Festival 2020

"Unity in Diversity", a video mapping on The Great Wall of Datong, China.

[View Project: https://bit.ly/wvacsee](https://bit.ly/wvacsee)

Finalist, ADAA Award 2019, Interactive Arts Category

"Tears of Rattan", a video mapping on Rattan Installation, Fukuoka, Japan.

SPEAKING ENGAGEMENTS

Guest Lecturer –
Video Mapping & Motion Graphics
Shenzhen Polytechnic University, China |
Nov 2024

FREELANCE MOTION DESIGNER

Motion Graphic Artist, PT Sembilan Matahari

November 2022 - present

- **Contributed** to **over 10 event projects**, including the high-profile **Museum Marrodh Al Jabbar** project, where I served as both an **illustrator and motion graphic designer**, creating engaging visuals that enriched the visitor experience and enhanced the museum's storytelling.
- **Produced** creative motion graphics for campaigns such as Cimory Riverside Menyala and Fairy Garden Menyala, aligning the visuals with brand messaging and delivering engaging, story-driven content.
- **Worked extensively** on **video mapping projects**, bringing innovative motion graphics to large-scale installations and public events.

3D Animator, Kubo Pictures

February 2023 - June 2023

- **Created** intricate **3D animations** for the ICE BSD company profile project, a complex project that spanned five months, effectively showcasing the company's brand and services in a visually captivating format.

Motion Graphic Artist, Indohun

March 2018 - November 2021

- **Created over 20 videos** for the **Situsehat web series**, producing them from storyboarding, asset creation, and animatics.
- **Produced** monthly video content for **Situsehat**, a health-focused web series, designing **2D assets** and creating **motion graphics** to support the series' messaging.

3D Animator, Seeds Motion

July 2017 - May 2019

- **Created** motion graphics for multiple projects, including Museum BI Video Mapping, Museum Perpusnas Video Mapping, GWK Video Mapping, Vice x JD.ID Animation, and others project.
- **Involved** in the projection mapping for the **GWK (Garuda Wisnu Kencana)** statue, one of the largest statues in Bali, Indonesia. Created 3D animations for the opening ceremony of the statue, enhancing the visual experience for this large-scale event.
- **Designed** 2D assets using **Adobe Illustrator** and animated them in Adobe After Effects to create dynamic motion graphics.
- **Developed** 3D assets and animations using **Cinema 4D**, bringing motion graphics to life for large-scale video mapping and 3D display projects.