

Claudia Novelia

Brand Designer with a background in Motion and Strategy

Work Experience

Never Sit Still

Motion Designer (Intern & Part Time)
Sydney, Australia | 2025–2026

- ↳ Created 2D assets and animated typography for a leading US telecommunications brand by following brand guidelines, helping deliver consistent motion-led brand work.
- ↳ Supported brand identity in motion by adapting static visual elements into animated assets, helping the brand feel consistent across digital touchpoints.
- ↳ Collaborated with the creative team and joined client-facing discussions by responding to feedback, helping refine work to match the client's brand direction.

Carve and Stitch

Illustrator & Motion Designer (Freelance)
Sydney, Australia | 2024–2025

- ↳ Created illustrations for motion projects across AI, philanthropic, and infrastructure clients by developing visual assets for brand films, animated illustrations, and digital content.
- ↳ Supported motion storytelling by creating storyboards and illustration assets, helping translate project ideas into clear visual sequences.
- ↳ Produced social media motion assets by adapting illustrations and graphic elements into animated content for digital platforms.

Education

University of Technology Sydney

Master of Marketing
Sydney, Australia | 2024–2026

Seoul National University of Science and Technology

Bachelor of Visual Design
Seoul, South Korea | 2020–2023
GPA: 3.86 / 4.0

Languages

English (Fluent), **Indonesian** (Native), **Korean** (Conversational)

Website Portfolio

claudianov.com

Email

claudianovelia00@gmail.com

Phone

+61 401 550 210

Core Skills

Adobe After Effects
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro
Figma
Cavalry

Studio Chenchen

Brand & Motion Designer (Freelance)
Sydney, Australia | 2023–2024

- ↳ Shaped brand directions for sports, biotech, and lifestyle clients by developing concepts and logo sketches with the owner and creative director.
- ↳ Built brand applications for social media, presentations, and digital use by adapting identity concepts into practical visual assets.
- ↳ Brought brand identities into motion by animating logos, transitions, and graphic elements for digital brand touchpoints.

Senka Studio

Brand Designer
Bali, Indonesia | 2023–2024

- ↳ Developed brand identities from start to finish across F&B, beauty, architecture, and lifestyle clients by working on strategy, moodboards, concepts, and logo explorations.
- ↳ Built brand applications across packaging, social media, set design, and print materials by adapting visual concepts into practical design assets.
- ↳ Extended brand systems into motion by creating animated assets that helped bring each visual identity into digital formats.

Awards & Recognition

College of Art & Design Top Graduation Award

First Place amongst 40+ Students
Seoultech University

Featured Designer & Project

Editorial Design
Published in Asia-Pacific Design No. 19

Exhibitor

LAG Exhibition
Featured Exhibitor in Top 3
Design Universities in South Korea

