

NANDA ADDI WIJAYA

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SUMMARY

An active Educational Technology student specializing in **Video Editing**, **Motion Graphics**, and **Digital Content Production**. Possesses over 3 years of professional experience managing post-production workflows across multiple platforms (YouTube, Instagram, TikTok) and commercial projects. Highly skilled in Adobe Creative Suite (Premiere Pro, After Effects), with a proven track record of leading teams and conducting technical workshops for 100+ participants. Proficient in content performance analysis to drive audience engagement.

WORK EXPERIENCE

Video Editor | PT. Indopride Digital Project *May 2024 – Present*

- Produced and edited high-quality gameplay video content for YouTube, Instagram, and TikTok, ensuring a consistent publishing schedule.
- Enhanced audience retention by incorporating creative visual elements (memes, motion graphics) and atmospheric sound design (sound effects, BGM).
- Synchronized audio tracks and adjusted editing styles to align seamlessly with creator personas and channel identities.

Videographer & Video Editor | Aksara Picture *March 2024 – Present*

- Delivered commercial photography and videography adhering to professional standards of composition, lighting, and storytelling based on client requirements.
- Executed video editing and color grading processes to produce aesthetic visual outputs and strengthen client brand identity.
- Collaborated directly with clients to translate creative concepts into effective visual assets.

Motion Graphics Designer | Kultus Visual *April 2025 – July 2025*

- Designed large-scale visuals (projection mapping) utilizing precise masking and warping techniques for building facades.
- Acted as a Visual Jockey (VJ) and produced high-resolution content for videotron/LED displays at live concerts and events.
- Ensured render formats and video codecs strictly aligned with technical hardware specifications (LED processors & projectors).

Assistant Validator Coordinator | Department of Educational Technology, Universitas Negeri Malang *January 2025*

- Led and supervised 130+ students in developing Delphi 7-based interactive multimedia products.
- Conducted technical validation and project evaluations to ensure compliance with academic standards.

Information Technology Staff | Radio TEP FM *December 2024 – December 2025*

- Produced podcast video content and social media assets, designing digital visual materials for organizational publications.
- Managed and optimized the design and content of the official organizational website.

Social Media Specialist | UP Project Construction *June 2023 – June 2024*

- Formulated social media strategies and content calendars that successfully increased brand awareness.
- Periodically analyzed content performance metrics to optimize engagement rates and audience reach.

Creative Team (Video Editor) | Thronekill.id *May 2020 – June 2023*

- Managed end-to-end video production workflows for documentation and digital media from pre-production through post-production.

OTHER PROJECTS & EXPERIENCES

- **Speaker, "Mastering Adobe Premiere" Workshop** *December 2025* : Trained 100+ participants in basic video editing techniques and practical tool usage.
- **Speaker, "Creative Content for MSMEs" Workshop** *December 2025* : Guided 60+ MSME owners in visual content creation strategies for digital promotion.
- **PDD Division Volunteer | HMD TEP UM** *July 2025* : Responsible for documentation and publication material design for event activities.

EDUCATION

Bachelor of Education in Educational Technology | Universitas Negeri Malang *2023 – Present* | *GPA: 3.46/4.00*

Focus of Study: Graphic & Visual Media Innovation (2D & 3D), Visual Programming, Multimedia Innovation, Instructional Design.

SKILLS

Hard Skills: Video Editing, Motion Graphics, Videography, Sound Design, Color Grading, Projection Mapping, Visual Storytelling, Frontend Web Development (Basic).

Software: Adobe Premiere Pro, After Effects, Adobe Audition, CapCut, Google Flow, Seadance AI, Resolume Arena, Canva.

Soft Skills: Time Management, Team Leadership, Creative Communication, Problem Solving.

Languages: Indonesian (Native), English (Conversational).