

# Harold Surentu

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LOCATION Almere, Netherlands  
CITIZEN Dutch

Motion Designer · Online Editor · VFX · AI Creative · Art Director

STATUS Available	EXPERIENCE 15+ Years	SPECIALISATION Motion · Post · VFX	INDUSTRY E-commerce · Broadcast · TVC	SHOWREEL <a href="https://youtu.be/951WUKUmq4Y">youtu.be/951WUKUmq4Y</a>
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## 00 PROFILE

Motion designer and online editor with **15+ years** across broadcast, post-production houses, and large-scale e-commerce. Expert in **multi-format video production** — delivering consistent, brand-quality assets across YouTube, Instagram, TikTok, and broadcast from a single creative master. At Shopee Indonesia, led a motion team producing **40+ campaign variants per cycle** across five platforms, maintaining visual quality under high-volume production deadlines. Deep hands-on experience in **VFX integration, compositing, color grading, motion tracking**, and full online edit pipelines. Comfortable working within and building repeatable QC systems. Actively exploring **AI-assisted creative workflows** using tools including MidJourney, RunwayML, Kling, and Hailuo.

## 01 SKILLS & SOFTWARE

<b>MOTION &amp; VFX</b> <ul style="list-style-type: none"><li>Motion Graphics</li><li>VFX Integration</li><li>Compositing</li><li>Motion Tracking</li><li>Color Correction</li><li>Chroma Key</li><li>Matte Painting</li><li>3D Animation</li><li>2D Animation</li></ul>	<b>SOFTWARE</b> <ul style="list-style-type: none"><li>Adobe After Effects</li><li>Adobe Premiere Pro</li><li>Cinema 4D</li><li>Adobe Media Encoder</li><li>Adobe Photoshop</li><li>Adobe Illustrator</li><li>Figma</li><li>CapCut</li><li>DaVinci Resolve</li></ul>	<b>PRODUCTION &amp; CREATIVE</b> <ul style="list-style-type: none"><li>Multi-format Delivery</li><li>Online Editing</li><li>Quality Control (QC)</li><li>Art Direction</li><li>Brand Identity</li><li>Campaign Production</li><li>Post House Collaboration</li><li>Asset Pipeline Mgmt</li><li>Codec &amp; Transcoding</li><li>Broadcast Delivery</li><li>Social Media Formats</li><li>Web Design</li><li>HTML / CSS</li></ul>
<b>AI TOOLS</b> <ul style="list-style-type: none"><li>MidJourney</li><li>RunwayML</li><li>Kling</li><li>Hailuo</li><li>Suno</li><li>Claude</li></ul>		

Jun 2020 – Aug 2024

**Shopee International Indonesia**

E-COMMERCE · FULL-TIME

**Motion Design Lead / Online Editor**

- Led motion graphics team producing **multi-format campaign videos** across YouTube (16:9), Instagram (1:1, 4:5), Stories (9:16), and TikTok (9:16) — delivering 40+ variants per campaign cycle.
- Owned the **online edit pipeline**: ingested raw footage from offline editors, performed VFX integration, compositing, motion tracking, color grading, and platform-specific QC before final delivery.
- Collaborated with post houses on TVC productions — requested and managed **raw asset handoffs** (VFX elements, plate shots, green screen footage, graphic packages, matte paintings) and rebuilt master compositions for non-broadcast formats.
- Established **repeatable QC processes** ensuring brand consistency across all variants; reduced revision cycles through systematic pre-delivery checks.
- Collaborated with cross-functional marketing, brand, and creative teams to align motion output with campaign objectives at scale.

AFTER EFFECTS PREMIERE PRO CINEMA 4D VFX COMPOSITING COLOR GRADING  
MULTI-FORMAT QC ONLINE EDIT

Sep 2015 – Present

**Haroru Studio**CREATIVE STUDIO ·  
FOUNDER**Art Director & Post Production Supervisor**

- Led ideation and art direction for motion, video, and digital campaigns for clients across multiple industries.
- Managed and guided creative teams from concept through production, ensuring high-quality output and on-time delivery.
- Conducted creative discovery sessions with clients, translating brand vision into motion and post-production strategies.
- Oversaw full post-production pipeline: editing, VFX, color, compositing, and multi-platform delivery.

ART DIRECTION POST PRODUCTION TEAM LEADERSHIP CLIENT MANAGEMENT

Oct 2015 – Present

**Vuebox Studio**DESIGN AGENCY ·  
CONTRACT**Web Designer / Discovery Facilitator**

- Facilitated brand discovery sessions to define client identity, audience, and functional requirements.
- Designed and delivered user-friendly websites aligned to client brand guidelines and business goals.

WEB DESIGN HTML/CSS BRAND IDENTITY UX

Feb 2015 – Aug 2015

**THIS AND THAT**CREATIVE PRODUCTION  
HOUSE**Senior Motion Graphic Artist**

- Led motion graphics team on high-profile productions including **3D video mapping** for events and **concert stage visuals**.
- Collaborated with account executives, art directors, and producers to develop and deliver motion graphic assets on schedule.

MOTION GRAPHICS 3D MAPPING EVENT VISUALS AFTER EFFECTS

Jun 2014 – Feb 2015

**THECUTSHOP**POST PRODUCTION  
COMPANY**Senior Motion Graphic Artist**

- Worked directly with creative and art directors from advertising agencies on TV commercial post-production.
- Assisted online editors developing **graphic and 3D assets** for motion graphics and visual effects in broadcast deliverables.
- Contributed to creation of TV commercials, working to broadcast delivery standards and technical specifications.

TVC BROADCAST 3D ASSETS ONLINE EDIT AGENCY COLLAB

Aug 2012 – Feb 2014

### Gorilla Creative Solution

CREATIVE PRODUCTION HOUSE

#### Head of Creative

- Supervised production from concept to final delivery, ensuring brand values translated into strong creative output across all campaigns.
- Drove creative culture and led team through hands-on design and direction work when required.

CREATIVE DIRECTION

TEAM LEADERSHIP

CAMPAIGN PRODUCTION

Oct 2011 – Aug 2012

### Alternative Media Group

MEDIA PLACEMENT · OOH

#### Graphic Designer / Motion Graphic Artist

- Generated motion graphic concepts for Out-of-Home (OOH) media placements across multiple client accounts.

OOH

MOTION GRAPHICS

GRAPHIC DESIGN

Oct 2006 – Oct 2009

### Christian Broadcasting Network

BROADCAST · REMOTE

#### Motion Graphic Artist

- Developed **broadcast design packages**: show intros, lower thirds, transitions, and on-air elements.
- Managed remote client relationships and asset delivery; acted as art director for brand launch campaign.

BROADCAST DESIGN

LOWER THIRDS

ON-AIR GRAPHICS

REMOTE DELIVERY

## 03 EDUCATION

#### Bachelor of Computer Science

Information Systems

ASIAN BANKING FINANCE & INFORMATICS INSTITUTE OF PERBANAS

GPA 3.62

#### Information Management Diploma

Information Management

PPK LIA

## 04 CERTIFICATIONS

#### Certified Cardano Developer Associate

EMURGO.ID

#### Product Design Workshop Series

APIARY ACADEMY