

# SAM BUDIARTHO

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## EDUCATION

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### University of Southern California *Aug 2018 – Dec 2022*

*B.A. Psychology — Dornsife College of Letters, Arts & Sciences* Los Angeles, California

- Honors: Alpha Lambda Delta National Honor Society · Dean's List · Psi Chi International Honor Society in Psychology
- Publication: Unlearning Creativity: How to Unlearn the Parameters of Creativity We've Been Conditioned To (2022)

## WORK EXPERIENCE

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### Sekolah Bogor Raya · *Aug 2025 – Present*

*Creative & Digital Marketing Lead (Contract)* · Jakarta, Indonesia

- Redesigned and rebuilt the school website from the ground up, leading UX architecture, information hierarchy, visual identity alignment, content strategy, and migration from concept to launch.
- Lead brand storytelling and content strategy across Instagram, LinkedIn, and YouTube, shaping institutional voice, campaign narratives, and creative direction for enrollment marketing and school programming.
- Drive creative concepting for multi-platform campaigns and collaborate with execution teams to maintain brand consistency across digital and physical touchpoints.
- Consult on visual content production and design direction, ensuring creative output aligns with the school's positioning as an internationally accredited institution.

### INTERLUNAR · *Aug – Nov 2025*

*Product & Growth Associate (Contract)* · Remote

- Redesigned and rebuilt the company website end-to-end, including UX flows, CMS architecture, and responsive layouts.
- Developed a fully functional CRM system from scratch, delivering a live client dashboard with membership tiers, credit tracking, service history, and real-time updates.
- Supported business development through client account management, proposal development, and day-to-day communication with prospects and existing clients.

### Tang Contemporary Art · *Oct 2024 – Aug 2025*

*Gallerist & Marketing Strategist* · Singapore, Singapore

- Joined during the launch phase of Tang's first Singapore location, supporting operations, marketing, and programming continuity through frequent team transitions.
- Spearheaded Singapore Art Week 2025, managing a dual-exhibition rollout of 90+ artworks, international shipments, and a 100-guest collectors' dinner for directors, artists, and investors.
- Grew Instagram following from 200 to 1,200+ organically in under six months through targeted content strategy and KOL events.

### AKUOS PTE. LTD. · *Jan – Apr 2023*

*Lead Product Designer* · Singapore, Singapore

- Designed the full UI and digital ecosystem for AKUOS, an assistive hearing device embedded in eyewear that enabled non-invasive audio transmission for users with hearing impairments.
- Prototyped the iOS companion app as the sole designer in a lean health-tech startup, developing user flows, accessibility features, and device-pairing logic in Figma and Procreate in close collaboration with hardware engineers and founders.

## ADDITIONAL INFORMATION

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**Skills:** Webflow · Figma · Procreate · Adobe Creative Suite · Social Media Strategy · UX/Product Design · CRM Development · Project & Account Management · Web Development · Brand Conceptualization

**Interests:** Prose Writing · Painting & Digital Illustration · Colored Pencil · Weightlifting · Boulderling · The Beach · Synesthesia Research · Escape Rooms