



# Juna Praditya

CREATIVE HEAD · AI-GENERATIVE  
EXPERT

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## PROFILE

Creative Head and AI-Generative Expert with **10+ years** crafting brand systems, digital products, and AI-driven creative across wellness, medical, hospitality, F&B, fashion, and retail sectors. Led creative for 25+ launched brands — spanning premium clinical (**Clinic Terrain** NAD+ therapy), nationwide medical services (**Travel Clinic**), Korean-sourced skincare (**Cavalix**), luxury hospitality (**Villa 58 Sulastri** — "Soul of Java, Spirit of Bali"), urban innovation (**Besthub** — covered by ANTARA News), and repositioning campaigns (**Bocorocco** "The Zero Compromise"). Served as long-term Art Director for **Beleaf Farms** — where creative ecosystem work contributed to the startup securing a **USD 6.85M Series A** (Alpha JWC Ventures, Aug 2023) and scaling brand presence across **Southeast Asian markets** including Singapore, with partnerships such as Haidilao and Shopee. Work consistently balances **strategic thinking** with **rigorous craft**, shipping on time with zero revision delay across multi-year client engagements. Currently operating at the frontier of AI-native creative production.

## CORE EXPERTISE

<b>Brand Strategy &amp; Naming</b>	End-to-end brand creation: positioning, architecture, naming, and identity systems. Shipped brand names for Travel Clinic, Cavalix, and others — zero to market.
<b>Visual Identity Design</b>	Logo systems, guidelines, typography, color systems. Dark luxury to editorial, premium medical to playful F&B — adaptable tone, consistent craft.
<b>AI-Generative Production</b>	Claude, Midjourney, Leonardo, Kling AI, Higgsfield. Hero imagery, campaign visuals, motion, and video — production-grade output integrated into brand systems.
<b>Web &amp; Digital Products</b>	Responsive websites, landing pages, e-commerce. WordPress, Elementor, Hostinger stack. Shipped 15+ live sites including clinicterrain.com and travelclinic.id.
<b>Creative Direction &amp; Leadership</b>	Team leadership, project direction, marketing budget management. Aligning creative initiatives with business objectives across multi-year engagements.

## SELECTED PROJECTS · 2026

### Clinic Terrain

*Clinical NAD+ Therapy · Bali · 2026*

Full brand identity and [clinicterrain.com](https://clinicterrain.com) website. NAD+ protocol architecture (Foundation 100mg, Restore 250mg, Renew 500mg, Prime 750mg), navy-and-gold visual system, DNA-helix monogram, AI-generated hero imagery.

### Villa 58 Sulastri

*Luxury Private Villa · Tanah Lot, Bali · 2025*

Full 360° brand build — **brand naming**, identity, logo, typography system, on-site ornament direction, print materials, photography direction, website [villa58sulastri.com](https://villa58sulastri.com), and custom guest satisfaction form. Philosophy: "The Soul of Java, Spirit of Bali." Javanese hospitality vocabulary woven throughout.

### Besthub & Bestrip

*Urban Transit Hub + Travel Experience · Bali · 2024*

Dual-brand creative direction under PT. Galang Kangin Digital. **Besthub** — "first innovative urban transit destination in Bali," covered by **ANTARA News** (Sept 2024). **Bestrip** — travel experience curation extension, active on TikTok @bestrip\_id.

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## Travel Clinic

*Nationwide Medical Service · Indonesia · 2026*

End-to-end brand build in partnership with Lakespra dr. Saryanto. Brand naming, identity, [travelclinic.id](http://travelclinic.id) website, go-to-market assets. Launched nationwide.

## Cavalix

*Premium Skincare · Korean-Sourced · 2026*

Brand naming, identity, and complete product packaging across 4 SKUs (box, moisturizer, serum, sunscreen). Korean-sourced formulations. Launched, web phase in development.

## Bocorocco Pillow Concept

*Premium Footwear · Repositioning · 2026*

"The Zero Compromise" campaign strategy. Brand repositioning from therapeutic to Quiet Luxury. Photography & styling direction, key visuals, 30s video storyboard featuring 9-Layer Wellness Technology.

## Beleaf Farms

*Agritech · Art Director (2021–2024)*

Led creative ecosystem development for Indonesia's leading hydroponic FaaS startup. Creative work contributed to Beleaf securing **USD 6.85M Series A** (led by Alpha JWC Ventures with Openspace, Aug 2023). Brand design now reaches Southeast Asian markets — produce available in Singapore and 3 other countries, with partnerships including Haidilao and Shopee.

## Kemenparekraf · Wonderful Indonesia

*ASEAN Tourism Forum · 2023*

Multimedia Content Editor (Event Production) for Indonesia's hosting of the ASEAN Tourism Forum in Yogyakarta. Event documentation, short-form social featuring Minister Sandiaga Uno, Pesona Indonesia branded content.

Full portfolio of 25+ projects available at [studio.junapix.com](http://studio.junapix.com)

## EXPERIENCE

<b>2025–Present</b>	<b>AI Artist &amp; Design Head</b> PT. LinkIT 360 · PT. Cepat Sehat Bali	<i>Full-Time</i>
<b>2025–Present</b>	<b>Creative Lead · Full-Time Freelance</b> PT. Galang Kangin Digital (Villa 58 Sulastris, Besthub, Bestrip, Isyarat Coffee)	<i>Full-Time</i>
<b>2024–2025</b>	<b>Creative &amp; Motion Lead</b> Dew It Skincare	<i>Freelance</i>
<b>2023</b>	<b>Multimedia Content Editor (Event Production)</b> Kemenparekraf · Wonderful Indonesia	<i>Freelance</i>
<b>2021–2024</b>	<b>Art Director</b> Beleaf Farms	<i>Long-Term Part Time</i>
<b>2021–2024</b>	<b>Art Director</b> Collavea	<i>Long-Term Part Time</i>
<b>2021–2024</b>	<b>Art Director</b> Rumah Vin's	<i>Long-Term Part Time</i>
<b>2020–2022</b>	<b>Graphic Motion Designer</b> PT. Telaga Kreasi Garmino (Fitscuts)	<i>Freelance</i>
<b>2021–2022</b>	<b>Senior Graphic Designer</b> PT. Lumbang Mandiri Bersama (Finance)	<i>Freelance</i>
<b>2021</b>	<b>Motion Designer</b> Debaede (Apps & Beauty Startup)	<i>Freelance</i>
<b>2020</b>	<b>Social Media Designer</b> PT. Impact Power Mandiri	<i>Freelance</i>
<b>2018–2020</b>	<b>Senior Graphic Designer · HR Communication</b> PT. Panarub Dwikarya (Adidas, Mizuno, Puma, Specs Manufacturing)	<i>In-house</i>

<b>2017–2018</b>	<b>Senior Graphic Designer</b> Ninoy Abon Cabe (F&B) + EO Style Organizer	<i>In-house</i>
<b>2015</b>	<b>Graphic Designer</b> Berrybenka / Hijabenka (Marketplace)	<i>In-house</i>
<b>2014–2015</b>	<b>Graphic Designer</b> Bank Sinarmas	<i>In-house</i>
<b>2013–2014</b>	<b>Graphic Designer</b> PT. Protelindo (Telco Infrastructure)	<i>In-house</i>

## TOOLS STACK · 27 TOOLS ACROSS 9 CATEGORIES

<b>Core Design</b>	Adobe Illustrator · Adobe Photoshop · Adobe After Effects · Adobe Premiere Pro · Figma
<b>AI Creative</b>	Claude · ChatGPT Pro · Gemini · Midjourney · Leonardo AI
<b>AI Build</b>	Lovable · Antigravity · OpenClaw
<b>Automation</b>	n8n
<b>AI Video</b>	Kling AI · Higgsfield · Dreamina
<b>AI Audio</b>	ElevenLabs · Suno AI
<b>Video Editing</b>	Invideo · CapCut
<b>Web</b>	WordPress · Elementor · Hostinger
<b>Assets &amp; 3D</b>	Freepik Pro · Canva Pro · Pacdora Pro

## SECTOR EXPERIENCE

**Luxury Hospitality & Urban Innovation** — **Villa 58 Sulastri** (Tanah Lot, Bali · full 360° brand build with cultural DNA "Soul of Java, Spirit of Bali"), **Besthub** (first innovative urban transit hub in Bali · covered by ANTARA News, Sept 2024), and **Bestrip** (travel experience curation · PT. Galang Kangin Digital ecosystem). Brand voice systems, guest-experience touchpoints, and media-worthy launch campaigns.

**Medical & Wellness** — Clinic Terrain, Travel Clinic, Cepat Sehat Indonesia, Reviv Indonesia, Infusion Bali, IV Drip Bali, Pharmacy Bali. NAD+ therapy positioning, integrated clinical services, clinical credibility frameworks.

**Premium Beauty & Skincare** — Cavalix, Korelux Skin, Dew It Skincare. Korean-sourced formulations, DTC packaging, social commerce campaigns.

**Premium F&B & Agritech** — **Beleaf Farms** (Art Director, 2021–2024; creative work contributed to USD 6.85M Series A led by Alpha JWC Ventures + Openspace, Aug 2023; brand now reaches Singapore and 3 other SEA markets, with Haidilao and Shopee partnerships). Also Rumah Vin's, Berasgiila, Balidrink, Sambalmu, Il Forno Pizzeria — packaging, brand books, ongoing creative partnerships.

**Government & Institutional** — Kemenparekraf (ASEAN Tourism Forum 2023 with Minister Sandiaga Uno), Pluit Village Lippo Mall, Bank Sinarmas, PT. Protelindo (Telco).

**Fashion & Retail** — Bocorocco, Fitcuts, Sun Casual & Pluffy, Berrybenka/Hijabenka, PT. Panarub Dwikarya (Adidas, Mizuno, Puma, Specs). Brand repositioning, campaign direction, manufacturing creative.



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