

PORTFOLIO · 2026

ALDI RIZALDI

Creative & AI Specialist

AI Video Production · Prompt Engineering · Creative Strategy · Dashboard & Workflow Systems

EMAIL

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PORTFOLIO

portfolioaldi.my.id

BASED IN

Jakarta, Indonesia

Open to work · On-site in DKI Jakarta



Hello, I'm *Aldi Rizaldi*

I combine storytelling, AI-assisted production and systems thinking to turn ideas into polished, platform-ready content.

Creative & AI Specialist with hands-on experience producing short-form and long-form video, thumbnails, banners and social media visuals. I turn scripts, footage, stock assets and AI-generated visual, video and audio materials into finished content with strong attention to pacing, layout, color, subtitles and platform consistency.

Today I run my own short-form drama project, Indo Twister, and lead social media strategy part-time at Klik Lelang Indonesia. My background in business analysis and research also lets me design dashboards, UI and workflow systems.

EDUCATION

Universitas Islam Negeri (UIN) Jakarta
Bachelor of Management (Marketing) · GPA 3.53 / 4.00

WHAT I DO

01 AI Video Production

Short-form drama, social video and YouTube content, from concept and storyboard to edit and publish.

02 AI Prompt Engineering

Prompting for video, image and text models, and for automated workflows that speed up production.

03 Creative & Social Strategy

Content direction, campaign ideas and hooks, refined through performance review.

04 Dashboards, UI & Systems

UI/UX design, an ERP system, dashboards and Python-based production workflows.

Career *journey*

Aug 2026 – Present

● **Social Media Content Creator** Indo Twister · Self-employed side project · Jakarta

Short-form drama and social storytelling: concepts, scripts, storyboards, directing, editing and publishing with AI tools.

Jul 2026 – Present

● **Social Media Strategist** Klik Lelang Indonesia · Part-time · Cakung, on-site

Social media strategy, content direction and campaign ideas; end-to-end production from research to publishing; performance review.

2025 – May 2026

○ **Editor & Creative Staff** Global Research Investment (under Lejel Shopping Indonesia)

Short- and long-form stock/financial video, thumbnails, banners and subtitles, using AI-assisted visual, video and audio workflows.

2024 – 2025

○ **Creative Freelancer** Various digital platforms

Video editing, social media visuals, banners, brochures, thumbnails and presentation design for client brands.

2023 – 2024

○ **Research Assistant** Bank Central Asia (outsourced by Dana Purna Investama)

30+ monthly economic and industry reports built from data, with charts, tables and visual summaries.

2021 – 2023

○ **Jr. Business Analyst** AwanTunai Indonesia

Process analysis, dashboards and performance reports for online lending workflows.

SOCIAL MEDIA CONTENT CREATOR · AUG 2026 – PRESENT

Indo Twister *short-form drama*

My own side project for short-form drama and social storytelling. I own the full creative chain, from story concepts, hooks and plot twists to directing, editing and publishing. I use AI-assisted tools to speed up scripting, visual development and production.

01

Story

Concepts, hooks, character dynamics and plot twists

02

Script

Scripts written for short-form formats and pacing

03

Storyboard

Planned pacing, blocking, dialogue and visual continuity

04

Produce

AI-assisted visual development and production

05

Edit & Publish

Tested drama formats, hooks and audience retention

SKILLS IN PLAY

Storytelling

Storyboarding

Directing

Video editing

AI-assisted production

9:16 · SHORT-FORM DRAMA

HOOK

CHARACTER

TWIST

Stories built on hooks, character dynamics and plot twists.

KLIK LELANG INDONESIA · SOCIAL MEDIA STRATEGIST · JUL 2026 – PRESENT

Klik Lelang *content engine*

Part-time, on-site in Cakung, Jakarta. I develop the social media strategy, content direction and campaign ideas, then run production end to end: research, scripting, editing and publishing. AI-assisted tools speed up research, creative development and editing.

DELIVERABLES

Social media strategy

Campaign ideas

Short-form videos

Visuals

Captions

Supporting social assets

Also for Klik Lelang: UI/UX design work, presented on the Product & Systems page.

1

Research

Audience, topics and references

2

Script

Hooks, angles and captions

3

Produce

Short-form video and visuals

4

Edit

AI-assisted editing workflow

5

Publish

Platform-ready delivery

6

Review

Performance and audience response

Review insights feed the next content direction.

Ragam Dimensi *YouTube channel*



4K+

Subscribers

24

Educational videos

500+

Average views per video

A personal channel on psychology and philosophy. I handle everything from concept, research and footage sourcing to editing, thumbnail design and upload. AI-assisted script development and AI-generated visual, video and audio materials help me turn complex ideas into accessible visual stories.

THUMBNAIL DESIGN



Scan to watch

CapCut / Premiere Pro · After Effects · Photoshop · Claude AI

Prompting is *my core craft*

AI tools are only as good as the direction they get. I write structured prompts for each type of model, so the output is consistent, on-brand and ready for production.

VIDEO

Cinematic shots & scenes

- Subject, action and setting per shot
- Camera angle, movement and pacing
- Lighting, mood and visual continuity across scenes
- Short-form drama and storytelling visuals

Kling AI · Grok AI

IMAGE

Visuals & thumbnails

- Composition, style and color direction
- Consistent characters and brand look
- Thumbnails, banners and social visuals
- Iterative refinement until the image is ready to use

Leonardo · ChatGPT · Gemini

WORKFLOW

Scripts, research & automation

- Ideation, hooks and script drafting
- Research summaries and content angles
- Structured outputs that feed production workflows
- Python + AI pipelines (transcription, subtitles)

ChatGPT · Claude · Gemini

ANATOMY OF A VIDEO PROMPT

Subject

+

Action

+

Setting

+

Camera

+

Lighting

+

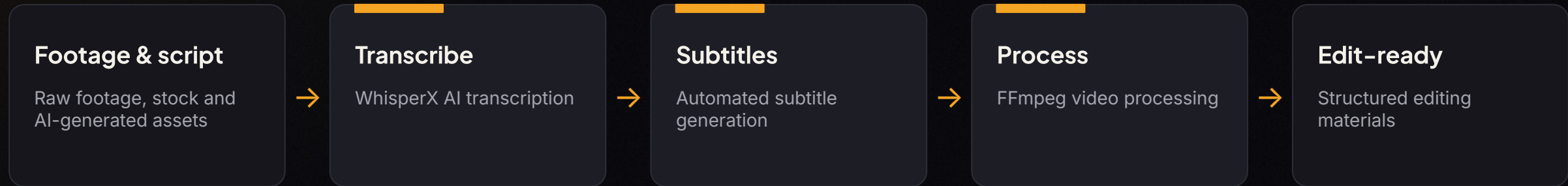
Style

+

Continuity

AI-assisted *production pipeline*

A workflow I developed with Python, WhisperX and FFmpeg that automates transcription, subtitle generation and video processing. It cuts repetitive production tasks and keeps subtitles and edits consistent.



PYTHON · WHISPERX · FFMPEG

APPLIED IN PRACTICE

Editor & Creative Staff

Global Research Investment, under Lejel Shopping Indonesia ·
2025 – May 2026

- Produced and edited short- and long-form stock/financial videos for digital platforms
- Created YouTube thumbnails, banners, subtitles and promotional visuals
- Used AI-generated visual, video and audio materials to deliver content consistently and on time

Product & systems *beyond content*

UI/UX DESIGN

Klik Lelang Indonesia

Designed user interface (UI) and user-experience (UX) work for Klik Lelang Indonesia.

Figma

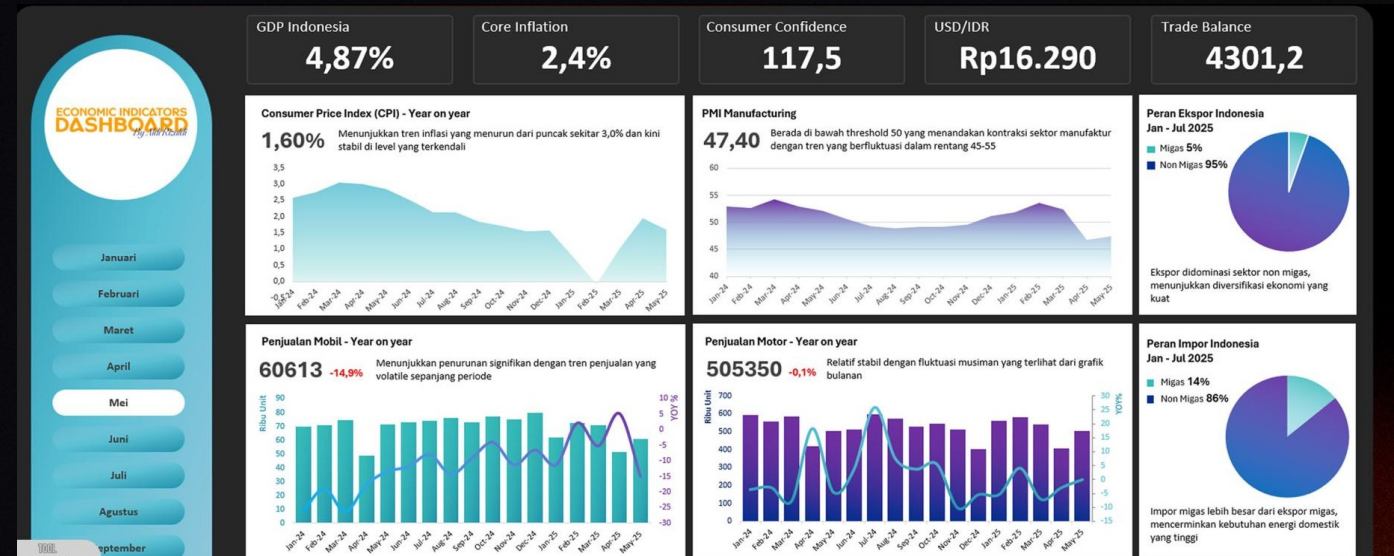
ERP SYSTEM

Designed & built by me

Built an ERP (Enterprise Resource Planning) system that brings business processes and data together in one structured system.

Systems thinking · Workflow design

DASHBOARD DESIGN

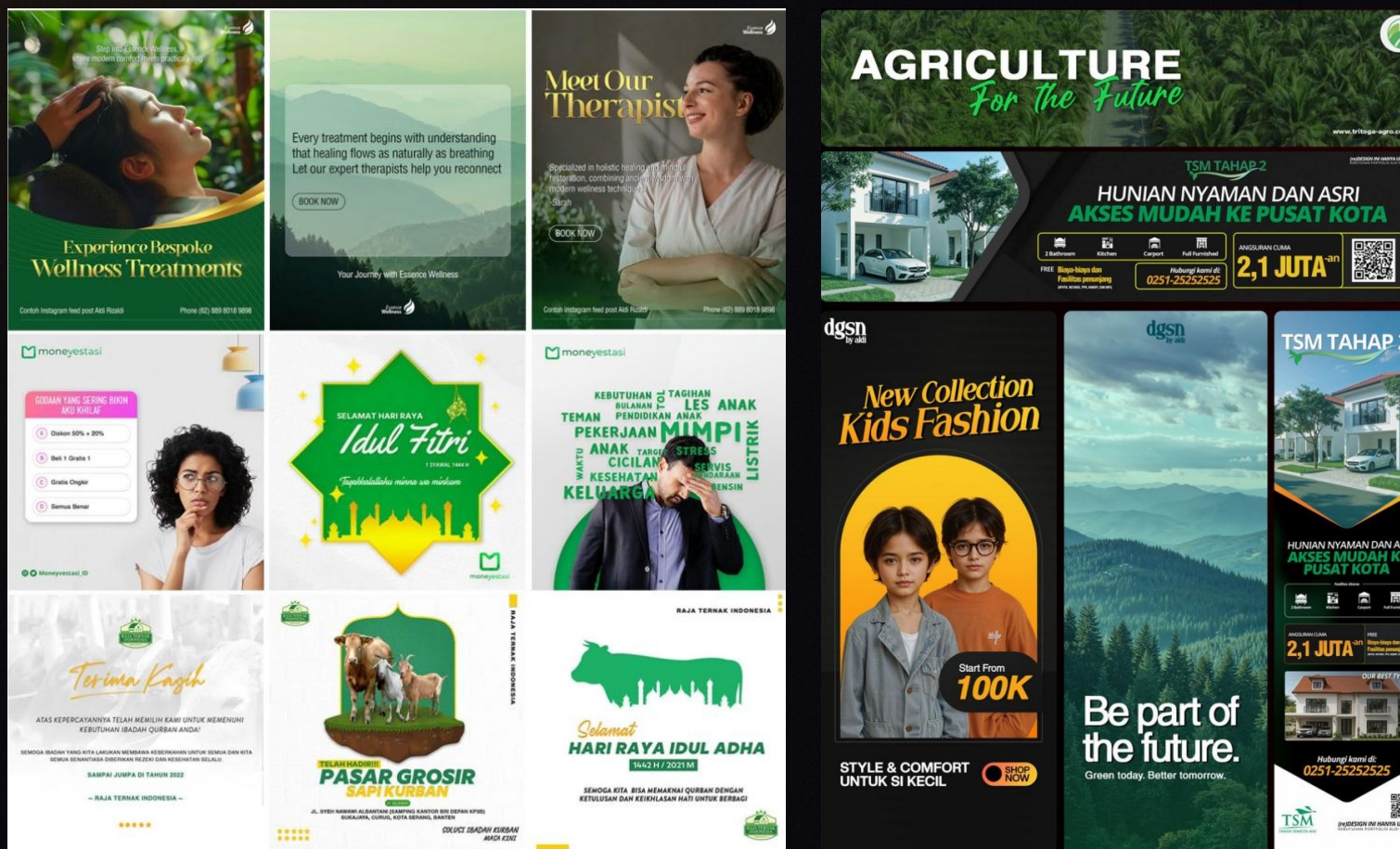


Economic Indicators Dashboard

An interactive Excel dashboard built from public data (BPS, Bank Indonesia, DJPPR) as a portfolio piece. It reflects dashboard and visual-reporting skills from my analyst and research roles, where I built dashboards and maintained databases for 50+ economic indicators.

Independent portfolio piece; no affiliation with BCA.

Visual design *for digital platforms*



Selected social media visuals, banners and promotional assets, designed for consistent layout, composition and color across platforms.



FORMATS

Social posts

Web banners

Promo banners

Thumbnails

Brochures

Photoshop · Illustrator · Canva · Figma

Toolkit *& let's talk*

AI TOOLS

ChatGPT Claude Gemini Grok AI Kling AI Leonardo WhisperX

EDITING & DESIGN

Premiere Pro After Effects Photoshop Illustrator CapCut Canva

Figma

SYSTEMS & DATA

Python FFmpeg Excel dashboards Data visualization ERP system UI/UX

CORE SKILLS

Creative strategy Storytelling Storyboarding Short-form video Subtitles

Project coordination

Languages: Bahasa Indonesia (native), English (intermediate)

Let's create something worth watching.

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LOCATION

Jakarta, Indonesia · open to on-site roles