

DESI KAMDRAWATI

EVENTS & COMMUNITY GROWTH | EARLY-STAGE TECH, WEB3 & AI

Jakarta, Indonesia | Open to remote and global roles | chayensan3@gmail.com | [Linked In](#) | [Twitter](#)

I design why people gather, then produce the events and community-led growth that make early-stage teams stick. At Derive.xyz I produced the company's first live event, helped grow Discord from 15K to 40K+ through a token launch, and co-ran an ecosystem campaign for Ethereum's tenth anniversary. Interior design taught me how environments shape behaviour, and I've spent a decade applying that from youth camps to onchain communities. Now: bringing that instinct to events and community in web3 and AI.

SELECTED EVENTS

TRADERS BREAKFAST — Coinfest Bali Produced for 100+ institutional traders, from planning through on-site execution.	BELIEVE IN SOMETHING — Global Co-ran an ecosystem campaign across 430+ protocols for Ethereum's tenth anniversary.	RAVEBENDOORS — Melbourne Built a recurring rave community from zero to 80+ members.
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PROFESSIONAL EXPERIENCE

LEMON TREE TECHNOLOGY

Partnerships & Growth, Part-time | Remote | Mar 2026 – Present

- Co-led outreach that signed 10+ early DEX venues as partners, from first contact through close.
- Researched liquidity models and market structure to surface openings others walked past.
- Built the landing page, pitch decks, and partner materials that carried technical and commercial conversations alike.

TAGO CAPITAL

Business Development, Commission | Remote | Apr 2026 – Present

- Qualified AI, robotics, and emerging-tech prospects, turning a noisy market into a focused outreach list.
- Ran prospect research, outreach, and follow-up end to end across early commercial conversations.
- Translated dense technical services into pitches founders and buyers actually understood.

DERIVE.XYZ

Growth Marketing & Community | Remote | Formerly Lyra Finance | Sep 2024 – Feb 2026

- Grew Discord from 15,000 to 40,000+ through the token launch, across Discord, Telegram, and X.
- Produced Derive's first event: Traders Breakfast at Coinfest Bali for 100+ guests, owning planning, guest experience, and on-site execution.
- Co-ran Believe in SomETHing, an ecosystem campaign across 430+ protocols for Ethereum's tenth anniversary, and produced the aftermovie.
- Led community comms and design through the Lyra-to-Derive rebrand, holding messaging steady across every channel.
- Shipped Derive's Framer landing page, plus campaign assets, merch, and partner materials for launch.

BRUCE MEDIA

Social Media Intern | Melbourne | Jul 2023 – Dec 2023

- Designed content and briefs for IWC Schaffhausen, AFL, Dandenong City SC, and FIFA Women, across sports and lifestyle accounts.
- Assisted match-day productions and interview shoots, capturing and publishing live content under tight deadlines.
- Adapted tone and format to each brand, from luxury watchmaking to grassroots football.

MISURA

Sales & Design Consultant | Melbourne | 2018 – 2022

- Sold to high-end residential clients against an AUD \$80K monthly target, closing individual projects averaging \$25K depending on the size of the space furnished.
- Guided clients across seven European brands, using 3D visualisation to lock layouts, materials, finishes, and custom specs.
- Ran full-cycle sales from discovery through after-sales, and designed showroom layouts balancing product storytelling, traffic flow, and customer experience.

COMMUNITY

Friends of Friends (F*F) Jakarta · 2026 Designing twice-weekly social events and trust-based experiences that turn high-value professional acquaintances into lifelong connections.	PPIA RMIT Melbourne · 2018 – 2020 Produced events and ran student liaison for the RMIT Indonesian Student Association.	MAHINDHARAMA YOUTH Penang · 2011 – 2013 Built a youth community with 100+ members, running camps, volunteer programmes, and fundraising.
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EDUCATION AND SKILLS

RMIT UNIVERSITY Bachelor of Interior Design (Honours) 2018 – 2022	CAPABILITIES Event Production · Experiential Marketing · Community-Led Growth · TGE Launch · Partnerships · Campaign Development · Launch Communications · On-Site Execution · Early-Stage GTM · Graphic Design
SheFi SEASON 12 SCHOLAR Women in Web3 education programme 2024	TOOLS Notion · Figma · Framer · Photoshop · InDesign · Canva · VS Code · CapCut · Discord · Telegram · EmailOctopus · Midjourney · Claude Code · Codex
	LANGUAGE English · Indonesian · Malay · Mandarin · Hokkien