



UI/UX , Art Direction,  
Service Design,  
Digital Marketing

# HEBBI

## (ADITHYA SHYAMSUNDAR)

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Availability- May 2024 Onwards



### LINKS

PORTFOLIO- [hebbi.design](https://hebbi.design) , [LINKEDIN](#) , [Instagram- @hebbinc](#)

### PROFILE

Fresh graduate from Nanyang Academy of Fine Arts. A multi-disciplinary, process-oriented and forward-looking UI/UX designer who harnesses the power of new technologies to **create user-centric designs and optimize marketing workflow**.

Visual storyteller who is skilled in 2D and 3D graphics and videography. Committed to continuous learning and innovation. Currently pursuing a web programming course to elevate skillsets. Seeking opportunities to leverage my skills, knowledge, and passion to make a meaningful impact.

### EMPLOYMENT HISTORY

AUG 2023-  
DECEMBER 2023

#### UI/UX, Photography Intern

Singapore

*Dianoche, a distinguished Singaporean diamond manufacturer, offers exquisite diamond, gem, and gold jewellery. Sell Your Jewellery, a sister company, purchases fine gold and diamonds from the public.*

##### UI/UX

1. Structured Sell Your Jewellery's website content and visuals using *User-centric, SEO-driven strategies* for enhanced visibility.
2. Spearheaded the creation and maintenance of *Dianoche's landing pages*, showcasing exclusive diamonds and jewellery, resulting in a significant boost in online sales.
3. Engineered a functional *chat-bot* for "Sell Your Jewellery," enhancing user engagement by filtering authentic sellers and fostering emotional connections with our services.

##### E-COMMERCE

1. *Managed E-commerce upload team*, ensuring consistent visual branding and product details alignment for Carousell.
2. Curated a *web platform photo guide* which facilitated an impressive surge in sales performance across Carousell, affirming the pivotal impact of *strategic equipment upgrades and precise composition-focused imagery*.
3. Orchestrated photography of *200+ jewellery pieces*, ensuring a visually compelling online catalog presence.
4. Assisted with *copywriting* in various online platforms to ensure consistency with brand voice.

##### REBRANDING

1. Played a pivotal role in rebranding, crafting *brand guides* for cohesive visual identity.
2. Produced visual assets and imagery in line with the new brand style for *social media marketing strategies and banners*.
3. Directed and *scripted captivating videos* for "Sell Your Jewellery," strategically positioning the founder as the face of the brand, thereby enhancing the brand's identity across social media and the website.

JUNE 2022-  
JULY 2022

#### Media Intern, Sun TV Network

Chennai

*Sun TV Network is an Indian Media conglomerate company headquartered in Chennai, Tamil Nadu, India. It is a part of Sun Group and is one of Asia's largest TV networks.*

1. Developed *creative concepts, scripts and prompts* for TV shows and celebrity interviews for Sun Music
2. Actively collaborated with the programming department, conducting thorough *market research and case studies*. This informed our efforts to optimize television and social media content for maximum impact in local media landscape.
3. Assisted in *production* and shoots to ensure visual excellence and messaging.

SKILLS

**Design Software**- Adobe Creative suite ( 2D- *Illustrator, Photoshop, Indesign, XD, Premier Pro, After Effects, Lightrroom*, 3D- *Dimension*), Procreate, Microsoft Office.

**UI/UX**- Adobe XD, Figma, Miro, Whimsical, Wix/Editor-X, Twine- (For game design)

**Programming languages**- Basic (Python, HTML, CSS, Javascript )

**Screen Media**- Photography, Filmatography, storyboarding, Scriptwriting, Casting

**Digital marketing**- Copywriting, Meta, Instagram, Email, Pintrest, SEO, CRM Systems- Zoho, Zobot

**Research**- Prototyping, Trend Analysis, Market Research, Personas, Psychoanalysis, *Heuristic analysis*

**Workplace**- Pitching, Teamwork, Time management, Analytical thinking, Attention to detail, Cross culture communication, Vendor Management. Client management, Inventory- (Fantasy -Jewellery stock),

**AI/LLM**- Chatgpt, Midjourney, PlaygroundAI

ACHIVEMENTS

2021- 2024

**NAFA in house Scholarship Award x 3**  
Demonstrated consistent and exceptional academic prowess, along with a commendable track record of portfolio advancement, spanning three consecutive years.

DEC 2023

**FINMATE**  
*Strongest overall Solution*  
Secured 1st place in GXs’s “Financial Inclusion” challenge with the groundbreaking FinMate project.

NOTABLE PROJECTS

**FINMATE - GXs** Singapore  
Pioneered *financial inclusion by for the incarcerated* by rectifying institutional oversights during rehabilitation.

**BAAL-X** Singapore  
Exploring societal beauty standards, a *speculative dystopian short film* portrays the absurdity of a world fixated on ultra-long armpit hair as a youth trend.

**SAKURA- ART IN SITE** London  
Conceptualised an *interactive media installation* through illustration and graphics to enhance healthcare spatial experience in the UK context for Art in Site, a company specializing in hospital spaces.

EDUCATION

2021-2024

B.A (hons) *Design Practice*, Nanyang Academy of Fine Arts x University of Arts London Singapore  
*Specialising in Communication and Service design.*

B.A (hons) Illustration and Visual Media, London College of Communication, University of Arts London, *Study abroad exchange* London

PROFESSIONAL COURSES

Character Art School- Complete Character *Drawing by Scott Harris* Udemy  
Introduction to Front end Development , Meta Coursera  
Narrative Design for Video Games *by Victor Ojuel* Domestica

PERSONAL INFORMATION

Racoon Enthusiast | Tea sipper | Listener of world music | Baker | Hobby Illustrator

REFERENCES

Rohini Yuvaraj from Dianoché | +65 8306 3232

# DIANOCHÉ

FINE JEWELRY & IDEAL DIAMONDS

February 26, 2024

To Whom It May Concern,

I am writing to highly recommend Hebbi for any position in UI/UX design and photography. During his internship with our company, Hebbi demonstrated exceptional talent, dedication, and creativity that significantly contributed to our success.

As our UI/UX and photography intern, Hebbi brought a fresh perspective and innovative ideas to our team. One notable achievement was his outstanding work in photographing diamond jewellery, a niche area where his creativity and skill brought in increased sales across various platforms. Hebbi's ability to understand the unique requirements of our industry and translate them into visually appealing designs and photographs was truly impressive.

Throughout his internship, Hebbi exhibited unwavering dedication, passion, and commitment to excellence. His proactive approach to problem-solving and his willingness to go above and beyond expectations made him a valuable asset to our team. He consistently delivered high-quality work, demonstrating both technical proficiency and artistic flair. Based on his exceptional performance and positive impact on our projects, we extended Hebbi's contract for an additional three months. If not for limitations on foreigner quotas, we would have eagerly offered him a permanent position within our company.

In summary, Hebbi's contributions during his time with us were invaluable, and we have no hesitation in recommending him for any role in UI/UX design and photography. He possesses the talent, motivation, and creativity to excel in any environment, and we are confident that he will continue to thrive in his future endeavors.

Please feel free to contact me if you require any further information.

Sincerely,

ELAD KIRSBERG

FOUNDER/ Managing Director

DIANOCHÉ PTE. LTD.

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