



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

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Availability- May 2024 Onwards



LINKS

PORTFOLIO- [hebbi.design](#) , [LINKEDIN](#) , Instagram - [@hebbincc](#)

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 with projects.

EMPLOYMENT HISTORY

UI/UX, Photography Intern, Dianoche Pte Ltd

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.

AUG 2023-
DECEMBER 2023

UI/UX DESIGN ACHIEVEMENTS

1. Orchestrated the strategic structuring of Sell Your Jewellery's *website content and visuals*, employing *user-centric and SEO-driven strategies* to amplify online visibility effectively.
2. Took the lead in designing and maintaining Dianoche's captivating landing pages, featuring exclusive diamonds and jewellery. This initiative resulted in a *substantial increase in online sales*, showcasing a keen understanding of *E-commerce web design principles*.
3. Engineered a functional chat-bot using Zoho for the "Sell Your Jewellery" platform, *enhancing user engagement* by implementing robust filters to identify authentic sellers. This innovative solution not only *streamlined the selling process* but also *fostered emotional connections* with our services, contributing to increased customer satisfaction in google reviews.

E-COMMERCE ACCOMPLISHMENTS

1. Spearheaded and *managed the E-commerce upload team* for Carousell, meticulously ensuring the *maintenance of consistent visual branding and alignment of product details*. This resulted in an *elevated and cohesive online presence*.
2. Innovatively curated a *comprehensive web platform photo guide* that played a pivotal role in driving a *notable surge in sales performance on Carousell*. The success was attributed to *strategic equipment upgrades* and a focus on *precise composition, showcasing an adept understanding of visual merchandising strategies*.
3. Orchestrated the *photography of over 200+ jewellery pieces*, contributing to the creation of a visually compelling and engaging online catalog. This effort significantly *enhanced the overall aesthetics and appeal of the product range*.
4. Collaborated on *copywriting* initiatives across various online platforms, ensuring the seamless *integration of the brand voice*. This contribution aimed at *maintaining consistency and resonance with the target audience, reinforcing the brand's identity* in the digital sphere.

REBRANDING HIGHLIGHTS

1. Held a key role in the transformative rebranding process, contributing to the *development of comprehensive brand guides* that established a cohesive visual identity for the organization.
2. *Produced impactful visual assets and imagery* consistent with the newly defined brand style. These assets were instrumental in executing effective *social media marketing strategies* and *creating visually engaging banners* that reinforced the brand's refreshed identity.
3. Led the *creative direction and scriptwriting* for captivating videos that strategically positioned the founder as the focal point of the "Sell Your Jewellery" brand. This approach significantly *enhanced the brand's identity* across various digital platforms, including social media and the official website, creating a compelling narrative for *increased audience engagement*.

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, Lighroom, 3D- Dimension*), Procreate, Microsoft Office.

UI/UX- Adobe XD, Figma, Miro, Whimsical, Wix Studio/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

Pioneered *financial inclusion by for the incarcerated* by rectifying institutional oversights during rehabilitation.

Singapore

BAAL-X

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.

Singapore

SAKURA- ART IN SITE

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.

London

EDUCATION

2021-2024

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

Singapore

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*

Introduction to Front end Development *by Meta*

Narrative Design for Video Games *by Victor Ojuel*

Udemy
Coursera
Domestika

PERSONAL INFORMATION

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

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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