

CREATIVE

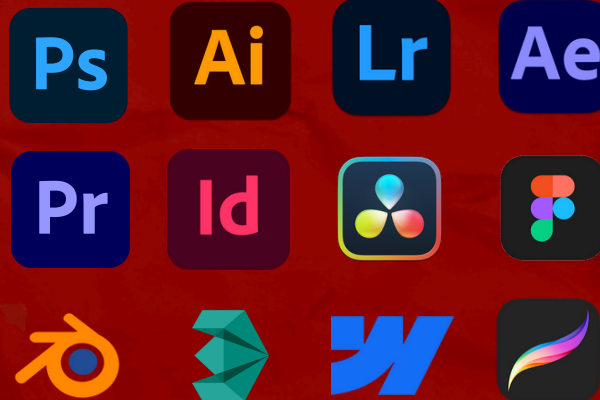


PORTFOLIO

HEMANAATHAN RAMU

A visual storyteller with 5 years of experience in the creative industry. With a background in animation, I specialize in motion graphics, video editing, and digital marketing, crafting compelling visuals that captivate and engage. From dynamic animations to strategic marketing content, I blend creativity with purpose to bring ideas to life. Explore my work—let's create something impactful together!

Tools & Technologies



Education Background

UNIVERSITI UTARA MALAYSIA, SINTOK KEDAH

Bachelor of Creative Industry Management Hons
Major in 3D Animation Production
Minor in Graphic Design & Television Special Effects

September 2019-April 2023

First Class Degree (3.78CGPA)

SEK. MENENGAH KEB. SULTAN YUSSUF, BATU GAJAH

Sijil Tinggi Peperiksaan Malaysia (STPM)
Aliran Seni (Arts Stream)
2018-2019

HEMANAATHAN RAMU

Graphic Designer | Video Editor | Photo Editor |
3D Animator | Motion Graphic Artist

EXPERIENCES



Vin's Automotive Group Pte Ltd

Marketing Executive & Graphic Designer

October 2023-October 2024

As a Marketing Executive and Graphic Designer, I designed over 50 marketing materials for both digital and print, ensuring consistent branding. I captured and edited 200+ car photos and videos, boosting sales and promotions. I created static and motion graphics for Facebook ads, increasing click-through rates by 20%. I retouched 300+ car images, improving their appeal on SGCarMart, and produced animations that increased social media engagement by 25%.

I wrote effective copy for Facebook ads and TikTok content, improving performance by 15%. I managed campaigns through META Business Suite, reducing costs by 10%, and listed 500+ cars for sale, driving a 30% increase in inquiries. I also prepared monthly reports to optimize strategies and improve ROI.



Graphi Lab Creative Studios

Creative Designer / Branding (Contract)

May 2023- October 2023

As a Creative Designer, I designed and conceptualized over 20 logos for SME businesses in the Kuala Lumpur area, strengthening their brand identity and market recognition. I developed innovative product packaging and labeling designs, contributing to increased product appeal and sales. Additionally, I created custom sublimation apparel designs, including T-shirts, futsal jerseys, aprons, and headgear, helping SMEs establish a professional and cohesive brand image.



Creo Creative Brand Communications

Marketing Team / Social Media Designer (Internship)

October 2022-April 2023

As a Marketing Team / Social Media Designer, I created over 100 engaging social media graphics that increased follower engagement and campaign reach. I designed product packaging, labels, and stickers for multiple brands, enhancing product appeal and boosting sales. Additionally, I edited and produced over 50 GIF animations and motion graphics, improving viewer retention and interaction rates. I also modeled and animated 3D environments and objects, delivering high-quality visuals for branding and marketing projects, ensuring client satisfaction.



RJD Machines Sdn.Bhd

Graphic Designer(Contract)

September 2018–September 2019

As a Graphic Designer at RJD Machines Sdn Bhd, I created over 50 marketing collaterals for internal and external use, ensuring consistent branding and effectively supporting organizational goals. I designed custom sublimation uniforms and T-shirts to enhance brand identity and foster team cohesion. Additionally, I developed infographics and signage to improve employee communication and operational efficiency.

Abi Motors Sdn. Bhd. is an authorized Perodua sales dealer located in Ipoh, Perak. The dealership offers a comprehensive display of all Perodua models, providing customers with a wide range of options to choose from.

PERODUA ABI MOTORS



It's good to have an emergency kit in car

First aid kit Jumper cable Reflective triangle Fire extinguisher Tire gauge

Flashlight Sleeping bag

Beaware of Scams

Checklist to prevent being scammed

How to prevent from being scammed?

1. Cross check the identity of the sales advisor with the relevant sales outlet
2. Ensure down payment is paid to the bank account of registered Perodua outlet.
3. Request for official receipt after payment is made.

Car Sales Promotion 30% Discount

New improved design

More Secure and safety

WE HAVE MORE OPTIONS FOR RIGHT SELECTION

Visit our showroom for more info.

Let's Know About The Perodua Care Seat

CAR CARE CHECKLIST

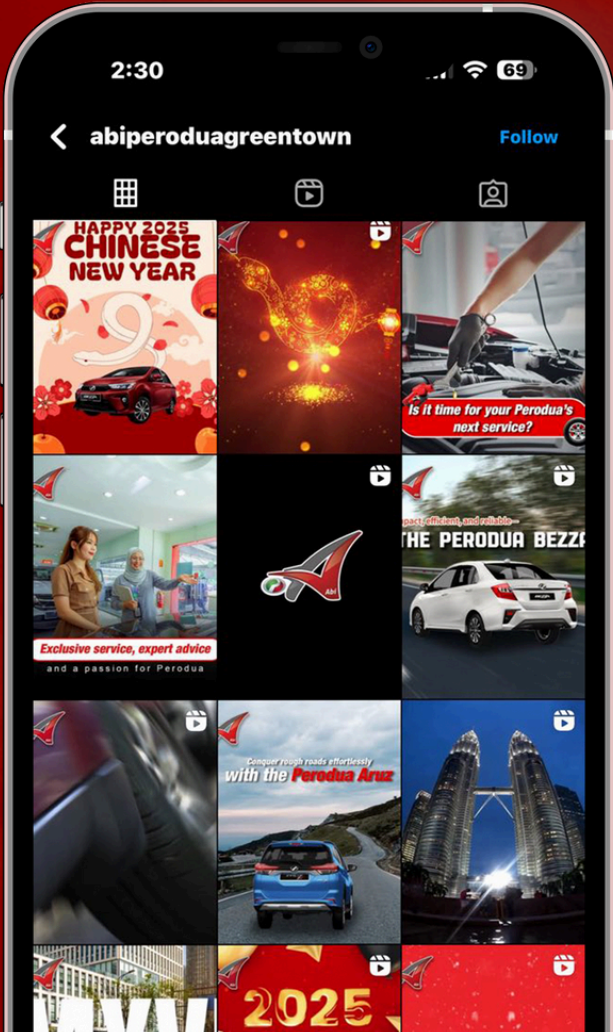
FUEL: Oil level checking for leaking

AIR FILTER: Replace if dirty

BATTERY: Regular battery testing

TYRES: Tire pressure add air if too low, inspect tires for damages.

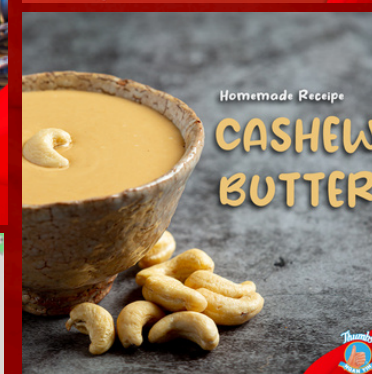
AIR COOLANT: Coolant Check for leaking



NGAN YIN THUMBS

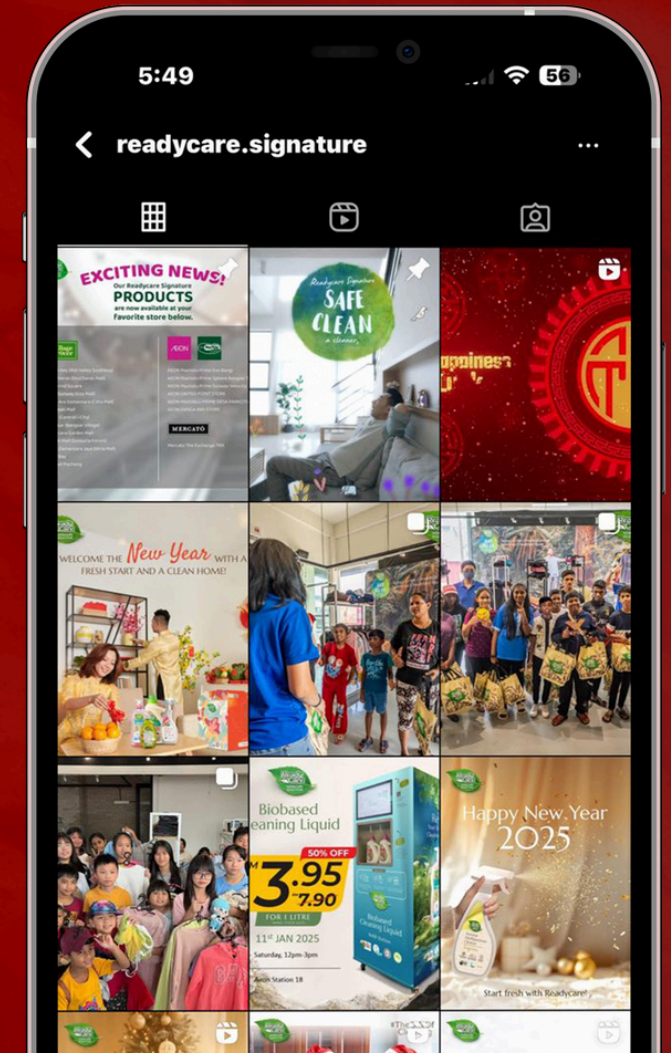
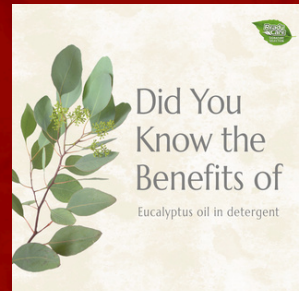
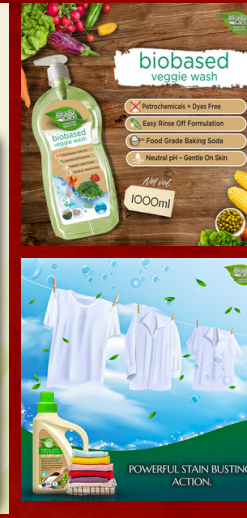


Ngan Yin Thumbs is a renowned Malaysian brand celebrated for its high-quality roasted groundnuts. With a rich heritage and dedication to excellence, it continues to be a favorite among snack enthusiasts.

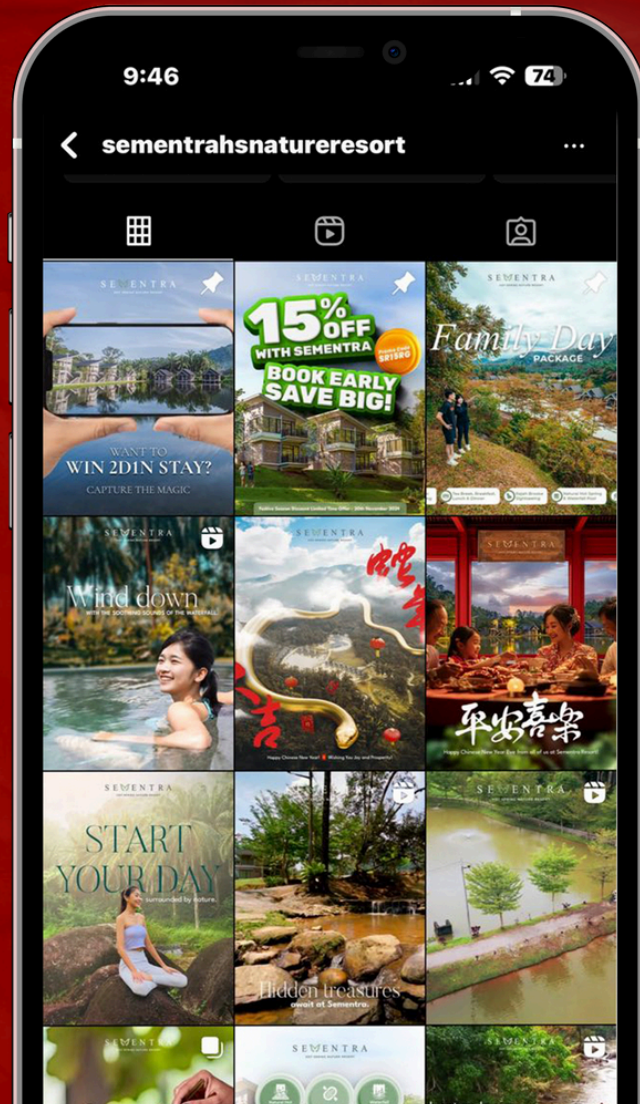


READYCARE SIGNATURE

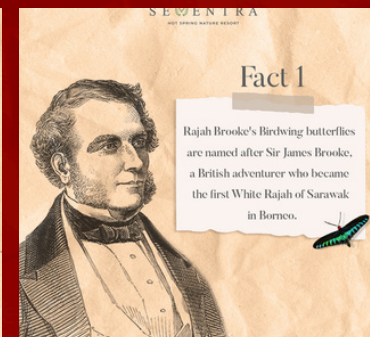
ReadyCare Signature Selection is a line of eco-friendly cleaning products based in Ipoh, Perak. These products are formulated with biobased ingredients derived from renewable, plant-based materials, offering a sustainable alternative to conventional cleaning solutions. The Signature Selection includes a variety of cleaning agents such as dishwashing liquids, laundry detergents, multipurpose cleaners, and veggie wash liquids.



SEMENTRA HOTSPRING



Sementra Hot Spring Nature Resort is a tranquil retreat located in Gopeng, Perak, Malaysia. Nestled amidst lush greenery, the resort offers guests a serene environment to unwind and reconnect with nature.



PASTICHE BEAUTY

A beauty salon located in Ipoh, Perak, which offers a range of services, including eyebrow embroidery, eyelash extensions, and scalp treatments. They also conduct classes for those who are interested in the bridal and beautician fields.



Eyes
are the beauty of the
Beholder

Empower
Yourself
with
semi-permanent
Makeup

5 Tips For
Eyebrow care
Routine



tips 1

Brush your brows daily to keep them looking groomed & sharp



tips 2

After shaping or trimming, apply aloe vera gel to soothe any irritation



tips 3

Avoid using eyebrow pencils often as they can cause allergies and impair hair growth



tips 4

Massage castor oil onto your brows and use a comb to stimulate thicker growth



Eyes are
jewel of the
Body

What is great
about eyelash
extension?

Enhancing

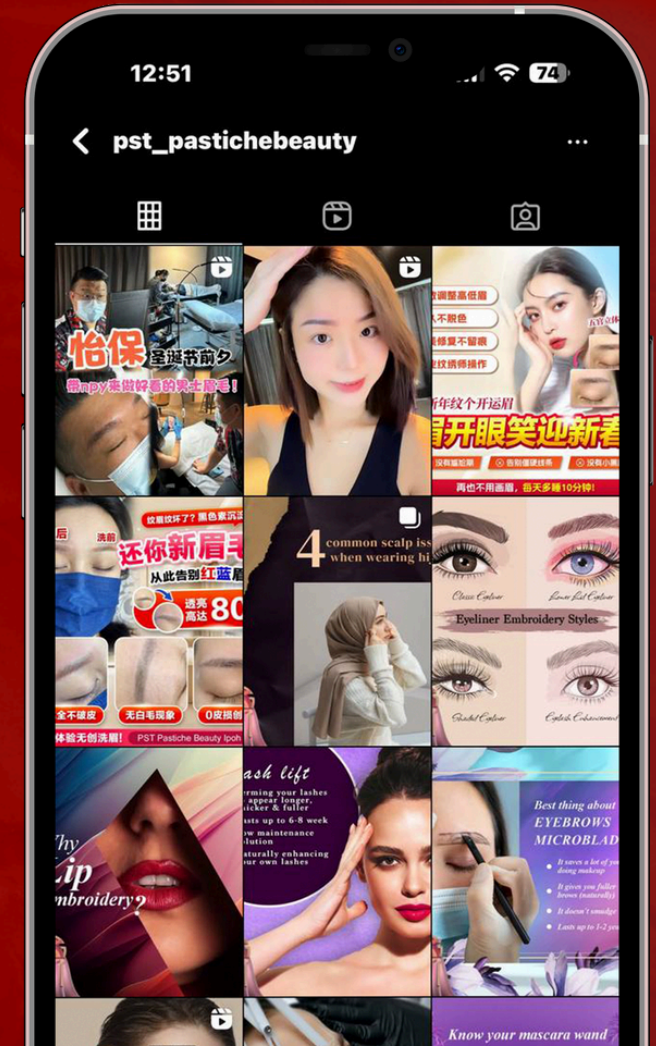
Eyelash extensions can help enhance the natural beauty of your eyes by adding volume, length, and curl to your lashes.

Customizable

Eyelash extensions come in different lengths, thicknesses, and styles, so you can choose the look that best suits your preferences and complements your natural features.

Convenience

You can skip the hassle of applying mascara, curling your lashes, and removing makeup at the end of the day.



LITTLE PRECIOUS



Little Precious Postnatal Care is a luxury confinement center located in KL Eco City, Kuala Lumpur, Malaysia. Founded by award-winning architect and interior designer Katrine Cheong, the center offers a fusion of traditional Chinese confinement practices and modern medical care.



Vin's Automotive Group Pte Ltd is a premier one-stop automotive service provider in Singapore, specializing in the direct import of vehicles from countries such as Japan, Korea, and Europe. Their comprehensive range of services includes new and pre-owned car sales, vehicle leasing, financing, repairs, and motor insurance.

VIN'S AUTOMOTIVE

VIN'S

AUTOMOTIVE GROUP

VIN'S AUTOMOTIVE GROUP
Singapore's Highest Rated One Stop Car Dealer

5.0 STAR

Ratings & Reviews   
★★★★★

Consign your car with us to get the highest price today



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Upgrade
to a brand **NEW VEHICLE** this
National Day
\$2,000 OFF
FOR ALL THE **NEW CARS**

STYLE AND ELEGANCE
JAGUAR F-PACE

VIN'S AUTOMOTIVE GROUP
YOUR ONE-STOP PARALLEL IMPORTER IN SINGAPORE FOR ALL YOUR AUTOMOTIVE NEEDS

-  Selling New / Pre-owned / Consignment vehicles
-  Car leasing & rental services
-  In-House workshop (Servicing & maintenance)
-  Flexible Financing packages (In-House & Bank loan)
-  Insurance packages provided



CONTACT US
Office: 6272 2121
WhatsApp: 8500 2121

COMPANY PROFILE
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24 Sin Ming Lane #01-91/92/93
Singapore 573970

REVV
1 Corporation Dr #01-10/11
Singapore 619775

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DO YOU WANT THE
BEST BEST BEST



WE GIVE YOU THE **BEST OFFER!**
GET **\$2,000 CASH REBATE**
FOR EVERY NEW MPV PURCHASE

SUZUKI LANDY



64N NSW P26M
\$2,XXX/Mth

TOYOTA NOAH



64N NSW P26M
\$2,XXX/Mth

TOYOTA VOXY



64N NSW P26M
\$2,XXX/Mth

HONDA FREED



64N NSW P26M
\$2,XXX/Mth



ONLINE SHOP HEADER



New



ReadyCare
SIGNATURE
SELECTION



biobased
laundry liquid detergent
DELICATE CARE

biobased
laundry liquid detergent
CLOUR CARE

BIOBASED

SAVE 20%
RM22.32 each

Readycare Signature Selection
Laundry Liquid Detergent
Delicate Care / Colour Care 2.1L
NP: RM27.90 each



USDA
CERTIFIED
BIOBASED
PRODUCT
PRODUCT 58%



Vegan



New



ReadyCare
SIGNATURE
SELECTION



biobased
laundry liquid detergent
DELICATE CARE

biobased
laundry liquid detergent
CLOUR CARE

BIOBASED

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RM22.32 each

Readycare Signature Selection
Laundry Liquid Detergent
Delicate Care / Colour Care 2.1L
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USDA
CERTIFIED
BIOBASED
PRODUCT
PRODUCT 58%



Vegan

PRODUCT VISUALS



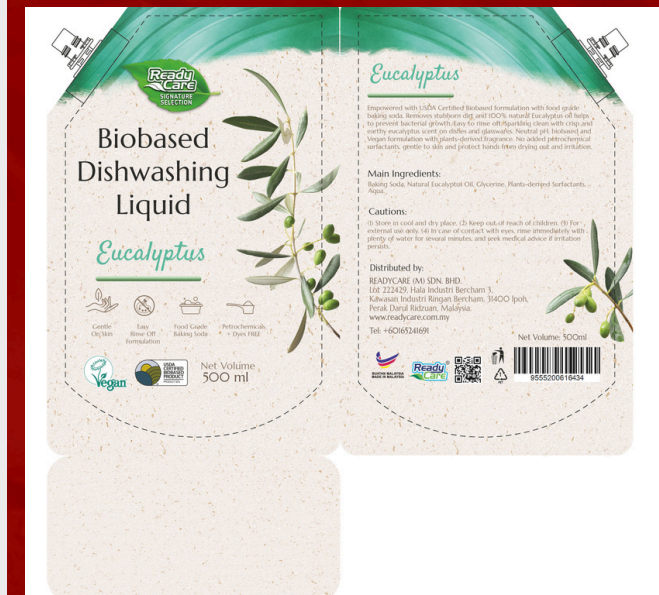
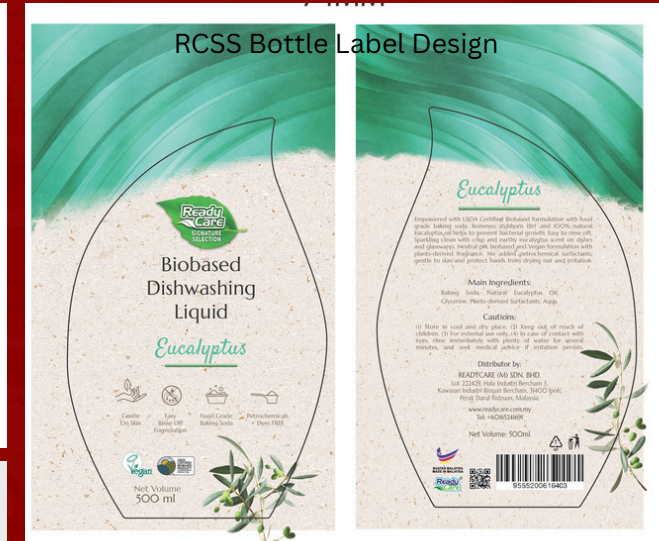
LABEL & PACKAGING



RCSS Dishwashing Liquid New Look Design

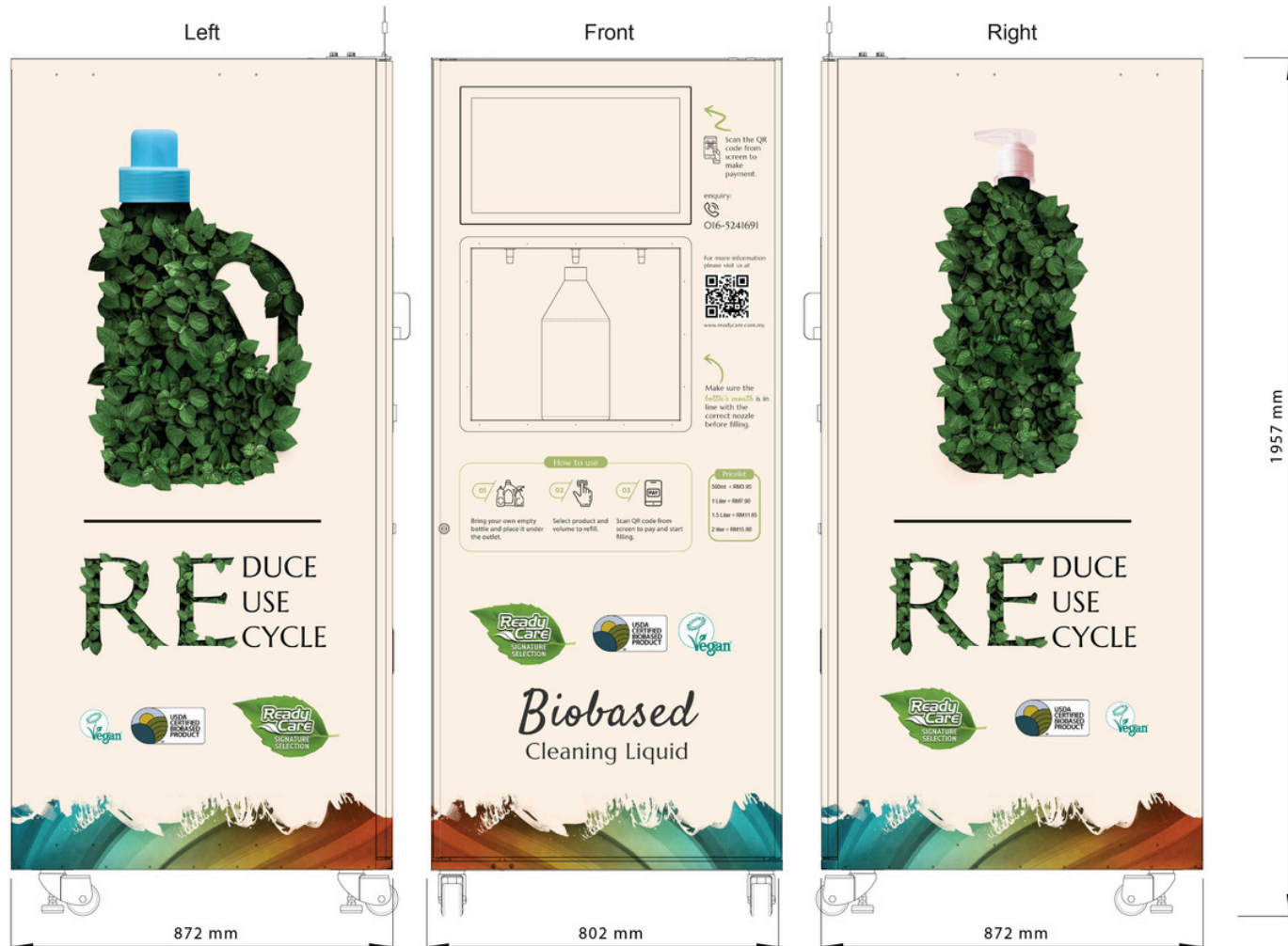


RCSS Dishwashing Liquid Refill Pack Design



VENDING MACHINE SKIN

READYCARE VENDING MACHINE (MALAYSIA VERSION 06)



MARKETING/BRANDING





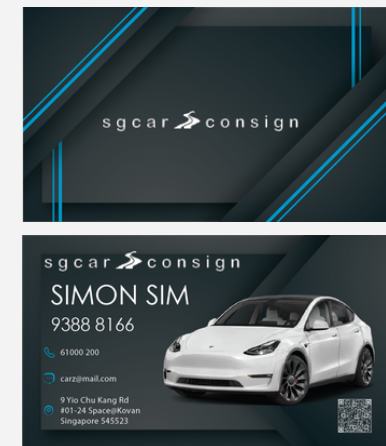
SD Nature Empire Namecard Design

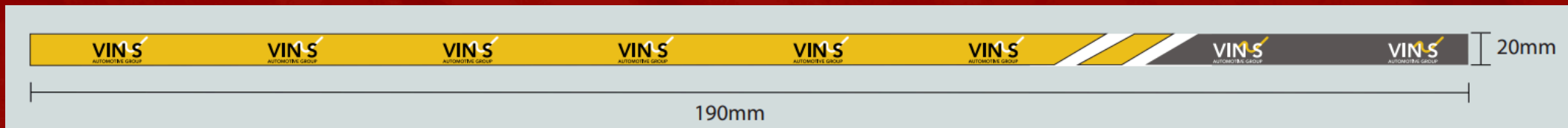


Vin's Automotive Group Namecard Design

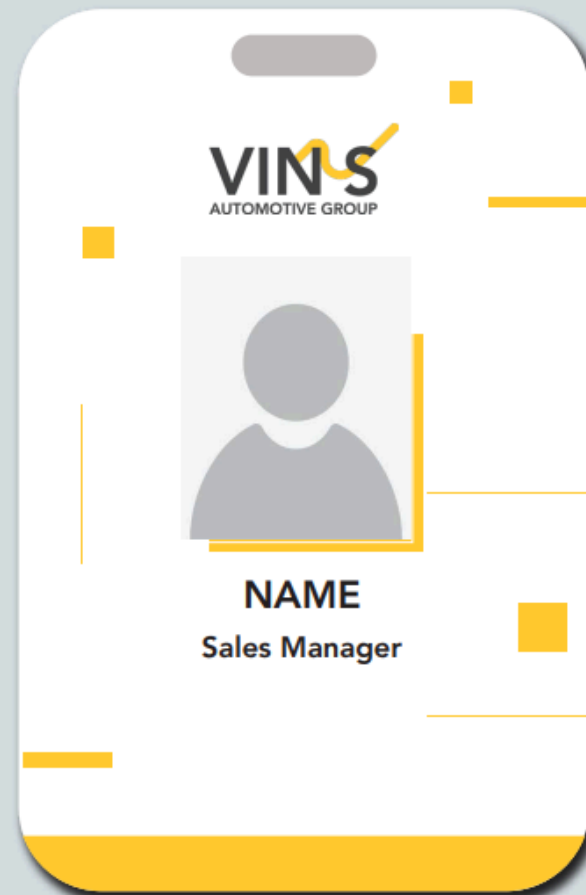


SG car consign Namecard Design

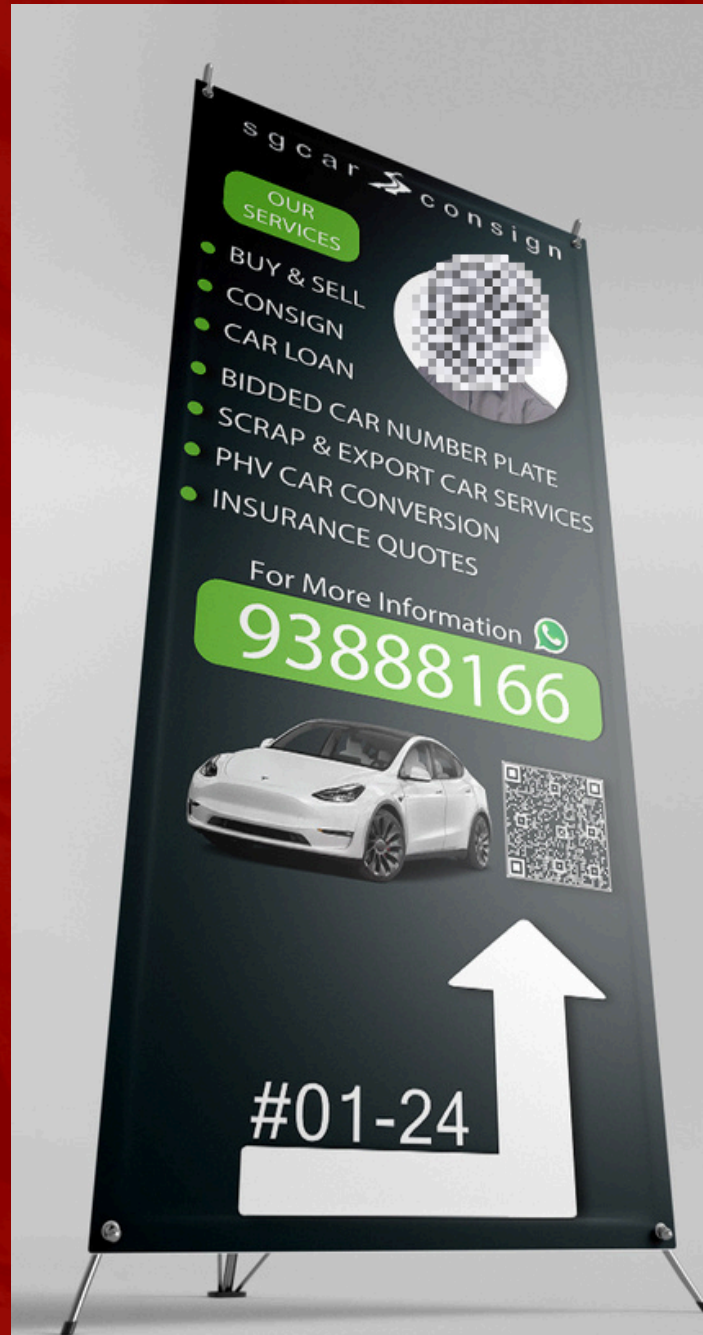




ID card Design 1



Vin's Automotive Group Lanyard Design



FUTSAL JERSEYS



MOBILE CASE



DESKTOP PUBLISHING



SYIOK FIFA CAMPAIGN VISUALS



Match Results
Tuesday
22 Nov 2022

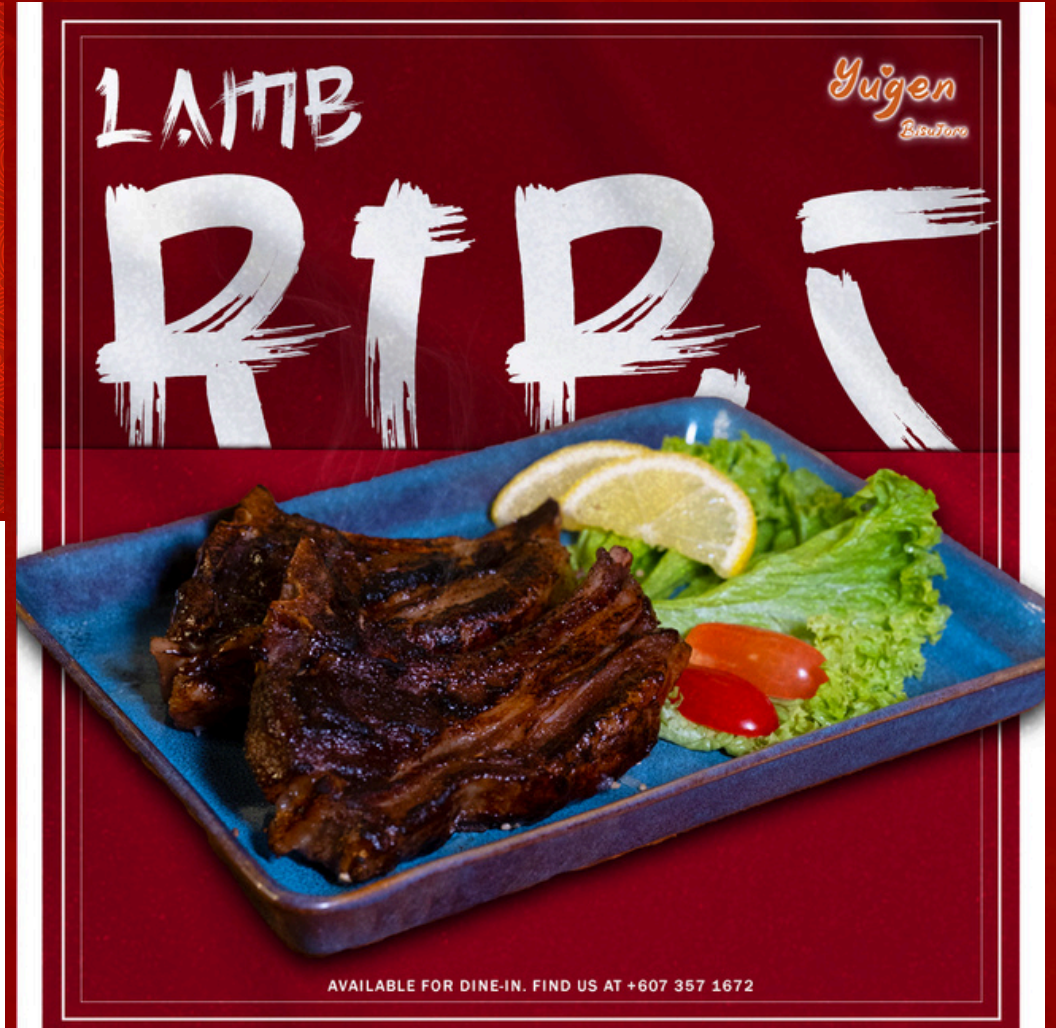
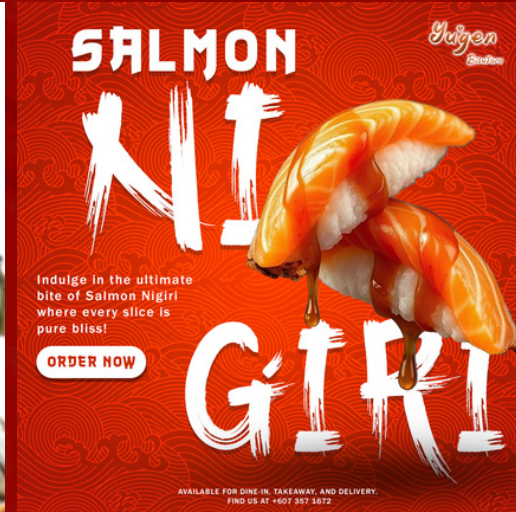
	Group A	Senegal	0 : 0	Netherlands	
	Group B	USA	0 : 0	Wales	
	Group C	Argentina	0 : 0	Saudi Arabia	
	Group D	Denmark	0 : 0	Tunisia	



BEAUTY AND WELLNESS PRODUCT



JAPANESE FOOD POSTER



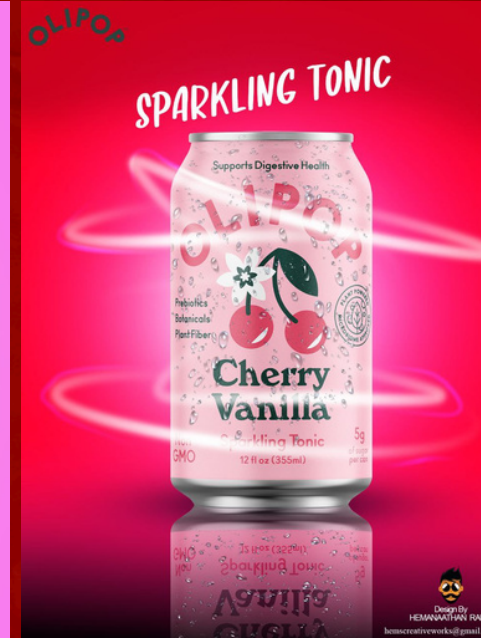
CONCEPT MOVIE POSTERS



AUTOMOTIVE POSTER



IMAGE MANIPULATION





FUTSAL LOGO

SME LOGO



MARKETING CAMPAIGN LOGO

THANK YOU

PLEASE CLICK LINK BELOW FOR MY GIF ANIMATION / MOTION GRAPHICS ARTWORK

[HTTPS://HEMANAATHANR.WIXSITE.COM/CREATIVE-PORTFOLIO](https://hemanaathanr.wixsite.com/creative-portfolio)