

CREATIVE

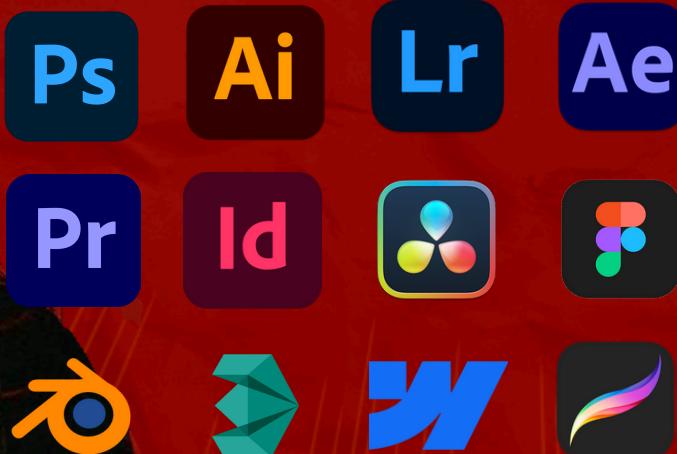


DO IT TODAY

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



HEMANAATHAN RAMU

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

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)

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)

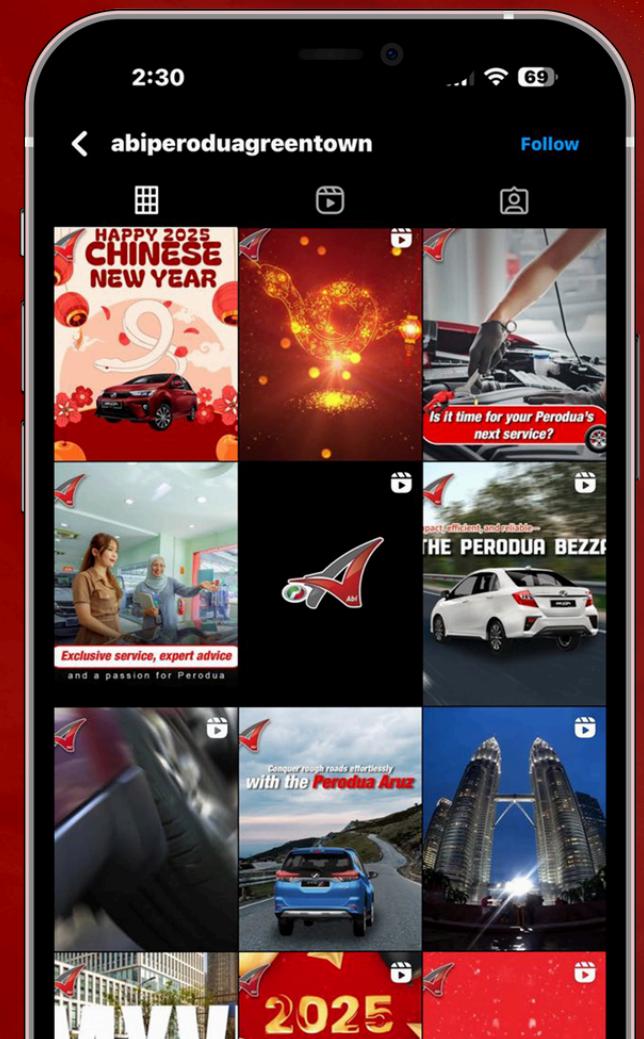
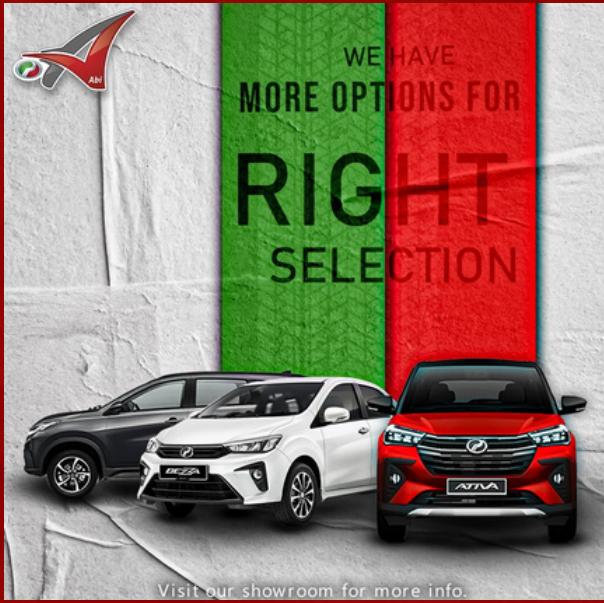
September 2018-September 2019



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**

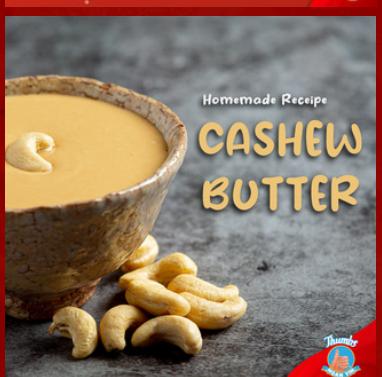


NGAN YIN THUMBS

Thumbs

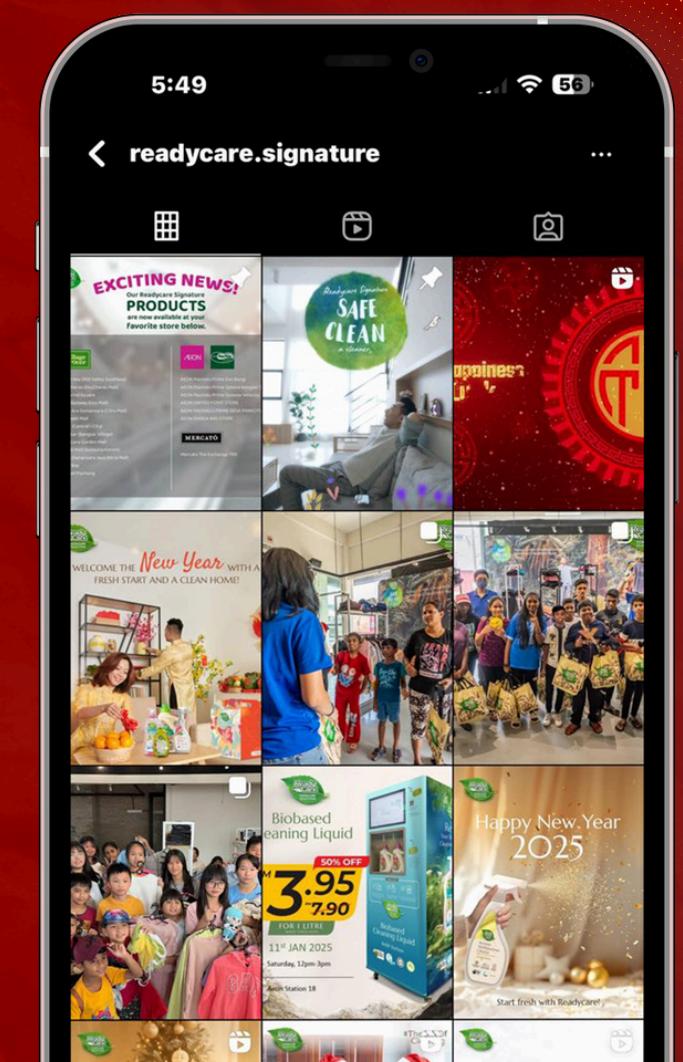
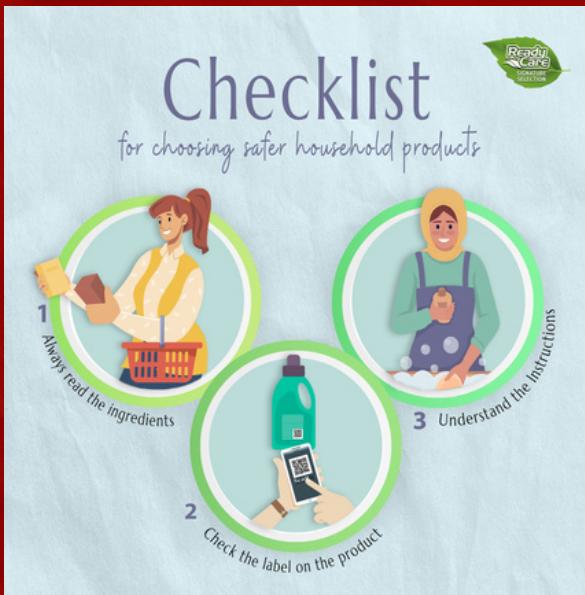
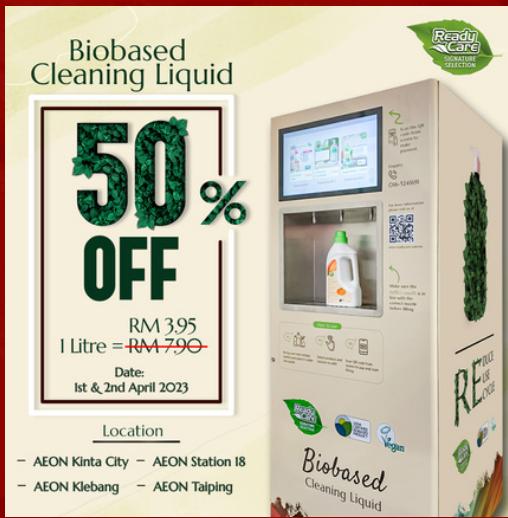


Ngan Yin Thumbs is a renowned Malaysian brand celebrated for its high-quality roasted groundnuts. With a rich heritage and dedication to excellence, it continues to be a favorite among snack enthusiasts.

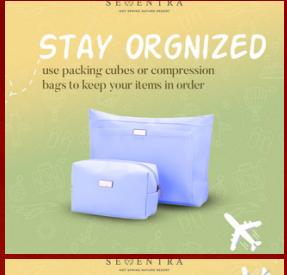
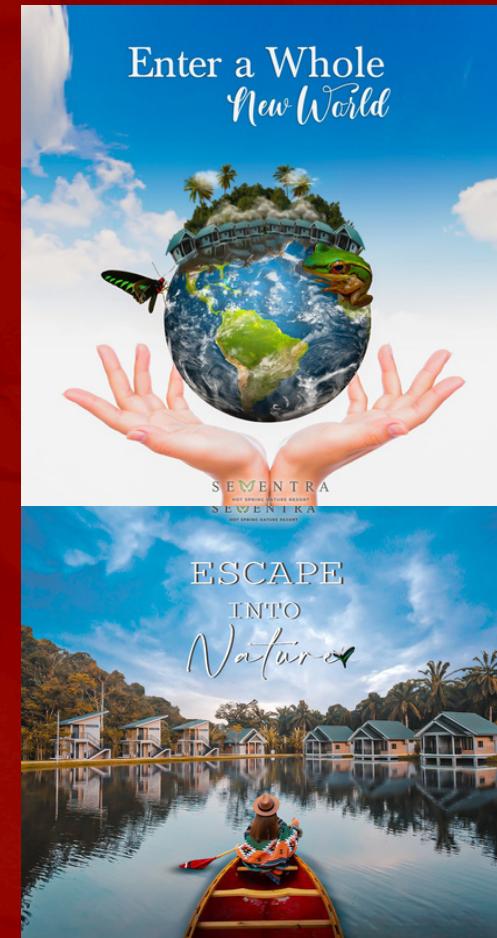
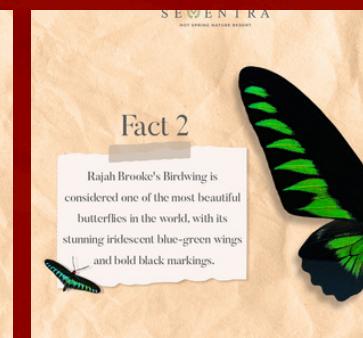
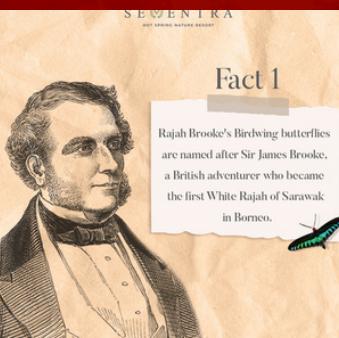
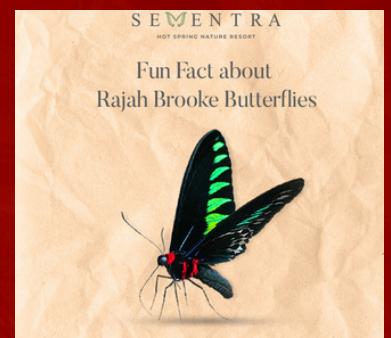
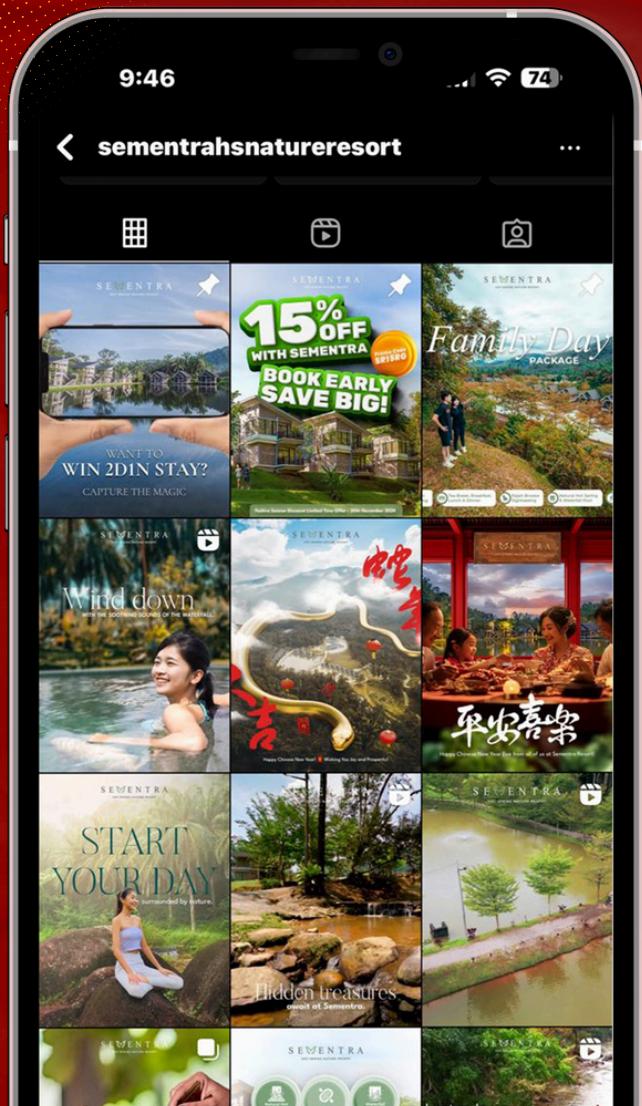


READYCARE SIGNATURE

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.



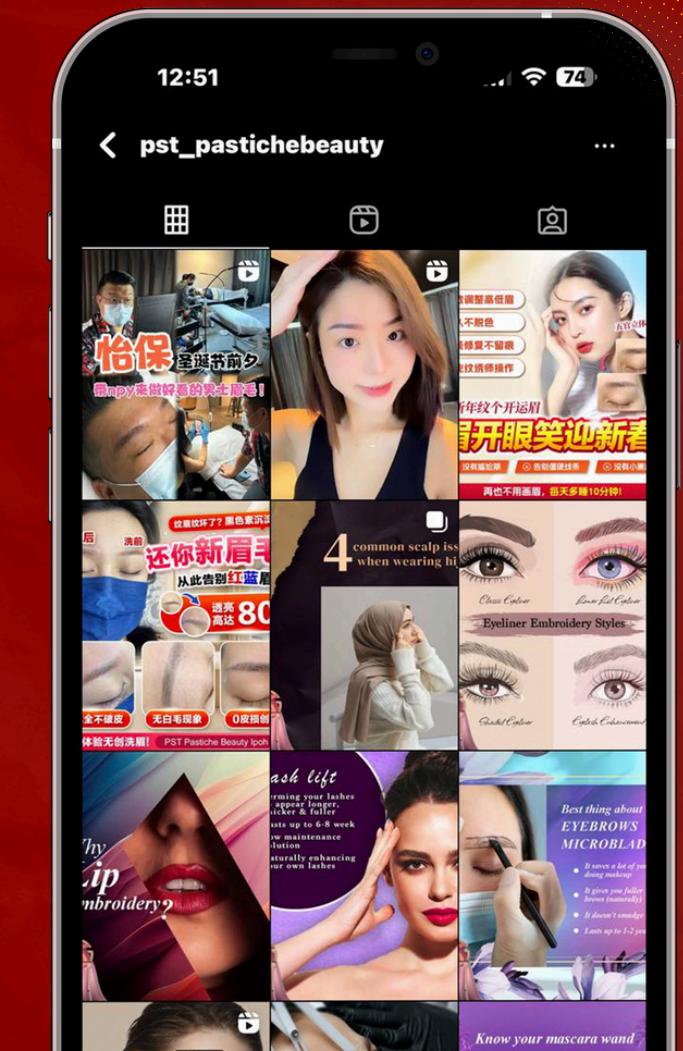
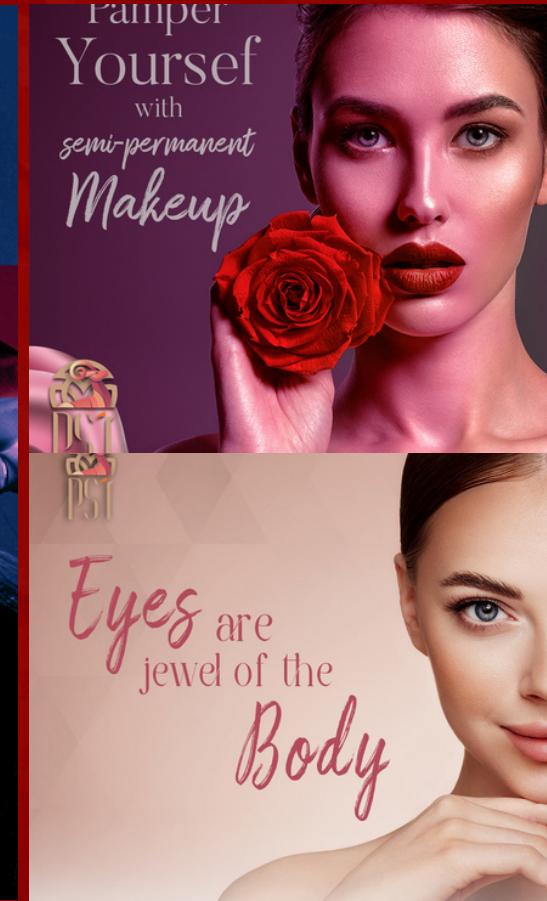
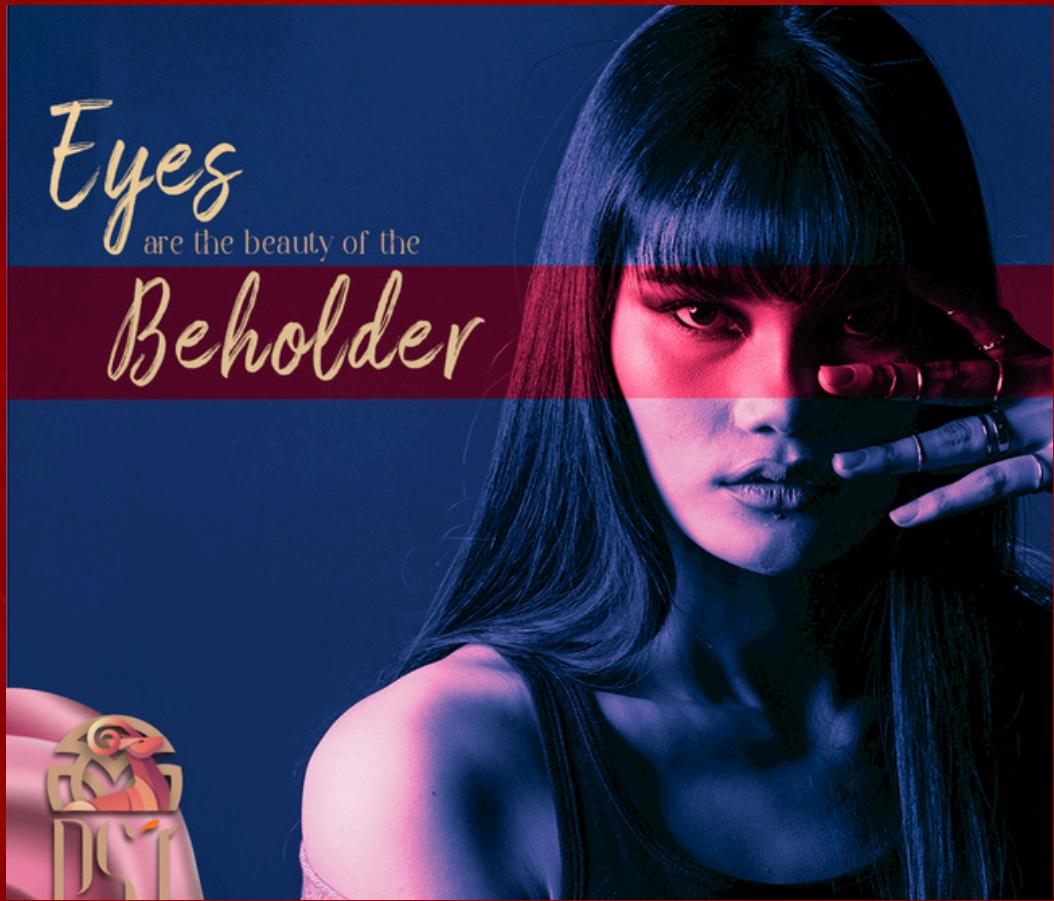
SEMENTRA HOTSPRING



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.



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

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 GROUP
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5.0 STAR

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**DO YOU WANT THE
BEST
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BEST**

SUZUKI LANDY

TOYOTA NOAH

TOYOTA VOXY

HONDA FREED

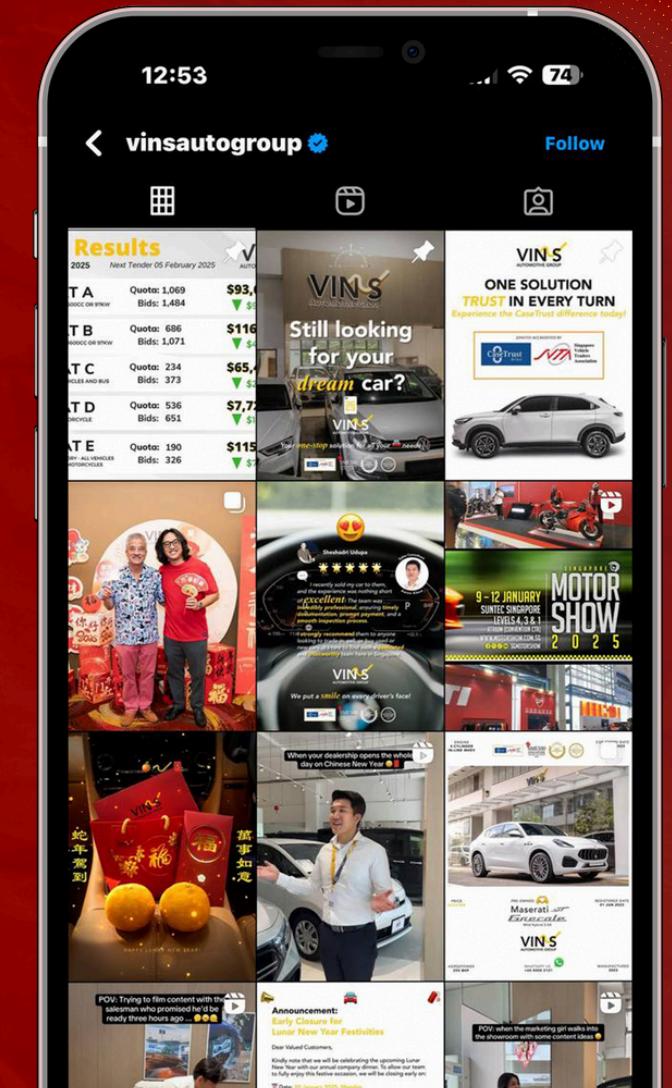
WE GIVE YOU THE **BEST OFFER!**
GET **\$2,000 CASH REBATE**
FOR EVERY NEW MPV PURCHASE

SIN NEW P2RM **\$2,XXX/Mth**

SIN NEW P2RM **\$2,XXX/Mth**

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SIN NEW P2RM **\$2,XXX/Mth**



ONLINE SHOP HEADER

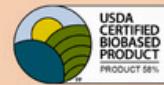
New



BIOBASED

SAVE 20%
RM22.32 each

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


New



BIOBASED

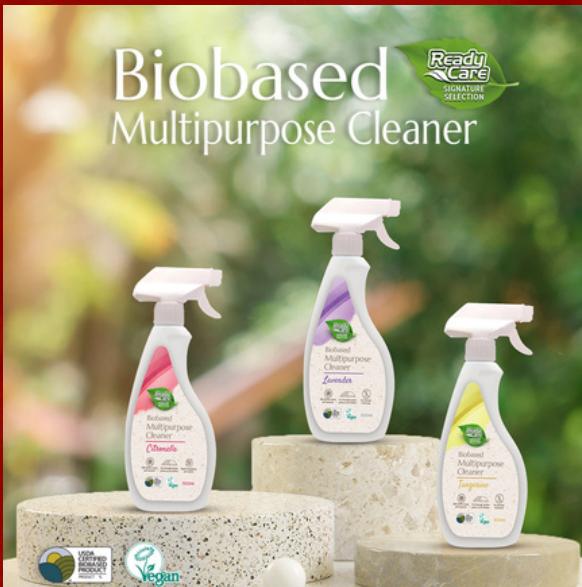
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RM22.32 each

Readycare Signature Selection
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Delicate Care / Colour Care 2.1L
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PRODUCT VISUALS



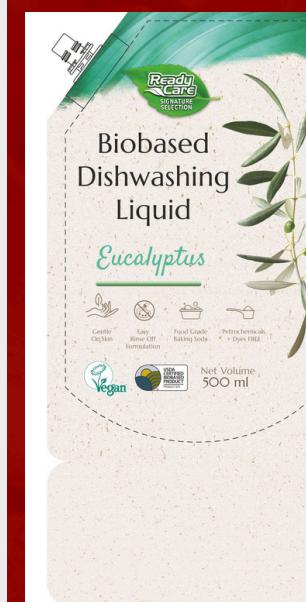
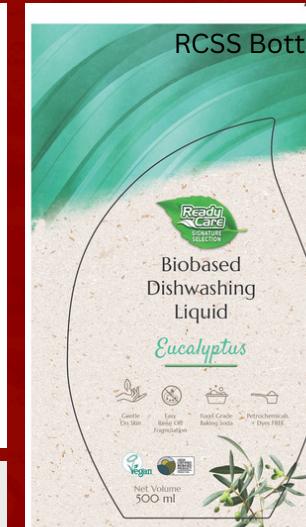
LABEL & PACKAGING DESIGN



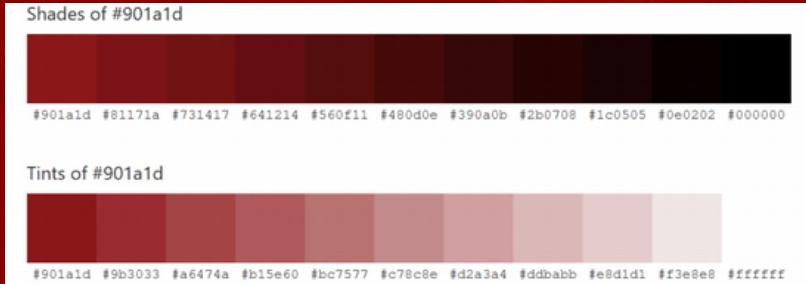
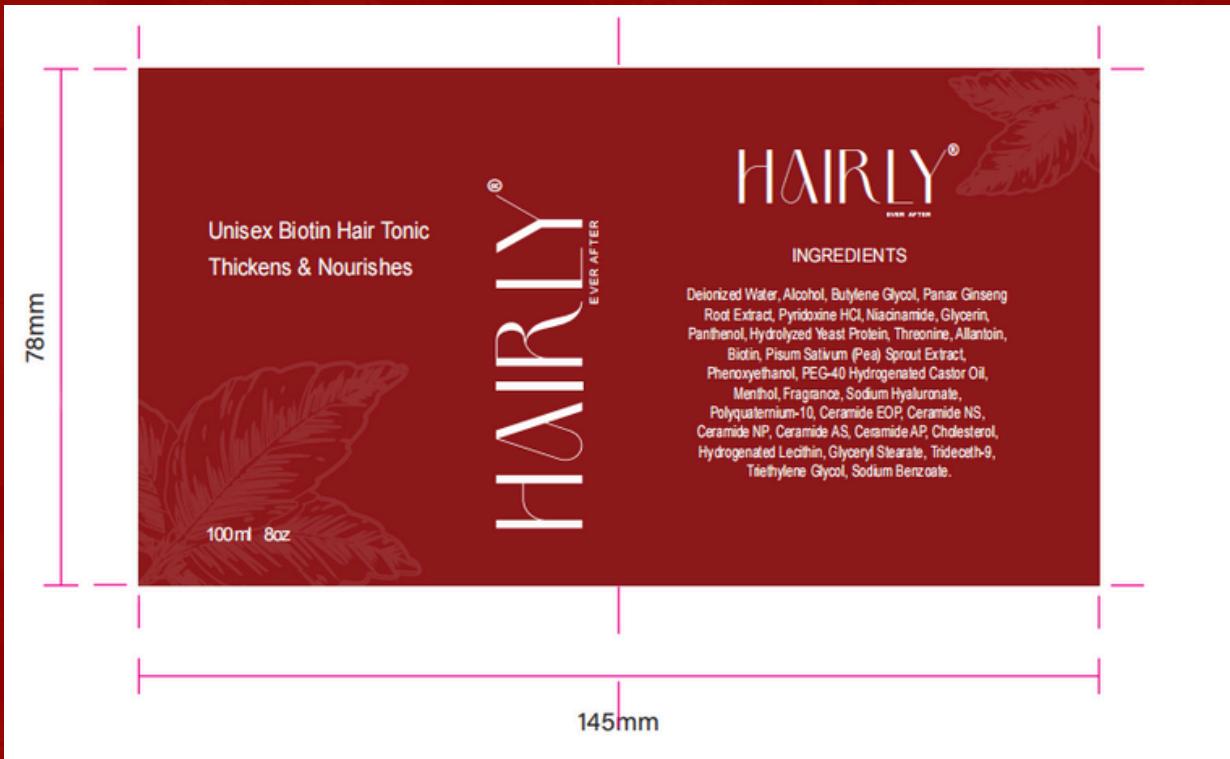
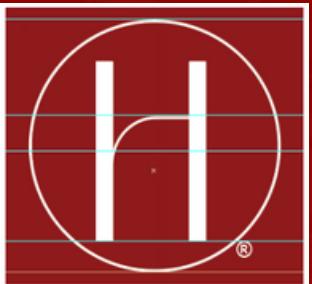
RCSS Dishwashing Liquid New Look Design



RCSS Dishwashing Liquid Refill Pack Design

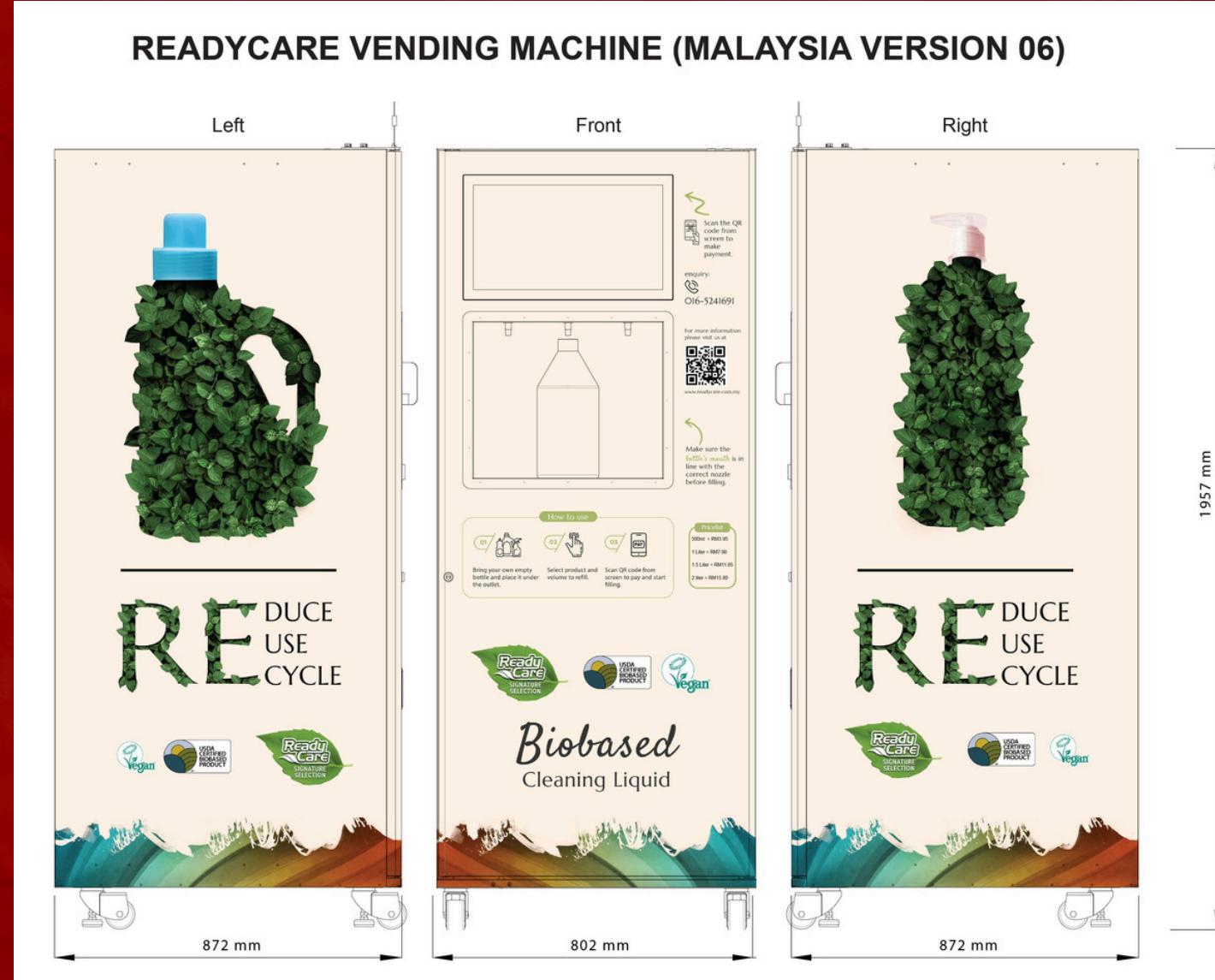


LABEL & PACKAGING DESIGN



VENDING MACHINE SKIN

READYCARE VENDING MACHINE (MALAYSIA VERSION 06)



MARKETING/BRANDING



MARKETING/BRANDING



SD Nature Empire Namecard Design



Vin's Automotive Group Namecard Design



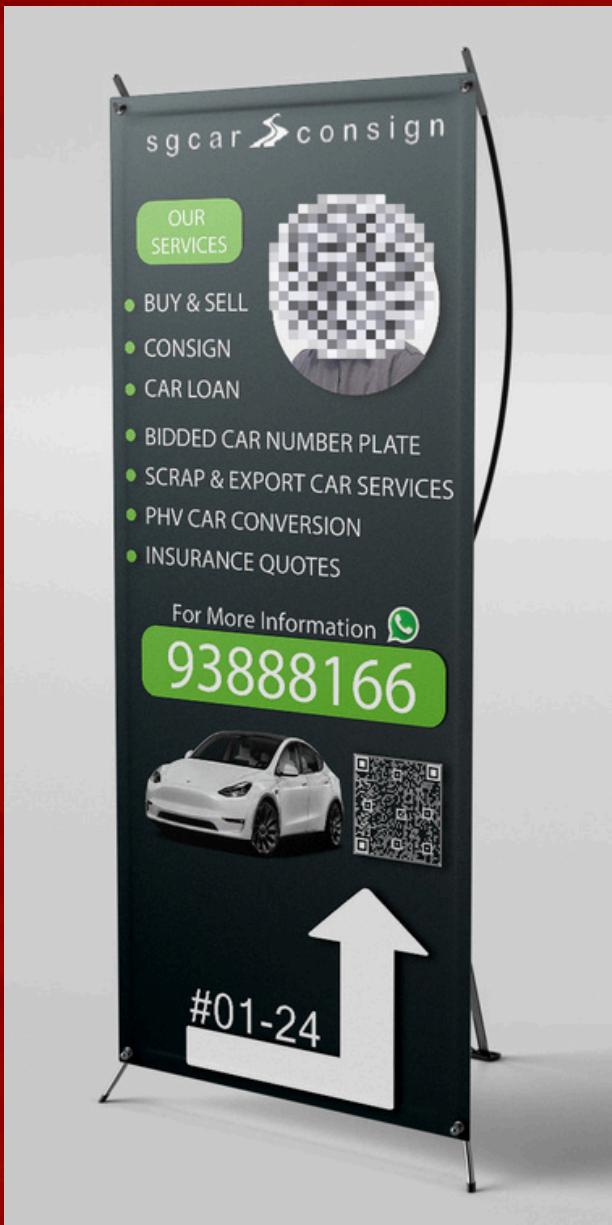
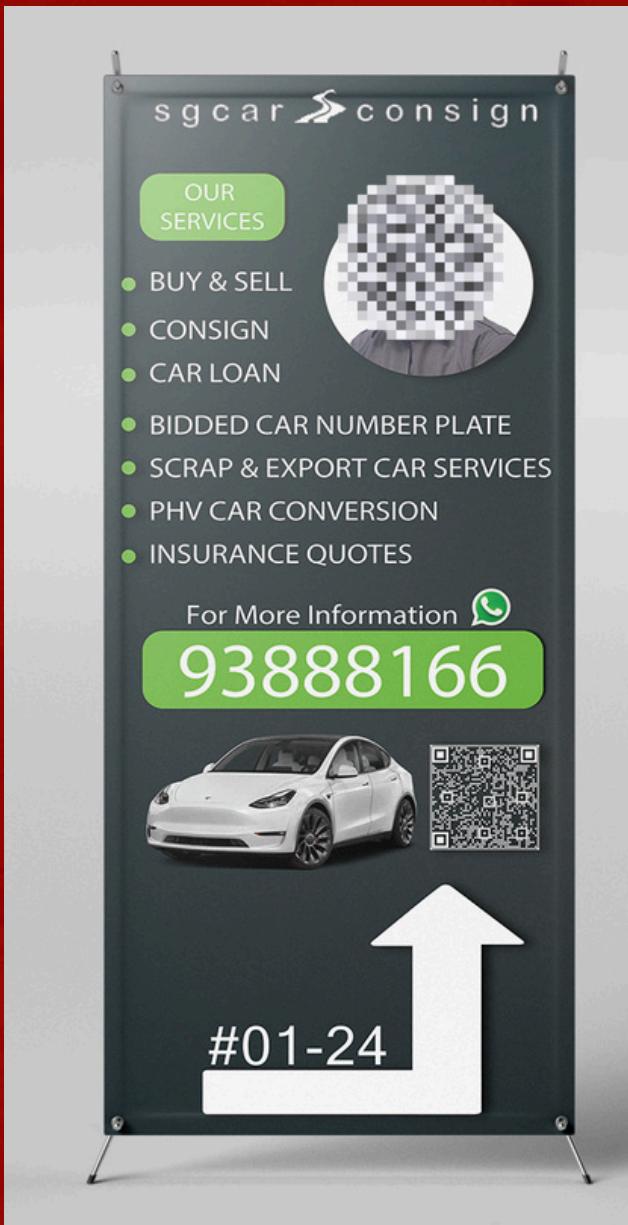
SG car consign Namecard Design





Vin's Automotive Group Lanyard Design

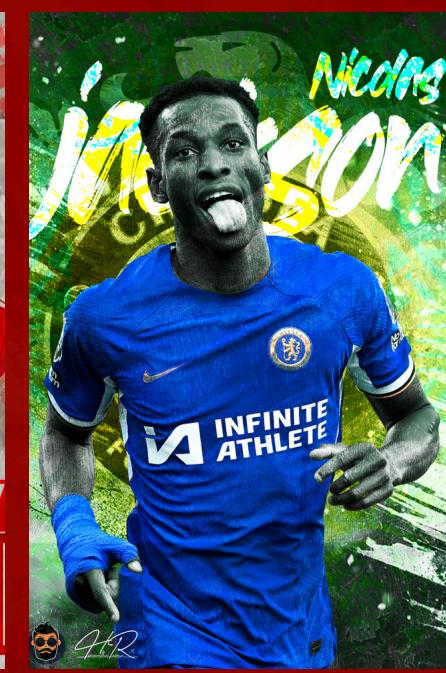
BANNER/BUNTING DESIGN



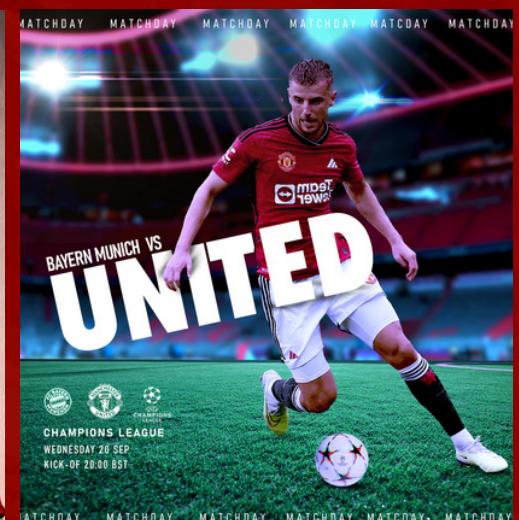
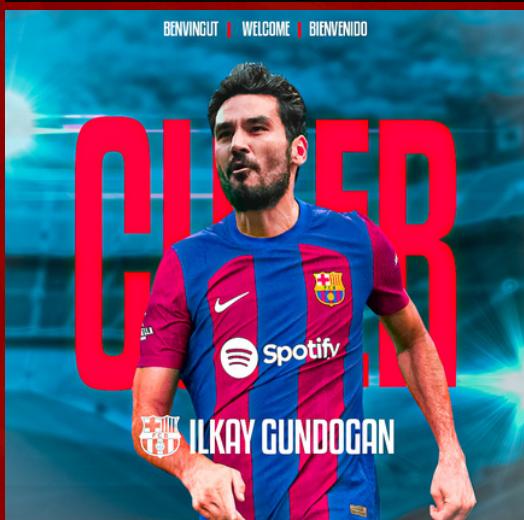
FUTSAL JERSEYS



MOBILE CASE VISUALS



DESKTOP PUBLISHING



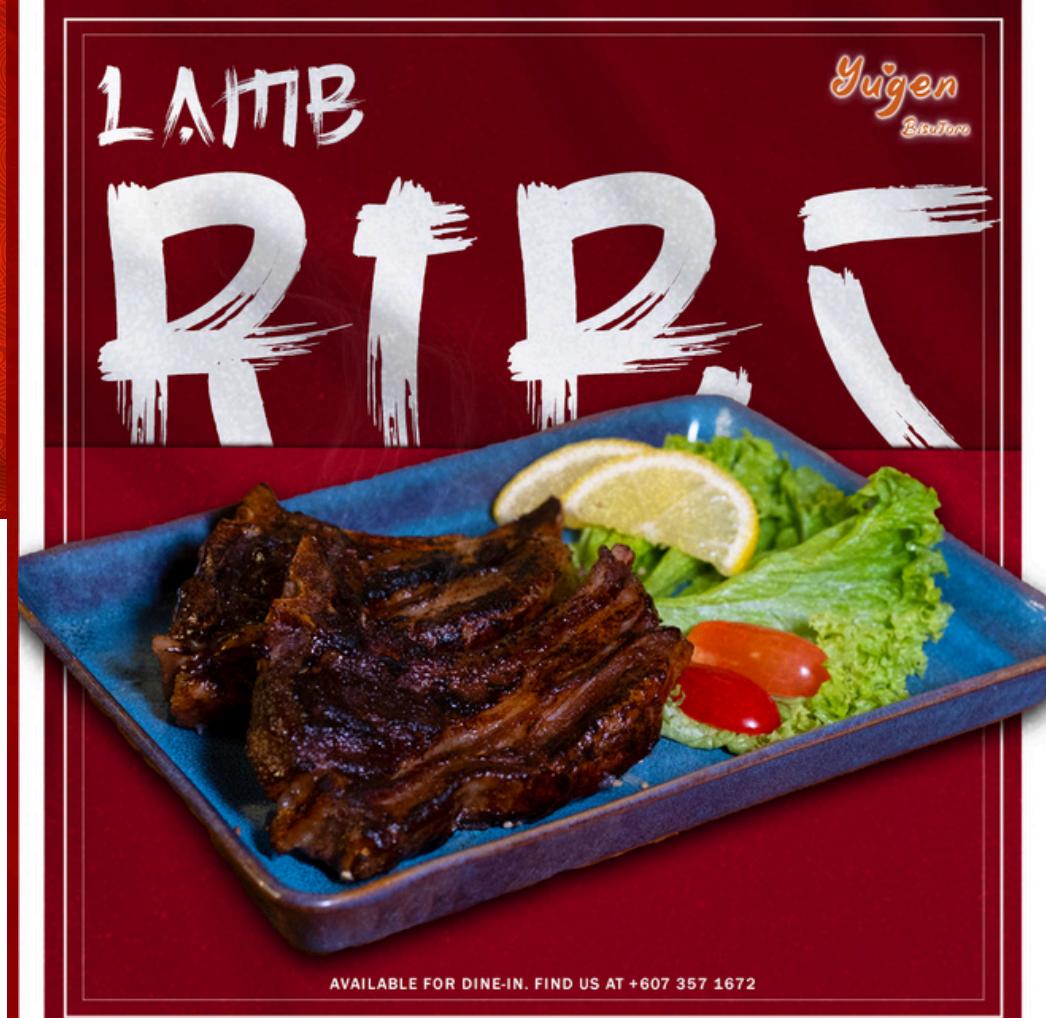
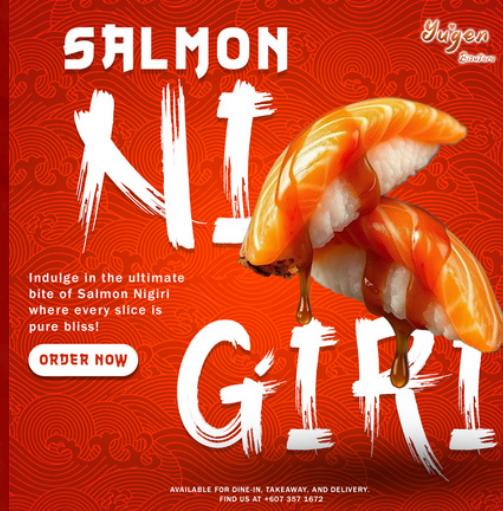
SYIOK FIFA CAMPAIGN VISUALS



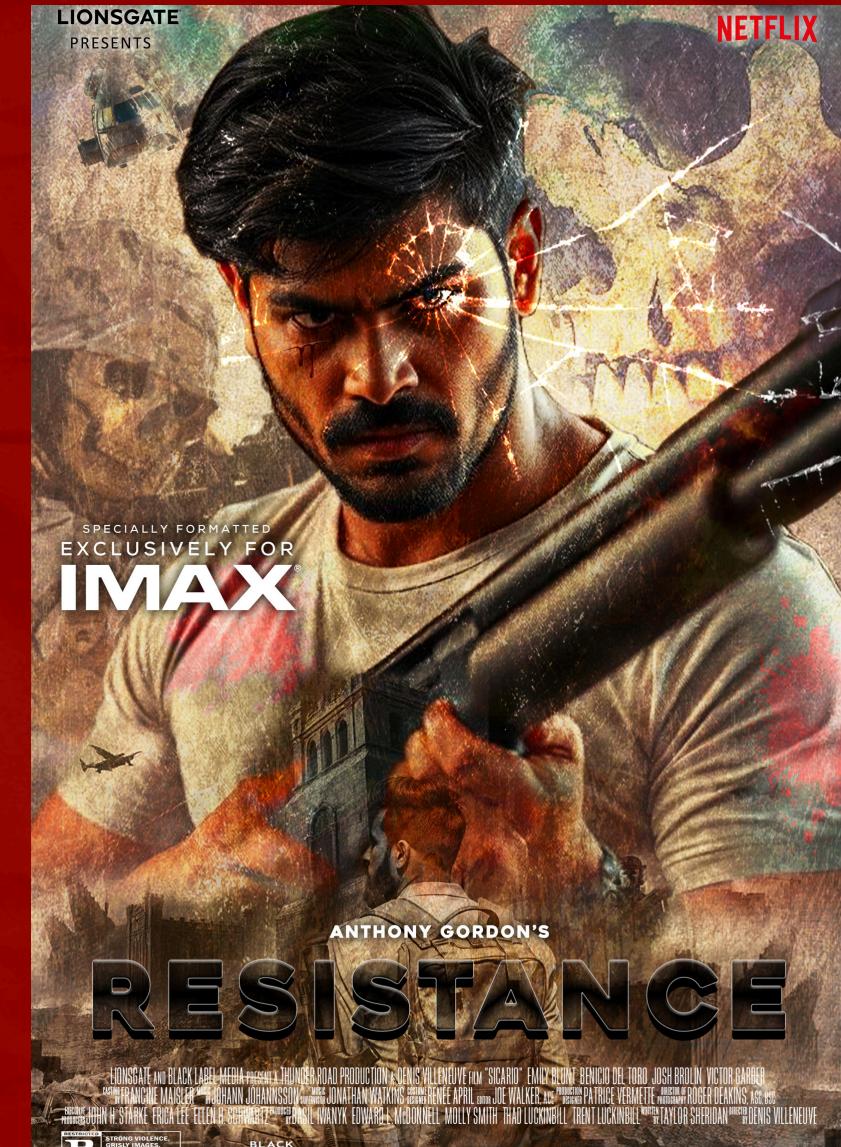
BEAUTY AND WELLNESS PRODUCT



JAPANESE FOOD POSTER



CONCEPT MOVIE POSTERS



AUTOMOTIVE POSTER

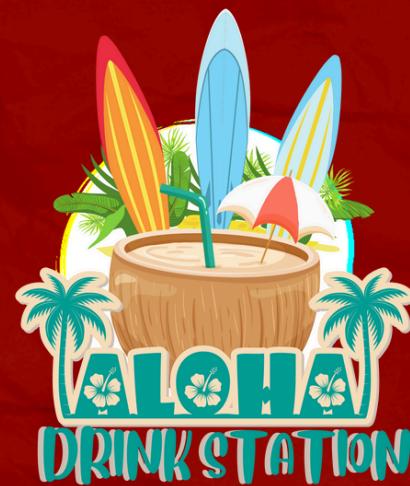
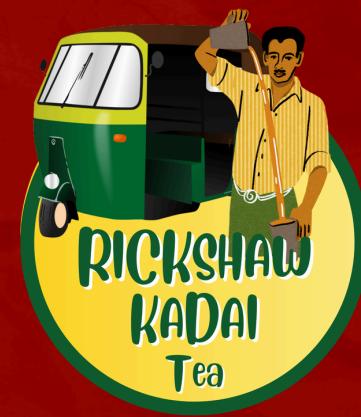


IMAGE MANIPULATION





SME LOGO



MARKETING CAMPAIGN LOGO

FUTSAL LOGO

THANK YOU

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

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