

# Hethir Abdul Halim

Creative

hethirabdulhalim@gmail.com

heftyhours.com

(65) 8767 2033

## Education

### Bachelor of Design (Communication Design) | RMIT University

July 2023 - July 2024 / Singapore

### Diploma in Design (Visual Communication) | Singapore Polytechnic

April 2017 - May 2020 / Singapore

## Awards

### Crowbar Awards - Association Of Accredited Adversting Agents

IKEA - Treecycle / Bronze / 2020 / Singapore

### Crowbar Awards - Association Of Accredited Adversting Agents

Adidas - Adidas Ascent / Finalist / 2019 / Singapore

## Experience

### Creative, Editor | UNCANNY

June 2025 - Present / Singapore

- Conceptualised, shot, and edited high-performing social content for key clients including Dyson, delivering platform-optimised videos across Instagram and TikTok
- Led end-to-end production for paid campaigns, including ideation, directing shoots, and post-production for Dyson
- Produced and executed sound design for global and institutional clients such as Evian Global and SUTD, enhancing narrative and brand storytelling
- Developed AI-driven video content for MooMoo, exploring emerging workflows to create innovative digital outputs
- Edited branded video content for Shiseido, ensuring alignment with visual identity and campaign objectives

## Skills

### Design

Integrated Campaigns  
Advertising  
Photography  
Gaffer  
Production Sound Mixer  
Video Editor  
Branding  
Systems Mapping

### Research

User interviews  
Persona hypothesis  
Competitor analysis

### Leadership

Broadrick Concert Band  
(Vice President, Concert Master)  
Broadrick Secondary School  
(Student Councillor)

## Tools

### Design

Photoshop  
Illustrator  
Lightroom  
After effects  
Premiere Pro  
InDesign  
Logic Pro X  
Figma

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## Experience

### Senior Content Creator | 1103 STUDIOS

February 2025 - May 2025 / Singapore

- Educating and collaborating with both brands and our team to develop strategies and recommendations that drive measurable business results.
- Onboarding and mentoring new team members to align with agency goals and standards.
- Leading creative content direction for both the agency and clients, fostering innovation.
- Introducing new tools and capabilities to enhance overall agency performance.
- Spearheading initiatives to improve operational efficiency and team productivity.

### Content Creator | 1103 STUDIOS

October 2024 - January 2025 / Singapore

- Main Videographer, generating content ideas, scripting, storyboarding and on-site shoots.
- Coordinated with photographers, models, stylists, and other team members to execute video shoots according to client specifications and deadlines
- Edited videos using industry-standard software such as Adobe Premiere Pro and After Effects, ensuring high-quality final deliverables
- Oversaw the pre-production process, including location scouting, talent casting, and equipment setup, to ensure smooth operations on the shoot day

### Freelance Graphic Designer / Video Editor | Plexxie

December 2022 - September 2024 / Singapore

- Received positive feedback from 90% of clients on the effectiveness of visual content in achieving their marketing objectives
- Managing multiple projects simultaneously and meeting deadlines
- Collaborating with clients or team members to understand project requirements and objectives
- Demonstrated versatility in adapting to different styles and formats, including promotional videos, product demonstrations, event coverage, and social media content

### Production House Intern | A Pixel Production Haus

June 2019 - August 2019 / Singapore

- Coordinated with photographers, models, stylists, and other team members to execute photo shoots according to client specifications and deadlines
- Edited and retouched photos using industry-standard software such as Adobe Photoshop and Lightroom, ensuring high-quality final deliverables
- Oversaw the pre-production process, including location scouting, talent casting, and equipment setup, to ensure smooth operations on the shoot day

## Skills

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