

# GURUPRAKASH

the-ada-man

## WORK EXPERIENCE

### Senior Content Writer

2023 - NC Global Media

Content - Strategist . Writer . Editor . Publisher | Social Media

### Content Writer, Strategist & Social Media

2022 - Meta Age Studio

Content - Strategist . Writer . Manager | Social Media - Designer .  
Manager | Medium Publisher

### Lead Designer, Curator & Content Writer

2022 / Present - Shibajgy

Building Web3 environments | Networking | Creative  
Management - Content & Social Media | Research | Community  
Management

### Associate Researcher

2021 - Rajalakshmi Engineering College

Research | Documentation | Design - Graphics & Product |  
User Research | Collaborated with Artisans, Users, Designers,  
Engineers, and Technicians.

### Assistant Professor

2021 - Sasi School of Architecture

Educating - Research | Graphic Design | Presentation |  
Drafting | Architectural Modelling | Rendering

## SKILLS

### Design Skill-Set

Sketching | Branding | Illustration | Typography | Digital Art  
Photography | Graphic & Visual Design | Design Thinking  
Concept & Ideation | Research - Design & User | User Testing  
Interview framing | Rapid Logo Design | Detail oriented  
Empathizing | Drafting | Wood Crafts | Product Prototyping

### Technical Skill-Set

Sketchbook | Procreate | Infinite Design | Adobe - Ps, Lr, Ai, XD  
Wordpress | Figma | Wondershare Filmora | Audacity  
Corel Draw | Sketchup | Autocad (certified) | Lumion  
Microsoft office | Solidworks

## EDUCATION

### Bachelor of Architecture | 2017

SRM University

### Design Thinking | 2021

Kural - Voice of Wrights

### Google UX-Design Certification | 2021

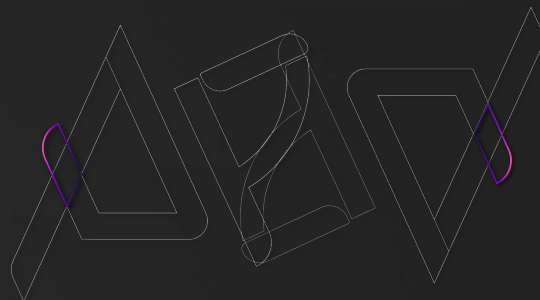
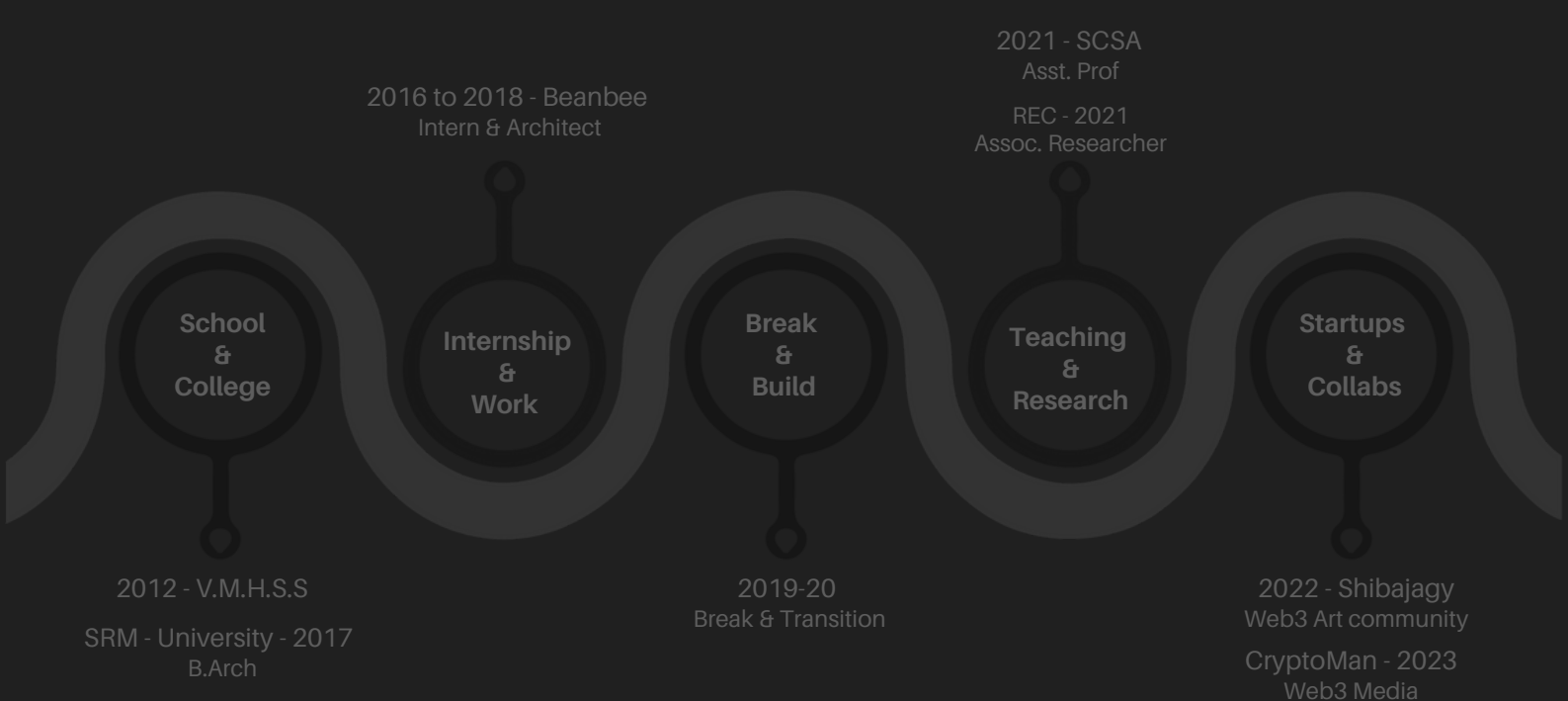
Grow with Google - Coursera

in Touch

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## Business Skill-Set

Strategies & Solution  
Transcribing Ideas  
Creative & Technical Writing  
Hosting Meetings  
Digital Marketing  
Collaborative  
Conversation & Communication  
Management - Content & Community  
Empathizing  
Presentation  
Networking  
Teaching



*To whom it may concern,*

Hey there! Nice to meet you..

I'm Guruprakash, "the ADA man" means An Artist, A Designer and An Architect. I initially started as an Artist with few scribbles which later lead me to the path where I found Design and Architecture. My Love for the Art is so immense and vast that I'm interested in many industries where I found Art played a role of Picasso especially in the fields of - Product, Graphic & Visual, Architecture, UX & Furniture - Design.

Interested in Branding, Marketing, Social Media Management & User Research to make valuable impacts in the product-development sectors of the industries.

**Guruprakash**  
*theadaman*

**Phone**

+91 98409 33135

**Get - linked**

<https://linktr.ee/the.ada.man>

# Guruprakash | the-ada-man

To the Recruiting Team

Hi, I am Guruprakash Manivannan and the "ADA" means "Artist, Designer and Architect " that quite explains my journey in a tagline. I also bring a firm background in the fields of Research and Education as mentioned in my Resume (attached). As an individual who loves to present myself good, through my design and writing skills, I have helped a few organizations to do the same. My passion to write contents for products started along with my odyssey to design them and give voice for them to express.



**Guruprakash Manivannan**

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Works - [Shibajagy](#).

Being an Artist, NFT Curator, Content Writing & Managing - Design Lead in [Shibajagy](#). I firmly believe in creating quality content and to be more adaptive than others in order to grasp the current trend of people's mindset and their choices especially in the visual context. I love to blend in the skillset that I learnt from being an Artist to my other professional expanse particularly in Design and Architecture where the key to a good design/product is an iterative process. This requires one to practice User-Centered Research and Design, which fortunately is already a part of my professional orbit being an Architect and a Designer.

Furthermore, my Research background helped me to collaborate with my colleagues who were a group of Artisans, Artists, Designers, Engineers, Professors and Phd holders. This lead me to improve my people skills, grasp ideas and its strategies easier. Being in Shibajagy and wearing various hats of Artist, Architect, Curator, Designer, Researcher and Teacher, I concocted the skills of Managing copious situations, Collaborating & Leading Teams. This includes Writing, Labelling, Branding with precise descriptions and Content management for the products whichever I handle.

I hope my diverse-relevant experience and skillset would make me an excellent candidate for your company's Content, UX, Technical - Writing, Social Media - Management, Research, Marketing and Design departments. I believe that this opportunity would provide a perfect environment for me to learn and contribute my insights and prosper as an adept asset to your organization. Thank you for reviewing and spending your valuable time.

*I look forward to hearing from you.*

Thank you,

Guruprakash Manivannan