



MEDHA NOGAJA

Mixed Media Artist & UGC Creator

CONTACT

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EDUCATION

Nanyang Academy Of Fine Art, Singapore & University Of the Arts, London

Bachelor of Arts in Fine Arts

2023 - 2026

Overseas Family School, Singapore

International Baccalaureate Diploma
Programme

2020 - 2022

SKILLS

- Management Skills
- Creative Thinking & Communication
- Fine Art Mediums
- Working with Children
- Writing Skills & Digital Content Creation
- Social Media Management

LANGUAGES

- English (Native & Bilingual proficiency)
- Hindi (Native & Bilingual proficiency)
- Bahasa Indonesia (Limited proficiency)

ABOUT ME

A young self-driven artist with a keen interest in creating works of mixed-media art using a diverse range of materials. I am currently pursuing my Fine Art Undergraduate degree at Nanyang Academy Of Fine Art, Singapore & University of the Arts, London. I aim to invest my artistic potential in internships which provide opportunities in the contemporary art field and a privilege to work with undeserved communities. After my graduation, I aspire to build my art studio, The Tyra Studio, in India which will accommodate my own atelier as well as a creative space of art activities for the general public too.

EXHIBITIONS

BAFA2 GROUP EXHIBITION

2024 *Stories Of Care (Cycle #4): Everything In Between,*
Nanyang Academy Of Fine Arts, Singapore

BAFA2 GROUP EXHIBITION

2024 *Echoes Echoes Echoes,*
Nanyang Academy Of Fine Arts, Singapore

BAFA1 GROUP EXHIBITION

2024 *Menagerie, [Link to works](#), Selegie Arts Centre with*
Nanyang Academy Of Fine Arts, Singapore

BAFA1 OPEN STUDIO

2023 *Bachelor Of Fine Arts Year 1 Open Studio,*
Nanyang Academy Of Fine Arts, Singapore

IBDP VISUAL ART EXHIBITION

2022 *IBDP Visual Arts Exhibition,*
Overseas Family School, Singapore

IN SINGAPORE

2021 *A Combined Singapore International Schools' Visual Arts
Online Exhibition, <https://inexhibition.wixsite.com/2021/>*
Overseas Family School, Singapore

EXPERIENCES

UGC Content Creator & Social Media Manager

October, 2025 - Present

Podsque

Podsque is an Indian design-led brand creating a modular, smart app-based system for organizing coffee pods and beans, launching via Kickstarter (2026).

- Lead multi-platform content strategy across Instagram, LinkedIn, Pinterest, YouTube, Facebook, and TikTok, driving brand awareness and audience growth.
- Conceptualise and produce high-performing content, including short-form videos, carousels, and paid ad creatives.
- Direct end-to-end product shoots and visual storytelling for product features, ad campaign launches and creatives.
- Scripted and creatively directed the Kickstarter hero launch film, supporting crowdfunding storytelling and brand positioning.
- Manage content calendars, campaign planning, and performance analytics to optimize engagement and reach.
- Develop targeted creatives for D2C and B2B audiences using paid ad insights, SEO strategy, and trend analysis.

UGC Content Creator & Social Media Manager

May, 2025 - Present

Kohra Studio

Kohra Studio is an emerging Indian design-led lifestyle brand offering organizers, furniture, and luxury scented candles, with a focus on craftsmanship, sustainability, and premium design.

- Lead multi-platform content strategy across Instagram, LinkedIn, Pinterest, YouTube, Facebook, and Threads, aligning digital communication with brand growth and positioning.
- Conceptualize and produce reels, carousels, static posts, stories, and video campaigns, increasing engagement, visibility, and conversions.
- Direct end-to-end product shoots (photo & video) and visual storytelling for launches, campaigns, exhibitions, and paid ads.
- Manage monthly content calendars, publishing schedules, and performance analytics to optimize reach and audience growth.
- Develop content for both D2C and B2B marketing, supporting retail partnerships, corporate gifting, exhibitions, and bulk orders.
- Maintain a cohesive premium brand identity while applying trend analysis, SEO, and algorithm strategies to improve discoverability and organic reach.

Ceramics Instructor & Curriculum Developer

April - June, 2025

Claydence Atelier Pvt Ltd, Singapore

- Completed a studio-based internship as part of the NAFA-UAL BA (Hons) Fine Art Programme, gaining hands-on experience in ceramics practice, teaching, and studio management.
- Designed and delivered clay-based workshops (including a self-developed teaching module) for diverse learner groups, strengthening curriculum design and facilitation skills.
- Conducted off-site art sessions at Rainbow Centre, teaching ceramics to children with special needs and developing inclusive, adaptive teaching approaches.
- Assisted internationally recognised ceramic artists Yang Ce and Kazuya Ishida during masterclasses, supporting demonstrations and studio coordination.
- Developed foundational ceramic skills, including wheel throwing, handbuilding, glazing, and kiln firing, while contributing to studio operations and material preparation.
- Created social media content documenting workshops, studio practices, and community engagement initiatives.

Freelance UGC Creator

April, 2025

Chelsea College of Arts, University of the Arts, London, UK

- Designed and painted murals for Splash Academy projects, including the NTUC Health Active Ageing Centre and Fernvale Community Club, enhancing community spaces with vibrant artwork.
- Collaborated with a team to conceptualize themes aligned with the academy's vision and community goals.
- Utilized various painting techniques and mediums to create vibrant and engaging murals.
- Ensured timely completion of murals while maintaining high standards of quality and creativity.

EXPERIENCES

Freelance Mural Artist

November, 2024

Splash Academy

- Designed and painted murals for Splash Academy projects, including the NTUC Health Active Ageing Centre and Fernvale Community Club, enhancing community spaces with vibrant artwork.
- Collaborated with a team to conceptualize themes aligned with the academy's vision and community goals.
- Utilized various painting techniques and mediums to create vibrant and engaging murals.
- Ensured timely completion of murals while maintaining high standards of quality and creativity.

Event Assistant

July, 2024

Artistra Studio

- Participated in a creative engagement event at the MFS Staff Health & Wellbeing Day 2024, representing Artistra Studio.
- Guided participants in personalized sneaker-painting techniques and design guidance, encouraging creative expression and unique design outcomes.
- Maintained an organized and inspiring workspace, facilitating a smooth and enjoyable artistic experience for attendees.
- Contributed to fostering a community-focused environment that highlighted creativity and mindfulness through interactive art activities.

Sales Assistant

February, 2024

XVXII Jewellery

- Represented XVXII by Vidhi Modi, a Singapore-based jewelry brand specializing in waterproof and tarnish-free designs, at pop-up booths in Orchard Gateway.
- Demonstrated effective verbal communication and sales skills, consistently achieving sales targets during rotational 6-hour shifts.
- Managed customer interactions to provide thoughtful service and create memorable shopping experiences.
- Performed cashiering duties, maintained the booth's cleanliness, and ensured efficient merchandise packaging for customers.
- Monitored and sorted inventory, prepared detailed sales reports, and documented transaction records for end-of-shift submission.
- Successfully balanced part-time work with university schedules, showcasing adaptability, multitasking abilities, and composure under pressure during peak customer periods.

Art Teacher

March - May, 2023

Go Bananas Art & Craft Studio

- Educated children aged 3–11 on fundamental art principles and techniques, fostering creative expression and nurturing artistic abilities over 3 months.
- Designed and facilitated engaging art lessons in a group setting, adhering to in-house training standards.
- Created a positive and inclusive classroom environment conducive to learning and social interaction, treating each child with equal care and attention.
- Provided feedback to parents/guardians on their child's progress, artistic work, and behavior at the end of weekly classes.
- Promoted social development by modeling good behavior and encouraging positive peer interaction.
- Maintained the studio's cleanliness and organization to ensure a safe and welcoming space for children.
- Demonstrated punctuality and reliability in all aspects of work, ensuring a smooth and effective teaching process.

VOLUNTEERING

Art Teacher

July - October, 2024

Children's Cancer Foundation, Singapore

- Organized and conducted engaging art and science activities for children aged 3–10, combining creativity with interactive learning.
- Collaborated with fellow Nanyang Academy of Fine Arts students to design activities that fostered curiosity, self-expression, and joy.
- Provided a therapeutic and stimulating experience for young cancer patients, encouraging both artistic exploration and scientific discovery.
- Created a supportive environment that promoted emotional well-being through creative and educational engagement.

Festival Ambassador

September - October, 2024

Singapore Design Week 2024

- Volunteered at four exhibitions—"MAKE: me(n)tal," "Read," "Plant," and "Display"—facilitating visitor engagement and discussions.
- Provided insights into artworks, highlighting themes of creativity, craftsmanship, and sustainability.
- Assisted with location logistics and ensured smooth visitor experiences throughout the exhibitions.
- Gained valuable exposure to innovative design approaches and their positive community impact.

Social Media Content Creator

August, 2024

Singapore Night Festival 2024

- Volunteered as a "Night Owl" for the Singapore Night Festival, organized by the National Heritage Board, under the theme "Art of Play."
- Filmed and edited dynamic short reels (30 seconds to 2 minutes) for TikTok and Instagram, resonating with the target Gen Z audience.
- Produced visually engaging content in portrait format (9:16), capturing performances, interactive art displays, and the vibrant atmosphere of the festival.
- Ensured all content aligned with SNF's brand guidelines, focusing on playful and creative storytelling to enhance the festival's online presence.
- Gained hands-on experience in social media content creation, showcasing Singapore's unique art and culture to a wider digital audience.

Content creator & film editor

February, 2025

SG Red Cross Youth Inspire

- Filmed the Youth Inspire campaign at the Art Box event 2025 in Singapore, capturing engaging content to enhance brand visibility.
- Created and edited short-format videos for TikTok and Instagram, optimizing them for social media engagement.
- Produced a 4-5 minute film for the National Blood Dialogue, showcasing a compilation of past Youth Inspire events and memoirs to effectively convey the campaign's impact.