

# Portfolio



VIDYA ART & DESIGN NEW YORK USA

# What Sets Us Apart



We build websites as unique as your mission: digital journeys that inspire, engage, and drive results.

From nonprofits and schools to creative professionals, leaders, and purpose-driven brands, we craft individualized strategies that align with your goals and audience. We help you articulate your mission clearly, whether for fundraising, outreach, or sales, and create platforms that expand your reach, grow your base, and deepen your impact.

More than developers, we're strategic partners committed to your success.

# We are purpose-driven creative partners. With curiosity, care, and integrity, we align our work with your goals to meaningfully advance your mission.

Every brand has its own pulse, and we design to that rhythm.

We reject one-size-fits-all solutions. Instead, we craft bespoke websites that channel the unique identity, energy, and vision of each client. The result is more than just a site, it's a digital experience that resonates, inspires, and sets you apart in a crowded world.

We don't just build websites.
We build momentum.

With creativity and clarity, we translate your mission into an online presence that deepens engagement, amplifies your impact, and brings your purpose to life.

Creative with Purpose

As content creators with a deep love for language and precision, we craft narratives that convey your message with clarity, purpose, and heart.

# What We Offer

We provide end-to-end services to help you grow your digital presence, clarify your mission, and increase your impact.

### Website Design & Development

- Custom, responsive websites (WordPress, Webflow, etc.)
- CMS builds, e-commerce, CRM & donation integrations
- SEO-ready, accessible, and mobile-optimized

### **Content Strategy & Creation**

- Copywriting, storytelling, and content creation
- Multimedia integration: photo, video, graphics
- Messaging, tone, and style guide development

### SEO & Analytics

- Keyword research, metadata, technical SEO
- Accessibility optimization and site performance
- Analytics dashboards and search visibility

# Services

With expertise in art, history, psychology, entrepreneurship, fundraising, communications, and technology, we design platforms that are not only visually compelling but also strategically built to make a lasting impact.

## Social Media & Digital Marketing

- Platform-specific strategies and content
- Campaigns for events, launches, and outreach
- Community building and engagement

# Strategy, Communications & Fundraising

- Mission and messaging refinement
- Brand positioning and audience targeting
- Fundraising campaign design
- Email marketing and donor engagement tools
- Grant writing for nonprofits

### Ongoing Support & Training

- Maintenance, updates, and security
- Staff training and content management support
- Long-term partnership for evolving needs





#### **MOTHER EARTH PROJECT**

The Mother Earth Project (MEP) is a non-profit 501(c)(3) organization that empowers communities worldwide to take meaningful action against climate change.



# Redefine the Self

Discover the deeper truth guiding your leadership, your service, and yourself.

Explore the Tattvas

Work with Anantadev



#### Book a Session with Anantadev and Begin Your Transformation

Take the first step toward greater clarity, alignment, and impact. Together, we will explore a path that integrates your inner essence with purposeful action in the world.

Contact

#### **ANANTADEV**

Anantadev guides leaders and changemakers to align inner truth with purposeful action through the Tattva Approach, merging spiritual wisdom and depth with real-world impact.

# "Lift Every Voice and Sing" in the NFL

In recent years, the National Football League (NFL) has embraced "Lift Every Voice and Sing" as part of its efforts to help "to bring unity to a nation in need of healing."



#### 2020 Season

The NFL announced the song would be played before every Week 1 game to recognize the ongoing fight for racial equality.



#### Super Bowl Performances

Since 2021, the hymn has been featured in pregame ceremonies at the Super Bowl, with performances by artists like Alicia Keys, Mary Mary, and Sheryl Lee Ralph.



#### 2024 and Beyond

The NFL continues to feature the song in major events, showcasing its significance in promoting unity.





James Weldon Johnson Foundation

ADVANCING THE LEGACY





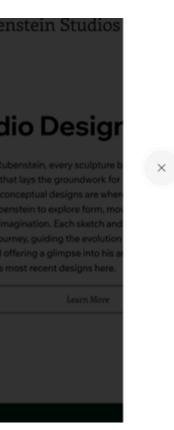
#### **JAMES WELDON JOHNSON FOUNDATION**

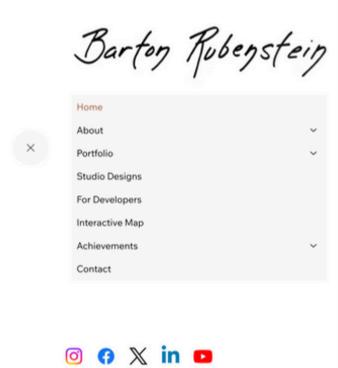
An extensive and meticulously curated platform dedicated to honoring the legacy of James Weldon Johnson, including historical preservation, educational resources, an art residency program, and detailed insights into his life and contributions to literature, civil rights, and social justice.







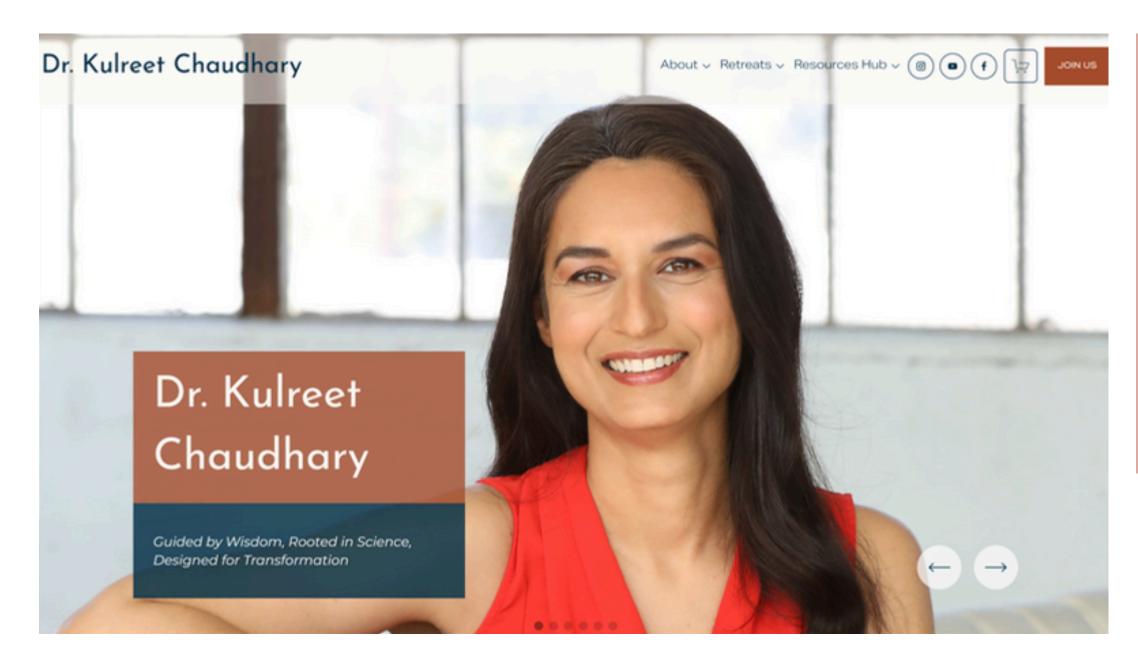


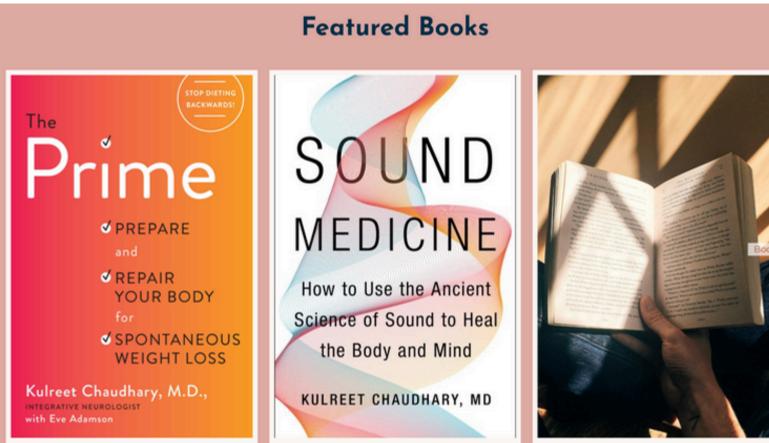




#### **RUBENSTEIN STUDIOS**

This dynamic portfolio features monumental sculptures and public art installations by Barton Rubenstein, which transform spaces and inspire communities worldwide.





#### **KULREET CHAUDHARY: SOUND AND SEED**

CONTACT

A platform dedicated to spiritual and mental well-being, offering courses and specialized retreats in neuro-transformation, Ayurveda, sound healing, and holistic wellness

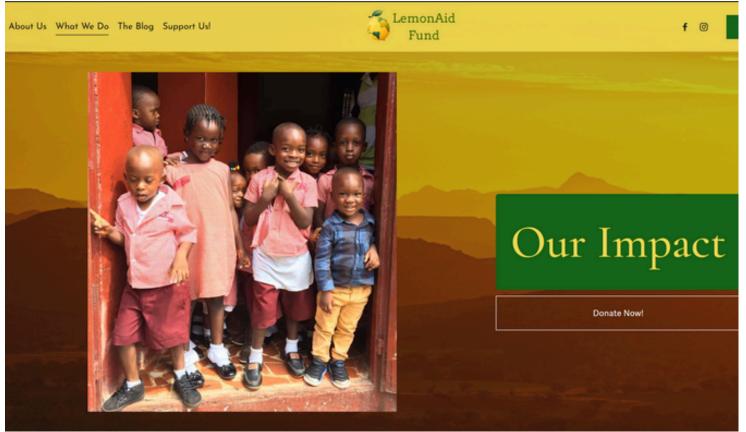




#### MIRAGLO FOUNDATION

Transforming lives by leading holistic advancements in health, education, research, and sustainability to empower a globally connected future.





#### **LEMONAID FUND**

LemonAid Fund empowers women and their communities to drive lasting, transformative change through the innovative Forgiveness, Gratitude, and Appreciation (FGA) framework.

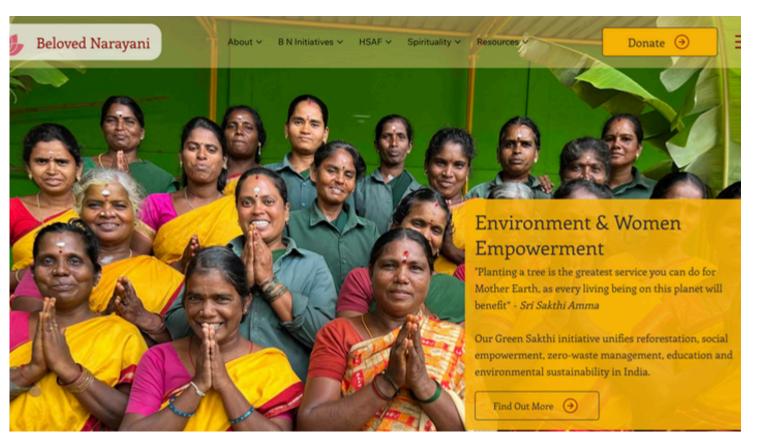




#### PHOTO SOUP

An innovative platform fostering global dialogues on photography and culture.





#### **BELOVED NARAYANI**

Beloved Narayani is an ACNC-registered Australian charity dedicated to supporting spiritual and humanitarian initiatives in South India.

# Select Projects



Pugla Practice

How Interior Designer Sara Bengur and Spiritual Practitioner Sonya Bekkerman

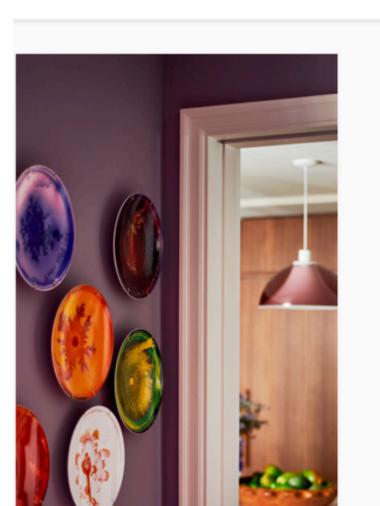
Are Realigning Spaces With Vastu-

WWD, February 2025

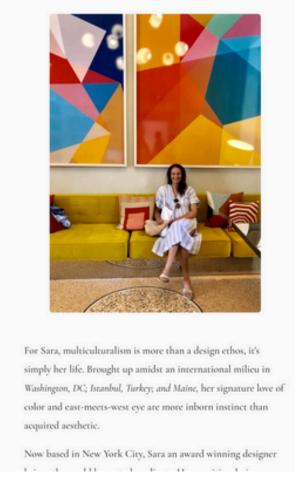








**ABOUT** 



CONTACT

#### SARA BENGUR INTERIORS

A design firm specializing in residential and commercial interior design and Vāstu consultations, emphasizing a multicultural, nature-inspired approach to creating harmonious and personalized spaces.

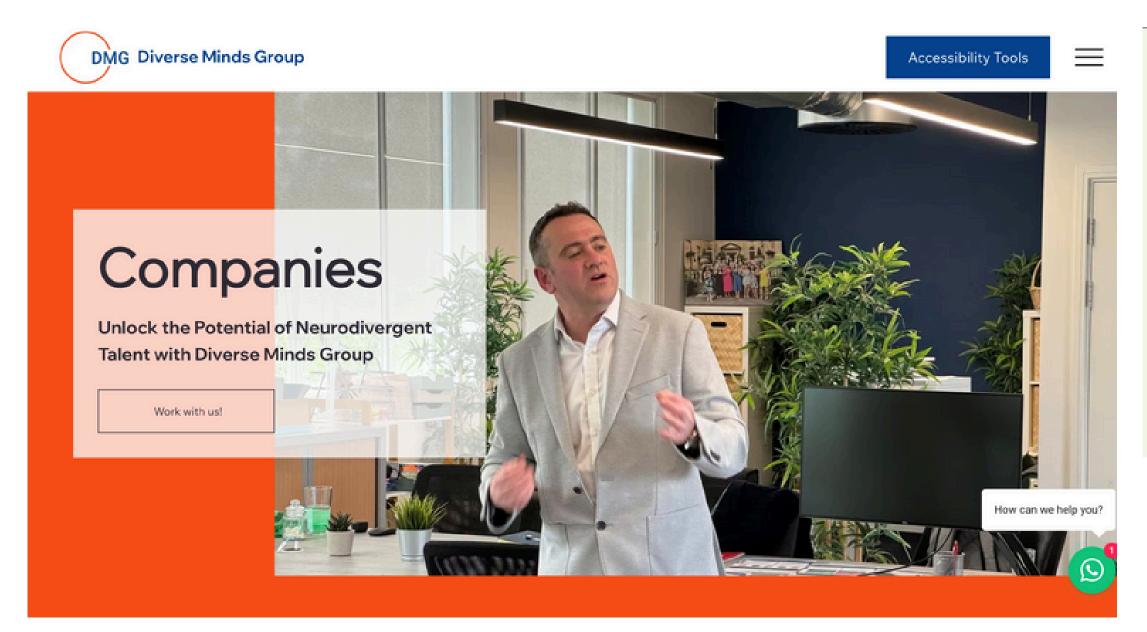
WORK

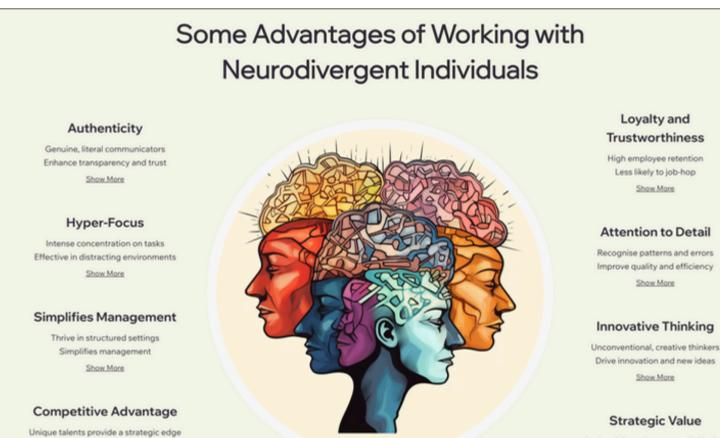




#### **ABA GALLERY**

Art gallery specializing in Russian and European art.





#### **DIVERSE MINDS GROUP**

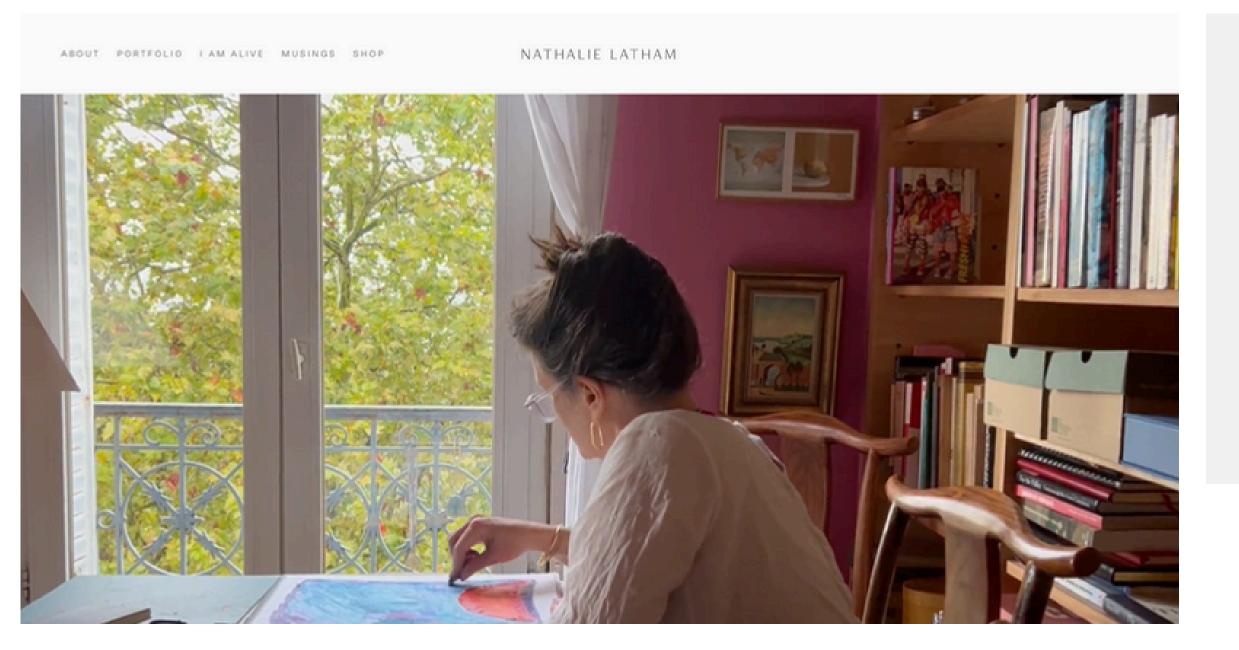
An organization committed to empowering neurodiverse individuals by providing coaching and support for meaningful employment opportunities.

# Select Projects



WORK

CONTACT





cancer in 2009. Her seven-year recovery prompted a creative shift towards drawing as a meditative and healing practice. Her artwork, which she describes as "a prayer for the observer and the world," captures her deeply personal journey through adversity and transformation. Her forthcoming collection, I Am Alive, visually chronicles her path to healing and serves as an inspiring testament to resilience.

An advocate for environmental sustainability and women's empowerment, Nathalie is also deeply involved in philanthropic efforts, including Green Sakthi, a leading afforestation program in Tamil Nadu, India. Her diverse body of work reflects a commitment not only to creative expression but also to making a meaningful impact on global communities.

Her education includes an M.A. in Asian Studies (Japanese) from Sydney University, and she has participated in numerous exhibitions worldwide, including Hijacked at the Australian Centre of Photography and Vital Signs: Place at Kodak Eastman House, New York. Nathalie's work continues to bridge the worlds of art, healing, and activism, making her a powerful voice for transformation through creative expression.

Nathalie Latham - curriculum vitae





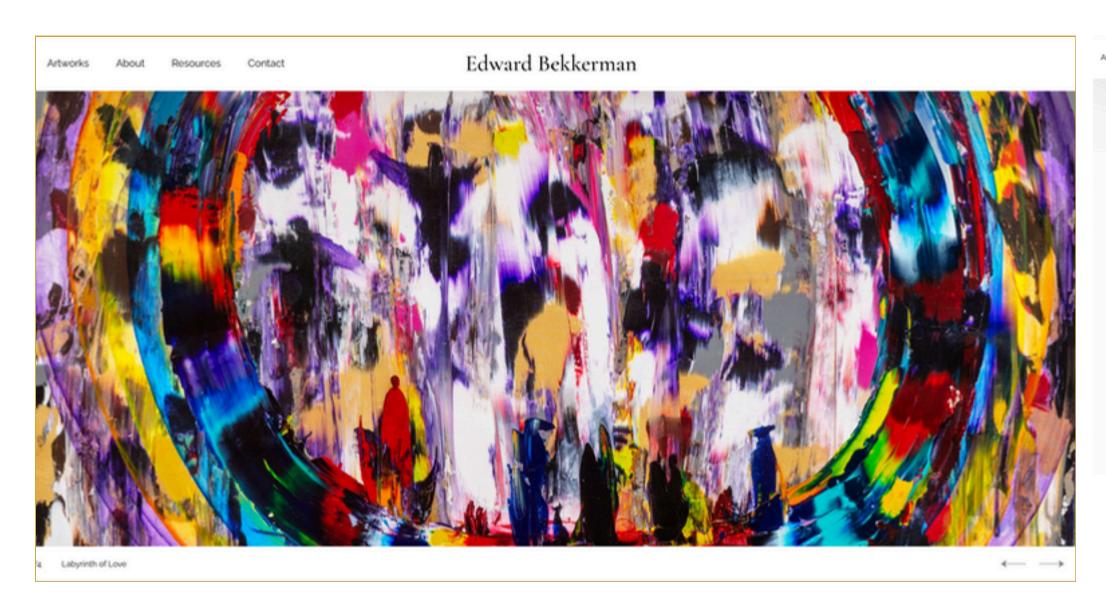


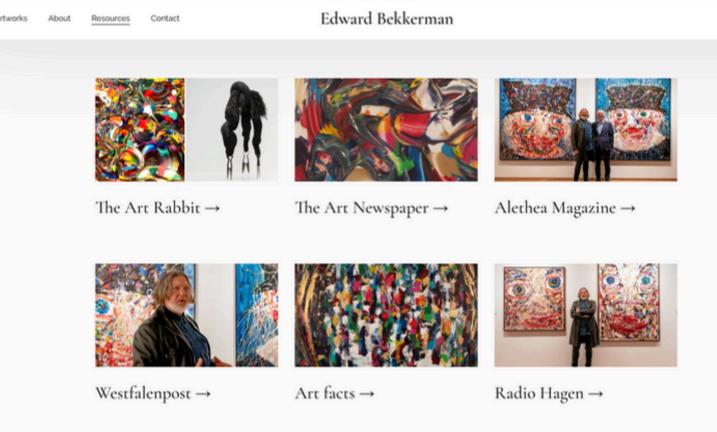






A creative space for the artist's journey through photography and storytelling.





#### **EDWARD BEKKERMAN**

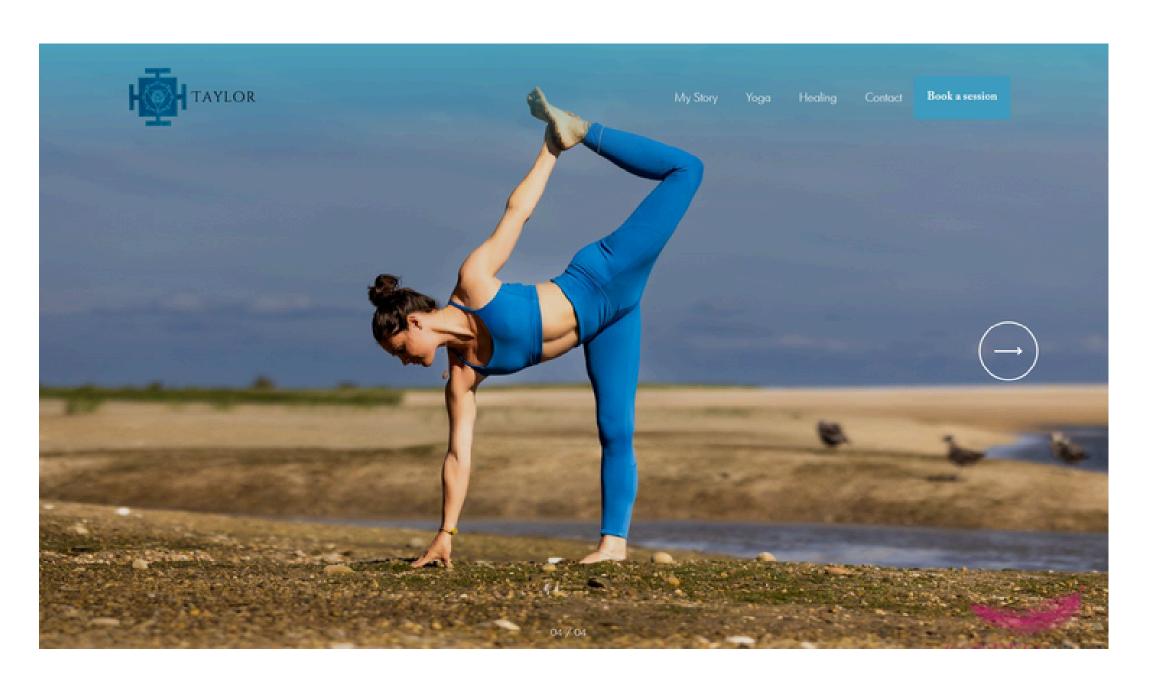
An artist's website featuring a diverse body of work across multiple media.

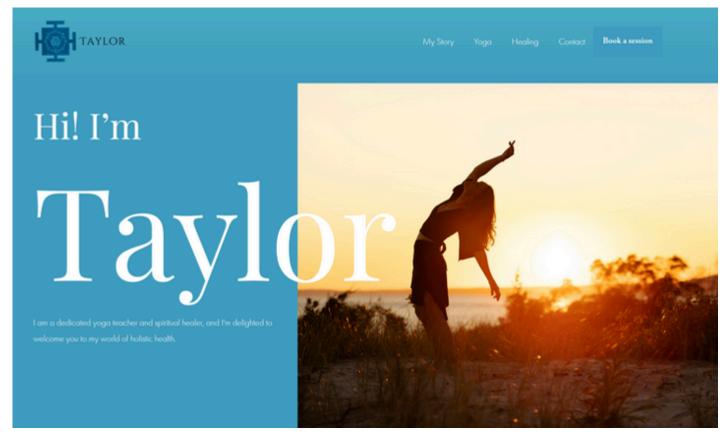




#### **GLO DESIGNS INC**

GLO™ is a luminous collection of greeting cards created by James (Jim) Levin, MD, designed to uplift, heal, and inspire.





### **TAYLOR CARLIN YOGA**

A modern platform connecting yoga, mindfulness, and holistic well-being.

With a distinguished career at the intersection of art, innovation, and global strategy, Sonya Bekkerman brings unmatched depth to digital storytelling. She combines a refined aesthetic sensibility with fluency in language, psychology, and design, translating complex ideas into compelling narratives. Passionate about mission-driven work and innovative fundraising, Sonya understands that powerful messaging is essential for achieving real impact. She leads with creativity, precision, and purpose, building digital platforms that inspire and deliver results.





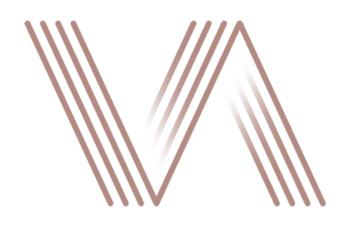
Siddarth Hariharan brings over 15 years of technological expertise and visionary leadership. He holds a PhD in Digital Signal Processing and has served as a Cloud Solutions Architect, IT Director, and web consultant. Siddarth has designed secure, scalable digital infrastructures for 30+ companies, including leaders in healthcare and enterprise. His work spans website design, user interfaces, mobile apps, cloud cost optimization, CRM/LMS systems, and advanced inventory solutions. With a keen eye for both functionality and aesthetics, he excels in back-end architecture and delivering refined, user-centric digital experiences.



Vidya Art + Design

# Contact Information





We fuse creativity with strategy, combining expertise in design, psychology, communication, and technology to build digital platforms that inspire, engage, and drive action.

Our approach is entrepreneurial at its core: visionary, agile, and impact-driven. Whether the goal is fundraising, thought leadership, or brand elevation, we create websites that amplify your mission and catalyze growth.

**ADDRESS** 

VIDYA ART & DESIGN NEW YORK USA **EMAIL** 

sonya@vidyaart.com

**PHONE** 

917-658-8444