



ABDULLAH BIN ASHARI | GRAPHIC DESIGN | SINGAPORE

PORTFOLIO



ABOUT ME



I am a human Venn Diagram, building a life at the intersection of engineering, business and design.

It started when my infographic reports caught the attention of my manager that I became the engineering admin doing reports and presentation designs.

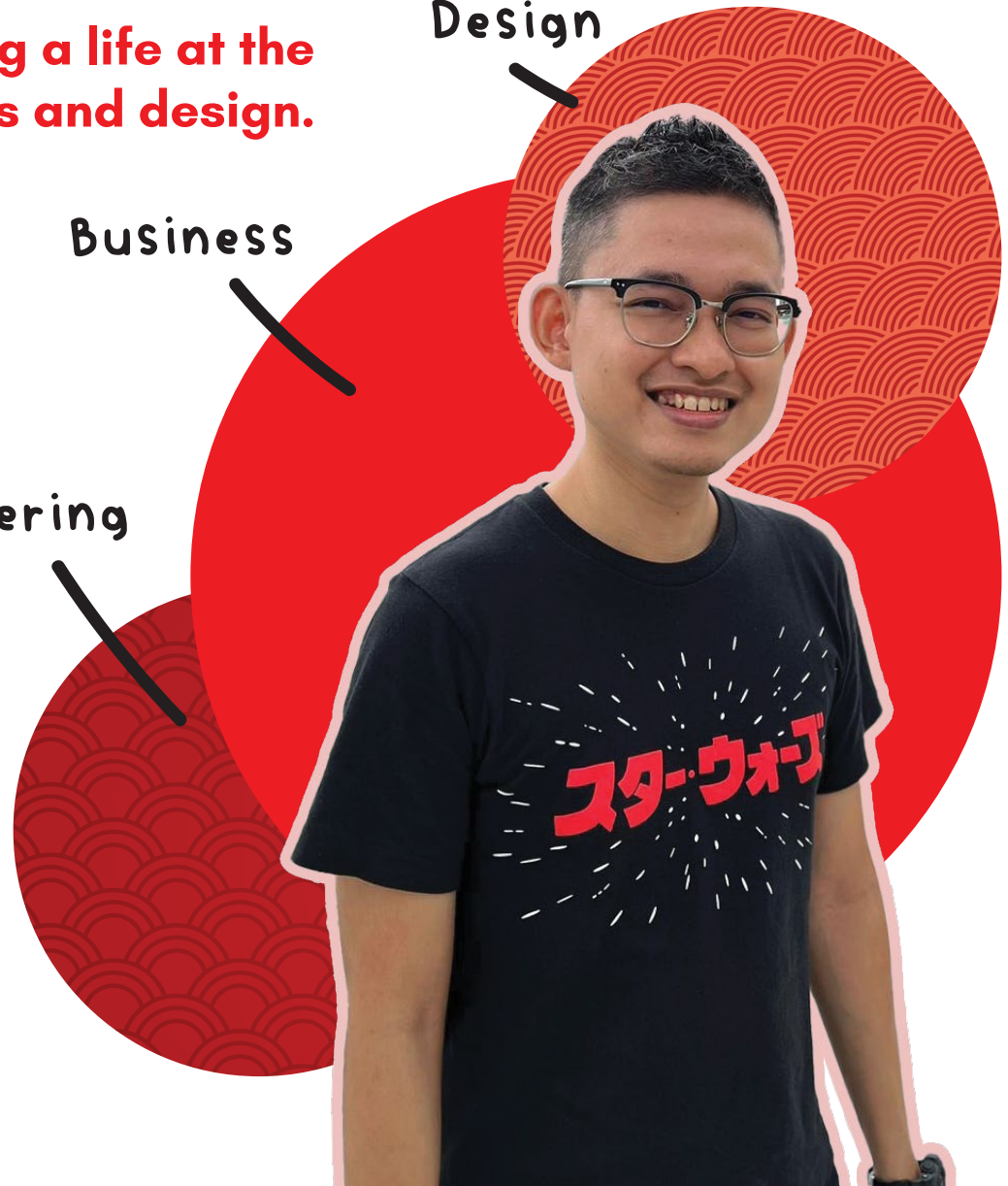
It leads me to the business world where I further develop my report writing skills and in customer service to ensure a pleasant experience in using the products.

As much as I like my job, I seek fulfillment in being able to use more of my creativity in my line of work which set me on my current path into the design world.

Engineering

Business

Design



MY INTEREST



I am interested in Japanese culture and got most of my inspiration from it.

I like its unique art style which adopt many elements since the traditional period, while incorporating modern elements, perfectly balance between modern and tradition.

The art style can be seen almost everywhere, from animation, films, games, fashion to packaging and book design, and even to the way the food and flowers are arranged.

While the attention to detail is astounding they also embrace imperfection as a form of art which is influenced by its life philosophy like Wabi Sabi and Kintsugi.





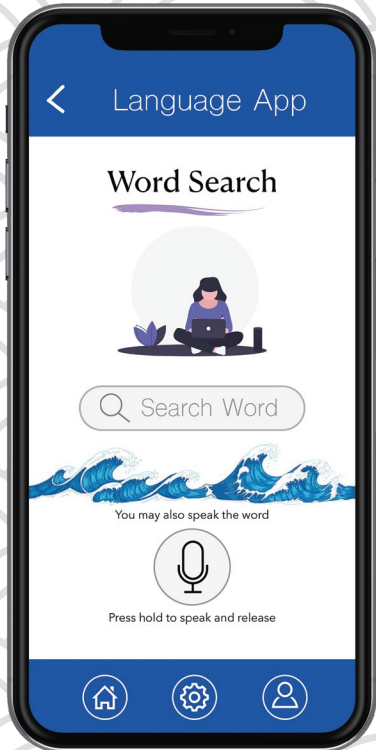
JAPANESE LANGUAGE APP

For learners and travelers.

Personal experience in learning Japanese and traveling to Japan made me realise the need for an app with more functions and flexibility.

This app has a convenient “word search” function for users to find by typing or speaking the word to know the meaning and usage.

The idea is to have an easy to use and practical app which encompasses several functions which interviewees agreed on having.

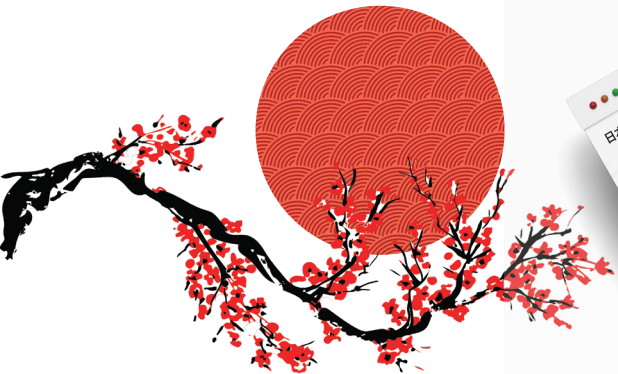


TRAIN THEMED CAFE WEB

**For train enthusiasts and
coffee lovers.**

A unique Japanese Train Cafe called Shinjuku Railway Cafe opens in Singapore, offering exclusive Japanese coffee and diorama, but it does not have a website.

So I design one by incorporating the elements of Japanese culture and concept of a train themed cafe.



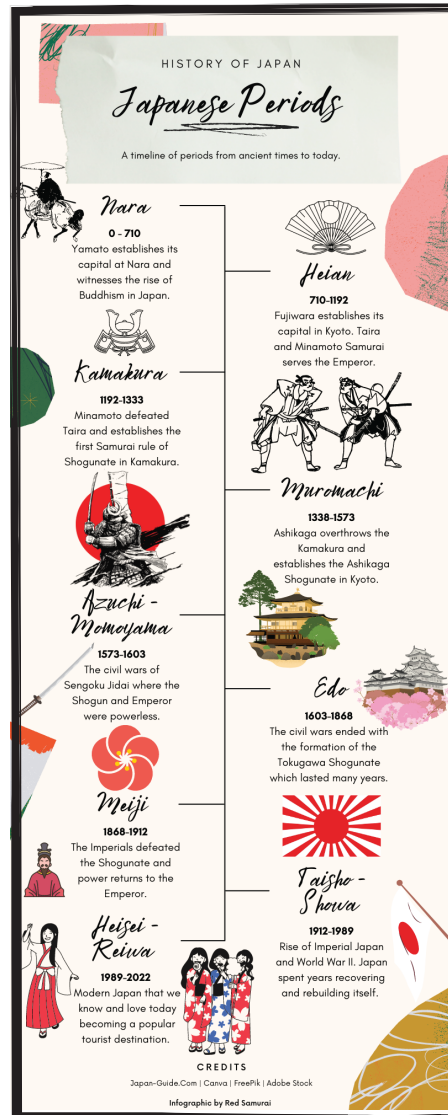
TRAVEL JOURNAL

**For Japanese culture lovers
and travelers.**

A collection of photos taken from my last trip to Japan which includes sketches, illustrations, infographics and commentaries. I hope to publish my own Japan Travel Journal in the future.



PERSONAL PROJECTS



Infographics for history and culture lovers.

I love sharing my history knowledge from the books I read and the documentaries I watched to my blog followers by summarizing them and hope to create similar infographics for my Japan Travel Journal.



LET'S CONNECT!

Hard Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dimension
Adobe XD
Figma
Canva
Wix
CapCut



Soft Skills

Process Optimization
Attention to Detail
Communication
Adaptability
Compliance
Customer Focus
Time Management
Analytical Thinking

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