

ABDULLAH BIN ASHARI

Freelance Designer

Portfolio: <https://abdulasharii.wixsite.com/2024>

Mobile: 9780 7217 | Email: abdulasharii@gmail.com | LinkedIn: <https://www.linkedin.com/in/abdul2018/>

SUMMARY

I am an aspiring designer with years of work experience in various industries of corporate and start-up, who is looking to transit into a design role, bringing a thoughtful perspective and blend of creativity.

EXPERIENCE

Freelance Design

Aug 2022 – Present

Graphic & UX/UI Design: UX/UI (Web & App), branding (logo & flyer), print (book & magazine), social media (EDM, posts, display ads, thumbnails), packaging, digital art, 3d mockups, based on design briefs and iterations.

UX/UI Design | LASALLE College of the Arts

Mar 2021 – Mar 2021

Language App Design: user research, affinity mapping, creating personas, competitive analysis, user flow, wire-framing, prototyping, user interviews, usability testing, design iterations, mockups and stakeholder presentation.

Digital Banking | OCBC - NETS

Sep 2019 – Feb 2020

Involved in the rollout of the world's first unified payment QR code of SGQR, assisted in usability and user acceptance testing of SGQR website and forms, simplified complex processes to ensure a seamless customer experience.

Business Development | Tech in Asia

Apr 2018 – Jul 2018

Qualified prospective clients and handle inquiries, maintain CRM database, conduct due diligence to ensure legitimacy and suitability to obtain company's products and services to match the client's needs with the company's goals.

Industrial Engineer | HGST, a Western Digital Company

July 2012 – May 2013

Conducted time studies of production lines to document and optimize processes, ensured proper ergonomics, utilization of resources, to improve productivity and efficiency, without compromising the safety aspects and quality requirements.

Industrial Design | Singapore Polytechnic – SPRING Singapore

Jan 2009 – Jan 2010

Design and development of an automated weighing system optimized to meeting performance specifications and user's expectations, from sourcing, budgeting, troubleshoot programming, to writing user manual and conducting user training.

SKILLS

Adobe Photoshop, Illustrator, InDesign, Dimension & XD, Canva, Figma, Wix, CapCut, Windows & Mac OS

EDUCATION

Udemy

Graphic Design Masterclass
Aug 2022 – Present

LASALLE College of the Arts

Fundamentals of Graphic Design
Sep 2023 – Sep 2023
UX/UI Accelerated Program
Mar 2021 – Mar 2021

SIM-RMIT University

BBA Accountancy (& Marketing)
Jan 2015 – Dec 2016

Singapore Polytechnic

Dip Mechanical Engineering (& Business)
May 2007 – May 2010

AWARDS

Employee Award | Sep 2012

HGST, a Western Digital Company

Project Testimony | Mar 2010

SPRING Singapore

TIMELINE

Admin Officer | OCBC - NETS

Sep 2019 – Feb 2020

Admin Associate | Tech in Asia

Apr 2018 – Jul 2018

Bank Officer | CIMB

Jun 2017 – Dec 2017

Fulfillment Officer | HSBC

Aug 2014 – Nov 2014

Industrial Engineer | HGST, a Western Digital Company

Jul 2012 – May 2013