



NEIL BRIAN ALAPIDE

Visual Creative & Brand Strategist

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SOCIAL

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PROFESSIONAL PROFILE

Working in the design field since 2009, Neil Brian's work has been featured in numerous publications and exhibitions, including NOISE! Singapore, NYLON Magazine, and the international Georgetown Festival — SIN-PEN Colony in 2014. His specialisations include brand identity, editorial design, illustration, UI/UX and web design. Highly trained and experienced in public relations, stakeholder communications, and media engagement.

PERSONAL INFORMATION

Nationality: Filipino
Place of Birth: Makati, PH
Birth date: ** ** **
NRIC/FIN: *****
Passport: *****

Recipient of the prestigious ASEAN Scholarship by the Ministry of Education, Singapore

JOB EXPERIENCE

HONESTBEE PTE LTD (Experience Designer — Branding & App UI Design)

March 2018 – Present

Conceptualisation of end userflows and design of lo-fi/hi-fi screens for [1] Consumer App (honestbee App); [2] Logistics (deliverybee App for drivers & delivery staff); and, [3] Special Projects (habitat v1.0 and v2.0). Includes brand illustration, online /offline navigation, wayfinding systems, team user research, and in-store messaging (ISM) for the recently launched new-gen retail and dining destination, habitat by honestbee.

HALCYON MEDIA PTE LTD (UX Senior Design Lead)

Dining Butler Tech Startup | October 2017 – January 2018

Design & conceptualisation of Dining Butler app UI screens, and Foodbook web. Includes marketing communications, consolidated regional sales decks, and B2B pitch decks.

QUANTUM MAVERICKS + WISE INC PTE LTD (Corporate Communications Manager)

Sister Cos. | August 2016 – August 2017

Management of brand identity and full functions of corporate communications, including design of corporate identities, brand positioning, public relations & media engagement. Events management includes programme run of the 'Common Senses for Common Spaces' (cscs) Interfaith Dialogue Series with Singapore's South East cdc.

HSL CONSTRUCTOR PTE LTD (Senior Executive, Corporate Affairs)

June 2014 – July 2016

Key driver of HSL's stakeholder communications, media engagement, business development support, brand development & marketing (for HSL and its subsidiaries).

MERCY RELIEF LTD (Senior Executive, Corporate Affairs)

August 2013 – May 2014

Extensive design & development of Mercy Relief's brand campaigns for corporate outreach, NGO stakeholder communications, public relations and media engagement.

EDUCATION

NTU School of Art, Design and Media (ADM)

Bachelor of Fine Arts, BFA
Visual Communication
Class of 2013

Anglo-Chinese Junior College (ACJC)

GCE 'A' Levels
Class of 2008

Victoria School (vs)

GCE 'O' Levels
Class of 2006



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SKILLS

User interface (UI) design
Branding & graphic design
Editorial design & copywriting
Media management
Public relations
Website design (HTML and CSS)
Video editing & production
Painting & illustration
Public speaking

AWARDS

Best Idea for Financial Literacy

UI/UX Design | SAVI

August 2015

#UNitedWeHack:
A Hackathon to Promote
Financial Literacy and Economic
Empowerment for Women
(Hewlett-Packard)

REFERENCES

SEAH KAH WEE

Director

Tri5 Ventures

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SYAHIDAH OTHMAN

Broadcast Journalist
Channel NewsAsia

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NOTABLE WORKS

UI/UX Design | habitat App Experience v1.0

habitat by honestbee (Special Projects)

October 2018 – Present

Design specification and UI design for user onboarding, app navigation, and customer pre-sale/post-sale experience using the habitat vertical in the honestbee app. Involves integration of offline (ie instructional signages and in-store navigational system) with online UX (in-app, Web, and digital kiosks), as well as rejuvenation of the honestbee brand with a cohesively-built iconography system and distinctive brand illustration.

UI/UX Design | deliverybee v2.0 App

Logistics & Operations

July 2018

Revamp of the Bee Driver App (v1.0), honestbee's logistics arm — targeted towards drivers and delivery staff. Design specification and UI design, based on developed lo-fi screens. Rendering of functional hi-fi screens and versatile navigational assets for use in Singapore and SEA.

Brand Identity & Campaign Design | GRAFFICITY

Jan – May 2013

Full branding, publication design, event communications & media engagement for the GRAFFICITY campaign, proudly supported by YOUTH.sg, The Singapore Kindness Movement, and featured in NYLON Singapore.

Brand Campaign & Exhibition Design | ENGINEERING ASIA TOGETHER

March - July 2016

Full campaign communications for HSL, including brand positioning, booth design, layout and print collaterals for the annual Singapore International Water Week (SIWW) exhibition held at Marina Bay Sands Expo & Convention Centre.

UI/UX Design | SAVI

Aug 2015

Winner of BEST IDEA FOR FINANCIAL LITERACY, sponsored by Hewlett-Packard. #UNitedWeHack: A Hackathon to Promote Financial Literacy and Economic Empowerment for Women, held on 15-16 Aug 2015 at the Microsoft HQ.

Brand Identity | CORPORATE CITIZEN FOUNDATION

October 2014

Full branding and corporate identity for the independent non-profit and non-governmental organisation, Corporate Citizen Foundation (CCF), including event design for official launch by Singapore's DPM Tharman Shanmugaratnam.

For full works, view my online portfolio at neilbrian.com