

Neil Brian

senior ui designer

Working in the design field since 2009, Neil Brian's works have been featured in numerous publications and exhibitions, including NOISE! Singapore, NYLON Magazine, and the regionally-acclaimed cultural arts event, Georgetown Festival—SIN-PEN Colony (2014).

Alapide

Besides nurturing his budding passion for well-crafted interfaces and elevating ubiquitous UX, he also specialises in branding, iconography, illustration, editorial design, and painting. Highly trained in public speaking, stakeholder communications and media engagement.

experience

JUN 2019 → MAR 2020

senior ui designer

Zinier (b2b enterprise app)

Spearheaded visual redesign of product ecosystem (across web/mobile/internal tools), following rebrand in early Jan. Built robust ui libraries, new feature support & sales assets.

MAR 2018 → JUN 2019

experience designer, branding & app ui

Honestbee Pte Ltd (b2c consumer app)

Closely collaborated with ux lead to conceptualise workflows and design products spanning Consumer App (web/mobile), Logistics, and Special Projects. Created distinctive in-app graphics, wayfinding systems, onboarding animation & rapid prototyping. Led user research initiatives to optimise app and cross-functionally, define the visual design style for habitat.

OCT 2017 → JAN 2018

ux senior design lead

diningbutler (b2b/b2c dining app) × Halcyon Media Pte Ltd

Built diningbutler UI assets and foodbook's visual concept. Marketing materials include regional sales/b2b pitch decks.

AUG 2016 → AUG 2017

corporate communications manager

Quantum Mavericks × WISE Inc Pte Ltd

Designed & managed corporate/client brand identities, public relations, event outreach, and media engagement.

JUN 2014 – JUL 2016

senior executive, corporate affairs

HSL Constructor Pte Ltd

Driver of stakeholder comms, media engagement, business development, marketing & branding of HSL and subsidiaries.

AUG 2013 → MAY 2014

senior executive, corporate affairs

Mercy Relief Ltd

Humanitarian work and disaster relief. Conceptualised and designed brand campaigns for outreach, NGO stakeholder comms, public relations, and national media engagement.

skills

branding
style guides × design systems
user interface (ui) design
concept sketches
wireframing × mockups
iconography
illustration
usability × concept testing
rapid prototyping
copywriting

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

ASEAN Scholarship

Ministry of Education, Singapore
Recipient

awards

Best idea for financial literacy for savi
#UNitedWeHack
AUG 2015



getme@neilbrian.com
neilbrian.com



Sketch	Adobe Creative Suite →
Zeplin	Photoshop
Abstract	Illustrator
Marvel	InDesign
Principle	After Effects
InVision	Premiere Pro
SketchUp	Google Office Suite
Pen × paper	HTML × CSS

neil
brian

works

habitat v1.0 app (mvp)

ui.ux × wayfinding × illustration

AUG 2018
↑ JUN 2019

NewGen retail + dining destination **habitat** by **honestbee** (launched Oct 2018). Specs and UI design of userflows within **habitat** (using an all-integrated mobile app). Optimised onboarding flows (spanning new and existing users), intuitive app navigation, and seamless customer pre-sale/post-sale experiences. Integrated offline content, physical navigational systems, together with online ux (via app, web, & digital kiosks) helped deliver **#superfresh** customer journeys.

Injected vitality to the honestbee brand with newly-built design systems 2.0, cohesive iconography, captivating in-app graphics, and distinctive brand illustrations.

ebiqsIA

deliverybee v2.0 app

ui.ux × iconography

JUL 2018

Revamp of internal tools (native **Bee Driver** app, v1.0) — developed for logistics, operations & order fulfilment. Worked closely with engineers and developers to optimise design specs and develop new UI screens; to increase cost-effectiveness and reduce onboarding issues by target users (ie drivers and last mile-carriers). Rendered functional HIFI screens using new UI assets and unified styleguide, applicable in Singapore and SEA.

savi (hackathon mvp)

ui.ux × branding

AUG 2015

Awarded **Best idea for financial literacy**, sponsored by Hewlett-Packard, plus Next Billion Mentorship.

#UNitedWeHack: A Hackathon to Promote Financial Literacy and Economic Empowerment for Women, held on 15-16 Aug at Microsoft HQ, Singapore.

engineering asia together

brand strategy × exhibition design

MAR →
JUL 2016

Delivered full campaign comms for HSL, including brand positioning, storyboarding, booth design, photography, editorial design. HSL launched its regional campaign along with its first Sustainability Report at the annual Singapore International Water Week (SIWW) exhibition at Marina Bay Sands Expo & Convention Centre.

grafficity

branding × editorial design

JAN →
MAY 2013

Conceptualised the visually-packed, youth-driven **grafficity** campaign — proudly supported by **YOUTH.SG**, the Singapore Kindness Movement, and featured in **NYLON** Singapore. Designed full brand identity, official website, and full campaign rollout (including public outreach, online contest launch, and media engagement).

grafficity vol. 1 released, Singapore's first (unofficial) book on graffiti and street art, featuring local artist interviews, award-winning works, and documented local graffiti, complete with tagged **GPS** coordinates.

e getme@neilbrian.com
w neilbrian.com



references

→ → available upon request