



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 year: October 1988
NRIC/FIN: *****
Passport: *****

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

JOB EXPERIENCE

HALCYON MEDIA PTE LTD (Senior Design Lead)

Dining Butler Tech Startup | October 2017 – January 2018

Design & conceptualisation of marketing communications, consolidated regional sales decks, B2B pitch decks, as well as Dining Butler UI/UX, and Foodbook web development.

QUANTUM MAVERICKS (Corporate Communications Manager)

WISE Inc's Sister Co. | April 2017 – August 2017

Management of brand identity and full functions of corporate communications, including design of corporate identities, brand positioning, public relations & media engagement, stakeholder communications, editorial design & publications, events management and brand crisis management.

WISE INC PTE LTD (Communications Manager)

Quantum Mavericks' Sister Co. | August 2016 – February 2017

Management of brand communications, including public relations and stakeholder communications, media engagement, events management and 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). Active engagement & secretarial support to HSL's Philanthropy & Sustainability Division, Company's CSR efforts, and the Corporate Citizen Foundation (CCF).

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

Branding & graphic design
Editorial design & copywriting
Sustainability Report
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

HASSAN AHMAD

Founder / Director
Quantum Mavericks
+65 9828 7531

SYAHIDAH OTHMAN

Broadcast Journalist
Channel NewsAsia
+65 9639 5759

NOTABLE WORKS

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 website development, brand collaterals, and event design for official launch by Singapore's DPM Tharman Shanmugaratnam.

Event Management & Editorial Design | RI SING 50

July 2017

Full event communications & media engagement for the Golden Jubilee of INA-SIN Relations; editorial design of commemorative publication, unveiled by Minister for Social and Family Development, Tan Chuan-Jin; and, public relations for Coordinating Minister for Infrastructure & Minister for Transport, Khaw Boon Wan.

Media Management | SG50 & IRO DAY 2015 @ The Istana

May 2015

Media management for the 66th Anniversary of IRO, with host PM Lee Hsien Loong, GOH President Tony Tan Keng Yam, and Special Guest DPM Teo Chee Hean.

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