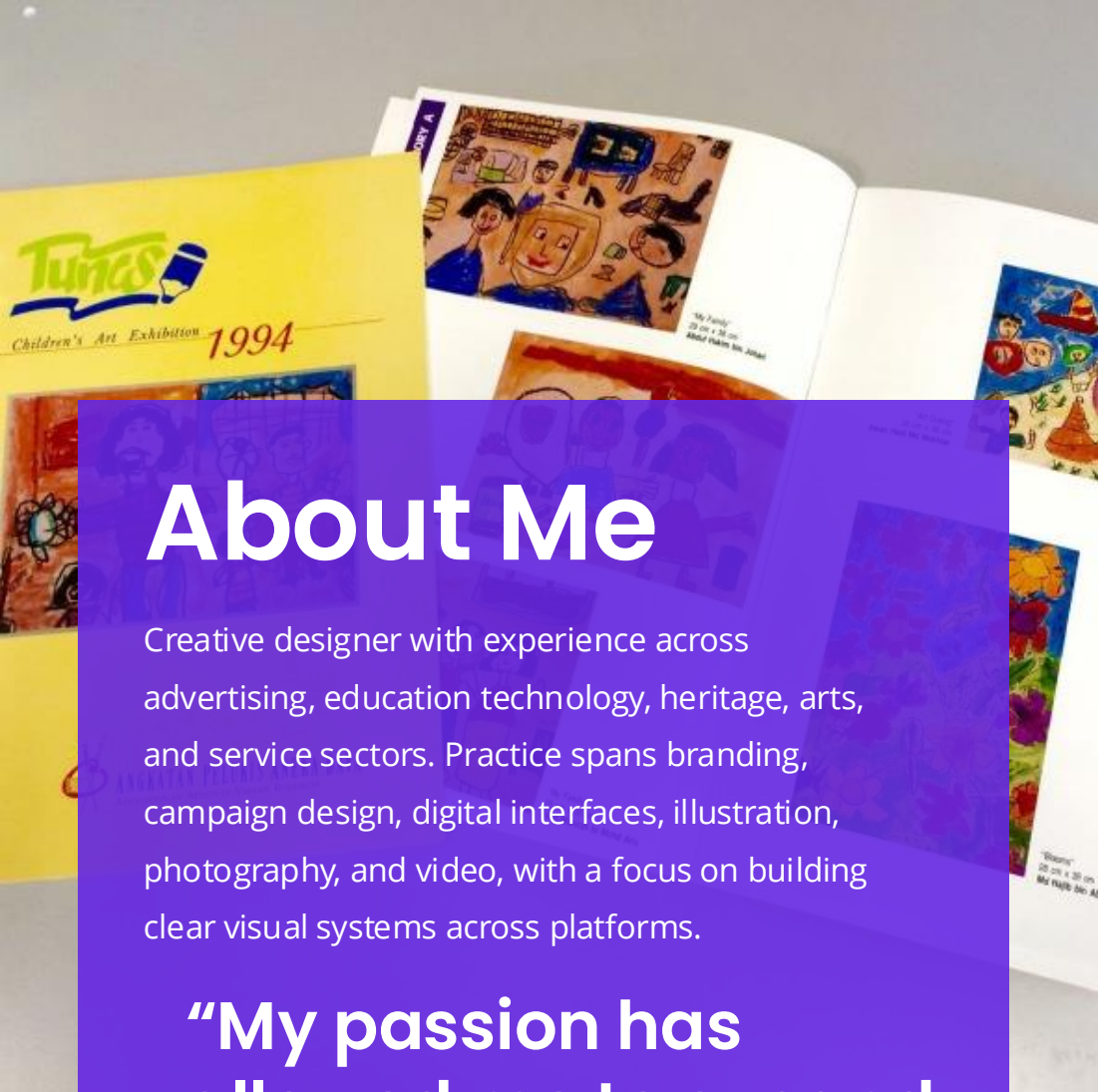


Najib Abdul

Multidisciplinary Designer • Creative Technologist



Portfolio



About Me

Creative designer with experience across advertising, education technology, heritage, arts, and service sectors. Practice spans branding, campaign design, digital interfaces, illustration, photography, and video, with a focus on building clear visual systems across platforms.

“My passion has allowed me to expand my portfolio since I was a young artist”

Experience includes in-house, agency, freelance, and community-led roles across branding, design systems, education, and exhibitions. Contributions include building brand guidelines, launching campaigns, shaping digital experiences, and supporting public-facing creative initiatives.

1. Design

- Brand Identity, Graphic Design, Illustration, Web Design, UI/UX

2. Marketing

- Campaign Visuals, Social Media, Digital Content, Brand Communications

3. Photography

- Portrait, Travel, Events, Sports



Creative Designer (2023) → Senior Creative Designer (2025)

Republic of Singapore Yacht Club (RSYC)

Led and executed visual design work to strengthen RSYC's public-facing identity across heritage, lifestyle, events, and member communications. The work spans commemorative branding, environmental graphics, event visuals, merchandise, and photography.





Bicentennial Identity

Created the 200-year commemorative logo and supporting visuals that honoured the club's heritage while remaining relevant to contemporary audiences. Designed a limited-edition bicentennial coin translating heritage into a collectible object.



Regatta Campaign Assets

Produced event visuals across apparel, backdrops, and supporting collateral for one of the club's key sailing events.





Regatta T-Shirt & Backdrop



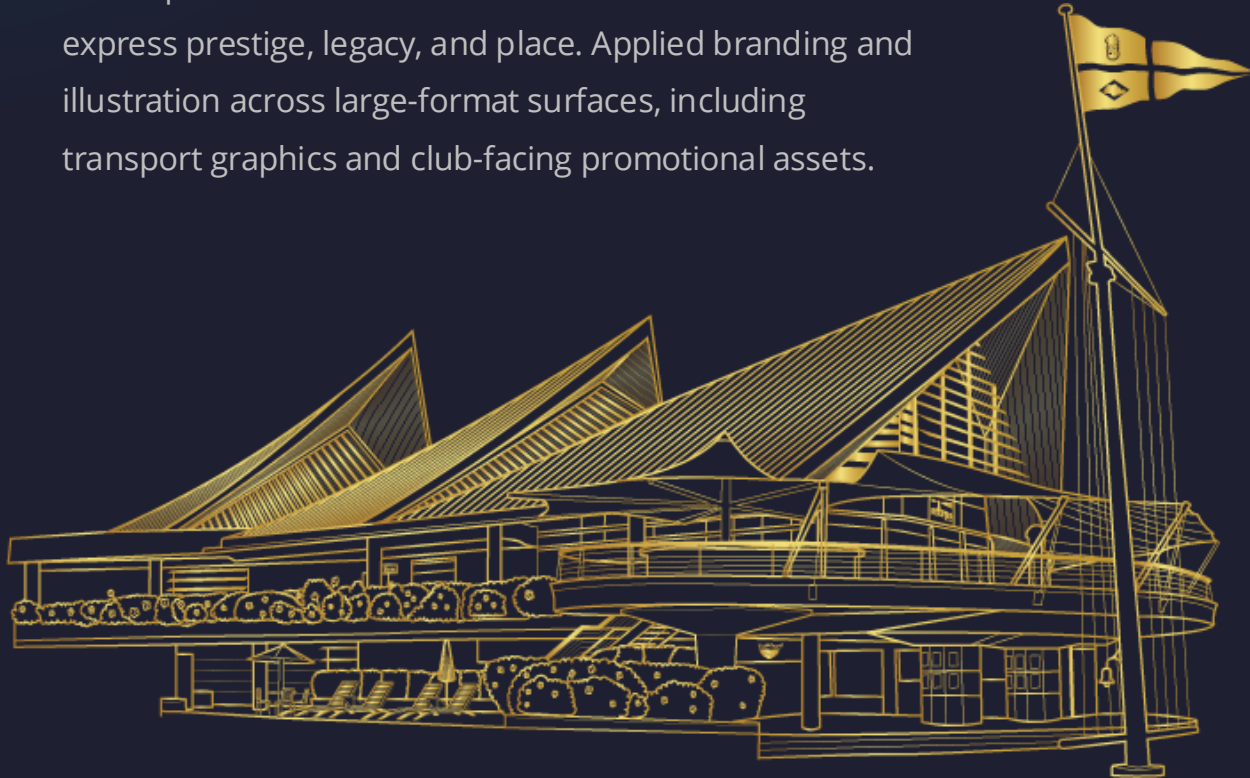


Regatta Photography



Environmental Graphics

Developed a refined line-art illustration treatment to express prestige, legacy, and place. Applied branding and illustration across large-format surfaces, including transport graphics and club-facing promotional assets.



RSYC marks 200 years with gala

V.K. SANTOSH KUMAR

Held at the club's Nautica Ballroom, the gala brought together more than 130 guests, including members, sponsors and distinguished invitees. The evening was graced by President Tharman Shanmugaratnam, underscoring the national significance of one of the country's oldest sporting and maritime institutions.

Founded in 1826, RSYC is Singapore's oldest yacht club and one of the longest-established maritime clubs in Asia. The bicentennial gala marked the opening of a year-long programme of sporting, social and heritage activities.

The programme opened with a bicentennial tribute video tracing the club's evolution alongside Singapore's own maritime journey. This was followed by welcome remarks from RSYC Commodore Balakrishnan B, who reflected on the club's deep historical roots and its continuing responsibility to the wider community.

In a key highlight of the evening, President Tharman officiated the unveiling of the RSYC Bicentennial Plaque and the ceremonial cake-cutting, joined by Minister for Education Desmond Lee, RSYC Commodore Balakrishnan B and members of the RSYC General Committee.

Speaking to *tabla!* on the significance of the milestone, Commodore Balakrishnan said that a bicentenary carries particular meaning in Singapore, where new institutions predate the nation itself.

"RSYC was founded in 1826 as the Singapore Yacht Club. We have existed through colonial Singapore, two world wars, independence and the country's



President Tharman Shanmugaratnam officiated the unveiling of the RSYC Bicentennial Plaque and the ceremonial cake-cutting, joined by Minister for Education Desmond Lee, RSYC Commodore Balakrishnan B and members of the RSYC General Committee. PHOTO: RSYC

transformation into a modern maritime nation. Even our name reflects that journey – from Singapore Yacht Club, to Royal Singapore Yacht Club, and finally to the Republic of Singapore Yacht Club after independence," he said.

"So this bicentenary is not simply about longevity. It is about recognising that our story runs alongside Singapore's own story. We are marking two centuries of maritime heritage, sport and community, and reminding people that RSYC is not just a club – it is part of Singapore's living history."

The gala also brought together promi-

nent figures who have shaped the club across generations. Among those present were Mr Edward Wong, managing director of AWP and the architect of RSYC's current clubhouse following its relocation in 1999, and Mr Francis Lee, the club's first Singaporean commodore, appointed in 1985.

A centrepiece of the evening was a charity auction featuring a curated collection of rare and exclusive items. These included a one-of-a-kind RSYC Bicentennial Commemorative Pure Gold Coin, limited-edition bicentennial silver coins, and a rare 60-year-old Martell co-

gnac – one of only 12 such bottles in the world – presented in a Baccarat crystal decanter.

By the close of the evening, the gala dinner and auction had raised a total of S\$326,692, with all proceeds directed to The President's Challenge 2026. The national movement was launched in 2000 by RSYC's former patron, the late President S R Nathan, to rally Singaporeans to build a more caring and cohesive society and to support communities in need.

Guests were also invited to a post-dinner heritage exhibition showcasing key milestones in the club's two-century history. As a commemorative gesture, all attendees received a specially produced gold-plated bicentennial coin.

Reflecting on how the club had survived and remained relevant over two centuries, Commodore Balakrishnan pointed to resilience, adaptability, and a strong sense of community responsibility.

"During World War II, our grounds were converted into coastal defence positions and the clubhouse became a ship-building yard. After liberation, the building was described as being without walls, boatless and in complete disorder. Yet members returned, rebuilt and started again from scratch," he said.

"That resilience continued in peacetime. We relocated when Singapore needed land for development, expanded beyond sailing into rowing and other sea sports, and evolved into a club that now offers accommodation, dining and more round programmes. We have always chosen to evolve with the country rather than resist change – and that is what has kept us relevant."

✉ santosh@tabla.sg



SB20 World Championship 2025

Event Systems • In collaboration with ONE°15 Marina Sentosa Cove Singapore

Delivered integrated branded materials including banners, shirts, flags, stickers, and supporting event items.



Graphic Designer (2022-2023)

Geniebook Campaign Work

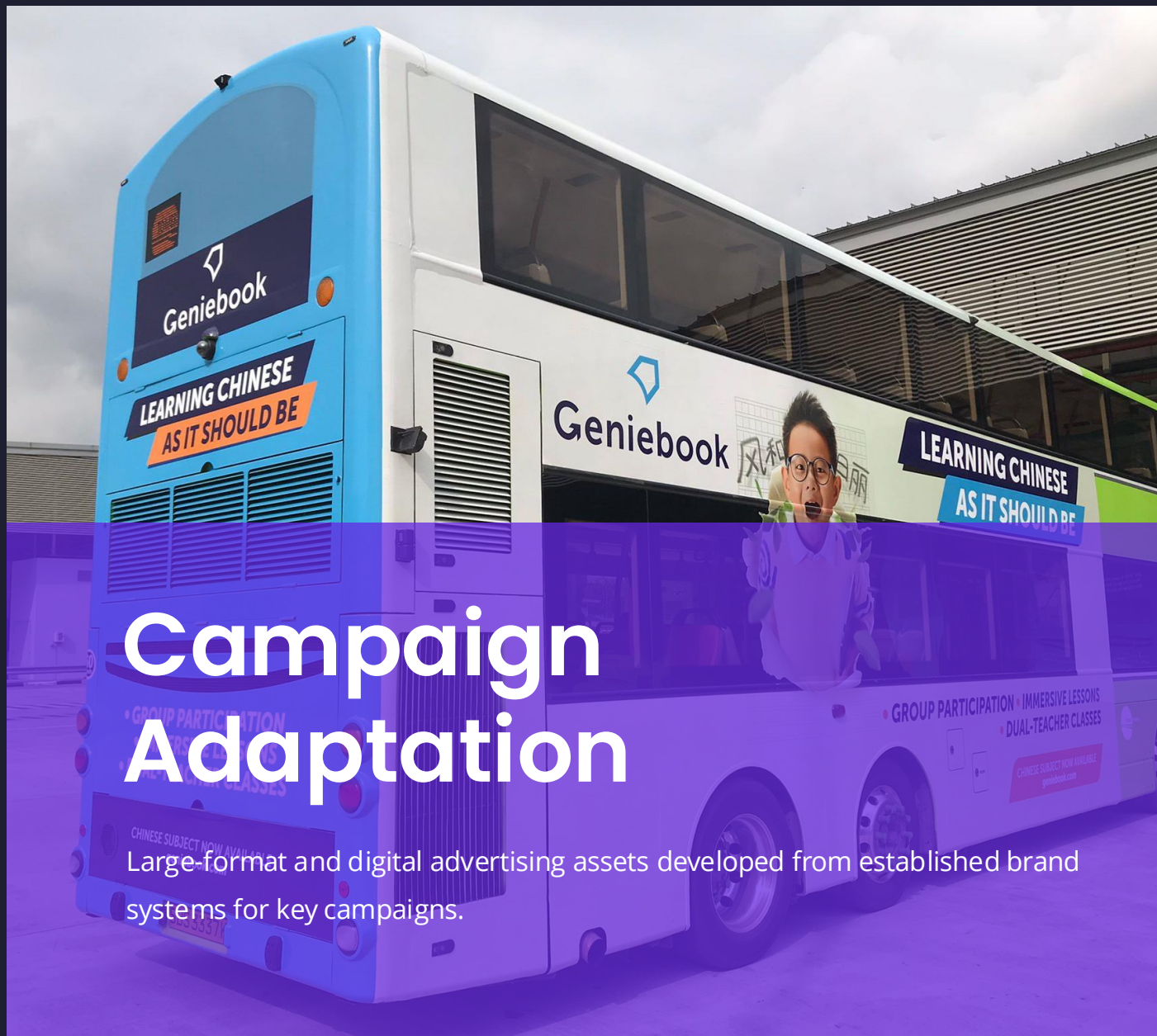
In 2022, produced campaign visuals, motion graphics, videos, infographics and digital assets across multiple education products and channels. Collaborated with local and regional teams, coordinated a 120-teacher photo shoot, and created reusable templates and guidelines that maintained consistency across fast-moving campaign rollouts.

Chinese Discovery Kit

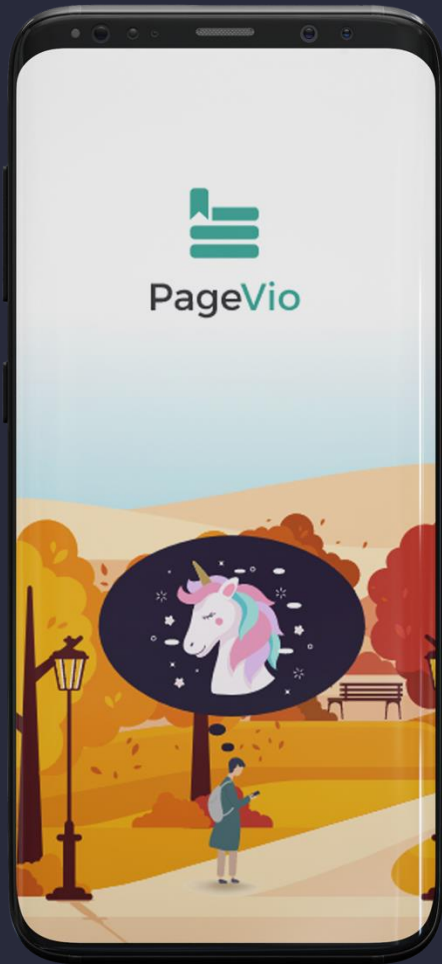
Launch visuals and campaign assets supporting product awareness and engagement.

NEW!





The Tech Show, 2022 ↗



PageVio Mobile App, 2019

Graphic Designer (2018) → Lead Designer (2018) → Design Consultant (2019)

PageVio Book App

For design agency, Orgnix Creatives from 2018 – 2020, I was tasked to oversee in-house e-book app project PageVio, managing branding, marketing templates, and UI/UX design. Collaborated with offshore developers (Arinos Infosolutions, India) and finalized the GUI for the Android alpha release.

PageVio Book App

Brand System

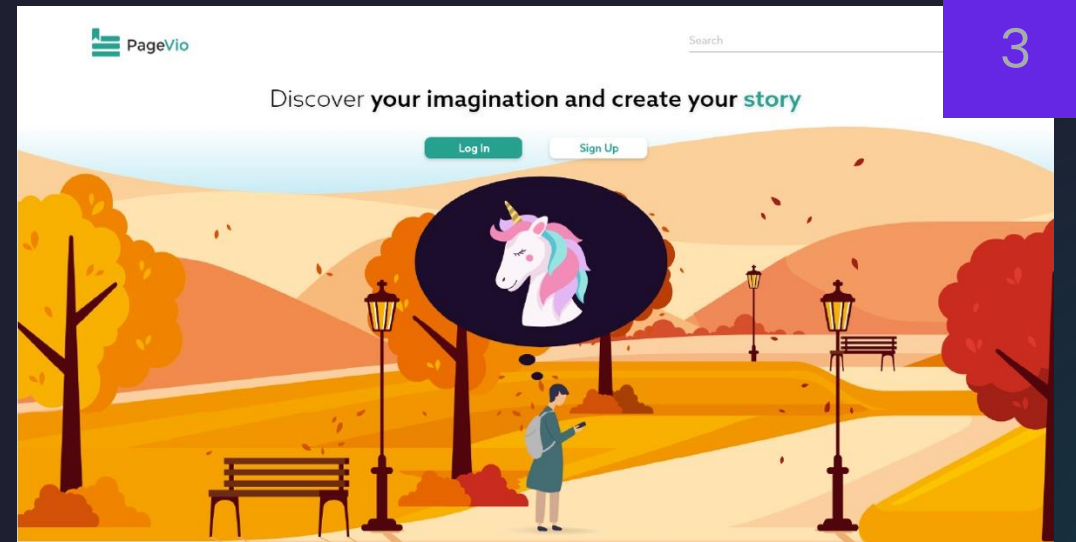
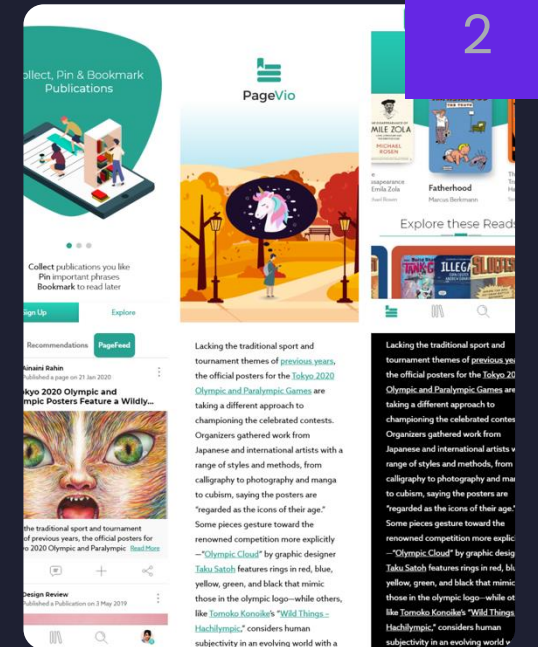
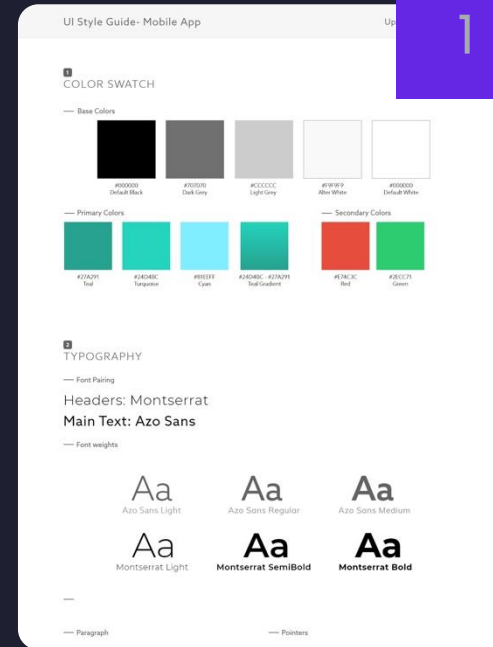
Developed foundational visual guidelines to align product and marketing touchpoints.

App Interface

Supported mobile UI design with emphasis on readability and user flow.

Web Presence

Created a landing experience with a light, approachable visual tone aligned with the product identity.



Digital Designer (2021-2022) → Freelance Design & Photography (2024 – 2025)

Malay Heritage Foundation

 THE MALAY
HERITAGE
FOUNDATION
YAYASAN WARISAN MELAYU



Former President of Singapore, Madam Halimah Yacob on Hari Warisan, 2021

Ongoing Collaboration

Supported branding and campaign visuals for heritage-focused initiatives and public cultural events, contributing both digital design and photography to help communicate Malay culture to broader audiences.



Google Vietnam Artworks



Illustrator (2025)

A series of commissioned artworks developed in collaboration with Google Vietnam and an events partner. The visuals explored Vietnamese cultural identity through food, city life, and contemporary colour-driven storytelling for event and display use.

**in collaboration with Google Vietnam
and an events partner**

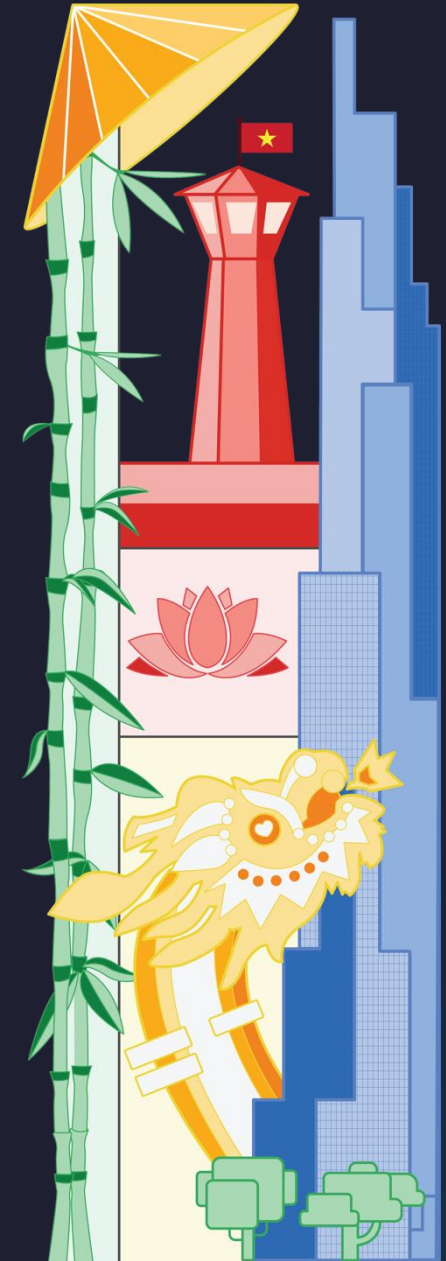
Food as Cultural Identity

Vietnam's cultural identity through food as famously known for its "Pho". It's culinary traditions through its ingredients are identified here using a warm colour scheme.



Tradition in a Modern City

As Vietnam is moving towards a modern, vibrant city, its traditions deep rooted in its culture and tradition is visually represented.





Selected Photography

Photographer (2022 - 2025)

A curated selection of hospitality, travel, portrait, and event photography focused on mood, place, and composition.









Contact



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