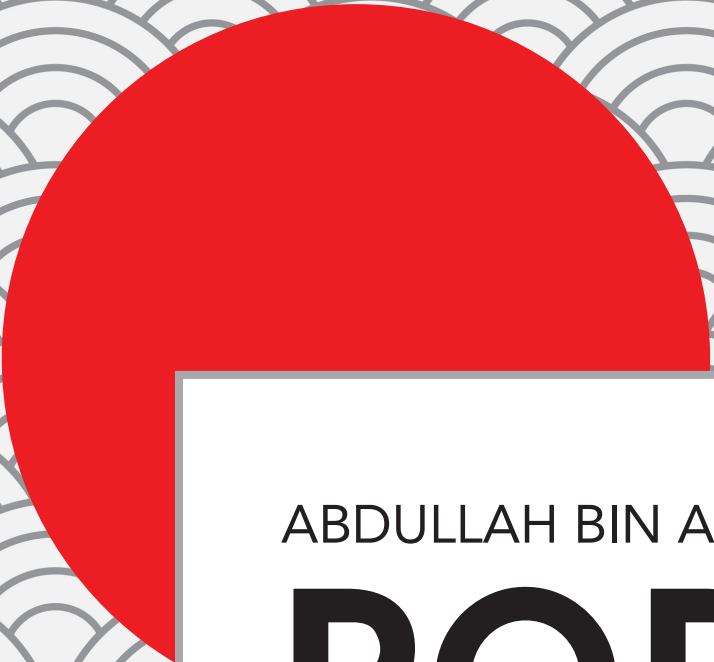
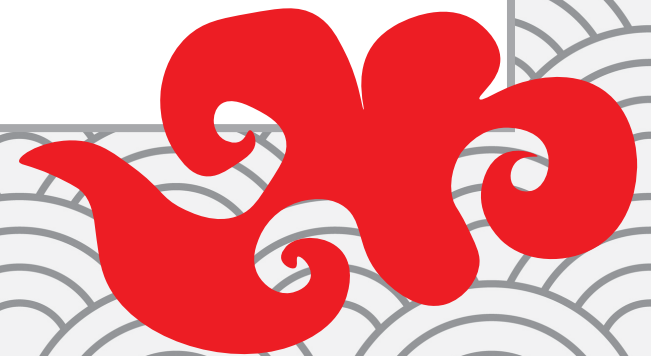




ABDULLAH BIN ASHARI | GRAPHIC DESIGN | SINGAPORE

PORTFOLIO



ABOUT ME



I am a human Venn Diagram, building a life at the intersection of engineering, business and design.

My career began in engineering, where my infographic reports caught my manager's attention and led me to create reports and presentations for the team.

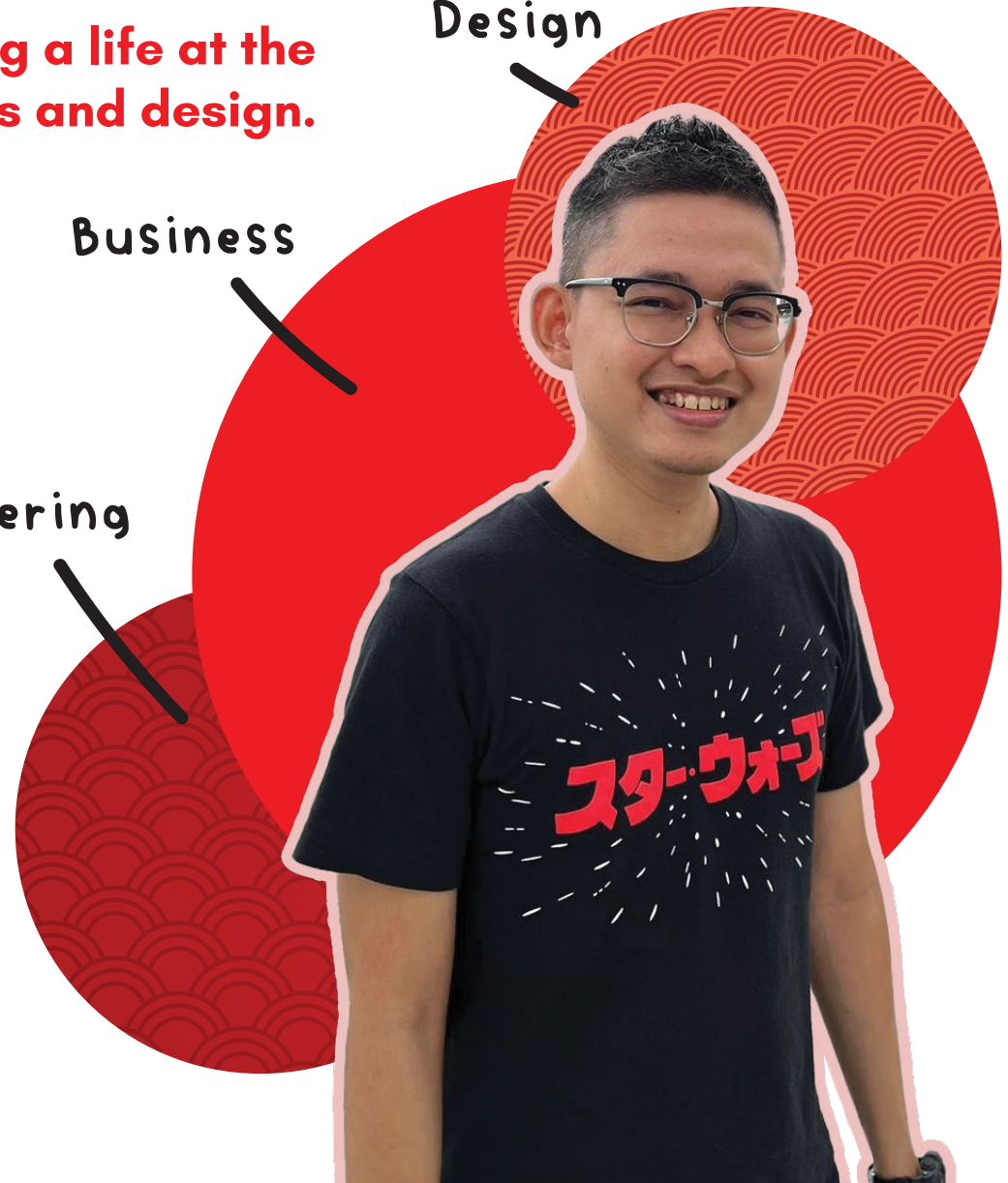
I later moved into banking operations, strengthening my analytical thinking and customer-focused mindset.

Today, I'm combining engineering, business and design to create work that is both functional and visually engaging.

Engineering

Business

Design



MY INTEREST



Japanese culture has been a major source of inspiration for my designs.

I admire its ability to balance tradition with modernity through thoughtful craftsmanship and attention to detail.

Design philosophies such as Wabi-Sabi and Kintsugi have shaped my appreciation for authenticity, craftsmanship and purposeful design.

These influences can be seen throughout my work in editorial design, user interfaces and visual storytelling.



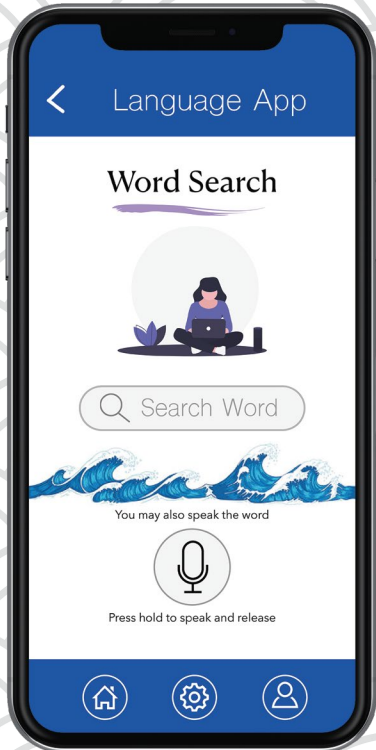


JAPANESE LANGUAGE APP

For learners and travelers.

Learning Japanese and travelling in Japan made me realise that existing language apps often focus on only one purpose.

Through user interviews and personal experience, I designed an app that combines vocabulary search, phrase learning and practical travel features into a simple, flexible interface for everyday use.

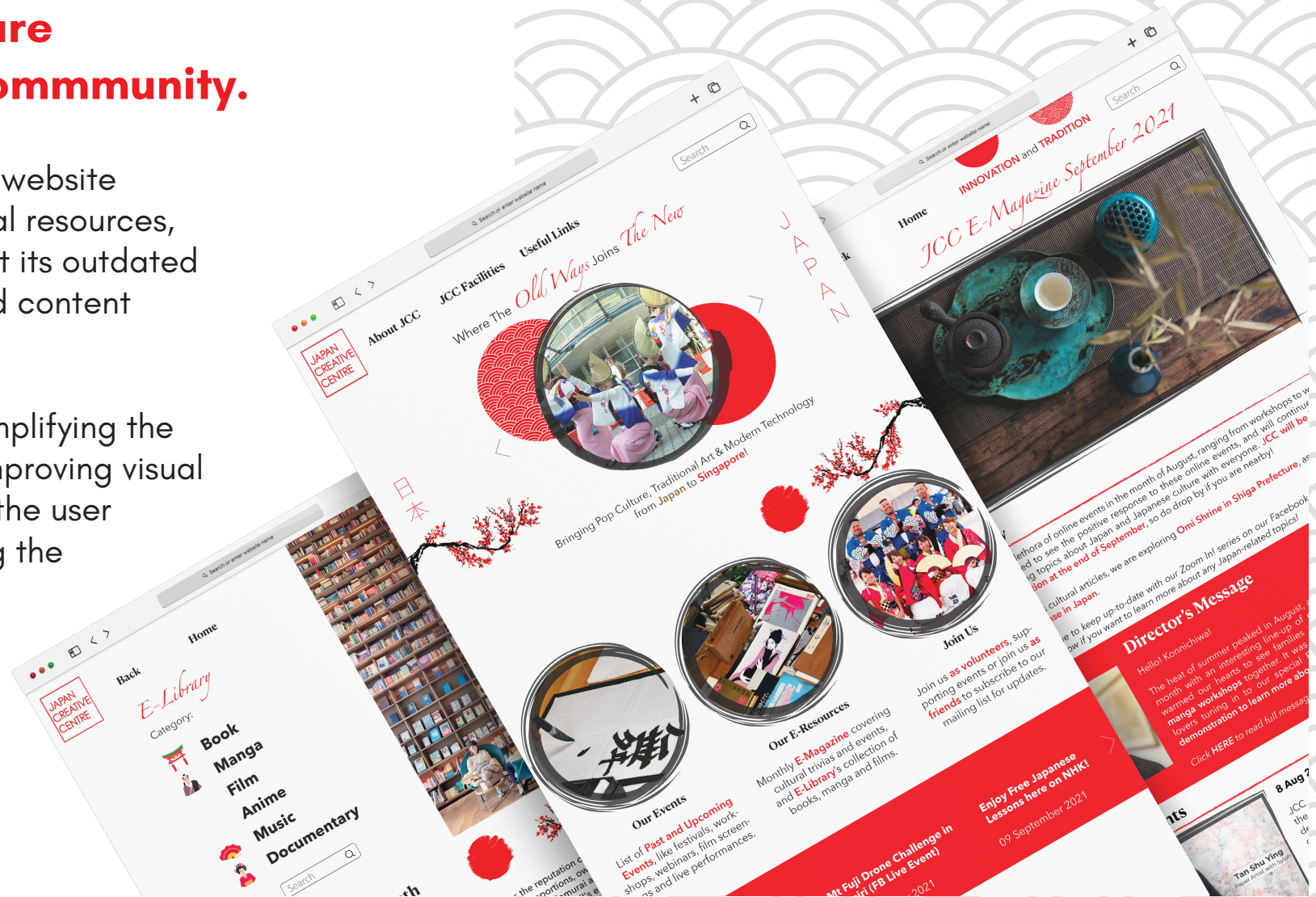


JAPANESE WEB REDESIGN

**For Japanese culture
enthusiasts and community.**

The Japan Creative Centre website contains a wealth of cultural resources, events and publications, but its outdated layout made navigation and content discovery less intuitive.

This redesign focuses on simplifying the information architecture, improving visual hierarchy and modernising the user experience while preserving the organisation's established brand identity.



TRAVEL JOURNAL

**For Japanese culture lovers
and travelers.**

A personal publication featuring
photographs, sketches and cultural
trivia from my travels across Japan.

The project explores editorial design and
visual storytelling while encouraging
readers to discover lesser-known places
beyond the usual tourist attractions.



PERSONAL PROJECTS



Infographics for history and culture lovers.

A series of infographics that simplify historical events and cultural topics into engaging, easy-to-understand visuals. The project combines research, illustration and information design to make learning more accessible and enjoyable.



LET'S CONNECT!

Hard Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dimension
Adobe XD
Figma
Canva
Wix
CapCut



Soft Skills

Process Optimization
Attention to Detail
Communication
Adaptability
Compliance
Customer Focus
Time Management
Analytical Thinking

Website : abdulasharii.wixsite.com/2025

Behance : behance.net/abdullahashari

LinkedIn : linkedin.com/in/abdul2018/

Email : abdulasharii@gmail.com