BOLD VERSE

CREATIVE PORTFOLIO / 2026

Design that makes ideas clear.

Selected work across graphic design, marketing and internal communications.

VINCENT SIN

Designer • Marketer • Communications



BOLD VERSE DESIGN STUDIO

Design with a clear purpose.

01 / ABOUT ME

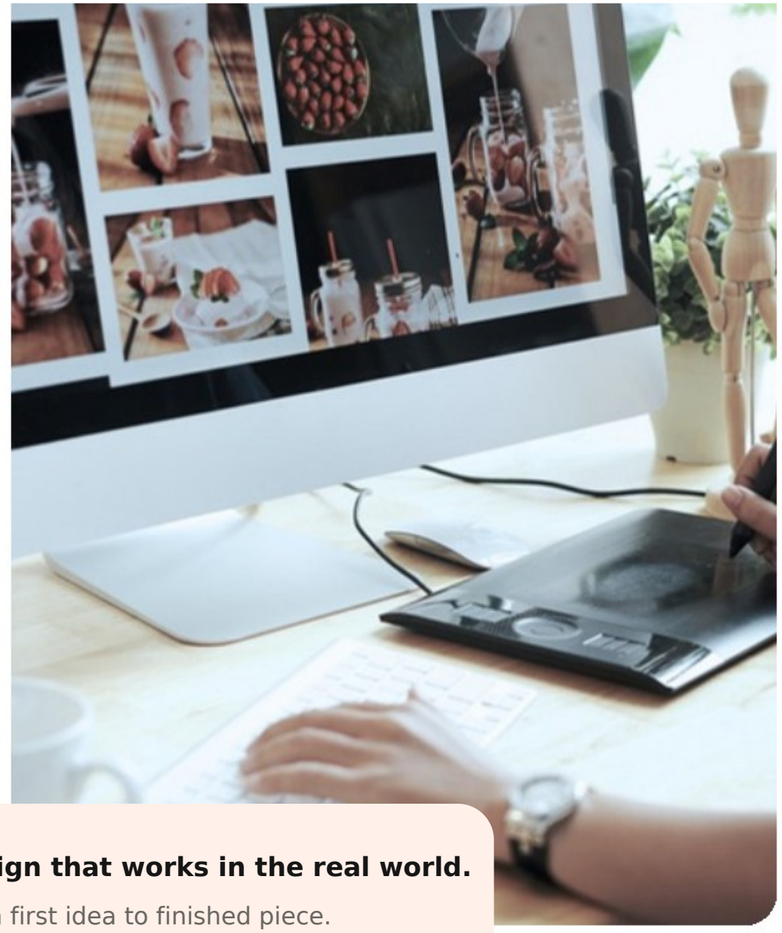
Clear thinking. Careful craft.

I am a multidisciplinary designer and communications professional with 14+ years of experience across print, digital, social media, web, retail and employee communications.

I bring design craft together with marketing knowledge, project coordination and stakeholder communication - taking work from the first brief through production, publishing and campaign delivery.

14+ years of design experience

Brief to delivery



Design that works in the real world.

From first idea to finished piece.

02 / WHAT I DO

Three connected skill sets.

A flexible mix of creative, marketing and people-focused communications - shaped around the project.

01

Graphic design

Print, digital, social and web design.

Editorial • Campaigns • Visual systems

02

Marketing

Campaigns, content and brand marketing.

Planning • Content • Brand consistency

03

Internal communications

Employee engagement, change and leadership communications.

Events • Leadership • Change

03 / SELECTED EXPERIENCE

Trusted by teams across sectors.

A selection of organizations and brands supported through design and communications work.



Government | Education | Business

04 / CURRENT STUDIO LOOK

A visual system with clarity and character.

Bold Verse brings a clean white canvas, confident typography and focused orange accents together - a clear, flexible identity for design-led work.

WHITE SPACE

BOLD TYPE

ORANGE ACCENTS



Digital and campaign mockups





BOLD VERSE

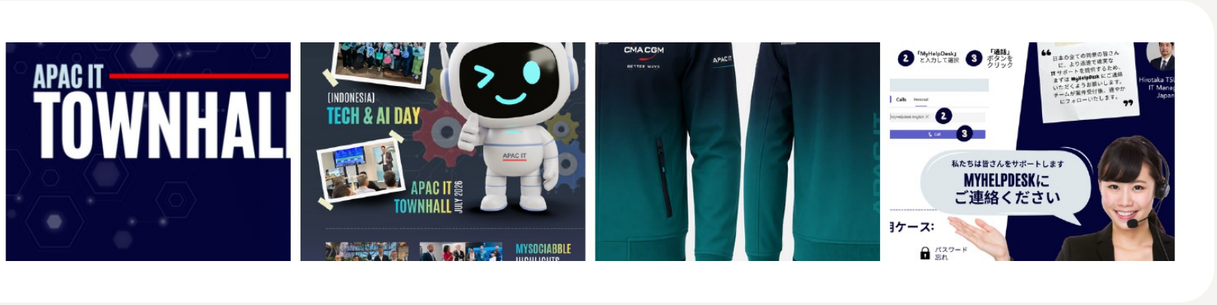
Bold Verse apparel concept

05 / SELECTED WORK

Good ideas, made useful.

A cross-section of print, digital, campaign, event and interactive work - each shaped for its audience and purpose.

PRINT DIGITAL CAMPAIGNS EXPERIENCES

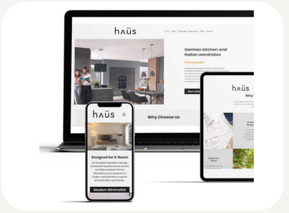




BOOK



DIGITAL



WEB

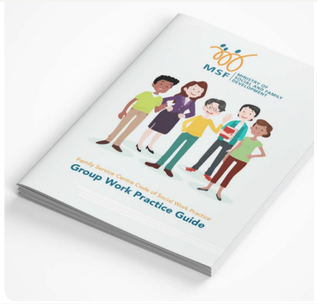


GAME

06 / PRINT & EDITORIAL

Pages people want to pick up.

Editorial design that balances clear structure, strong imagery and production-ready detail.



BOOK DESIGN

Concept • layout • image treatment

Typesetting • pre-press • print



YEARBOOK DESIGN

Concept • layout • image treatment

Typesetting • pre-press • print



HANDBOOK DESIGN

Concept • layout • image treatment

Typesetting • pre-press • print



NEWSLETTER DESIGN

Concept • layout • image treatment

Typesetting • pre-press • print

07 / CAMPAIGNS & CONTENT

From screen to print.

Clear visual storytelling for campaigns, internal updates and public-facing content.



DIGITAL NEWSLETTER

EDM layout • stakeholder alignment • publishing



POSTER & CAMPAIGN ART

Illustration • layout • production artwork

08 / ILLUSTRATION & RETAIL

Details that bring ideas to life.

From a small visual character to a full-scale retail display, the work starts with the audience and the space it needs to work in.



2D VECTOR ILLUSTRATION

Illustration and visual development



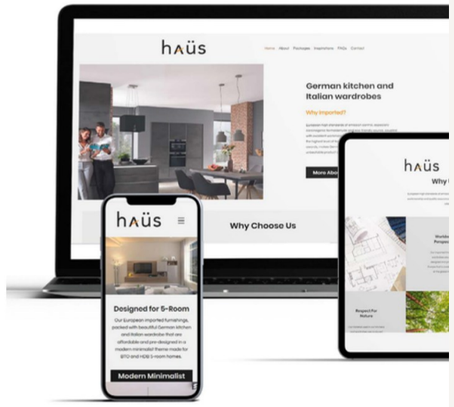
RETAIL DISPLAY

Vendor coordination • measurements • print-ready files

09 / WEB & INTERNAL PLATFORMS

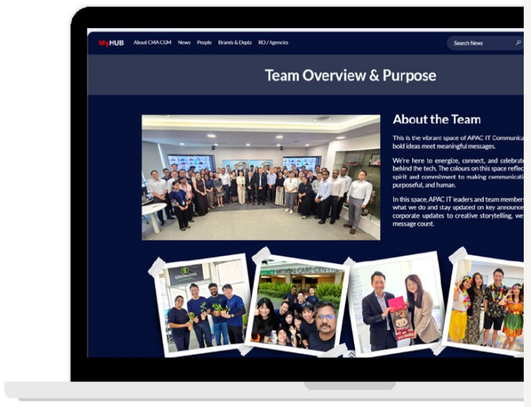
Digital spaces, made easier to use.

Structure, design and content work together to help people find what they need - whether they are customers or employees.



WEBSITE DESIGN

Structure • design & build • SEO • testing



SHAREPOINT DESIGN

Page layout • content organization • publishing

10 / EVENTS & COMMUNICATIONS

Make the message an experience.

Townhall work that connects the event, the people on stage and the employees watching - before, during and after the day.

- Event and communications planning
- Townhall brand and visual design
- Speaker, venue and AV coordination
- Leadership presentation support
- Employee communications and follow-up

EVENT BRANDING

INTERNAL COMMS



11 / MOTION & INTERACTIVE

Stories you can watch. Worlds you can play.

Creative production that carries an idea through story, visuals, interaction and launch.



VIDEO DESIGN

Storyboarding • script • animation • audio



GAME DESIGN

Concept • characters • gameplay • launch

12 / CLIENT FEEDBACK

Good work is remembered.

A few themes that came through in client feedback.

Aesthetic sense

Stylish, elegant work that interpreted the brief well - with fast, thoughtful refinements.

Ms Samantha Chan

Lecturer • Nanyang Polytechnic

Creative consistency

Appealing work, close attention to detail and a reliable delivery on time.

Ms Josephine Woo

Events Manager • Wild Wild Wet

Easy to work with

A responsive, receptive partner who listens carefully and works towards the result you need.

Ms Serene Choo

Manager • Government agency

BOLD VERSE

THANKS FOR TAKING A LOOK

Let’s make the next thing matter.



Creative design, marketing and communications - made clear, useful and memorable.

VINCENT SIN / BOLD VERSE

SELECTED WORK • 2026