



Hand Lettering & Illustration
Manila, Philippines
typebyabc@gmail.com
<http://abbey-sy.com>

EDUCATION

Secondary Education

(2010-2014) BS Advertising Management
De La Salle University-Manila

Continuing Education

(Fall 2018) Editorial Design, School of Visual Arts
(Fall 2018) Typography, School of Visual Arts
(Fall 2018) Watercolor Painting, New York Academy of Art
(Fall 2018) Plein Air Painting, New York Academy of Art
(Summer 2019) Residency, Berlin Art Institute

WORK EXPERIENCE

Artist and Author (2015-present)

I work on freelance projects with a focus on hand lettering and illustration. Apart from client work, I supervise Shop Abbey Sy, my online shop which carries my books and merchandise. Lastly, I create content revolving around both art and travel, my two passions.

So far, I have authored five books. These creative nonfiction titles are about hand lettering, journaling, and creativity. I give talks about creativity and my process at selected events and conferences. I have also taught workshops in hand lettering and journaling especially targeted to hobbyists and aspiring artists who want to dabble in the craft.

SELECTED TALKS

(2018) Graphika Manila
(2017) TEDxYouth@SJCS
(2015-2018) Philippine Readers & Writers Festival
(2015) TEDxUPM

SKILLS

Adobe Photoshop, Adobe InDesign, Final Cut Pro X,
Microsoft Office

Hand lettering, writing (nonfiction), illustration,
watercolor painting, product styling, photography

Project management, public speaking, content creation,
strategic planning, social media strategy

INTERESTS

Art, astrology, books, coffee, films, journaling, music,
science, travel, typography

SELECTED CLIENTS

Freelance

Summit Books, Rockport Publishers USA, Workman Publishing, Havaianas Philippines, Toblerone Philippines, Jo Malone Philippines, Hallmark USA, International Fine Paper Exchange, Candy Magazine, Preview Magazine, Nestea Philippines, Sandbar Dry Bags,

Partnerships

Faber-Castell (Germany, Philippines, Singapore, USA), Fujifilm Philippines, Canon Philippines, L'Occitane Philippines, Moleskine Philippines, National Book Store, Skillshare, C2 Cool and Clean, Dove Philippines, Tropicana Philippines, Quaker Oats

PUBLISHED WORK

Books

The ABCs of Hand Lettering (2015) | Summit Books
A beginner's guide to drawing letters.
translated to Bahasa (Indonesian) and Spanish

The ABCs of Journaling (2016) | Summit Books
A beginner's guide to journaling and documenting.
translated to Bahasa (Indonesian) and Spanish

Hand Lettering A to Z (2017) | Rockport Publishers
A comprehensive guide to alphabet building and font creation through different styles of drawing letters.
translated to Spanish, French, German, Danish, Italian, Dutch, Swedish and Portuguese

The Complete Photo Guide to Hand Lettering & Calligraphy (2018) | Creative Publishing International
An in-depth compilation of hand lettering and calligraphy techniques for newbies or advanced lettering artists.

Always Be Creating: A Field Guide to Living a Creative Life (2018) | Summit Books
A creative self-help book featuring insights and advice on the creative journey and how to live creatively.

Publications

ABC Magazine: Student of Life | Summit Books
A magazine for artists, crafters, and makers

Letters from ABC | Summit Books
A set of postcards from A to Z