






RUBINA SINGH

FOUNDER / IMAGE CREATION

-  Iceland (can work anywhere - FLEXIBLE)
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ABOUT ME

My expertise lies in bringing others' visions to life. Every project listed on my CV showcases my ability to step in and help brands or individuals define and achieve their unique goals. I love transforming concepts into reality. I craft cohesive brand strategies, build strong media relationships, and style impactful visual experiences. Passionate about creating memorable, fun and cool experiences, for the culture. That's why me and more creatives founded BigBoy Global to highlight artists and make cool stuff - My dream is to expand my knowledge in the industry and never stop learning new things

EDUCATION

BACHELOR OF ARTS

IUA /
Iceland /
2024

- Earned a Bachelor of Arts in Fashion Design.
- BA project focused on how to define your personal design language - and how you can apply that way of thinking to all projects across genres.

SKILLS

- ADAPTING TO INSTRUCTIONS
- NETWORKING & RELATIONS
- TRENDSPOTTING
- PROJECT MANAGEMENT
- IMAGE CREATION
- CREATIVE THINKING AND INNOVATION
- BRAND STRATEGY
- CONTENT CREATION
- ATTENTION TO DETAIL

WORK EXPERIENCE

BIGBOY GLOBAL
Jan 2024 - Present

Founder

- Founded a dynamic creative agency that connects artists with art, curating impactful events and innovative marketing strategies.
- Fostered partnerships with artists, enhancing brand visibility and reach.

SPÚÚTNIK MIXER PT 1 & 2

Brand and Event curator

- Organized an engaging launch event to promote new product drop, emphasizing culture and lifestyle in brand messaging.

YUNG LEAN

Private Opening / Styling

- Curated a unique space featuring exclusive souched clothing for Yung Lean, introducing him to all things culture in Iceland.

JOY ANONYMOUS

Private Opening / Styling

66 NORTH

Designer / Creative advisor

- Spearheaded a collaborative initiative to enhance visibility for an addiction center through impactful T-shirt design, championing cultural awareness.

LIFESTYLE CAMPAIGN

Art direction

- Spearheaded a campaign to position the Vintage store as a desirable lifestyle brand, elevating product marketing to create a compelling narrative that resonates with customers. Selling the idea of something desirable.

ISSI 21

Art direction

- Collaborated with rapper Issi on the art direction for his latest single, forging a partnership with local artists to create impactful masks that defined the campaign's visual identity.

NEW ERA EUROPE

Styling

- Curated and styled iconic looks for each artist in the New Era campaign, expertly selecting pieces from their personal wardrobes to enhance their individual brand identities.

RÚV

DESIGNER

Developed the opening sequence for the TV series SKAPALÓN under the creative guidance of the Project manager Logi Pedro.

SKRANZ SKATE JAM

Project Coordinator

Assisted with the making of Skrans Skate Jam on Culture night. An event that combined the urban skate culture with the freshest musicians in the scene. My role was making sure everything was cohesive - attire - staging - ramps - musical acts.