

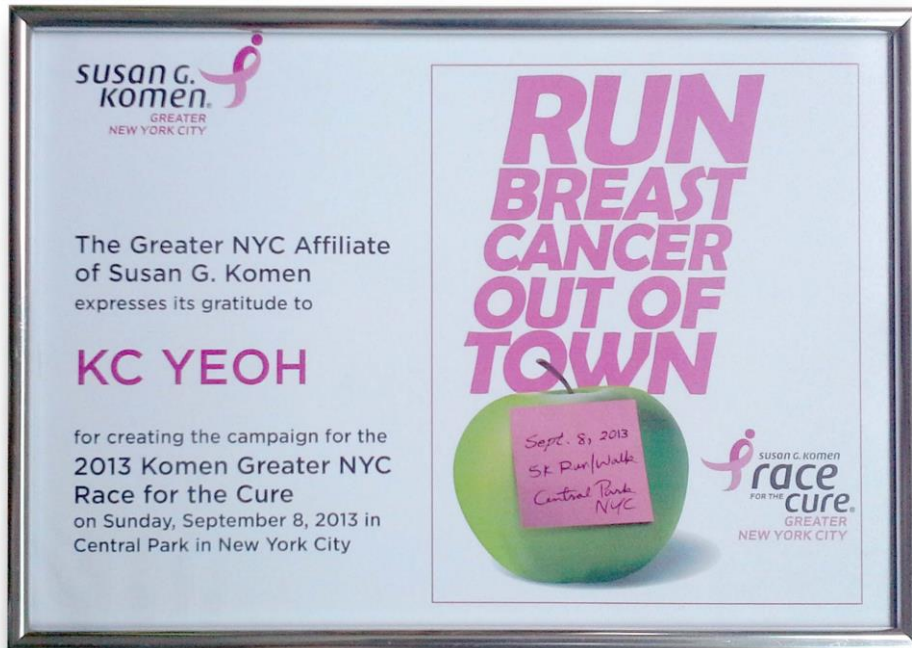
# PROFESSIONAL PORTFOLIO

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## Run Breast Cancer Out of Town in NYC (1 of 20)



With \$2.2 billion invested to date, Susan G. Komen is the world's largest source of non-profit funds dedicated to curing breast cancer. They used my submission for their competition in 2011 for the 2013 for the Komen Greater NYC Race for the Cure, taking place on Sunday, September 8, 2013. The Pink font and the green apple theme was widely adapted onto posters, race applications forms, the organization's website, advertisements in New York Post, milk cartons, and in their electronic communications. Shown above is a certificate of appreciation from the organizer for creating a successful campaign for them.



Application forms with standee and milk carton showing ads for the NYC Race for the Cure.





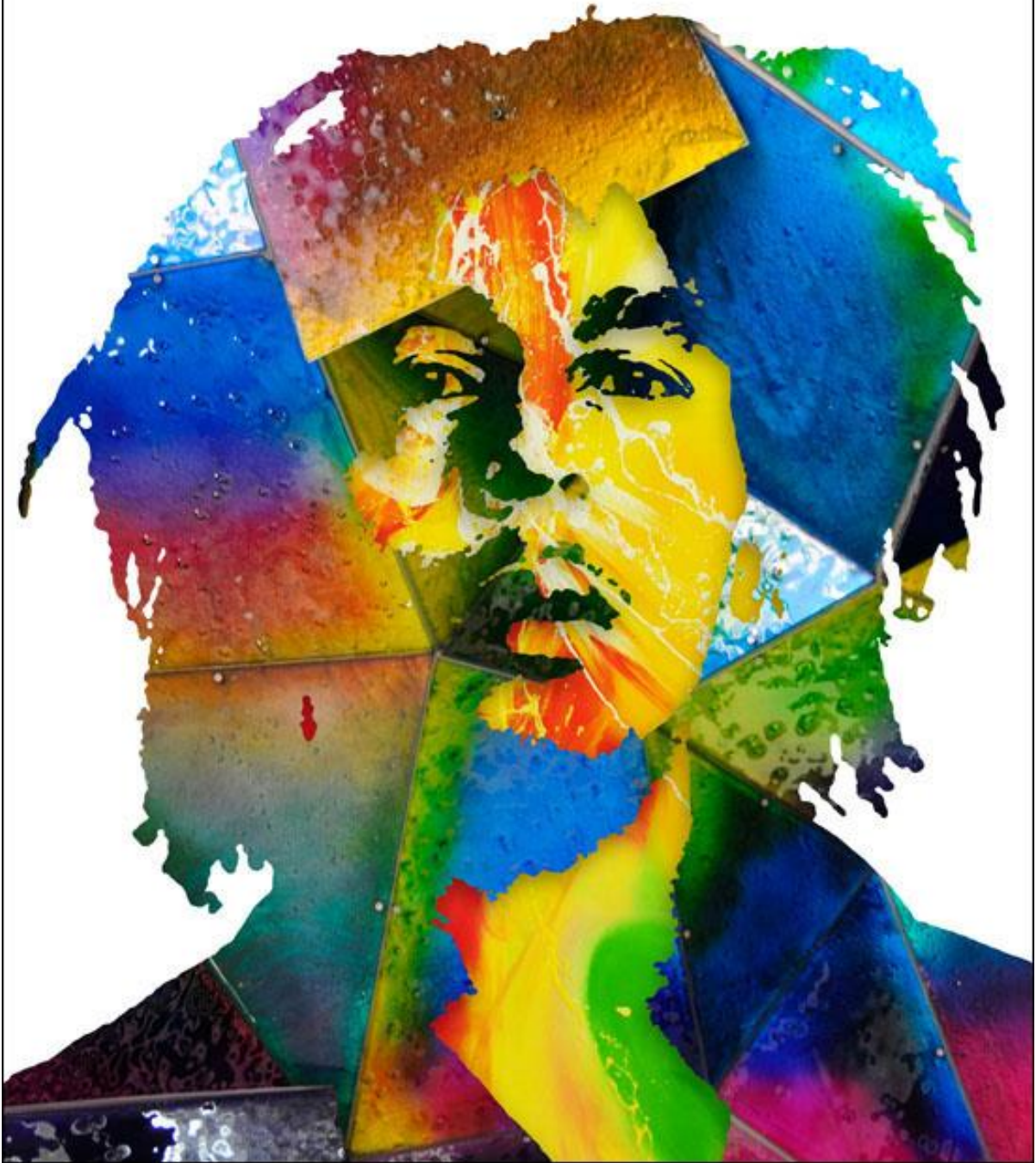
## Golden Bee 10, Moscow Global Biennale of Graphic Design 2012 (2 of 20)



The committee of Moscow Global Biennale of Graphic Design informed me on June 3, 2012 that one of the posters I submitted was selected by the biennale committee. I'm thrilled to be an independent participant other than advertising agency BBH Asia Pacific to represent Singapore. I was even more thrilled when I attended the biennale on Oct 9 - 14, 2012 to see that 2 posters (Bob Marley and Dr Sun Yat-sen) were selected and represented on the biennale catalog. For more, visit [goldenbee2012.org/en/participants](http://goldenbee2012.org/en/participants). (Scroll down to "Singapore").

I ONLY HAVE ONE THING I REALLY LIKE TO SEE HAPPEN.  
**I LIKE TO SEE MANKIND LIVE TOGETHER...**  
I DON'T CARE WHAT COLOR YOUR SKIN IS... THAT'S ALL

Bob Marley







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國父孫文  
SUN YAT-SEN (1866 - 1925),  
THE FOUNDING FATHER OF THE  
REPUBLIC OF CHINA WHO WAS  
INSTRUMENTAL IN TOPPLING THE  
5,000 YEARS OF IMPERIAL CHINA.

## Kiddo in the Gateways to Art (3 of 20)



Kiddo was created as a mascot for Computown's Home Computing sales department, a now-defunct retailer based in San Francisco, California. The importance of a recognizable mascot was important as it could be used in advertising, and collateral related to the department as well as an attraction to kids that had become the department's main targeted audience. Kiddo was featured in an academic textbook, *Gateways to Art* by Thames and Hudson published in the autumn of 2011. Authored by Debra J. DeWitte, Ralph M. Larmann and M. Kathryn Shields, the intention of the textbook is to provide an introductory survey to the visual arts, covering fine art, architecture, design and the



graphic arts. Kiddo as featured on page 209 under the "Visual Communication Design" chapter.



Some point-of-purchase and store branding designs featuring "Kiddo."



## Many Ships, One Boat (4 of 20)



I created an illustration for a book cover and was also consulted for the layout of the inside pages of a book aptly titled, "Many Ships, One Boat: Singapore Expat Tales and Tips." The book provides a more human and anecdotal view of international resident's views on Singapore, through the delightfully different narrative styles of 20 meant as a publication of the writings of 20 Singapore expats currently living in the bustling island state of Singapore. The chosen idea features a view from the bottom of the boat showing the oars extended from both sides of the boat. Considerations include textual information on the cover which includes the main title, subtitle, the editor's name, publisher's logo, bar codes on the back as well as the spine.

## Connecting the Dots (5 of 20)

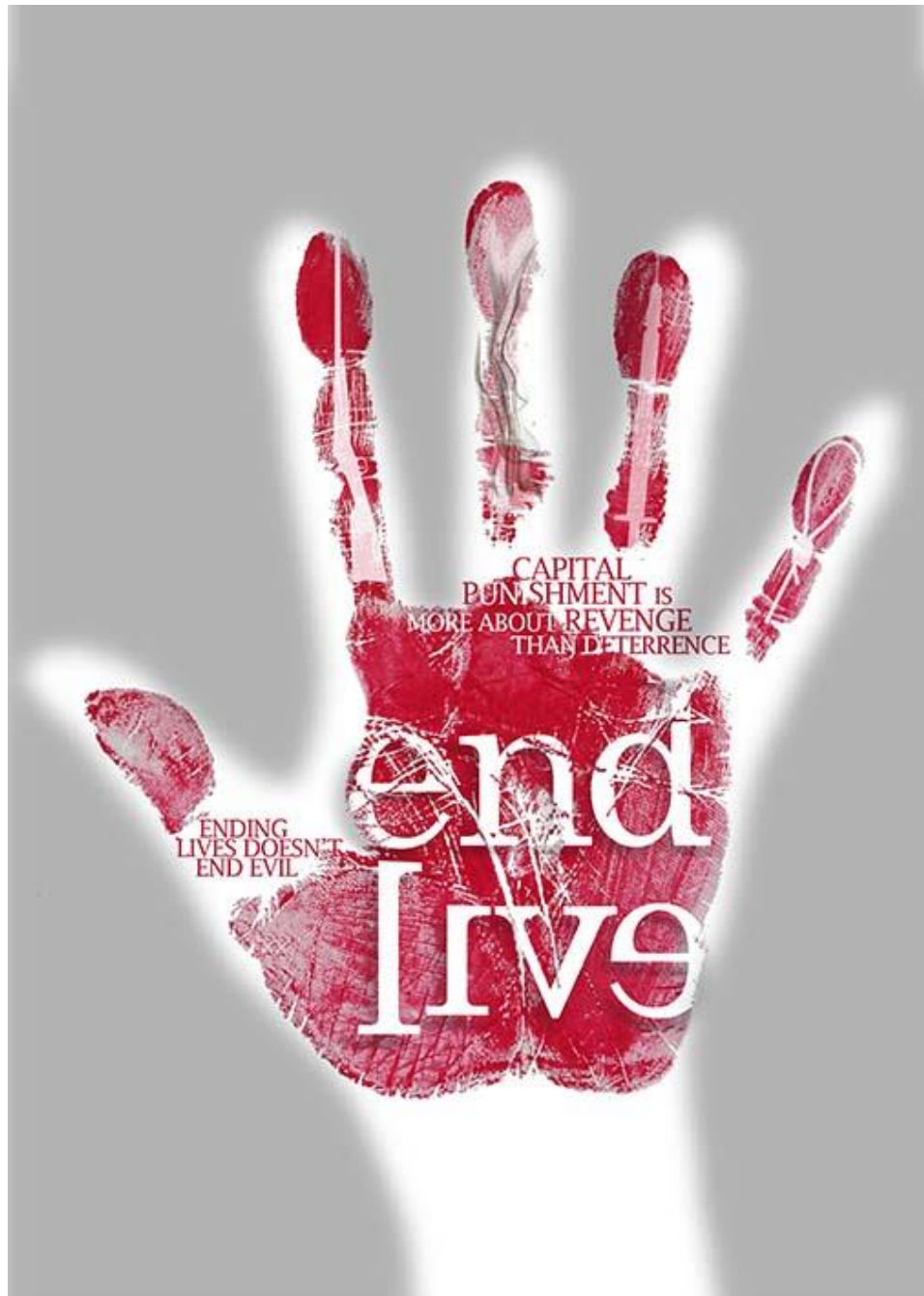


In September of 2010, my submission, "Connecting the Dots" was selected as one of the 30 chosen social communication posters in a 7-themed poster competition organized by Good50x70 (for a total of 210). Over the past years, they have involved around 10,000 creatives from 81 different countries and the non-profit organization recently won a Medal of Representation from the President of Italy for championing social communications. These posters were used by respective sponsors (such as Green Peace, WWF, etc) to further promote their causes. With the likes of Woody Pirtle, Massimo Vignelli, Jonathan Barnbook, just to name a few who were the final judges, the pre-selection committee comprised of 28 communication professionals and educators with different backgrounds and nationalities went through 2357 submissions received from 81 countries. The winning posters were displayed in October in the heart of Milan alongside workshops running in the city's leading designing schools.





## International Invitational Poster Exhibition (6 of 20)



This is one of the two posters submitted for the International Invitational Poster Exhibition to be held on April 9, 2015, Thursday at 17.00 at Galeri Isık Tesvikiye under the invitation of Professor Hasip Pektaş, Chair of Visual Communication Design Department from the Isık University Faculty of Fine Arts in Istanbul, Turkey in honoring the 80th birthday of Prof. Yuldae Altıntaş who was the pioneer in many other fields of design. The purpose is to present a selection of 80 designers' posters under the name "International Invitational Poster Exhibition" to young generation by their masters, build an international poster archive in our university and to celebrate Mr. Altıntaş's 80th birthday with a poster exhibition.



## New View 2: Conversations and Dialogues in Graphic Design

(7 of 20)



This poster design was accepted for an international symposium which sought to provide a stimulating conversation about the challenges faced in graphic design. "New View 2: Conversations and Dialogues in Graphic Design" exhibition was first hosted at the London College of Communication from July 9 - 21st before traveling to the Melbourne Museum in Australia in late 2008. On May 4, 2011, an editor from Choi's Gallery Publication based in Shanghai invited me to contribute this work for their upcoming book on typography scheduled to be printed in July of 2011. More at <http://www.choisgallery.com/>

## Promotional CD – Fact of Fiction (8 of 20)

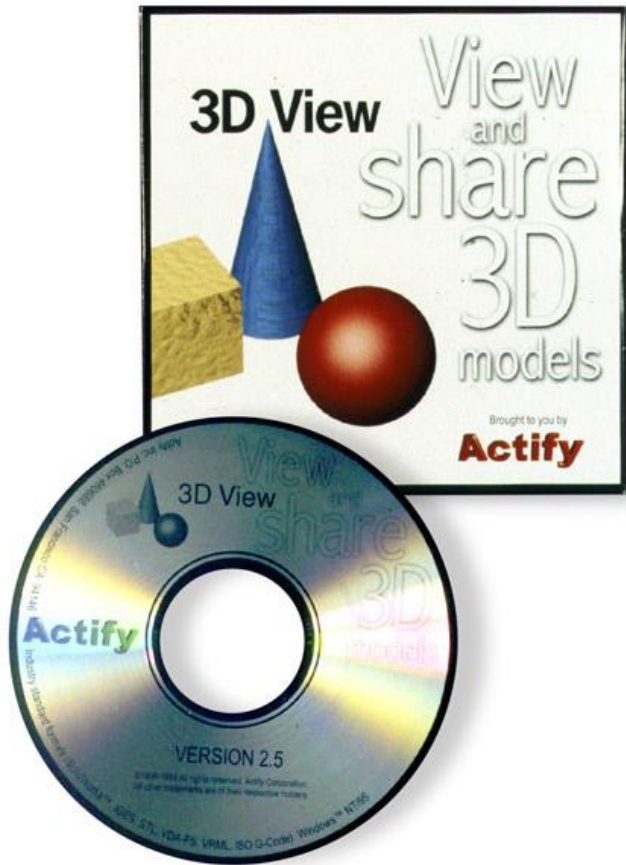


Designed to celebrate the 15th anniversary of the Wee Kim Wee School of Communication at Nanyang Technological University in 2007, this CD contained students' award-winning documentaries and dramas. I rejected ready-made jewel cases in favor of customized paper die cuts for sustainable reasons. In addition to the design which takes advantage of the swooping cable lines and a worker hanging onto the cables, I also provided the photo and the interface design for the CD which is titled "Fact or Fiction." In providing a photograph that I shot during a trip to China showing a worker suspended precariously while servicing cables, fees associated with royalties and stock photos were waived.



## Packaging for Actify and PCTown (9 of 20)

Actify, a software company based in San Francisco, California, has an extensive international client base and develops powerful yet affordable products that support the design and manufacturing industry. Sustainable design considerations were employed where the back of the CD cover (though not shown) featured a simple mailer with logistics considerations in order to mail the 3D View, a very popular CAD/CAM viewer for Windows operating system to many parts of the world.



### Packaging: PCTown

PCTown needed a coherent packaging design for its line of PCs that stresses value and ease of use. I designed a simple yet pragmatic two-color format and by using simple lines, I illustrated the shape of the CPU and I also incorporated foolproof descriptions on the box to entice customers to make their buying decision easier.

## Vehicular graphics - Mewa Frame (10 of 20)

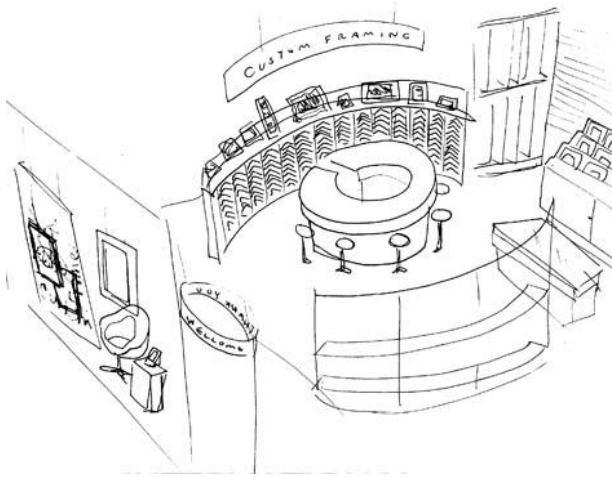
As the 1<sup>st</sup> full service custom framing store in northern Malaysia's state of Kedah, Mewa Frame opened her door in August of 1998 and when the company grows, a consistent graphical element became necessary for its fleet of vehicles. Simple geometrical cubes with striking colors are randomly-arranged in different sizes to wrap around the van for visual dynamism. Due to the configuration of the truck with a wooden construction of the bed for heavy-duty purposes, minimal graphics were used but yet consistent cubical graphics are used throughout the vehicular graphics program to ensure maximum exposure of the company's identity.





## Experience Design - Mewa Frame (11 of 20)

The interior design of Mewa calls for one that allows their customers to creatively express their ideas and needs for framing materials. Careful attention was paid to create an embodiment of three different elements for a comprehensive retail experience: 1. enhancing the interactions between Mewa's customers and the products and services; 2. supporting customer's curiosity about the end-results through offered through physical manipulations of the products; 3. value-adding customer's freedom of choice and expectations through well-organized displays and information.

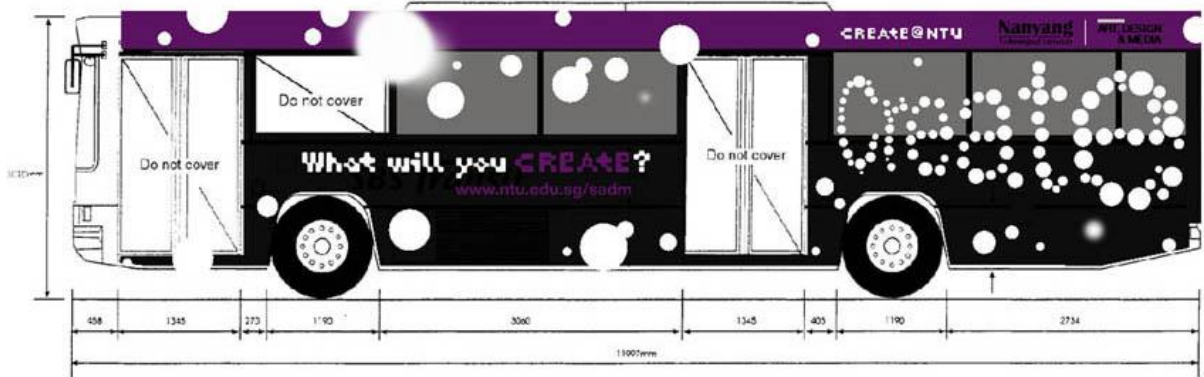


Initial sketches of the interior of the store



## Promotional campaign for the launch of a new school (12 of 20)

In 2003, Nanyang Technological University in Singapore created the School of Art, Design and Media (ADM) as a national initiative to set up the first professional, government sponsored art and design school and I was recruited to set up the Bachelor of Art (Hons) degree in Visual Communication. Together with an agency, we created a campaign that posed a question as well as a challenge to Singapore: What will you create? Shown here are the actual applications of a public transportation as well as the sketch.





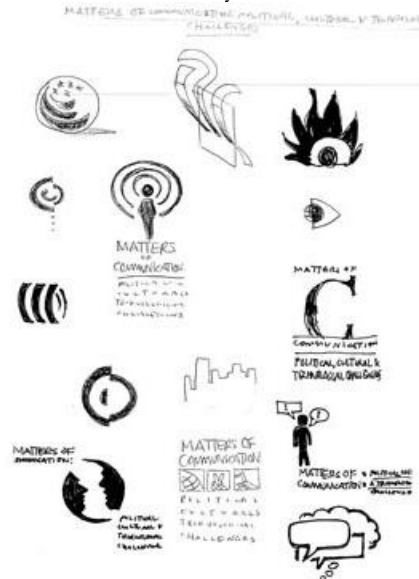
## Branding for international conferences - ICTD (13 of 20)

As the publicity chair for the International Conference on Information and Communication Technologies and Development (ICTD), scheduled from May 13 – 18, 2015 in Singapore, in addition to advising matters pertaining to branding and promotions of the international conference, I created a logo in May of 2014 as part of a larger branding effort for a conference which examines the role of computers and communications in social, economic and political development. The logo features the famous Merlion (a mythical creature combining the mermaid and lion) which floats above undulating waves in the famous island state. Previous conference had taken place in Berkeley, California, USA; Bangalore, India, Doha, Qatar; London, UK; and Atlanta, Georgia, USA and had attracted the likes of Bill Gates of Microsoft as keynote speakers. More at <http://ictd2015.org/organizers/>



## Branding for international conferences – ICA

Themed “Matters of Communication: Political, Cultural and Technological Challenges,” this logo was created for the US-based International Communication Association (ICA) for their 60th conference in 2010 in Singapore. Espousing Eastern design cues of the likeness of the ying-yang symbol, the two androgynous silhouettes of human profiles suggest mutual correspondence and balance. While the fiery red on one silhouette suggests readiness, the earthy saffron with its references to monk robes on another is chosen for a subtle but harmonious contrast. Rings of text are interwoven into the periphery of the logo for a sense of interconnected dynamism.





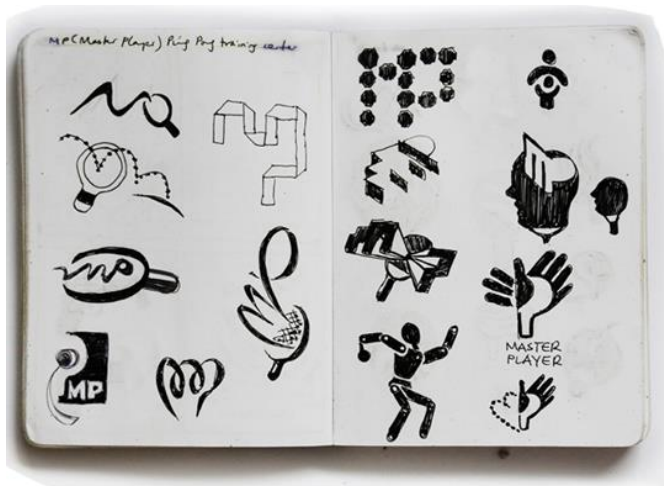
## Pro bono for non-profits – Ilovesg.tv

Developed as a pro bono project, the IloveSQ.TV logo was conceived for a blog site where people could come together and share their love for Singapore, through stories, photographs or videos. The logo was inspired by colors from the Singapore flag--white and red while the cool blue hues in two different tones were chosen to contrast the warm color.



## Pro bono for non-profits – Master Player

Master Player was conceived as an avenue to train young talents as well as to build up the interest for the sports in Alor Setar, Kedah, Malaysia in the mid of 2010. I proposed a solution with an acronym and an icon that is distinctively recognizable as well as one that is dynamic with movements suggested within the design itself. Shown here are some initial refinements from sketches made.



A1



A2



B1



B2



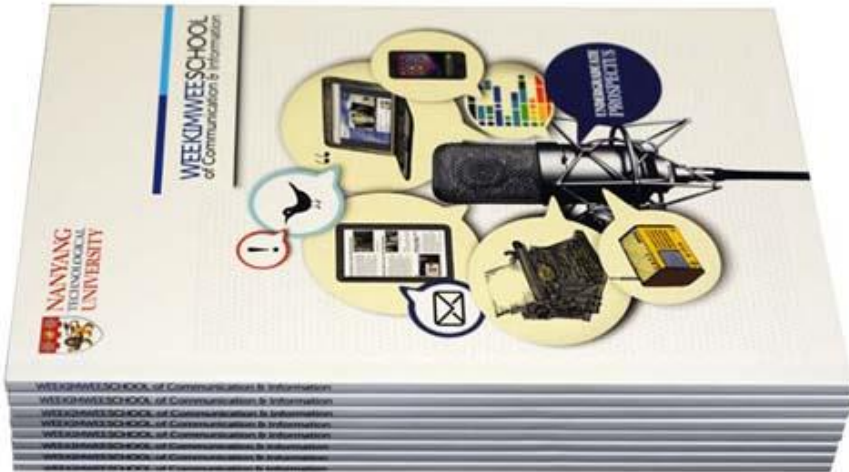
C1



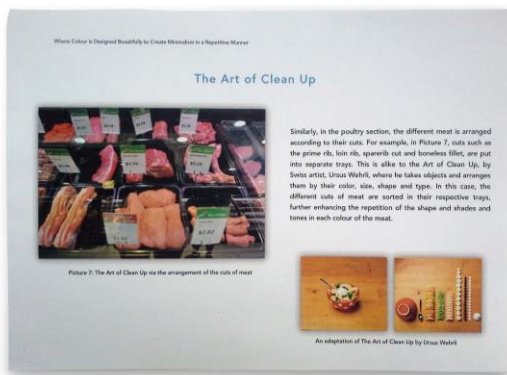
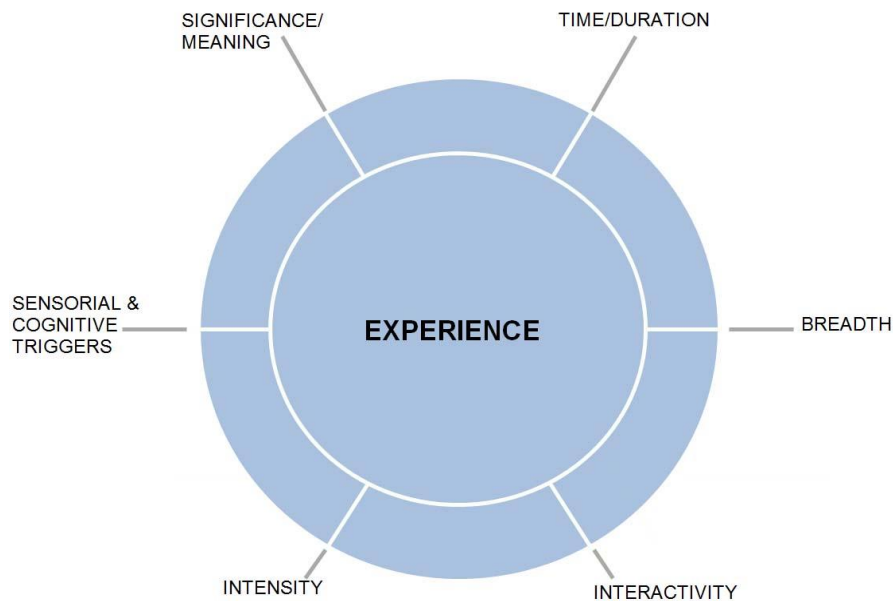
C2

## Promotional material - The Wee Kim Wee School (14 of 20)

A 64-page prospectus which acts as a "salesperson" for the school, these 6.5" x 9.5" mini booklets contain necessary contents to help bolster the choices for potential undergraduates to select the Wee Kim Wee School as their choice although the Communication & Media Studies already ranked #6 in the world, according to the 2014 QS World University Rankings by Subject. Part of an ad hoc committee formed to tackle this project, I led a team of 6 students to realize the project with tasks ranging from content gathering to image creations. Various infographics were also created to describe the various practical overseas locations in broadening and enriching the students' learning experiences. A total of 10,000 copies were produced.



## Design and Emotion 2014 conference (15 of 20)



To learn is to experience: How our daily interactions with objects, events, the environment and people can be a classroom was accepted for the Design & Emotion Society 2014 conference in Bogota, Colombia scheduled to take place in September 2014 at the Universidad de los Andes.

Abstract: Testing a premise put forth by Nathan Shedroff (2001) that there is always an experience created by an object, an event, the environment and people, this paper is a report for an experimental course at the Wee Kim Wee School of Communication and Information in Singapore's Nanyang Technological University. Using experience as a form of pedagogical technique in bridging our experience to what could be learned and shared, 144 students are presented with five predetermined categories to choose from, followed by an individual assignment derived from their interpretations of Shedroff's six dimensions of experience. The course is an attempt to add newness to problem-based learning which engages students in contextualized and authentic problems with realistic real-world expectations. By adding our common sensorial and cognitive experiences that we come across everyday as a catalyst for learning and discoveries, the students are also exposed to other learning outcomes--creativity, collaboration, team spirit, artistic appreciation, photography and crafting. More about the conference here: <http://www.designandemotion.org/en/conferences/bogota-2014.html>



## Typography Day 2014 conference (16 of 20)

# TYPODAY

2014



Hawking Gawking in Singapore: The Polylingualism of Visual Grammar in Hawker Center Signage was accepted for the Typography Day 2014 international conference held from Feb 28 - March 3, 2014 at the Symbiosis Institute of Design in Pune, India.

**Abstract:** This paper is a comparative typographic and pictographic analysis to identify the underlying layout and design structures of culinary signage at hawker centers in Singapore. A hawker center is a collection of stalls selling different types of affordable foods, housed in a covered but open complex, with a common seating area. Five hawker centers managed by the National Environment Agency of Singapore, particularly those that offer popular traditional dishes are identified. Compositional elements and principles of organizations which are used as a supportive/graphical form with the purpose to inform and persuade are also discussed to understanding how hawker center signage is designed for a multilingual environment. There are cases of typographical errors, mismatched fonts, unexpected approaches as opposed to rarely radical, but safe, tidy, and usually bland designs, which seems to be the norm.

Complete paper can be downloaded at  
[http://yeoh.com/pict\\_files/Typography%20Day%202014%203.pdf](http://yeoh.com/pict_files/Typography%20Day%202014%203.pdf)

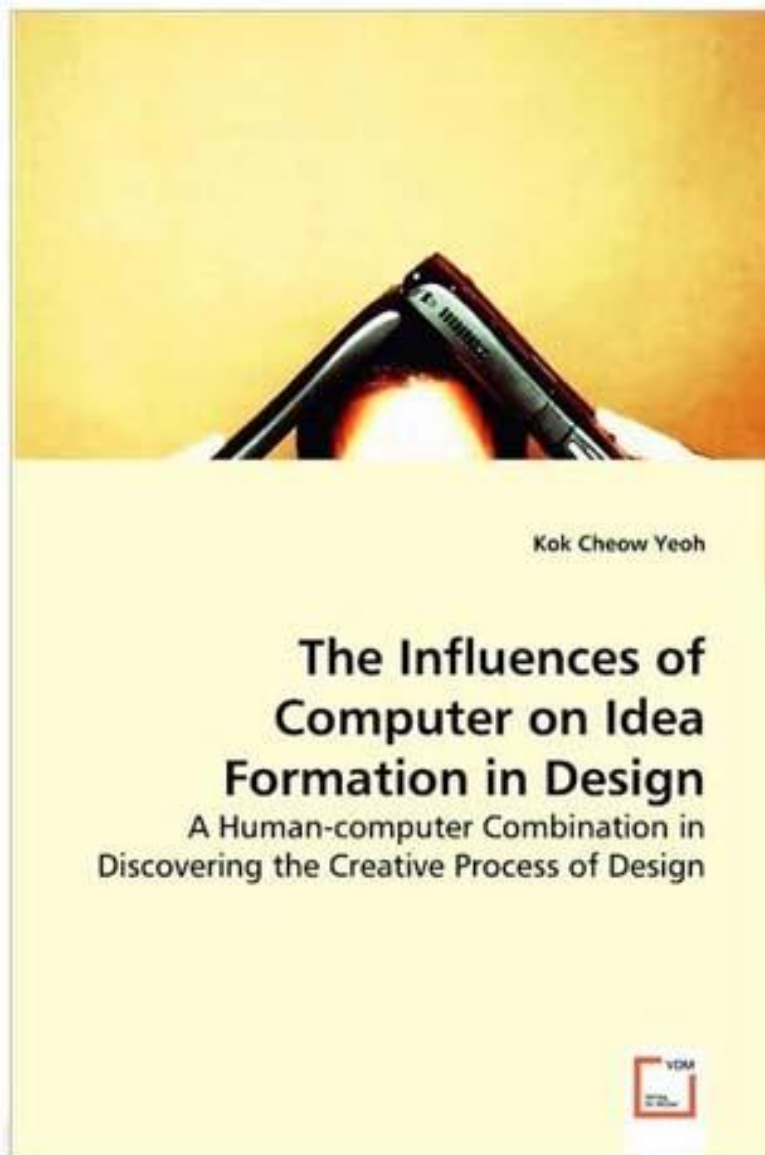
## Keynote Speaker - Typography Day 2013 (17 of 20)

It was truly an honor to be invited to the prestigious Typography Day 2013 conference as a keynote speaker in 2013 at the Department of Design at the Indian Institute of Technology Guwahati (IIT Guwahati). The title of my topic was *Universality - how display typography transcends boundaries to communicate visually without the hassle of understanding a specific language*. With a theme of display typography, visuals of signage, police cars, advertisements, and theoretical groundings of experience design with the focus on meaning by Nathan Shedroff were shared. Such a generalization was meant to generalize with the objectives to expose the opportunities and ramifications of universality in display typography. The focus on aesthetical, demographical, geographical, as well as contextual and practical ramifications of expressive typography from different parts of the world was also presented.



## **Academic book – The Influences of Computer on Idea Formation in Design (18 of 20)**

In July 2008, I published a book with VDM [Verlag Dr. Mueller e.K]. (ISBN-13: 9783836453035/ISBN: 3836453037) based in Germany. The work was based on my doctoral thesis which investigated the impact of computer technology on the design process of ideation in undergraduate graphic design students. The study was conducted by using a set of questionnaires responded to by 68 undergraduates from 14 graphic design classes in a major university in Southwest USA. 91% of all respondents discovered something new while working on the computer. Their justifications are based on the fact that computer technology is facilitative and their dependencies are because the computer is a tool of automation, accuracy, expediency, presentation, execution, and implementation.





## Recommendations for Design Educators and Students Who Embrace Computer Technology (19 of 20)

In view of what the strengths and limitations of computers in education are, it is interesting to note that the utilization of technology in pedagogy has many facets of inherent benefits as well as challenges. While teachers are caught in the conundrum of teaching a generation of technologically savvy students, they must also allow them the opportunities to explore their own strengths and weaknesses with a piece of so called anti-creativity equipment. To the students, computer technology is regarded as an extension of their central nervous systems and limbs whereby automation, accuracy, expediency, presentation, execution and implementation are made possible. In this paper, I intend to explore the influences of computer technology in design education as influenced by market-driven frameworks, followed by my recommendations for design educators and students. This paper was published in the *International Journal of the Arts in Society*, Volume 1, Issue 1, pp.127-140 (2006).





Figure 2: There is always more than one solution to a problem and exploration is the key. In sketching, students quickly capture their thoughts in pure and raw forms. Because it can be perceived in different ways, sketching can be reinterpreted and this creates many opportunities for explorations (Artwork by Er Kia Hui)



Figure 3: The iterative design process calls for a back and forth approach of questioning, testing and analysis until a result is achieved (Artwork by Er Kia Hui)

## Yeoh.com (20 of 20)



My site, Yeoh.com won the 1999 Multimedia Merit Award in HOW magazine (October 1999 issue of Self-Promotion Annual, The Best of '99).

On May 4th 2010, Yeoh.com is officially listed as an example of remarkable web site design. The site is also listed in CoolHomepages as: Educational, Personal, Typography, and Very Clean. CoolHomepages.com is the oldest and largest “Best Web Site Designs” gallery online.

