

# CURRICULUM VITAE

KOK CHEOW YEOH, Ph.D.

97 Athens Street, San Francisco CA 94112

dr.kc.yeoh@gmail.com

www.yeoh.com

[yeoh.com/index2.php?section=downloads](http://yeoh.com/index2.php?section=downloads)

## ACADEMIC EXPERIENCE

- May 2007 - present Faculty member, Wee Kim Wee School of Communication and Information, Nanyang Technological University (NTU), Singapore (Reason for leaving: End of contract)
- Dec 2004 – Apr 2007 Assistant Professor, Visual Communication, School of Art, Design and Media, NTU (Reason for leaving: Joining the communication school within the same university)
- Jan 2003 – Aug 2003 Professor, Graphic Design, Savannah College of Art & Design, Georgia (Reason for leaving: Pursuing an opportunity in Singapore)
- May 2000 – May 2002 Doctoral student/Teaching assistant, Design Communication, School of Art, Texas Tech University, Lubbock, Texas (Reason for leaving: Completion of doctorate)
- Aug 1998 – May 1999 Instructor, Graphic Design, Southern Arkansas University, Magnolia, Arkansas (Reason for leaving: Pursuing a terminal degree in Texas)
- Sep 1997 – Aug 1998 Part-time Instructor, Graphic Design, Academy of Art University, San Francisco, California (Reason for leaving: Pursuing a full time position in Arkansas)

## PROFESSIONAL EXPERIENCE

- 1987 - present Graphic Designer/Consultant
- Sep 1996 – May 1998 Graphic Designer, Bravo! Marketing, San Francisco, California
- July 1992 – Aug 1996 Creative Director, Computown, San Francisco, California
- Feb 1992 – May 1992 Freelance Graphic Designer, A.C. Broadbent Graphics, San Francisco, California
- May 1988 – Jun 1989 Graphic Designer/Display Artist, Daya Setor, Kedah, Malaysia
- Jul 1987 – Apr 1988 In-House Designer, Fotokem, Kuala Lumpur, Malaysia

## EDUCATION

- Aug 1999 – Dec 2002 Ph.D. in Fine Art (Visual Studies), Texas Tech University, Lubbock, Texas  
Dissertation: A study on the influences of computer usage on idea formation in graphic design students. Advisor: Dr. Dennis Fehr
- May 1993 - May 1995 MAIA (Industrial Arts), San Francisco State University, San Francisco, California
- Jan 1991 - Dec 1991 BFA, Graphic Design, Academy of Art University, San Francisco, California
- Jan 1985 – Dec 1990 Diploma, Graphic Design, Malaysian Institute of Art, Kuala Lumpur, Malaysia

## TEACHING ASSIGNMENTS

- Aug 07 - present **Graphic Communication** – WKWSCI, NTU
- Jan 14 – May 2014 **Strategic Visual Communication** – WKWSCI, NTU
- Jan 2012 - present **Creative Visual Experience & Design** – WKWSCI, NTU
- Jan 06 – Dec 2013 **Newsletter Practicum** – WKWSCI, NTU
- Aug 07 – Nov 2007 **Advertising Creativity and Copywriting** – WKWSCI, NTU
- Aug 06 – Mar 2007 **Graphic Design I & II** – School of Art, Design and Media (ADM), NTU

- Aug 05 – Mar 2007 **2D Design and Color Workshop I & II** – ADM, NTU
- Summer 2003 **Corporate Design** – Savannah College of Art & Design (SCAD)
- Summer 2003 **Vector Graphics for Designer** – SCAD
- Winter 2002 – Summer 2003 **Desktop Publishing** - SCAD
- Spring 2001 - Spring 2002 **Public & Social Service Design** – School of Art, Texas Tech University (SOA, TTU)
- Summer 2000 **Computer Design Methods** – SOA, TTU
- Spring 1999 **Graphic Design 2** - Southern Arkansas University (SAU)
- Spring 1999 **Portfolio Preparation** – SAU
- Fall 1998 **Computer Graphics** – SAU
- Spring 1999 & Fall 1998 **Introduction to Fine Arts: Art** - SAU
- Fall 1998 **Special Topics in Art** - SAU
- Fall 1997 & Spring 1998 **Materials, Tools, and Comping (Mock-up) Techniques** – The Academy of Art University

## CONFERENCES

- Oct 6 – 10, 2014 Design and Emotion, Bogota, Colombia. Paper presented: To learn is to experience: How our daily interactions with objects, events, the environment and people can be a classroom.
- Feb 28 – Mar 2, 2014 Typography Day 2014, Pune, India. Paper presented: *Hawking Gawking in Singapore*.
- Mar 7 - 9, 2013 **Keynote speaker** at the Typography Day 2013 in Guwahati, India. Topic presented: Universality - how display typography transcends boundaries to communicate visually without the hassle of understanding a specific language.
- Jun 19 - 25, 2012 Attendee at the HOW Live Design Conference which included the InHOWse managers, creative freelancers, and the Dieline Package Design conferences.
- Jun 8 – 10, 2011 2011 Asia-Pacific Conference, Brisbane, Australia. Paper in collaboration with Dr Suwichit Chaidaroon, presented by final year students Cheryl Chan, Celine Tham, Tsang Wing Han: Work-life harmony for creative minds in the advertising industry.
- Mar 3 – 5, 2011 Typography Day 2011, Ahmedabad, India. Paper presented: *Storytelling through Expressive Typography: How famous people inspire us through words as reflected by graphic communication students*.
- Feb 24 – 25, 2011 Attendee at the 21<sup>st</sup> World Newspaper Advertising Conference, Malta.
- Oct 11 - 12, 2010 The 1<sup>st</sup> Asia Conference on Tourism Communication, Kuala Lumpur, Malaysia. Topic presented: *What makes the world go around? How to make your integrated marketing communication program outstanding*.
- Jun 15 – 29, 2010 The 4th International Conference on Typography and Visual Communication, Nicosia, Cyprus. Paper presented: *Opposites don't attract: The tug-of-war between serif and san serif fonts in print advertising*.
- Jun 20 – 22, 2009 IADIS International Conference Visual Communication 2009, Algarve, Portugal. Paper presented: *Food defines us: A visual discovery of Singapore's Gastronomical Culture*.
- Jul 5 – 9, 2008 One Voice International Conference & Forum for Educators, San Francisco, California. Paper presented: *Deciphering creativity: A potential transformation in art and design classrooms in Singapore*.
- Jul 28-31, 2008 The 3rd International Conference on the Arts in Society, Birmingham, UK. Paper presented: *Opposites attract: Juxtaposing extreme of symmetry and asymmetry to generate visual ideas*.

- Feb 28 & 29, 2008 Attendee at World Effie Festival 2008 in Singapore.
- Nov 26 – 30, 2006 International Graphic Design Seminars 2006's 'Graphic and Advertising Design Young Gun Award 2006', Ling Tung University, Taichung, Taiwan. Forum presented: Design is about connection.
- Mar 29-31, 2006 Design Thinking and Innovation: Towards a Global/Asian Perspective, Temasek Design School, Temasek Polytechnic, Singapore in collaboration with Cumulus, the European Association of Universities and Colleges of Art, Design and Media. Title of paper: Do computers undermine the creative process?
- Sep 15 – 18, 2005 Attendee at Design: AIGA Design Conference, Boston, Massachusetts.

**BOOK** Kok Cheow Yeoh (2008). *The Influences of Computer on Idea Formation in Design: A Human-computer combination in discovering the creative process of design* (ISBN: 978-3-8364-5303-5). Publisher: VDM Verlag Dr. Muller. ISBN: 978-3-8364-5303-5.

**PEER-REVIEWED  
JOURNAL/CONFERENCE  
PROCEEDINGS**

- Oct 2014 Yeoh, K.C. (2014, October). To learn is to experience: how our daily interactions with objects, events, the environment, and people can be a classroom. In Salamanca, I., Diesmet, P., Burbano, A., Ludden, G. & Maya, I. (Eds.), *The colors of care*. Paper presented at Design & Emotion 2014: 9<sup>th</sup> International Conference on Design & Emotion, Colombia (pp. 587-594). Bogota, Colombia: Universidad de los Andes.
- Aug 2008 Yeoh, K.C. (2008). Opposites attract: Juxtaposing extreme of symmetry and asymmetry to generate visual ideas. *The International Journal of the Arts in Society*, 3, 45-58.
- Aug 15 – 18, 2006 Yeoh, K.C. (2006). Recommendations for Design Educators and Students Who Embrace Computer Technology. *The International Journal of the Arts in Society*, 1, 127-140.
- Spring 2000 Yeoh, K. C. (Artist). (1988). "Malay man with serunai" [Painting]. Lubbock, Texas: Elysium, an artistic and literary journal, p. 67.

**EXHIBITIONS**

- Apr 9, 2015 International Invitational Poster Exhibition at Galeri Isik Tesvikiye, Turkey, Istanbul.
- Apr 15 – 19, 2013 International Invitational Poster Festival at Dumlupinar University Faculty of Fine Arts Department of Graphics in Kutahya, Turkey.
- Ongoing since 2012 11 posters are on digital display at <http://www.typographicposters.com/kok-cheow-yeoh/>
- Oct – Nov, 2012 A series of 12 posters about election to motivate voters to exercise their rights for online exhibition on Reddit.com during the Obama election campaign to encourage people to vote.
- Oct 9 – 14, 2012 The Moscow Global Biennale of Graphic Design. Two posters to commemorate the 100th year of the founding of the Republic of China and music legend Bob Marley accepted by the biennale committee and published in the catalog.
- Mar 28 – Jun 2012 Singapore Proverbs Book Cover Competition selected as a winner. All book cover entries were exhibited in the Blue Room of The Arts House in Singapore in conjunction with their 8th anniversary.
- Oct 15 – 31 2010 The 2010 Good50x70 Exhibition, Milan, Italy. My poster, "Connecting the Dots" was selected as one of the 30 chosen posters in a 7-themed poster competition with over 2357 submissions.
- Aug 25 – Sep 2010 The Golden Bee 9 - Moscow International Biennial of Graphic Design, Moscow, Russia. The sole representative from Singapore out of 640 designers from 50 countries around the world whose work had been selected by the Pre-Selection Committee.
- Oct 2008 Accepted entry: Singapore doesn't clean herself" in the ConnectNANYANG Photography Competition for Nanyang Technological University's Alumni Day.
- Jul 9 – 21 2008 The New View 2: Conversations and Dialogues in Graphic Design hosted at the London College of Communication before travelling to the Melbourne Museum, Australia.

- 2000 PhD exhibition - School of Art, Texas Tech University, Lubbock, Texas  
One of four doctoral students to exhibit works in the south gallery of Landmark Gallery.
- 1998 One of five art faculty members to exhibit works in Brinson Art Building. Exhibits ranged from corporate identity, packaging, advertisement to web design.
- 1995 Mosaic Exhibition - Design and Industry, San Francisco State University. Advertising campaigns included in an exhibition of the best students' work from each area of design.
- 1991 & 1992 Spring Show - Graphic Design Department, The Academy of Art University. Selected package design and collateral designs in school-wide exhibitions representing the best collections of student work from various departments.
- 1990 Final Project Exhibition - Malaysian Institute of Art, Kuala Lumpur, Malaysia.  
Selected projects from Graphic Design, Advertising, Illustration, Typography, Drawing and Photography courses were chosen for the Art Institute's annual exhibition of seniors' works.
- 1990 Le Galeri - Asatsu & Fortecomm (M) Limited, Kuala Lumpur, Malaysia.  
Artworks from senior-year creative project chosen to represent the Malaysian Institute of Art.

## **AWARDS/RECOGNITIONS**

- Dec 2014 One of the 12 members of the jury for final poster selection for Typography Day 2015
- Sep 2013 *Certificate of Appreciation*, The 2013 Komen Greater NYC Race for the Cure from The Greater NYC Affiliate of Susan G. Komen for the Cure for my design theme used on posters, race applications, the organization's website, and in their electronic communications.
- Mar 2013 *Certificate of Appreciation*, Typography Day 2013, Department of Design, Indian Institute of Technology Guwahati.
- May 2012 *Certificate of Appreciation*, 20<sup>th</sup> anniversary fundraising, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore.
- May 2010 CoolHomepages.com Award Winner in Educational, Personal, Typography, and Very Clean categories for Yeoh.com. CoolHomepages.com is the oldest and largest "Best Web Site Designs" gallery online.
- Nov 2008 Associate Editor for The International Journal of the Arts, the International Advisory Board.
- Aug 2008 Platinum Prize, Research and poster design with student researcher, Adeline Ong, organized by the Undergraduate Research Experience on Campus (URECA) of Nanyang Technological University, Singapore.
- Jun 2004 As one of the judges for Imation Singapore's first design contest, "Thematic CD-R Design Contest" in which "Creative Difference" was the theme for the contest.
- Oct 1999 Multimedia Merit Award - yeoh.com - HOW magazine (October 1999) Self-Promotion Annual, The Best of '99.
- 1993-1996 Fall Packaging Show, Academy of Art University. Nine out of fifteen entry-level graphic design students from the Materials, Tools and Comping Technique class at the Academy of Art University selected to exhibit for the first time ever in the Graphic Design department.
- 1992 1st Prize, FrameMaker Display Design - Computown, San Francisco, California. Winner of FrameMaker software (now Adobe FrameMaker) Nationwide Merchandising Display Contest at Computown retail headquarters.
- 1991 President's Honor List, Academy of Art University. Selected for outstanding academic achievement for commitment to excellence and diligence.
- 1991 *Certificate of Appreciation*, Academy of Art University. Awarded in recognition of contributions to the Graphic Design department at the Academy of Art University.
- 1991 2nd Prize, Art Directors' Art Club - The Academy of Art University. ADAC Envision 18 The Creative Leap Poster Design Competition.

1990 Winner, Logo Competition - Lincoln Resource Center, Kuala Lumpur, Malaysia. Replaced a 40-year-old logo in school-wide competition for the library of the American embassy.

### **GRANTS**

Jan 1 – Dec 31, 2008 RGI Academic Research Fund, Ministry of Education, Singapore  
Title of Research Project: The relationship between culture and food in Multi-ethnic Singapore. Amount: \$5000. This research seeks to document the relationships between culture and food in multi-racial Singapore through the lens of a digital camera.

### **COMMERCIAL PUBLICATIONS**

Jul 2013 Singapore Proverbs authored by Shivali Nayak and Madanmohan Rao. Publisher: The Arts House. Designed the cover for the museum's publication.

Jan 2011 Many Ships, One Boat: Singapore Expat Tales and Tips authored by Madanmohan Rao. Publisher: Booksmith. Created design concept for the book.

Autumn 2011 Gateways to Art Publisher authored by Debra J. DeWitte, Ralph Larman and M. Kathryn Shields. Publisher: Thames and Hudson. A mascot created for a retail company was featured on page 209 under the Visual Communication Design chapter.

Oct 2011 The Mythical Emblems of Gragodon. Designed the cover for a novel written by Singaporean author Venkataraman Gopalakrishnan.

2006 *Designer* magazine, Education Special, Issue 12, 2006, pp. 20 – 22. Recommendations for Design Educators and Students who embrace computer technology,

Jan 2000 Desktop Engineering, Vol. 5 Issue 5. Responsible for the advertisement design, layout and graphics for Actify Corp.

Jan – Feb 1999 Catia Solutions Magazine. Responsible for the advertisement design, layout and graphics for Actify Corp.

Jul – Aug 1998 Solid Solutions Magazine. Responsible for the advertisement design and layout for Actify Corp.

Sep 1997 PC Magazine Vol. 16. No.15, p. 392. Responsible for the design and advertisement layout for Hyundai DeluxScan Monitors.

Sep 1997 PC Magazine Vol. 16. No.15, p. 346. Responsible for the design, illustration, and advertisement layout for Hiway Technologies.

Aug 1997 Wired. Responsible for the design and advertisement layout for Hiway Technologies.

Sep 1997 ZD Internet Magazine Vol. 2. Issue 9, p. 113. Responsible for the design and advertisement layout for Hiway Technologies.

Jul 1997 ZD Internet Magazine Vol. 2. Issue 7, p. 132. Responsible for the design, illustration, and advertisement layout for Hiway Technologies.

Jul 1997 ZD Internet Magazine Vol. 2. Issue 7, p. 128. Responsible for the design, illustration, layout, package design for Web Crossing software by Lundeen & Associates.

Mar – Apr 1997 Internet World, Special insert, p. 101. Responsible for the design, illustration, and advertisement layout for Hiway Technologies.

Mar, Jun and Jul 1997 NetGuide Magazine, March p. 155; Jun, p.163; July, p. 147. Responsible for the design and layout design for Hiway Technologies

Mar – Jul 1997 PC Computing. March, p. 265; April, p. 276; May, p. 276; June, p. 306 and July 1997, p. 292. Responsible for the design, illustration, and advertisement layout for Hiway Technologies.

1994 - 1996 Web Developer, p. 91. Responsible for the design and advertisement layout for Hiway Technologies.

1994 - 1995 Bay City Guide. Responsible for service advertisement design and layout for Computown Inc.

1992 - 1996 Online Design. Responsible for service advertisement design and layout for Computown Inc.

- 1992 - 1996 Computer Currents, Vol. 10 - 14. Responsible for scheduling and layout design for various retail advertisements for different branches and franchises of Computown Inc.
- 1992 - 1996 San Francisco Chronicle and San Francisco Examiner newspapers. Responsible for scheduling and layout design of various newspaper advertisement and classifieds for different branches and franchises of Computown Inc.
- 1992 - 1996 The San Francisco Bay Area Yellow Pages Directory. Responsible for retail and service advertisement design and layout for branches and franchises of Computown Inc.
- 1995 The 1995 MacDirectory West Coast Edition. Responsible for service advertisement design and layout for Computown Inc.
- 1991 Selected artworks from Packaging design and Computer Graphics "Straight from the Heart" packaging design and "Self-portrait" published in the Academy of Art University's 1993 – 1996 catalog.

**PRO-BONO/ ACADEMIC SERVICE**

- Feb 2014 Publicity and Branding Chair for the International Conference on Information and Communication Technologies and Development (ICTD), scheduled from May 13 – 18, 2015.
- May 2012 Created a traditional Chinese clothing consisting of an upper garment and a skirt styled after Ming dynasty's (1368-1644), auctioned off live during the anniversary on May 11, 2012 to raise fund for the Professor Eddie C.Y. Kuo Study Abroad Scholarship.
- May 2010 Appearing in a film production produced by a local film company, Oak3Film with two French producers working for Channel 5, a TV station in France to talk how technology was used in creating fake imagery for animals facing extinction in Asia.
- Jun 2010 Created branding identity for MasterPlayer in Kedah, Malaysia, a training center for young talents interested in table tennis.
- Apr 2009 Part of an ad hoc committee at the school level at the Nanyang Technological University to discuss the promotion and tenure process for creative and applied faculty.
- May 2007 A committee of the Association of Accredited Advertising Agents Singapore on their Edutorium program that seeks to promote collaboration and advisory consultancy for their annual Crowbar competition.
- Oct 2009 A member of the ICA (International Communication Association) logo mark competition committee, helping to shape the corporate image that will mark ICA as the world's leading academic communication association.
- Jun 2009 Chief designer for creating the brand identity in promoting the International Communication Association's annual conference (themed "Matters of Communication: Political, Cultural & Technological Challenges) held in June 2010 in Singapore.
- Dec 2004 - Apr 2007 Nanyang Technological University's School of Art Design and Media (ADM) pioneer faculty member recruited to develop the undergraduate BFA with Honors and subsequent graduate programs for MFA and PhD programs.
- Feb - Oct 2005 Co-created and designed "faculty test," a series of entrance exams consisting of drawing and writing in three areas: Creativity and Conceptual Ability, Art, Design and Aesthetic Sensibilities, and Storytelling and Communication Skills for admission considerations into the School of Art, Design and Media, Nanyang Technological University, Singapore
- Dec 2004 - 2008 Committee member for creation, maintenance and design consultation for ADM's website ([www.ntu.edu.sg/sadm](http://www.ntu.edu.sg/sadm), [www.ntu.edu.sg/create](http://www.ntu.edu.sg/create), [www.ntu.edu.sg/adm](http://www.ntu.edu.sg/adm))
- Dec 2004 - Apr 2007 Assisted the Corporate Communication Office of NTU in their branding, advertising, promotional consultancy such as the 2006 Convocation event branding of NTU and revamping of the university's branding in June, 2005, by emphasizing a strong Nanyang brand in commemorating the university's 50th anniversary.
- Dec 2004 – May 2005 Serviced as an external examiner on a validation panel member for the Diploma in Creative

Media Design (DCMD) course at the Singapore Polytechnic.

- 1999 Curriculum Revision Committee (departmental), Southern Arkansas University. Responsible for assisting the revision of the Graphic Design curricula for the Department of Art.
- 1998 Design and hand-fabricated graphics for Art Faculty Show, Southern Arkansas University. Created silhouettes of all the faculty members juxtaposed in a “ying-yang” format, and later implemented on gallery windows, doors, posters, and in the university newspaper.
- 1997 & 1998 Curriculum revision (departmental), The Academy of Art University. Responsible for assisting the revision of foundational graphic design course, Materials, Tools and Comping (Mock-up) Techniques.
- 1996 Senior Designer and Committee Member, DAI (Design and Industry Alumni) Chapter, San Francisco State University. Created the logo design; assisted in producing the mailers and the alumni newsletter for the chapter; and provided consultation for the web page design.
- 1993 & 1994 Volunteer Graphic Designer, Marin PTA, San Francisco Bay Area, California  
Designed and printed programs, posters and other education-related materials for the Parent Teacher Association Council and Marine Parent Education Committee.

#### **PROFESSIONAL AFFILIATIONS**

- 2009 – present International Council of Graphic Design Associations, Education Network Member  
1999 – 2002, 2005-2006 American Institute of Graphic Arts (AIGA), Member  
1995 San Francisco Design and Industry Alumni Association  
1995 Malaysian Professional and Business Association  
1994 Epsilon Pi Tau (EPT)

#### **CLIENT LIST NORTH AMERICAN (from freelancing, employment and consultation)**

A.C. Broadbent Graphics, San Francisco, California  
Actify Corporation, San Francisco, California  
Arrow Paper Company, San Francisco, California  
Best Internet, San Francisco, California  
Bionic Technologies, Salt Lake City, Utah  
Bravo! Marketing, San Francisco, California  
City of Winston-Salem, North Carolina  
ClearWire, Buffalo, New York  
Compute Plus, San Francisco, California  
Computown Inc., San Francisco, California  
Cory Stacpoole, D.D.S., San Francisco, California  
Critical Path, San Francisco, California  
Cyperus Technologies, Birmingham, Alabama  
DBU Consulting & Training Services, San Francisco, Ca.  
Digital Solutions, Milpitas, California  
Evergreen Internet, Chandler, Arizona  
Far East Supermarket, Lubbock, Texas  
Gowen Research, Lubbock, Texas  
Heidrick & Struggles, Menlo Park, California  
Hiway Technologies, Boca Raton, Florida  
Hyundai Electronics America, San Jose, California  
ICA (International Communication Association), Washington D.C.  
ICTD (International Conference on Information and Communication Technologies & Development, Atlanta Georgia  
IPS (Injury Prevention Software), San Francisco, California  
Lundeen & Associates, San Francisco, California  
Metrix, Waukesha, Wisconsin  
Performance Concrete Cutting & Coring, Decatur, Tennessee  
PCTown, San Francisco, California  
RapidSite, Boca Raton, Florida  
Shibuya Integrative Health, Fremont Holistic Center, Fremont, California  
Solid State Optronics, San Jose, California  
ValueClick, Santa Barbara, California  
Vaxin Pharmaceutical, Birmingham, Alabama  
Wells-Fargo Bank, San Francisco, California

**INTERNATIONAL** Australia Alumni Singapore  
Booksmith, Singapore

Cool Asia (Communication & Informatics Research Laboratory Asia), Singapore  
Curve Maternity, Singapore  
Datamax, Kedah, Malaysia  
Daya Setor, Kedah, Malaysia  
Dragon Pages, Hong Kong  
Fotokem, Kuala Lumpur, Malaysia  
Fulbright Association [Singapore], Singapore  
Goethe Institute, Kuala Lumpur, Malaysia  
The Gourmet Food Company, Singapore  
Hip Fong Sdn. Bhd., Kedah, Malaysia  
ILoveSG.TV, Singapore  
ITCC (International Telecommunications Clearing Corporation), UAE  
KJ Precision, Kedah, Malaysia  
Malaysian Institute of Art, Kuala Lumpur, Malaysia  
MasterPlayer, Kedah, Malaysia  
Mewa Glass & Trading, Kedah, Malaysia  
Nex Communications, Hong Kong  
Wingspeed Asia, Singapore

## SKILLS AND OTHER QUALIFICATIONS

Professional design/consultancy since 1988 and teaching experience since 1997  
Areas of expertise:

- brand consulting, corporate identity, enhanced experience design
- development of visual identity systems,
- product packaging, printed collateral design
- promotional and advertising campaigns

Proficiency in Adobe Creative Suite relevant to the modules taught.

Articulate – strong written and verbal skills. Multilingual too.

Stickler for details with eagerness to work independently or in groups

Strategic – confident in tackling a brief from beginning to end from concept to implementation

Cognizant in cutting-edge trends, classic principles, and cultural areas as they pertain to graphic design

## PROFESSIONAL REFERENCES

Associate Professor **Augustine Pang, Ph.D.**  
Nanyang Technological University  
Wee Kim Wee School of Communication and Information  
31 Nanyang Link, #03-12, WKWSCI Building, Singapore 637718, Singapore  
(+65) 6790-6676  
Augustine.pang@ntu.edu.sg

Professor **William Russell Pensyl, M.F.A.**  
Arts+Design Department  
Northeastern University  
Room 239 Ryder Hall, Boston, MA 02115, USA  
(617) 373 4340  
r.pensyl@neu.edu | pensyl@pensyl.com

Professor **Ralph Larmann, M.F.A.**  
Evansville University  
Room FA 203, Art Department  
1800 Lincoln Avenue, Evansville, IN 47722, USA  
(812) 488-2782  
RL29@evansville.edu

## PERSONAL REFERENCES

**L. K. Len, Ph.D.**  
Program Manager, Office of High Energy Physics  
US Department of Energy  
SC-25.2/Germantown Building  
1000 Independence Ave, SW  
Washington, DC 20585-1290, USA  
(301) 903-3233  
ik.len@science.doe.gov