

EDUCATION

- PhD 2002 Texas Tech University, School of Art
MA 1995 San Francisco State University Design and Industry,
BFA 1991 Academy of Art College, Graphic Design Department

TEACHING

- Jun 2011 - present Lecturer (Teaching track), Nanyang Technological University
2004 - 2011 Assistant Professor (Research Track), Nanyang Technological University
Jan 2003 – Aug 2003 Professor, Savannah College of Art and Design
2000 - 2002 Instructor/TA, Texas Tech University
1998 - 1999 Instructor, Southern Arkansas University
1997 - 1998 Instructor, Academy of Art College

CONFERENCES

- Jun 2012 HOW Design Conference, Boston, USA
Mar 2011 Typography Day 2011, Ahmedabad, India
Feb 2011 21st World Newspaper Advertising Conference, Malta
Oct 2011 The 1st Asia Conference on Tourism Communication, Kuala Lumpur, Malaysia
Jun 2010 The 4th International Conference on Typography and Visual Communication, Nicosia, Cyprus
June 2009 IADIS International Conference Visual Communication 2009, Algarve, Portugal
Jul 2008 One Voice International Conference & Forum for Educators, California, USA
Jul 2008 The 3rd International Conference on the Arts in Society, Birmingham, UK
Feb 2008 World Effie Festival 2008, Singapore
Nov 2006 Graphic and Advertising Design Young Gun Award 2006, Taichung, Taiwan
Mar 2006 Design Thinking and Innovation: Towards a Global/Asian Perspective, Temasek Design School, Temasek Polytechnic, Singapore
Sep 2005 AIGA Design Conference, Massachusetts, USA

PUBLICATIONS

- 2011 Thames & Hudson, Kiddo (illustration) p. 209, *Gateways to Art: Understanding the Visual Arts*, USA
2011 *Work-life harmony for creative minds in the advertising industry* with Dr Suwichit Chaidaroon (conference proceedings). 2011 Asia-Pacific Conference, Brisbane, Australia
2011 *Storytelling through Expressive Typography: How famous people inspire us through words as reflected by graphic communication students* (conference proceedings) Typography Day 2011, Ahmedabad, India
2009 *Singapore Architect* Issue #251 (citation) p. 152 – 155. Justin Zhuang, “See This City’s Voice” in the Culture & Lifestyle section
2009 *Food defines us: A visual discovery of Singapore’s Gastronomical Culture* (conference proceedings). IADIS International Conference Visual Communication 2009, Algarve, Portugal.
2009 David Whitbread, *The Design Manual* (citation) p. 2. Publisher: University of New South Wales Press Ltd, Australia
2008 *The Influences of Computer on Idea Formation in Design: A Human-computer combination in discovering the creative process of design* (Book). VDM, Germany
2008 *Deciphering creativity: A potential transformation in art and design classrooms in Singapore*. One Voice International Conference & Forum for Educators (conference proceedings). San Francisco, California, USA
2008 *Opposites attract: Juxtaposing extreme of symmetry and asymmetry to generate visual ideas*. International Journal of the Arts in Society (Journal). Volume 3, Issue 1, pp.45-58, Birmingham, UK
2007 Stop the Haze (Advertisement). Focas Forum on Contemporary Art & Society - Regional Animalities
2006 *International Journal of the Arts in Society* (Journal) Volume 1, Issue 1, pp.127-140.
2006 Do computers undermine the creative process? (Online proceedings), Temasek Design School, Temasek Polytechnic, Singapore
2000 Malay man with serunai” [Painting]. Elysium, an artistic and literary journal, p. 67, Texas

- Tech University, Lubbock, Texas
- 2000 *Desktop Engineering* (advertisement) Vol. 5 Issue 5.
- 1999 *Catia Solutions Magazine* (advertisement)
- 1998 *Solid Solutions Magazine* (advertisement)
- 1997 *PC Magazine* Vol. 16. No.15, p. 392 (advertisement)
- 1997 *PC Magazine* Vol. 16. No.15, p. 346 (advertisement)
- 1997 *Wired Magazine* (advertisement)
- 1997 *ZD Internet Magazine* Vol. 2. Issue 9, p. 113 (advertisement)
- 1997 *ZD Internet Magazine* Vol. 2. Issue 7, p. 132 (advertisement)
- 1997 *ZD Internet Magazine* Vol. 2. Issue 7, p. 128 (advertisement)
- 1997 *Internet World*, Special insert, p. 101 (advertisement)
- 1997 *NetGuide Magazine*, Mar, Jun and Jul issues (advertisement)
- 1997 *PC Computing Magazine*, Mar, Apr, May and Jun issues (advertisement)
- 1994 - 1996 *Web Developer*, p. 91. (advertisement)
- 1994-1995 *Bay City Guide* (advertisement)
- 1992-1996 *Online Design* (advertisement)
- 1992 - 1996 *Computer Currents* (advertisement)
- 1992-1996 *The San Francisco Bay Area Yellow Pages Directory* (advertisement)
- 1995 *The 1995 MacDirectory* West Coast Edition (advertisement)

EXHIBITIONS

- 2010 The 2010 Good50x70 Exhibition, Milan, Italy
- 2010 The Golden Bee 9 - Moscow International Biennial of Graphic Design, Moscow, Russia
- 2008 ConnectNANYANG Photography Competition, Singapore
- The New View 2: Conversations and Dialogues in Graphic Design, London College of Communication, London, UK
- 2008 The New View 2: Conversations and Dialogues in Graphic Design, Melbourne Museum, Australia
- 2000 PhD exhibition - School of Art, Texas Tech University, Lubbock, Texas
- 1998 Faculty Show – Art Department, Southern Arkansas University, Arkansas
- 1995 Mosaic Exhibition - Design and Industry, San Francisco State University, San Francisco, California
- 1991 Spring Show - Graphic Design Department, The Academy of Art College, San Francisco, California
- 1992 Spring Show - Graphic Design Department, The Academy of Art College, San Francisco, California
- 1990 Final Project Exhibition - Malaysian Institute of Art, Kuala Lumpur, Malaysia.
- 1990 Le Galeri - Asatsu & Fortecomm (M) Limited, Kuala Lumpur, Malaysia.

AWARDS

- 2010 Connecting the Dots” Year of the Tiger poster, Good 50x70, Milan, Italy
- 2010 CoolHomepages.com Award Winner, USA
- 2008 Platinum Prize, Research and poster design with student researcher, Adeline Ong, Nanyang Technological University, Singapore
- 1999 Multimedia Merit Award - yeoh.com - HOW magazine (October 1999) Self-Promotion Annual, The Best of '99.
- 1992 1st Prize, FrameMaker Display Design - Computown, San Francisco, California.
- 1991 2nd Prize, Art Directors’ Art Club, San Francisco, California. ADAC Envision 18 The Creative Leap Poster Design Competition.
- 1990 Winner, Logo Competition - Lincoln Resource Center, American Embassy, Kuala Lumpur, Malaysia.
- 1989 Consolation Prize - Malaysian Institute of Art, Kuala Lumpur, Malaysia
- 1998 Consolation Prize - Adorable Babies Contest Trade Display Johnson & Johnson’s Northern Region trade display award, Daya Setor, Kedah, Malaysia.
- 1987 Winner, Petronas/Malaysian Institute of Art “Get to know our environment”
- 1986 Special Prize - Malaysian Institute of Art, Kuala Lumpur, Malaysia.

- 1985 1st Prize - Teochew Association, Kedah, Malaysia.
1985 Best Participation, Malaysian Environmental Council and the World Environment Day - Sultan Abdul Hamid High School, Kedah, Malaysia.

CLIENT LIST

NORTH AMERICA

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, California
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
International Communication Association Washington D.C.
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
Solid State Optronics San Jose, California
ValueClick Santa Barbara, California
Vaxin Pharmaceutical Birmingham, Alabama
Wells-Fargo Bank San Francisco, California

CITIZENSHIP

Naturalized US citizen

CONTACT

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Singapore 639807, Singapore.
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INTERNATIONAL

Australia Alumni Singapore 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
Hip Fong Sdn. Bhd. Kedah, Malaysia
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

Rano Health Products and Services Singapore
Wingspeed Asia Singapore

MOBILE

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