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KOK CHEOW **YEOH**

9C Yuan Ching Road, #10-28
Singapore 618645, Singapore
+(65) 9012 9527
ohkasihkuusa@yahoo.com
www.yeoh.com

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ACADEMIC EXPERIENCE

May 2007 - present	Faculty member, Wee Kim Wee School of Communication and Information, Nanyang Technological University (WKWSCI, NTU), Singapore
Dec 2004 – Apr 2007	Assistant Professor, Visual Communication, School of Art, Design and Media, NTU
Jan 2003 – Aug 2003	Professor, Graphic Design, Savannah College of Art & Design, Georgia
May 2000 – May 2002	Instructor/TA, Design Communication, Texas Tech University, Lubbock, Texas
Aug 1998 – May 1999	Instructor, Graphic Design, Southern Arkansas University, Magnolia, Arkansas
Sep 1997 – Aug 1998	Instructor, Graphic Design, Academy of Art College, San Francisco, California

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 1995	MAIA (Industrial Arts), San Francisco State University, San Francisco, California
Dec 1991	BFA, Graphic Design, Academy of Art College, San Francisco, California

TEACHING ASSIGNMENTS

To be offered Aug 14	*Advanced Graphic Communication* – Wee Kim Wee School of Communication and Information (WKWSCI), Nanyang Technological University (NTU)
Aug 07 - present	*Graphic Communication* – WKWSCI, NTU
Jan 14 - present	*Strategic Visual Communication* – WKWSCI, NTU
Jan 06 – Dec 2013	*Newsletter Practicum* – WKWSCI, NTU
Aug 07 – Nov 07	*Advertising Creativity and Copywriting* – WKWSCI, NTU
Aug 06 – Mar 07	*Graphic Design I & II* – School of Art, Design and Media (ADM), NTU

Aug 05 – Mar 07	**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 College (now The Academy of Art University)

CONFERENCES

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 21st World Newspaper Advertising Conference, Malta.
Oct 11 - 12, 2010	The 1st 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.
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. (246 pages).

ARTICLE PUBLISHED

2006	*Designer* magazine, Education Special, Issue 12, 2006, pp. 20 – 22.Recommendations for Design Educators and Students who embrace computer technology,
Mar 29-31, 2006	Design Thinking and Innovation: Towards a Global/Asian Perspective organized by 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? Available at http://www-des.tp.edu.sg/DU_think06paper.asp

PEER-REVIEWED JOURNAL

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 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, San Francisco, California. Included in an exhibition of the best students' work from each area of design. Works in the areas of advertising campaigns included.

1991 & 1992   Spring Show - Graphic Design Department, The Academy of Art College, San Francisco, California 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 were chosen to represent the Malaysian Institute of Art.

AWARDS

Sep 2010   *Connecting the Dots* Year of the Tiger poster for Good 50x70, a non-profit social communication organization.

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.

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.

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. Winner of FrameMaker software (now Adobe FrameMaker) Nationwide Merchandising Display Contest at Computown retail headquarters.

1991   2nd Prize, Art Directors' Art Club - The Academy of Art College, San Francisco, California. 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 Embassy of the United States of America.

1989   Consolation Prize - Malaysian Institute of Art, Kuala Lumpur, Malaysia
Year of the Horse greeting card design competition.

1988   Consolation Prize - Adorable Babies Contest Trade Display Johnson & Johnson's Northern Region trade display award from May-July 1988 - Daya Setor, Kedah, Malaysia.

1987   Winner, Petronas/Malaysian Institute of Art "Get to know our environment"

["Kenalilah Alam Sekitar Kita"] Poster Competition, Kuala Lumpur, Malaysia.

1986   Special Prize - Malaysian Institute of Art, Kuala Lumpur, Malaysia.
Awarded by Nanyang Siang Pau, the largest circulation of the Chinese-language newspaper. The theme of the nationwide poster design is "Care About Your Children's Education."

1985   1st Prize - Teochew Association, Kedah, Malaysia.
Nanyang Siang Pau/Kedah/Perlis Teochew Association statewide Chinese ink painting competition.

1985   Best Participation - Sultan Abdul Hamid High School, Kedah, Malaysia.
National art competition in conjunction with the celebration of one decade of the Malaysian Environmental Council and the World Environment Day).

GRANTS

Jan 1 – Dec 31, 2008   RG1 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.

RECOGNITIONS

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 will be 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.

Nov 2008   Associate Editor for The International Journal of the Arts, the International Advisory Board.

Jun 2004   As one of the judges for Imation Singapore's first design contest, "Thematic CD-R Design Contest" to recognize students who create original works of computer-generated art for CD. "Creative Difference" was the theme for the contest.

1993 - 1996   Fall Packaging Show, Academy of Art College, San Francisco, California
Nine out of fifteen entry-level graphic design students from the Materials, Tools and Comping Technique class at the Academy of Art were selected to exhibit for the first time in the Graphic Design department.

1991   Selected artworks from Packaging design and Computer Graphics "Straight from the Heart" packaging design and "Self-portrait" published in the Academy of Art College's 1993 – 1996 catalog.

1991   President's Honor List, Academy of Art College, San Francisco, California.
Selected for outstanding academic achievement for commitment to excellence and diligence.

1991   Certificate of Appreciation, Academy of Art College, San Francisco, California
Awarded in recognition of contributions to the Graphic Design department at the Academy of Art College.

ARTWORK IN 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 Larmann 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.

Sep 2011	Branding consultant and designer, Singapore Han Cultural Society.
Oct 2011	The Mythical Emblems of Gragodon. Designed the cover for a novel written by Singaporean author Venkataraman Gopalakrishnan.
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.
	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.

PRO-BONO/ ACADEMIC SERVICE

Ongoing since 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 where the objective is to determine the student's abilities 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.
Dec 2004 - 2008	Committee member for creation, maintenance and design consultation for ADM's website (www.ntu.edu.sg/sadm, www.ntu.edu.sg/create, 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.
Ongoing since Dec 04	Serviced as an external examiner for as the validation panel member for the Diploma in Creative Media Design (DCMD) course at the Singapore Polytechnic.
1999	Curriculum Revision Committee (departmental) , Southern Arkansas University, Magnolia, Arkansas. 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, Magnolia, Arkansas 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 College, San Francisco, California 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, San Francisco, California 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, Icograda Education Network (IEN) 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)

NORTH AMERICAN CLIENT LIST

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.
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

INTERNATIONAL CLIENT LIST

Australia Alumni Singapore
Booksmith, 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
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 with specializations in:
- brand consulting, corporate identity, enhanced experience design
- development of visual identity systems,
- product packaging, printed collateral design
- promotional and advertising campaigns

Multilingual: English, Chinese (Mandarin, Cantonese, Fujian and Teochew) and Malay.

REFERENCES

References available on request.