

SAMPLES OF KC'S PROFESSIONAL WORK (1 of 20)



New Views exhibition

My 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.

PROFESSIONAL WORK (2 of 20)



Fulbright Association (Singapore)'s 10th anniversary booklet

This is a pro bono project where I designed and created a 160-page, A5-sized booklet entitled "Beyond Barriers" to commemorate the Fulbright Association (Singapore)'s 10th anniversary in 2007.

PROFESSIONAL WORK (3 of 20)



What will you create?

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.



The President of Nanyang Technological University dubbed the dots as “bubbles.”
Dots were everywhere, in this case on one of the banners on the temporary board fence put up while the building was being erected.

Below: An architect’s rendering of the future School of Art, Design and Media.





Notice the location of the bubbles on the hoarding panel, strategically chosen to expose the school to as many pedestrians and motorists as possible. With grass for roof and glass for ceiling, the school was completed in 2004 at the cost of S\$35 million (approximately US\$20.5 million in 2004's exchange rate).

PROFESSIONAL WORK (4 of 20)



Sketches for Hiway ad

These were six ideas that led to the conceptualization of the rabbit advertisement for Hiway Technologies in Florida. Advertisement conceptualization started with a sketch, as illustrated in these selected samples. The top left-hand corner sketch was selected for the advertisement campaign. Sketching is important in expressing ideas as these become preliminary steps taken before bringing the concept to a computer. Finding the appropriate style, arrangements, color, text, and ideas are critical and sketching allows me to discover many different possibilities.

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Hiway Rabbit

To create the illustration for the ad, I employed color markers and color pencils for the final artwork. I find simple pleasures in illustration which comes with the freedom of experimenting with colors, media as well as compositions and this project rewards me with flexibility that is irreplaceable by technology. Computers are helpful but for expressive strokes and “human touches,” handcrafted originality is still treasured. The ad was part of a series of advertisements to communicate Hiway’s leadership position in performance and reliability. The combination of national magazines using these advertisements for a period of three months exposed the company to an estimated 6,000,000 readership. (*PC World, PC Magazine, Byte, CRN, Interactive Week, Internet World, Net Guide, Web Week, ZD Internet Magazine, Windows Source*)



Corporate identity for Computown, Inc.

“Computown” is an abbreviated name, an amalgam of “computer” and “town”, and was founded in 1985 in San Francisco, California. I revised the corporate logo in 1992 in a continuing effort to reflect growth and diversification by incorporating some skyline into the silhouettes such as the famed TransAmerica building as a reminder of the location where the company’s origin. The new identity made use of upper and lowercases to render a friendlier look.



CPU Packaging for PCTown

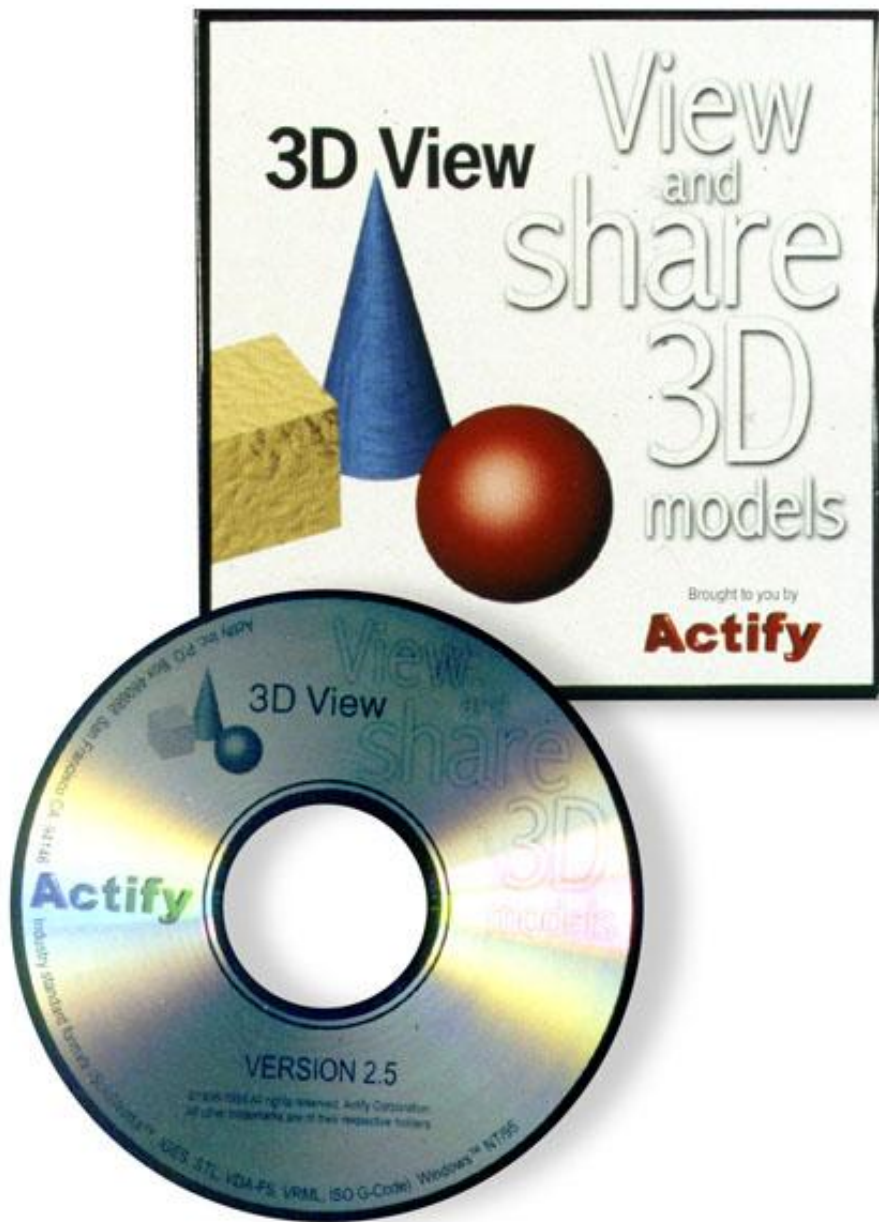
Computown needed a coherent packaging design for its line of PCs that stresses value and ease of use. I designed a simple yet pragmatic two-color format and by using simple lines, I illustrated the shape of the CPU and I also incorporated foolproof descriptions on the box to entice customers to make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

The interior design of the Home Computing department of Computown was initiated in the spring 1994. The main objective was to introduce Computown's new home computing department as a place where children are welcome and trained free of charge. Working with an interior design consultant, selected aspects from my marketing and design plans were implemented in the San Francisco, Mountain View, Pleasant Hill and San Jose stores.



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





Actify Corporation

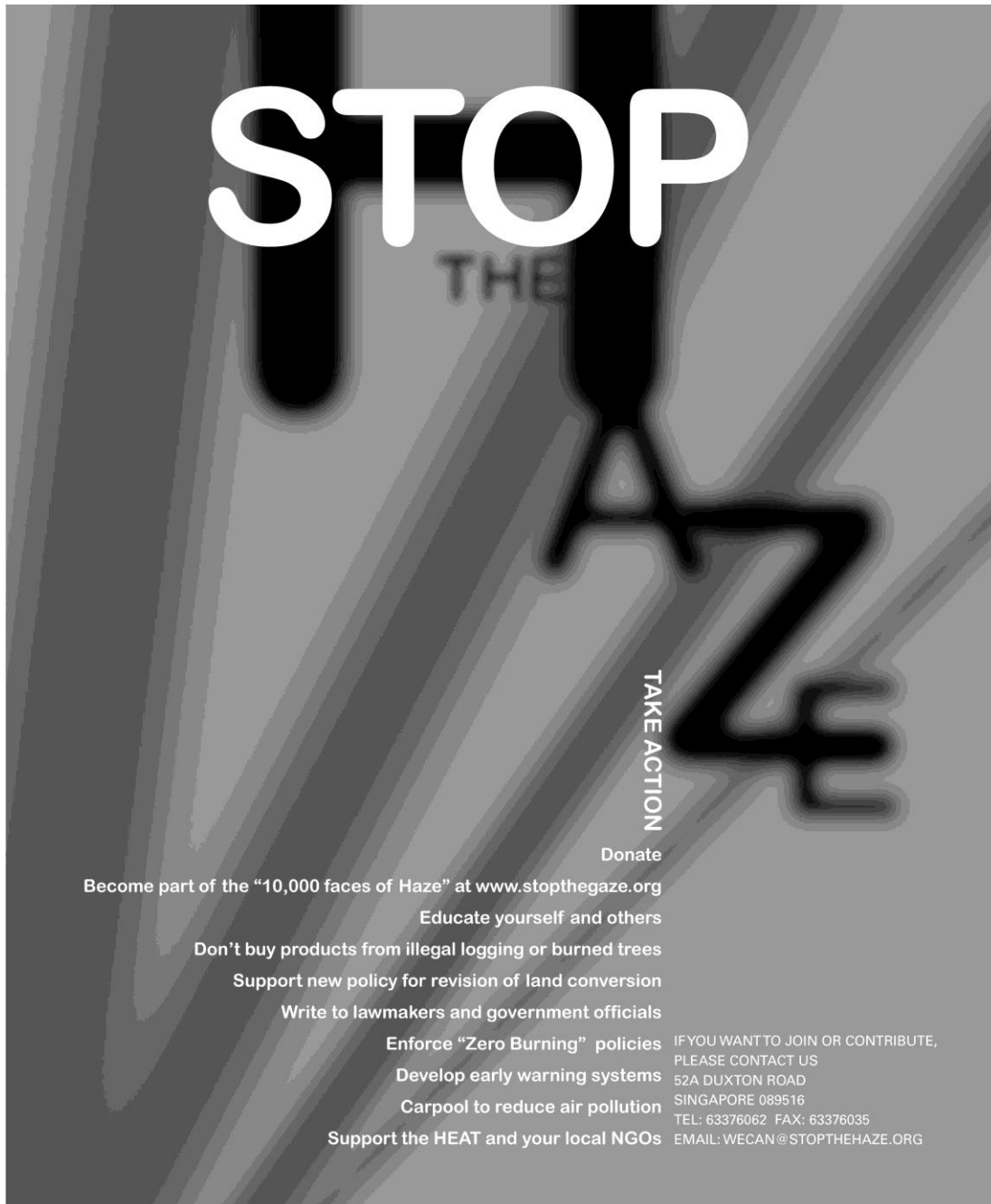
Actify, a software company based in San Francisco, California, has an extensive international client base and develops powerful yet affordable products that support the design and manufacturing industry. Sustainable design considerations were employed where the back of the CD cover (though not shown) 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.

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Far East Supermarket

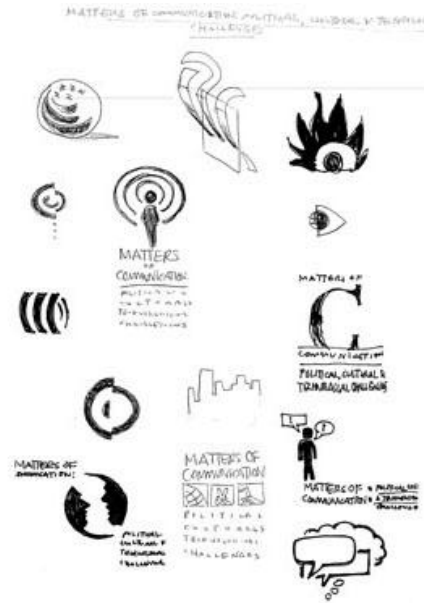
A family-owned business in Lubbock, Texas, Far East Supermarket offers Asian foods and when they needed to increase their visibility within the community, I proposed these selected designs to them in 2002 for considerations. I incorporated elements of eastern themes such as calligraphy and western typographic combinations in the effort to create an identity that would reflect the supermarket owner's ethnicity but more importantly, the harmonious and communal values of the customers that Far East had dutifully served.



Stop the Haze advertisement

In the ad, readers were encouraged to take action by becoming part of the “10,000 faces of haze” and to educate themselves in taking actions to protect the environment. Since Stopthehaze.org was a non-profit organization, the challenge was to create an ad that is both impactful and memorable. To overcome the challenge of not being able to use colors, I relied on contrasting black and white hues with strong typography and lines with simple layout compositions for the eventual ad that appeared in Focas Forum on Contemporary Art & Society - Regional Animalities in 2007.

PROFESSIONAL WORK (9 of 20)



Matters of Communication for 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.



The booth set up in Chicago in 2009 to promote the conference.

PROFESSIONAL WORK (10 of 20)



Logo for Lincoln Resource Center

Lincoln Resource Center is a public library within the premises of the Embassy of the United States of America in Kuala Lumpur, Malaysia. In 1990, the LRC turned to the Malaysian Institute of Art for their logo revision and a school-wide competition was held. Inspired by the American flag, I chose one huge Star as the representation of the United States and the wavy red and white stripes to suggest progressive movement into the next century. They picked my design to replace their 40-year-old logo. A ceremony was held at the LRC and the national Chinese newspaper, Nanyang Siang Pau reported the story with a photograph of cultural attaché, Ms Hillary Olsin-Windecker presenting a certificate of appreciation to me in 1990.