



Andrew Chong is an award winning designer who specialises in residential & commercial architecture & interior designs, graphic and brand identity, product development, art direction, photography & 3D illustration. He is a freelance consultant based in London.

ANDREW CHONG CHIN CHUAN
钟集川

WWW.ANDREW-CHONG.COM



EMPLOYMENT HISTORY

SHAUN CLARKSON INTERIOR DESIGN LONDON

MARCH 2013- CURRENT

POSITION TITLE (LEVEL) : SENIOR DESIGNER

Specialisation : Art direction/ Project management/ Furniture, Fixtures & Equipment (FF&E)
Branding Strategy/ Interface design/ Graphic & Identity design
Industry : Interior design/ Product design/ Graphic design/ Digital & Interface design
Work Description : Leading a team to deliver several design briefs including: on-trade brand activation; interior design and building projects; graphic and identity design; and product development. Working in a multi-disciplinary environment including both the retail and hospitality industries. Providing high-level of creative and art direction skills including handling both the client as well as project management.

THE HONEST GROUP LONDON

DEC 2011- MARCH 2013

POSITION TITLE (LEVEL) : SENIOR DESIGNER

Specialisation : Design and conceptualisation/ Product design & development/
Art direction/ Interior architecture/ Interior furnishing/ Graphic & Identity design.
Industry : Interior design/ Event design / Brand development/ Product design
Work Description : Working with several design-led branding projects with manufacturers to deliver bespoke designs for various international brands. Projects scope includes event planning, lighting design, furniture design, environmental design, product design and development and brand implementation.

SACHA AND TAN ARCHITECTS SINGAPORE & MALAYSIA

JULY 2008 - JULY 2011

POSITION TITLE (LEVEL) : HEAD INTERIOR DESIGNER (DEPARTMENT LEADER)

Specialisation : Interior architecture/ Project management / Conceptual design
Industry : Furniture, Fixtures & Equipment (FF&E)/ Graphic & Identity Design
Work Description : Managing a variety of Interior design projects such as retail, restaurant, residential and office design. Working from conceptual to project completion, involved with branding, identity design and project management skills. Leading a small team on several projects.

CONVOX FURNITURE SDN BHD MALAYSIA

JUNE 2006 - JULY 2008

POSITION TITLE (LEVEL) : SALES DESIGNER

Specialisation : Visual merchandising/ Graphic design/ Brand Identity/ Interior design.
Industry : Retail/ Advertising/ Identity design/ Publication
Work Description : In charge of advertising materials, publications, newsletters, promotional designs and visual merchandising for a furniture and hotel ware trading company. Duties included providing interior design and creative direction for customers.

THEME INTERIOR CONSULTANT MALAYSIA

JULY 2007 - OCTOBER 2007

POSITION TITLE (LEVEL) : JUNIOR INTERIOR DESIGNER

Specialisation : Interior design / Tendership handling / Furniture Design/ Technical drawing
Industry : Interior Architecture/ Interior furnishing
Work Description : Working as an interior design consultant. Duties included providing technical and tender drawings and material sourcing.

EDUCATIONAL BACKGROUND

M.A. DESIGN AND BRANDING STRATEGY

2011 - 2012

Major Branding Strategy and Creative Management
Institution/College Brunel University, London UK

B.A. (HONS) INTERIOR ARCHITECTURE AND DESIGN

2005 - 2008

Major Interior Architecture & Design, Project Management
Institution/College Nottingham Trent University, Nottingham UK
Grade First Class Honours

FOUNDATION CERTIFICATE IN ART AND DESIGN

2004 - 2005

Major Art & Design
Institution/College KBU International College, Kuala Lumpur Malaysia
(In collaboration with Nottingham Trent University, UK.)

SKILLS

DESIGNING SKILL :

Free hand sketching →→→→→
Drafting →→→→→
Model Making →→→→→
Photography →→→→→

GRAPHIC DESIGN SOFTWARE :

Adobe Photoshop →→→→→
Adobe Illustrator →→→→→
Adobe InDesign →→→→→
Adobe Lightroom →→→→→

BASIC OFFICE SOFTWARE :

Microsoft Word →→→→→
Microsoft Power Point →→→→→
Microsoft Excel →→→→→
Microsoft Outlook →→→→→

ARCHITECTURAL DRAFTING SOFTWARE :

Autodesk AutoCad →→→→→
Google Sketchup →→→→→
Vector Works →→→→→

AUDIO/ VIDEO MEDIA SOFTWARE :

Adobe Premiere Pro →→→→→
Adobe Audition (Cool Edi Pro) →→→→→

3D DESIGN SOFTWARE :

Autodesk 3D Studio Max →→→→→
V-ray 2.0 →→→→→
KeyShot 3.0 Pro →→→→→

LANGUAGES

LANGUAGES

Mandarin
Cantonese
English
Malay

SPOKEN

→→→→→
→→→→→
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→→→→→

WRITTEN

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SOCIAL RESPONSIBILITY

ORGANISATION

Topsy Foundation UK (www.topsy.org.uk) :
The HIVE (www.hiv-e.org) :
Digital Culture & Education (DCE) :
(www.digitalcultureandeducation.com)
SEDEX (www.sedexglobal.com) :

PRO BONO WORK COMPLETED

Name card & website design
Postcard and exhibition poster design
Journal cover design

Recommend clients and suppliers to get involved in
ethical and responsible supply chain practices

EXTRA CURRICULAR ACTIVITIES

CLUBS

President of Chinese Language Society SMK YUK CHOY
Catalogue Leader of Librarian SMK YUK CHOY

2003
2003

SCHOLARSHIPS

KBU Top Office Bearer Scholarship :
(Top management of student association
10% waived from the tuition fees)
KBU Book Prize :
(Top student, RM1000)
Brunel International Scholarship :
(30% waived from the tuition fees)

2005- 2007

2005- 2006

2011- 2012

BRUNEL UNIVERSITY CONTRINUTIONS

Represented Brunel to France for design workshop :
(LaunchBox Design Workshop St. Atienne)
Brunel International Official Blogger :
(<http://www.brunel.ac.uk/international/>)

2012

2012

PERSONAL STRENGTHS

I am an International scholarship holder for MA Design and Branding Strategy at Brunel University UK (2012) and represented the University by attending several design workshops. Previously, I graduated with a BA (Hons) in Interior Architecture and Design with First Class Honours from Nottingham Trent University (2008) .

Through my studies of design and branding strategies, I developed a robust understanding of how design research, design audit and multiple design skills are used to create practical, useful and innovative designs. Working internationally for a number of firms, I have well developed professional interpersonal skills. I also also able to work independently or in a team with minimum supervision. I have highly developed interpersonal skills through my experience working internationally with diverse clients from all levels of corporate management. I am able to work to schedule independently or in a team with minimal supervision. I am highly motivated and dedicated with a result driven mindset and I possess a wide-ranging set of design skills from multiple disciplines.

REFERENCES

MS. LEE LI,

Director of New Convex Sdn Bhd.
llee@newconvex.com.my
+601.2.372.3083

AR. SACHA NOORDIN,

Principal of Sacha and Tan Architects Sdn Bhd
sn@stastudios.com
+601.2389.0840

MS. TAN SIN AI,

Head of Interior Architecture KBU International College.
diortan@kbu.edu.my
+601.3518.2363

PROF. PATRICK W. JORDAN,

Associate Professor in School of Engineering and Design Brunel University.
patrick@patrickwjordan.net
+4477.3643.7953

Prize : **YOUNG DESIGNER IDOL**
 Event : MSID Sebelas Student Design Competition Year 2007, Malaysia
 Date : September 2007
 Host : MSID(Malaysian Society of Interior Designer), Malaysia

Prize : **CREATIVE PERFORMANCE FIRST PRIZE**
 Event : MSID Duabelas Student Design Competition Year 2007, Malaysia
 Date : Dec 2007
 Host : MSID(Malaysian Society of Interior Designer), Malaysia

Prize : **HONOURABLE MENTIONED : STUDENT CATEGORY**
 Event : MSID Annual Design Review, Malaysia
 Date : November 2008
 Host : MSID(Malaysian Society of Interior Designer), Malaysia

Prize : **SHORTLISTED FOR BEST DESIGN**
 Event : Nippon Young Designers Awards, Malaysia
 Date : November 2008
 Host : Nippon Paint (M) Sdn. Bhd. & TS EXIM Sdn. Bhd. , Malaysia

Prize : **OUTSTANDING AWARDS ON SPATIAL DESIGN**
 Event : 4th Sino Chinese Interior Design Awards 2008, Shanghai, China.
 Date : November 2008
 Host : CIID (<http://www.ciid.com.cn>)
 TAID (Taiwan Association of Interior Designers)
 HKIDA(Hong Kong Interior Design Association)
 Associacao de Designers de Macao

Prize : **OUTSTANDING DESIGN**
 Event : Extraterrestrial Design Contest 2008, Hong Kong
 Date : February 2009
 Host : Senses Group Hong Kong (<http://www.senses-group.com>)

Prize : **FIRST PRICE, STUDENTS' INTERIOR DESIGN CATEGORY**
Event : International Design Awards (IDA) , Los Angeles, U.S.A.
Date : February 2009
Host : Farmani Group, U.S.A. (<http://idesignawards.com/>)

Prize : **IN-BOOK AWARD, PUBLIC ENVIRONMENT DESIGN**
Event : D&AD Student Awards 2009, London, U.K.
Date : June 2009
Host : Design and Art Direction Organisation (<http://www.dandad.org/>)

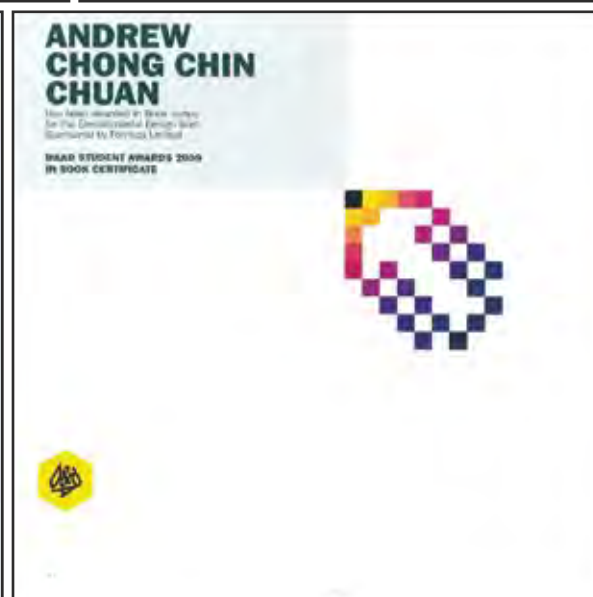
Prize : **FINALIST, DESIGN AND INDUSTRY EXCELLENCE**
Event : Malaysia Interior Design Awards 2009 (MIDA), Malaysia
Date : July 2009
Host : Institut Perekabentuk Dalaman Malaysia (IPDM)

Prize : **HONOURABLE MENTIONED : STUDENT CATEGORY**
Event : London International Creative Competition (LICC), London, U.K.
Date : July 2009
Host : LICC London (<http://licc.us/>)

Prize : **TOP 12 YOUNG DESIGNERS**
Event : Janine Stone Young Interior Designer Awards (LICC), London, U.K.
Date : April 2012
Host : Janine Stone London (<http://www.yida-awards.co.uk>)

Prize : **GOLD DESIGN AWARDS, WINNER OF CATEGORY OF YOUNG DESIGNER**
Event : A' Design Awards , Italy.
Date : June 2012
Host : A' Design Awards (<http://www.adesignawards.com>)

SAMPLE AWARDS



MEDIA COVERAGE OF AWARDS AND PRESS RECOGNITION

StarSpecial, WEDNESDAY 18 MARCH 2009

EDUCATION GUIDE SS25

TOP DESIGN AWARD FOR CHONG

Andrew Chong (right) receiving an award for being one of KBU's high achievers in 2008 from chairman of KBU's board of governors, Tan Sri Tan See Eong. Looking on is Prof Dato Dr Tan.

ANDREW Chong Dey Chuan who graduated last year of KBU International College (KBUIC) with a First Class Honours degree in his Bachelor of Architecture and Design, was an award winner when he was recognised as the first prize winner of the prestigious International Design Awards 2008 for the Interior Design - Environmental Category for students.

Andrew's project, entitled "Fashion Museum", saw how his ideas to remodel an existing building to be the appropriate place for the Malaysian Fashion Designer's Association to use as a hub for its activities. There was also a residential space incorporated in the design where designers are able to gather for networking and to share the inspiration.

The International Design Awards, or IDA, is an annual international design competition, organised and hosted in Los Angeles to recognise design talents from all over the world. And every year, 32 countries submit their best designs to the world's largest design competition, thus giving the competition a global outlook and grandeur.

Andrew has received an invitation to attend the IDA Designers' Gala at the end of this month in Los Angeles.

As part of the gala, he will also have to attend the IDA Gallery and Online Discovery of IDA Designs. With this occasion, Andrew's work is now accessible to more than 100,000 design professionals and potential clients worldwide.

Andrew has won numerous awards, both local and international, during his student days at KBU. He was given the Outstanding Award winner of the 2008 International Design Awards in Hong Kong prior to his win in the IDA.

Other awards include the Creative Award at the 4th Asia Chinese Interior Design Awards 2008 in Shanghai and the Malaysian Society of Interior Designers 2008 Award.

Being a graduate student, Andrew expressed his surprise to win the trophies at the School of Design, KBU, where he said he had hoped to win the trophy to be what he is today.

Though he had made his mark as a rising and budding interior designer, and being a humble person, he is, Andrew is most thankful to express his gratitude to his lecturers who he said he had owed much to his success.

For details, call KBU International College, Riverbank, at 03-727 3100 or fax to 03-727 3733 or email enquiry@kbu.edu.my or visit www.kbul.edu.my.



Education

International recognition for KBU design graduate

A student of KBU International College (KBUIC) has won the first prize in the International Design Awards 2008 for the Interior Design - Environmental Category for students. Andrew Chong Dey Chuan, a 2008 graduate of KBUIC, was recognised as the first prize winner of the prestigious International Design Awards 2008 for the Interior Design - Environmental Category for students.

Andrew's project, entitled "Fashion Museum", saw how his ideas to remodel an existing building to be the appropriate place for the Malaysian Fashion Designer's Association to use as a hub for its activities. There was also a residential space incorporated in the design where designers are able to gather for networking and to share the inspiration.

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ALWAYS A WINNER



Andrew Chong and KBU's head of School of Design, Amy Laila Yau at the Malaysian Society of Interior Designers 2008 Awards Night last year.

ANDREW Chong Dey Chuan recently became the first prize winner of the prestigious International Design Awards 2008 for the Interior Design - Environmental Category for students. Andrew graduated last year from KBU International College (KBUIC) with a First Class Honours degree in his Bachelor of Architecture and Design, a programme co-ordinated at KBU in collaboration with Hong Kong's Trent University, Britain.

Andrew's project, entitled "Fashion Museum", saw how his ideas to remodel an existing building into an appropriate place for the Malaysian Fashion Designer's Association to use as a hub for its activities. There was also a residential space incorporated in the design where designers are able to gather for networking and to share the inspiration.

IDA is an annual international design competition, organised and hosted in Los Angeles to recognise design talents from all over the world. And every year, 32 countries submit their best designs to the world's largest design competition, thus giving the competition a global outlook and grandeur.

This year's winner from all disciplines in the design field, Jialing was certainly a vigorous advocate for the IDA, who commended the competition's mission from the industry as well as other leaders and editors in the design field.

With his win, Andrew received an invitation to attend the IDA Designers' Gala next month in Los Angeles. His work will now be added to the IDA Gallery and Online Discovery of IDA Designs. With this occasion, Andrew's work is now accessible to more than 100,000 design professionals and potential clients worldwide.

Andrew already has won numerous awards, both local and international, during his student days at KBU. He was given the Outstanding Award winner of the 2008 International Design Awards in Hong Kong.

Other awards include the Creative Award at the 4th Asia Chinese Interior Design Awards 2008 in Shanghai and the Malaysian Society of Interior Designers 2008 Award (MSID 2008) for the Interior Design - Student Category (Merit Award).

Andrew expressed his surprise to win the trophies at the School of Design, KBU, where he said he had hoped to win the trophy to be what he is today. Though he had made his mark as a rising and budding interior designer, and being a humble person, he is, Andrew is most thankful to express his gratitude to his lecturers who he said he had owed much to his success.

For more information on KBU's design courses, call 03-727 3100 or fax 03-727 3733, or email enquiry@kbu.edu.my or visit www.kbul.edu.my.



设计生活

设计生活 ANDREW CHONG 个性色彩, 展以美丽生命。设计生活, 展以美丽生命。设计生活, 展以美丽生命。

1. John 设计

2. (Coco Chanel)

3. Prada 设计

4. Dior Homme 设计

5. Bvlgari Aqva 设计

6. L'Oréal 设计

7. Canon G12 相机

8. Topman Harts Tweed 开衫

9. Prada 设计

10. L'Oréal 设计

Andrew Chong
Interior Designer, Rising Star