While graduates elsewhere still wonder in the job market; our graduates are already soaring high in creative capitals of the world.

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GRADUATE INTERNATIONAL SUCCESS
This is the official publication of The One Academy Platinum Achiever Awards, an annual top recognition that honours the academy’s students, graduates and professionals who have attained outstanding and substantial achievements in the fields of creativity and personal accomplishment.

Here, we feature some of the winners, those who have gained from a fruitful education in communication arts and multimedia design at the institute, and in turn have made impact in the abundant creative industries worldwide.

These young creative professionals, may they be holding vital positions in established corporations or running their own dynamic ventures, are playing their respective roles in the forefront, expanding the horizons of local and global businesses.

Reach for the stars, while meeting the down-to-earth demands of the market – The One Academy has undoubtedly established itself through its formula of incorporating the best of both the academic and practical worlds. The result is the creation of graduates who have the right attitude, aptitude, consistent performance and business skills to face industry needs. This publication is a toast to some of these successful graduates, those who not only reached for the stars, but have already become one in their own right.

Ali Mohamed
Chairman & Executive Creative Director
of Leo Burnett Advertising

For over a decade, The One Academy is synonymous with the concrete performance of its young creative professionals. These graduates are the result of a practical training package, conducted by founders and lecturers who are still in the industry, and very much in touch with the pulse of the market. One of our testimonials is this showcase, published in conjunction with the Platinum Achiever Awards, our highest honour for graduates who have achieved considerable success. We hope this can be a motivation for budding creatives to strive beyond mere aspiration – and be the ones who inspire.

Tatsun Hoj
Principal and Joint-Managing Director of The One Academy
President of Young Entrepreneurs Association of Malaysia (2003-2005)
Executive Director of HUA Education Fund

Veronica Ho
Co-founder, Dean, Joint-Managing Director of The One Academy
President of Allied Creative Excellent World Wide

While you are inspired by the magical expression of our graduates’ portfolio, by interacting with them. You will be delighted by the experience of an instant boost of creative passion through their contagious youthful energy, freshness in communication, joyful curiosity and uncompromised spirit of delivering only the best. Be ready to be impressed by their firm confidence and high level of competence in diverse media and computer graphics. Some of them may surprise you with their admirable character and sense of purpose in presenting their designs and artwork. To all of our beloved graduates who pound in your heart to discover and cultivate your admirable talents so far - continue your worthy quests, expand your enthusiasm and horizons, nurture your compassion, bless our world with holistic excellence in sustainable influence.
SINGAPORE
Digital Artist Group ILM at
Lucasfilm Animation Singapore (LAS)

Jerome Moo Wen Han
Position • Digital Artist
Corporation • Digital Artist Group ILM at Lucasfilm Animation Singapore (LAS)
Graduate of • Illustration with Comics

“When love and skills work together, expect a masterpiece!”

Working as a Digital Artist of Digital Artist Group ILM at Lucasfilm Animation Singapore (LAS), Jerome is one of a few selected digital artists invited for a 6-month training with ILM Art Department based at San Francisco, California, a fully-integrated Digital Animation studio that produces digital media and games content for worldwide audiences.

“My desire to improve and expand on my current skills gave me a willing and untried attitude to learn more about the field of visual effects. The important basics I’ve learned in The One Academy have prepared me well to deal with the intense workload while demanding high creative output,” said Jerome. One of his highly-acclaimed projects with LAS include this year’s blockbuster hit Ironman.
SHANGHAI
Nurun Incorporated

“Keep practicing and learning. When the opportunity is around the corner, you’ll be ready.”

Ng Ann Nee
Position • Creative Director
Corporation • Nurun Incorporated
Graduate of • Multimedia Design

Ann Nee, previously an Art Director at i-merge China (Belgium interactive marketing agency based in Shanghai) now finds herself settling down just well in an established agency Nurun Incorporated, a fully-owned subsidiary of Quebecor Media. “Keep it up!” is what kept me encouraged in my achievement and I’m glad to apply the practical skills I’ve learned in my job, trained during my student days at The One Academy,” said Ann Nee.

Project • Nurun’s Tourism header design.
INDONESIA

Margarita Maridina Chandra

Position • Art Director
Graduate of • Illustration with Comics

“Every artist and designers have their own uniqueness and expertise, so learn our best potentials and work hard to sharpen them.”

Self-employed art director and based in Indonesia, Dina loves the idea of having the space to collaborate with more talents around the world and handle a diversity of tasks as a versatile designer, some of which include publishing her own children books.

“I’ve chosen illustration as my major as I love the art and the idea of working with colors and its dynamic shapes. Studying in The One Academy has given me enough preparation in terms of skill and mentality to work in the field I loved,” said Dina.
Lee Hoon Sun
Position • International Artist
Corporation • Art Box Studio (Sydney)
Graduate of • Illustration with Comics

Hoon Sun ventured into overseas and worked as an Artist for an independent art studio and gallery based in Sydney, Australia. Throughout the years, he has been invited to produce a number of inspiring paintings of notable public figures such as international golfer Tiger Woods as well as commemoration of World Youth Day 2008 held in Sydney, the largest youth event in the world.

“Seeing other artists who have excelled in the field motivates me in my work, along with guidance and support I gained from family members and lecturers at The One Academy,” said Hoon Sun.

“Have passion. Perservere, and always look on the bright side of things.”
United Kingdom

Hoeyyn Arts

Passion for art is one of the most important things. Art has to be a part of your life.

Hoeyyn Ng has a private studio in London. She is currently occupied with preparation of her third art international exhibition, following the success of her solo exhibition that attracted art lovers and famous artist from all over the world, as well as her artworks 'Madonna' and 'Tiger Cub' showcased and auctioned at the Impermanence Art Exhibition held last year in London.

Hoeyyn Ng

Position: International Artist
Corporation: Hoeyyn Arts (London)
Graduate of: Illustration with Comics
George Heng Chooi Keng

Position • Managing Director / Creative Branding Consultant
Corporation • AdWOW! Pte Ltd. Singapore
Graduate of • Advertising & Graphic Design

“Choose what you like, flourish your dream with determination and you will make it there.”

Holding a highly esteemed position for a reputable multinational advertising agency that supports brands carrying multinational corporation status with clientele ranging from food & beverage industry to telecommunications may not come without its challenges, but George sail it through with his favourite motto: Good is the enemy of excellence!

“When you work and learn with empowering people around, you will be self-empowered as well. The learning environment at The One Academy has provided just that.”

Students from The One Academy attend a career workshop on industry trends and career planning with George.

*All artworks are copyrights of AdWOW! Group – AdWOW! Pte Ltd & AdWOW! Ltd.
SINGAPORE

Kuan Teck Harn
Position • Illustrator
Graduate of • Advertising & Graphic Design

“Don’t restrict your creativity and ability, and always keep the passion on.”

Inspired by the beauty of error, he launched his personal platform Mistake by Kuanth. As an illustrator who based himself in Singapore, Kuan has been featured in many interviews on his versatile involvement in commercial projects, product designing and illustration, one of which include being a part of Tiger Translate 2007 global tour, a cross-culture platform that gather pioneers in the creative industry and over 150 multi-disciplinary emerging creatives from across Asia.
Wong Cheng Fei

Position • Chief Operating Officer
Corporation • Igloo Digital Arts
Graduate of • Illustration with Comics

Established 2 years ago, Igloo Digital Arts has over 30 artists led under Cheng Fei’s co-leadership. As an independent studio specialises in offshore art production for next-gen video games, the company partners with leading game developers from across Europe and the USA, including working on a partnership with local CG studio Fly Studio.

“Opportunities will always be there for those who are prepared,” he said.
KUALA LUMPUR
Konghwee Art + Illustration

Konghwee, Terng
Position • Managing Director
Corporation • Konghwee Art + Illustration
Graduate of • Illustration with Comics

“Be observant and study your surroundings, as they give inspiration to life and your design as well.”

Building his creative empire Konghwee Art + Illustration that has been around for more than 3 years in the industry, Konghwee’s significant contributions include producing an inspiring series of digital paintings to commemorate Beijing Olympic 2008 and storyboarding for multiple-award winning movie Third Generation.
“The role of designer is to make things more beautiful and functional. It’s every designer’s dream to make the world a better place to live in.”

That’s what motivates a self-employed creative entrepreneur like Kwai Boon to run his own design publishing company Bookmark Designlab; his regular clientele consist of both local and multinational corporations. One of Kwai Boon’s significant projects include calendar design to commemorate international sports event Beijing Olympic 2008.

“That’s self-professionalism is a must even while one is still an art college student,” said Kwai Boon.
The creative industry, particularly in Multimedia Design is fast-paced in its nature. You need more drive to go beyond passion and interest to establish yourself in the field.

From a modest beginning as Advertising & Graphic Design tutor for The One Academy to elevating achievements in the creative industry today by leading the Multimedia Design Department and Multimedia Design studio at campus The One Interactive, Sweii’s passion and driven commitment at work since her graduation days has come a long way.

“I believe that everyone has its own strengths and talent to work alongside passion and interest. So, always strive to do your best,” said Sweii, who won an Excellence Award in the New Media Category at the HKDA Awards 2007 (Hong Kong Design Association) with her team partner for a multimedia installation artwork entitled OIOO (Sound of Over Huts) in conjunction with Earth Day local celebration event.
Wong Jing Cherng

Position • Animation Production Designer & Comic Artist
Corporation • JC Wong Productions
Graduate of • Illustration with Comics

“Know yourself well; based your life on solid interest and ultimately in your career.”

JC Wong has created a name for himself in the creative industry as founder of his production company JC Wong Productions, a concept, art and design studio that has produced over 50 TV identity short films for Channel [V]. Currently, he is occupied with production of ‘Frog’, the Middle East’s first 3D animated series, as well as publishing his own collectors’ illustrator book, ‘Junction: Go Straight’.

Description • illustration artwork of an unpublished graphic novel entitled ‘Will you be back?’
KUALA LUMPUR
IF Interactive Sdn Bhd

“Passion, interest and the right attitude is what you need to succeed in this industry. Skills and knowledge can be acquired, but the gift of creativity and communication needs to be nurtured.”

Benedict Tan
Position • Art Director
Corporation • IF Interactive Sdn Bhd
Graduate of • Multimedia Design

“Studying at The One Academy has prepared me well in the creative industry. The high standard, knowledge and tight schedule of assignments have made the transitioning of a student to a creative professional a smooth journey.”

Project • Building the Future
Client • Discovery Network International
Description / Media • Online Game: An educational game to counter tidal waves rising sea level etc.

Project • Hawes Tunnel
Client • Discovery Network International
Description / Media • Educational game: An educational game the challenge faced by engineers, builders, during the construction of Hawes Tunnel in Taiwan.
KUALA LUMPUR
Saladin (MDeC and Al Jazeera Children’s Channel)

Soo Jun Ning
Role • Art Director
Project • Saladin (MDeC and Al Jazeera Children’s Channel)
Graduate of • Illustration with Comics

“Never stop learning. Be humble to learn from everyone, as it may help you and team members to grow together as a team.”

Jun Ning believes in his ability to excel in the field, convinced that the education he received at The One Academy has sharpened his skills to become more viable in the creative industry.

He is currently working as an art director of Malaysia’s first 3D animation series, Saladin, supported by Multimedia Development Corporation (MDeC) and (Al Jazeera Children’s Channel.)

“Basically my task is to ensure the pre-production materials are all set, which includes character design, production design, and concept arts, as well as examining the artistic quality of the work accomplished,” said Jun Ning.
Ken Foong
Position: Art Manager
Corporation: Igloo Digital Arts
Graduate of: Digital Animation with Game Development

“Be patient, have passion, lead by example and bring your own creativity to the max.”

Ken Foong has been around for 2 years at Igloo Digital Arts in Malaysia, an established outsourcing service company in game art production for foreign game developers. His recent accomplished project involves AAA title Action games, which he claims to be his most satisfying achievement.

“The One Academy is a good place for me to start and excel in the field, as it paves a rewarding path for me in the digital animation industry,” Ken noted.
Have the courage to conquer fears, and don’t be complacent; always keep on improving for the better.

The One Academy graduate Kingston from Hong Kong now works at Ksatria Gameworks, a French video game developer based in Singapore. Previously he did character design for SEGA's PlayStation 2 console games and KOEI Entertainment's Romance of the Three Kingdoms online 3D game.

"The industry I am in is always on the move. Each task is a brand new learning opportunity. With every new project, I have something new to learn and upgrade myself. Also, one must always be prepared to learn from each other for mutual improvements," said Kingston, a Digital Animation graduate.
NEW YORK
Tattfoo Tan

Position • Design Consultant
Corporation • Tattfoo Design (New York)
Graduate of • Advertising Design

“Know what you are getting into, then enjoy the ride.”

Advertising Design graduate Tattfoo from Sungai Petani, Kedah, Malaysia is now a Design Consultant based in New York City. He has worked with prominent names such as Mercedes-Benz, Madison Square Garden, Canon, renowned auction house Sotheby’s, and advertising agencies including Dentsu America, Merkley + Partners and DDB New York. Now, he also runs an art & design gallery in the city’s famed Staten Island.
"Widen your focus beyond self; learn to share more among fellows and family.

Previously an art director at multimedia design firms in New Zealand and Shanghai, Multimedia Design graduate Billy Wen Hao now works in Wieden + Kennedy, a US-based company that is also the official advertising agency of Nike in China.

“W+K is the agency that advertises the brands of game maker Electronic Arts in London, ESPN in New York, Siemens in Amsterdam, Heineken and Nike in Shanghai. I am very proud to be here! The awesome lecturers, friends and the idea-exchange at The One Academy really helped to lay the tracks of my career,” he revealed.

Billy Wen Hao
Position • Interactive Designer
Corporation • Wieden + Kennedy (Shanghai)
Graduate of • Multimedia Design

An interactive multimedia created by Billy - a multilingual website combining Chinese designs with Malaysia’s sexyang folk elements.
Tey Teng Chuan
Position • Art Director
Corporation • GRAFYCO/DEC
Graduate of • Multimedia Design

Multimedia Design graduate Teng Chuan was specially invited to contribute his ideas in GRAFYCO/DEC, a Spanish joint venture of international advertising agency B&BDO. There, his performance earned him a speedy promotion to the post of Art Director within a span of two years.

“I took up Multimedia Design because I love to create works using sound, video, art and design that people can sense, play and interact with. In fact, my current career requires not only creative talents, but also personal character strengths such as courage and leadership communication that I picked up during my college days,” he explained.

“Strike a balance between work and play. Most of all, be true to yourself.”
Leong Hoy Yoke

Position • Managing Director & Art Director
Corporation • HySky Ltd. (China)
Graduate of • Illustration with Comics

“All I have today wouldn’t have been possible without the right platform of growth.”

Leong Hoy Yoke is an illustration graduate of 1995. He was invited to lecture at the academy soon after completing his studies. However, his talent was soon discovered by Hong Kong’s master comics illustrator and publisher Ma Wing Shing. Hoy Yoke was subsequently commissioned to paint many of the covers and posters for the world top-selling comic book, Storm Riders. In 2001, Hoy Yoke ventured into China as the Managing Director and Art Director of HySky Ltd, a creative firm that serves clients worldwide.
NEW ZEALAND
Wanganui School of Design

Cheang Lin Yew
Position • New Media Researcher
Corporation • Wanganui School of Design
Graduate of • Multimedia Design

“There is no shortcut... you must keep on exploring.”

After graduating in 1994, Cheang Lin Yew worked as a graphic designer in Asian Design Solutions as well as being a lecturer at The One Academy.

After obtaining his degree from Wanganui Polytechnic, New Zealand in 1999, he headed the Multimedia Design Department of The One Academy.

He has numerous industry recognition and awards under his belt, including The Best of Creative Multimedia in the Asia Pacific MSC IT and Telecommunications Award 2000 (APMIIA), as well as being invited to share his expertise at the Bilbao Art Foundation of Spain.
“You have to be independent, self-reliant, proactive and disciplined.”

In the US, he is the penciler for DC Comics’ Batman. In Hong Kong, he is the illustrator of Mah Wing Shing’s Storm Riders comics. Locally, he has been hailed by the media as one of Asia’s “biggest breakthroughs” in the global comics scene. At The One Academy, he needs no further introduction. Kin Sun (www.kinsun.net) is today The One Academy’s Illustration course advisor and fine art senior lecturer, nurturing the next wave of young creative professionals for the world.

“I appreciate the continuous alumni-career support from The One Academy, even though we have long graduated. This made it possible for graduates like me to be involved with the creative industry internationally such as in Hong Kong and the US,” he noted.
BEIJING
2008 Olympic Games Website

Ong May Lyn
Position  •  Design Consultant (New Media Research Centre)
Project  •  2008 Beijing Olympics Official Website
Graduate of  •  Multimedia Design

“Ascertain your direction, and then channel your full enthusiasm towards it.”

While many youths were still trying to figure out their future, May Lyn has already earned the recognition from some of the world’s most demanding organisations, including being the consultant for the official website of the Beijing 2008 Olympic Games. Less than two years after graduating from The One Academy, the Multimedia Design graduate was headhunted in a contract to aid the Beijing Olympic Committee, in collaboration with the popular Sahu.com and the People’s Daily newspaper.

“I love to express my creativity through a synergy between multimedia and design, and I’m glad to have a strong starting point in my journey,” said May Lyn – who was named by Female magazine as one of Malaysia’s most noteworthy young achievers today.
KUALA LUMPUR

Studio Climb

Chai Wei Siong
Position • Director & Chief Creative Director
Corporation • Studio Climb
Graduate of • Digital Animation & Game Development

"Begin with a strong foundation in art, fuel it with passion and make it happen through hard work."

The animated opening sequence of several Japanese console games made for PlayStation 2 and GameCube were actually the works of The One Academy graduate Wei Siong, who previously worked with his team as an Art Director and Concept Artist for these animations at Silver Ant Art Lab.

"By working together, we provide the concept design, character design, storyboard and other creative services to several major Japanese companies that produce games for PlayStation 2 and GameCube consoles. I really enjoy each and every job that we handle," he said.

Concept art for some of his Japanese client’s short animations.
KUALA LUMPUR

"To achieve something significant, think beyond yourself."

Graduates of Advertising and Graphic Design, Spencer Ooi graduated in 1993 and Loh Wong Loon in 1997. Spencer went on to attain multiple awards and high profile projects, including local and Hong Kong comics, TV commercials and animations (Fisu San 1990, Malaysian Unity Campaign, Scottex, Shell Helix, Malaysia Airlines, etc) as well as teaching at The One Academy while setting up Silver Ant Art Lab to complement the leading Malaysian animation house Silver Ant. He later became co-director of Studio Climb, based in Kuala Lumpur.

Meanwhile, Wong Loon was involved in the creative direction of short animated films such as Malaysian Bugs, Malaysian Unity Campaign and Malaysian Toys. He went on to the Vancouver Film School in Canada in 2000 to learn 3D Animation & Special Effects. Silver Ant immediately hired him upon his return a year later. There, Wong Loon worked her way up as an animator before returning to The One Academy.

Character design for computer games, Japan
Designer: Spencer Ooi

Concept Art
Project: "BELMANT" short film project, Japan
Conceptual Artist: Spencer Ooi

Production Still
Project: "BELMANT" short film project, Japan
Conceptual Artist: Spencer Ooi

Spencer Ooi
Position: Director/Chief Creative Director
Corporation: Studio Climb
Graduate of: Advertising & Graphic Design

Loh Wong Loon
Position: Animation Director
Corporation: The One Academy
Graduate of: Advertising & Graphic Design - The One Academy 3D Animation - Vancouver Film School (Canada)
KUALA LUMPUR

Not long after their graduation in 2001, these two Multimedia Design graduates were discovered by Microsoft's MSN and invited to design 'Serve-a-Coke', an online interactive game for Coca-Cola in MSN Malaysia's website in conjunction with the launch of Windows XP. The company they co-founded with several partners called "if:interactive" is an appointed Microsoft Official Vendor, providing multimedia services to MSN Malaysia.

"Design is more than just work, it is a way of life."

Today, the two multimedia designers continue to build their achievements in the industry as a creative director in their own rights; Joey setting up his own studio Hue Visual Lab while San Yen stayed on to head IF Interactive.

Joey Khor
Position • Creative Director
Corporation • Hue Visual Lab
Graduate of • Multimedia Design

Liew San Yen
Position • Creative Director
Corporation • IF Interactive Sdn Bhd
Graduate of • Multimedia Design
KUALA LUMPUR
Cool Inventions

Gene Choong Yong Gen
Position • Multimedia Director
Corporation • Cool Invention Sdn Bhd
Graduate of • Digital Animation

This Digital Animation graduate of year 2000 is the Silver Award winner of the New Media Award 2000, finalist of the AIMITTA Award 1999 and the Silver Award winner in the Asia Pacific Digital Art Competition, CemGraph 2002. Today, he is the co-founder of Cool Invention, a creative IT and multimedia design company with international clients. Previously, he had served as a 3D Animator in El Vidographics, a New Media Designer in Articulate Online and as a Project Supervisor in Singapore-based Ondium.

“A stimulating atmosphere is conductive to creative development.”

Project • Nexus Overview for Senior Management
Client • Siemens, Singapore
Agency • Cool Invention Sdn Bhd
Creative Director • Gene Choong
Digital Artist/Multimedia • Tan Lie Yan, Felicia Gao
Project Type • Presentation CD-ROM

Project • Cool Presentations
Client • Siemens (Singapore), Galileo (Keng Keng)
Agency • Cool Invention Sdn Bhd
Creative Director • Gene Choong
Digital Artist/Multimedia • Liew Close, Choo Choon, Goh Yee Han
System Engineer • Amanda Koo

Project • Circles99 (interactive community site)
Client • Cool Invention
Creative Director • Gene Choong
Digital Artist/Multimedia • Tan Lie Yan, Felicia Gao
Programmer • Michelle Choong, Jeff Choong
Project Type • Website

Project • ClickOn (online interactive community site)
Client • Cool Invention
Creative Director • Gene Choong
Digital Artist/Multimedia • Tan Lie Yan, Felicia Gao
Programmer • Michelle Choong, Jeff Choong
Project Type • Website
Illustration graduate Leo Chong is one of Malaysia’s pioneers in digital illustration. He is also a senior lecturer and course supervisor at The One Academy. His portfolio includes commissioned artworks for Mazda, Ayam’s and Milo advertisements; Jackie Chan’s Shanghai Knights, Stephen Chow’s Kung Fu Hustle and X-Men 3 promotions, as well as being one of the invited illustrators of a masterpiece-collection tribute project for Malaysia’s fourth Prime Minister, Tun Dato’ Dr Mahathir Mohamed.

“We’ve got to have passion, patience, persistence and discipline in our chosen field. My role at The One Academy is to do my very best to coach students, so that they get all they need to learn and grow,” he said.
KUALA LUMPUR
Crafty Things / Craft Haven

Adelina Lee is an Advertising & Graphic Design graduate of 1994. After graduating, she joined the international advertising agency BBDO. Subsequently, she was headhunted by Draft Worldwide to work as an Art Director. She later started her own company, Wicked Wax, a manufacturer of scented candles, selling to major retailers, hotels, wedding planners, and overseas markets. She also owns a retail business named Crafty Things, and is the Master Trainer, as well as Malaysia's sole distributor of the French art material labelled under Pébéo. Her list of clientele includes Memory Lane, Home Expo, Living Quarters, Metrojaya, Cyberview Lodge, and Omegatrend.

“Don’t be afraid to pursue your dreams.”

Adelina Lee
Position • Entrepreneur
Corporation • Crafty Things / Craft Haven
Graduate of • Advertising & Graphic Design
Tan Chin Wee joined The One Academy after graduating with an Advertising & Graphic Design diploma in 1994. Today, the recipient of the 1997 Malaysian Young Leadership Award is the academy’s Marketing Manager and Creative Group Head. He is also the General Manager of Da Vinci Creative Kids, and Master Trainer of creative colour and crafts from Pebeo of France. Chin Wee is most known for various projects with top brands such as Motorola, Nestlé, Epson, National Science Centre, Malaysia Book of Records, The Star, Sin Chew Daily, as well as promotions for Disney and Pixar films such as Toy Story II, A Bug’s Life, Dinosaur, 102 Dalmatians, Atlantis, Finding Nemo, The Incredibles and Cars.
KUALA LUMPUR
Ogilvy & Mather

Tan Chee Keong
Position • Art Director
Corporation • Ogilvy & Mather
Graduate of • Advertising Design

“Believe in your aspirations. Never, ever give up and your persistence will pay off.”

Malaysia Airlines, Kinokuniya, Pizza Hut and Nike are some of the well-known brands handled by Chee Keong throughout the years at international advertising agencies such as Ogilvy & Mather Advertising and Leo Burnett Advertising.

“An advertising professional needs to be a hard worker, a thinker and always hungry to take on challenges,” said the Advertising Design graduate, who is a multiple award-winner at international shows today, including Cannes Advertising Award, Hong Kong Media Award, Adfest, CLIO Award and The One Show (New York).
KUALA LUMPUR
Grey Advertising

Andrew Fong
Position • Senior Art Director
Corporation • Grey Advertising
Graduate of • Advertising & Graphic Design

"Creative professionals must be able to go beyond designing and think strategically."

Andrew Fong is an Advertising & Design graduate of 1992. He started out in Grey Advertising as a Visualizer. He was then promoted to Junior Art Director within six months, and went on to become an Art Director after about one-and-a-half years. Today, he is the Senior Art Director involved in various major accounts such as Dunhill, Perodua and Monbali.

Project • Malay Jari Batik
Client • PERODUA
Agency • Grey Worldwide
Creative Directors • Edwin Leeong
Art Directors • Andrew Fong, Sandy Lai
Copywriter • Demain Chng, Kang"

Project • Ladih / Lepai / G2R
Client • PERODUA
Agency • Grey Worldwide
Creative Directors • Edwin Leeong
Art Directors • Andrew Fong, Sandy Lai
Copywriter • Demain Chng, Jackson Miah

Project • Sambal Jari Batik
Client • Grey Worldwide
Agency • Grey Worldwide
Creative Directors • Edwin Leeong
Art Directors • Andrew Fong, Sandy Lai
Copywriter • Demain Chng, Kang"
KUALA LUMPUR
IKANO Pte Ltd (IKEA)

“Take ownership of what you do, be proud of it and give your best for the best results.”

Some of the graphics and packaging designs by Pek Ling at IKEA.

Yeoh Pek Ling
Position • Graphic Designer (Team Leader)
Corporation • IKEA Malaysia
Graduate of • Advertising Design

Advertising Design graduate Pek Ling is responsible for overseeing the graphic design department at the international furniture lifestyle store, IKEA. The department she works for takes care of IKEA’s communication design such as posters, banners, buntings, signages, billboards and other communications in the store that complete your IKEA experience.

“One of the most satisfying projects that I’ve handled in IKEA was the challenge to design the packaging for IKEA Food & Beverage. The paper cups, take away boxes and hotdog trays were all designed from scratch for long-term use, which meant plenty of research & fine-tuning – and it was a joy to know the designs received positive comments from the management and our customers. The Ono Academy was a platform that made all this possible for me today,” she said.
Congratulations to Graduate Bok Chek Kiong for being ranked as among the Top 10 Hottest Creative Professionals in Hong Kong/China

The One Academy is proud to announce another graduate who has achieved global recognition. Graduate Bok Chek Kiong is currently ranked in the eighth best advertising creative professional in Hong Kong and China.

Throughout his career, his work has garnered recognition from prestigious international awards, namely the Cannes Lions International Advertising Festival (bronze), New York Festivals International Advertising Awards (silver), Longxi International Chinese Advertising Awards (bronze), Johnson & Johnson Worldwide Advertising Award 1999 and the 6th National Excellent Advertising Work in China.

Having worked in various roles as an illustrator, art director to creative director at international advertising agencies such as Ogilvy & Mather, Saatchi & Saatchi, Bartle Bogle Hegarty and Worldwide Grey, Bok’s portfolio includes Guinness, Lewis, Pulsarid, Nespray, KFC, Johnson & Johnson, Electrolux, Haagen Dazs, Danon, San Yuan Milk, Jack & Jones, Only, VeroModa, Hui Yuan and Ming Sheng Banking.

The One Academy of Communication Design

The One Academy is one of the region's top institutions for higher learning in creative new media and communication design. Founded more than a decade ago by industry leaders, it is well recognised for its graduates' practical creativity and adaptability in the competitive job market, both locally as well as internationally. As such, its courses in Multimedia Design, Advertising & Graphic Design, Digital Animation & Game Development, Illustration & Comics and Interior Design are some of Asia’s most sought-after programmes in the field.

With top creative gurus providing all-round practical, industry-based guidance to over 1,200 full-time students in Bandar Sunway, it has also gained recognition through collaborative efforts with renowned international colleges and universities from Australia, New Zealand, the UK and USA.
International Diploma & Degree Programmes

- Advertising Design
- Multimedia Design
- Illustration with Comics
- Digital Animation with Game Development
- Interior Design
- BA (Hons) Graphic Design & Illustration
- BA (Hons) Multimedia Design

Bachelor & Master's Degree at affiliated universities across the USA, UK, Australia & New Zealand

Intakes: January, April, August