



JOURNEY

as a seasoned creative designer and artist, my professional journey unfolds across over 25 years of passionate dedication to the realms of design and artistic expression. As the founder and creative director of AHFC, my creative agency, I've traversed diverse projects not only within Singapore but also across the globe, currently anchored in the vibrant cityscape of Shanghai. My commitment to forging personal connections with clients worldwide underscores the significance I place on face-to-face interactions, recognizing their invaluable role in fostering collaboration and understanding.

A pivotal highlight in my career was my integral role within the organizing committee for Singapore's National Day Parade 2009 (NDP09), where I served as the branding consultant. Guiding the event's branding direction and orchestrating an impactful advertising campaign stands as a testament to my ability to seamlessly merge creativity with strategic vision on a national stage.

Beyond my role as a creative director, I've embarked on ventures spanning diverse corporate landscapes. Holding the mantle of Group Brand Director at a Shanghai-based below-the-line agency, I specialize in pioneering retail marketing initiatives. Simultaneously, I assume the mantle of Chief Designer for a prestigious hotel group, where I infuse innovative management solutions into boutique hospitality experiences. Furthermore, my passion for fashion and commercial photography has seamlessly integrated into my professional repertoire, allowing me to weave captivating narratives through imagery, transcending cultural and geographical boundaries.

Yet, perhaps most defining of my journey is my innate ability to craft and exhibit my own intellectual property. Through the creation and exhibition of EMOMO IP, I've ventured into the realm of storytelling and visual communication, imprinting my distinct voice and vision onto audiences worldwide. Moreover, my photography exhibitions have graced galleries not only in Shanghai but also in Singapore, Indonesia, Korea, Japan, and China, serving as windows into the diverse tapestry of human experience.

In addition to my creative pursuits, my involvement in various projects and organizations, including Pix erf, Lifestyle Retreats, and others, underscores my commitment to fostering collaboration and empowerment within the creative community. As an ambassador and collaborator, I endeavor to elevate fellow artists and designers, enriching the collective creative landscape.

As I continue to navigate my journey as a seasoned creative director and artist, my unwavering dedication to excellence and innovation remains steadfast. With each project, I strive to push the boundaries of creativity, weaving compelling narratives and crafting exceptional brand experiences that resonate deeply with audiences worldwide.

作为一名经验丰富的创意设计师和艺术家，我在设计和艺术表达领域已经献身了超过25年。作为AHFC创意机构的创始人和创意总监，我参与了多样化的项目，不仅在新加坡，还遍布全球，目前驻扎在充满活力的上海城市风光中。我与全球客户建立个人联系的承诺，突显了我对面对面交流的重要性的认识，认识到这对于促进合作和理解至关重要。

我职业生涯的一个重要亮点是我在新加坡2009年国庆庆典（NDP09）组织委员会中的关键角色，我担任了品牌顾问。指导活动的品牌定位并组织影响深远的广告活动，证明了我国家舞台上无缝融合创意和战略愿景的能力。

除了担任创意总监的角色外，我还涉足了涵盖多样化企业领域的项目。作为一家总部位于上海的BTL机构的集团品牌总监，我专注于开拓零售营销倡议。与此同时，我还担任一家知名酒店集团的首席设计师，将创新的管理解决方案融入到精品酒店体验中。此外，我对时尚和商业摄影的热情已经融入到我的职业生涯中，使我能够通过图像编织引人入胜的叙事，超越文化和地理界限。

然而，也许我职业生涯中最具定义性的部分是我创作和展示自己的知识产权的天赋。通过创作和展示EMOMO IP，我进入了叙事和视觉传达的领域，将我独特的声音和愿景印刻在全球观众心中。此外，我的摄影展不仅在上海，还在新加坡、印度尼西亚、韩国、日本和中国的画廊中展出，为观众打开了人类体验多样性的窗户。

除了我的创意追求外，我参与了包括Pix erf、Lifestyle Retreats等在内的各种项目和组织，这凸显了我对促进创意社区合作和赋权的承诺。作为一名大使和合作者，我努力提升同行艺术家和设计师的地位，丰富集体创意景观。

在我继续担任经验丰富的创意总监和艺术家的职责时，我对卓越和创新的坚定承诺始终如一。在每个项目中，我都努力突破创意的边界，编织引人入胜的叙事，打造引人入胜的品牌体验，与全球观众产生深刻共鸣。

NDP2009 (Singapore National Day Parade 2009) - Creative Consultant
AHFC - Founder and Director
METAONE - Creative and brand Custodian
Hongqiao Overseas Chinese Business and Trade Promotion Center - Chief Designer
Pixerf (Asia Stock Image Library) - Photography Ambassador
All-Ad (Shanghai Commercial Photography Studio) - Collaborative Partner
Lifestyle Retreats (Boutique Hotel Chain) - Chief Designer and Photographer
Seagogo (Social Media E-commerce Platform) - Chief Designer
PocketMart Sg (Singapore E-commerce Platform) - Partner and Chief Designer
CryptoCrest (Electronic Gaming Platform) - Chief Designer
Sol Meliá Hotels & Resorts Asia - Brand Custodian and Photographer
Starmedia International - Partner and Chief Designer

Marina Bay Sands Hotel Exhibition Photography 2008 (Singapore)
Pixerf (Asia Stock) Exhibition Photography 2017 (Singapore)
Faces of Indonesia - Exhibition Photography 2018 (Jakarta Indonesia)
A Day in Qibao 2019 - Photography Exhibition (Shanghai China)
Shedding Light on the Unseen 2019 - Art Exhibition (Bali Indonesia)
Hands, Discovering Hidden Realms 2018 - Art Exhibition (Seoul Korea)
Unlocking the Mysteries Within (Emomo IP) 2023 - Art Exhibition (Jakarta Indonesia)
Unveiling The Shadows Within (Emomo IP) 2023 - Art Exhibition (Shanghai China)
Unveiling The Shadows Within (Emomo IP) 2024 - Art Exhibition (Tokyo Japan)

NDP2009 (新加坡国庆日游行2009年) – 创意顾问
AHFC – 创始人兼董事
Metaone – 创意和品牌保管人
虹桥海外华商会进博及贸易促进中心 – 首席设计师
Pixerf (亚洲股票图书馆) – 摄影大使
All-ad (上海商业摄影工作室) – 合作伙伴
Lifestyle Retreats (精品连锁酒店) – 首席设计师兼摄影师
Seagogo (社交媒体电子商务平台) – 首席设计师
Pocketmart Sg (新加坡电子商务平台) – 合作伙伴兼首席设计师
Cryptocrest (电子游戏平台) – 首席设计师
Sol Meliá Hotels & Resorts Asia – 品牌保管人和摄影师
Starmedia International – 合作伙伴兼首席设计师

滨海湾金沙酒店摄影展2008年 (新加坡)
Pixerf (亚洲股票) 摄影展2017年 (新加坡)
印度尼西亚之面–摄影展2018年 (雅加达印度尼西亚)
七宝的一天2019年–摄影展 (中国上海)
照亮看不见的东西2019年–艺术展览 (巴厘岛印度尼西亚)
Hands，发现隐藏的领域2018年–艺术展览 (韩国首尔)
揭示内在的秘密 (Emomo Ip) 2023年–艺术展览 (雅加达印度尼西亚)
揭示内在的阴影 (Emomo Ip) 2023年–艺术展览 (中国上海)
揭示内在的阴影 (Emomo Ip) 2024年–艺术展览 (日本东京)