

CURRICULUM VITAE

Alvin Chon

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Name: Alvin Chan

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Date of birth: 18 November 1971

Nationality: Australian and Malaysian

Residency: Dutch residency

Education

Educated in Malaysia and Australia

Bachelor of Arts with Honors in Graphic Design
Curtin University of Western Australia (1991 -1993)
Thesis (Honours) Discourse in New Wave Design
Minor in advertising and marketing

Languages

English - Primary

Dutch

Mandarin

Malay

INTRODUCTION

I was born in Kuching, Malaysia in 1971. Studied at Curtin University of Western Australia, and graduated in honors with the thesis on the subject 'New Wave Design and Typography'. After working for a short period in Perth, I moved to Melbourne to work at Emery Vincent Design.

For five years, I produced work in the field of cultural and corporate projects specifically in area of identity and environmental graphics. Some of my highlights include design and identity for Gallery Funaki which was awarded in the Tokyo Type Directors Club; and working on large and complex identity and signage projects such as the Petronas twin towers, in Kuala Lumpur, Malaysia.

Seeking an alternative design stimulant, I travelled to Studio Dumbar, the Netherlands. This experience proved to be crucial in my development as I explored a more expressive and experimental design ethos which broadened my design vocabulary.

After a year at Studio Dumbar, I decided to continue in the field of branding and worked at Brown KSDP, Amsterdam. Shortly after that, I joined internationally acclaimed design firm Koeweiden Postma. After working there for several years, I became creative director.

Deciding to move back to a more international role, I joined Nike in 2004 as Senior Designer in Nike Sportswear. A year later I became Design Director for Brand Design Europe. In 2009, I was the Creative Director and head of the Brand Design department for Nike Europe, responsible for design for all sports categories in Western Europe and Central Eastern Europe. In 2010, I took on the role as Global Creative Director for Nikefootball leading the category internationally.

With a track record of working in diverse environments and the ambition to expanding my skills, I joined TBWA Paris in 2011 as Creative Director for Infiniti luxury cars for a period of 6 months to launch their brand in Europe. This proved to be highly successful as the brand identity and campaign has now become Global. I was also instrumental in building their brand partnership with Red Bull Racing for Formula One.

My unique cultural and lingual background plays an important role in my creative process. My work has won numerous awards including Art Directors Club the Netherlands, Merit at the New York Art Directors Club and Dutch Design Prize. It has also been published in D&AD, Creative Review and Graphis. I am also active in participating in design juries and lecturing in The Netherlands, Australia, London and in Asia. In 2007, I was accepted as a member of the prestigious organisation, the Alliance Graphique Internationale, representing the Netherlands.

EXPERIENCE

Designer

1995 to 1998 Emery Vincent Design, Melbourne, Australia.
Australia's leading design agency specializing in brand identity and environmental graphics.

Relevant projects:

Kuala Lumpur City Center, Malaysia

Design of identity, wayfinding and signage program for a landmark central city redevelopment comprising the Petronas Twin Towers, a retail complex, concert hall, 16.2 hectare urban park, and mosque.

Furniture Australia

Brand identity and communications for Australia's premium design furniture distributor and retailer.

Fosters Carlton United Breweries

Corporate display and environmental communications for Fosters CUB's headquarters in Melbourne Australia.

Cathay Pacific Headquarters, Hong Kong

Design of identity, wayfinding and signage program for Cathay Pacific's Headquarter, situated at Chek Lap Kok airport in Hong Kong.

Jewelry

Identities and communications for Australia's leading Jewelry designers including Marion Hoskings, Mari Funaki and Susan Cohn.

Architecture

Identities and communications for the majority of Australia's leading architecture firms including DCM, Nation Fender, Metier 3 and Hassell.

EXPERIENCE

Senior Designer

1999 to 2000 Studio Dumbar, Den Haag, the Netherlands.

Internationally acclaimed Dutch design agency specializing in brand identities and cultural projects.

Relevant projects:

KPN

Brand identity and communications for the Royal Dutch telecommunications company.

Altrecht

Brand identity and wayfinding signage program for one of the largest mental care institutes in the Netherlands.

Zeebelt

Seasonal designs and posters for the experimental theatre group in The Hague, the Netherlands. The work from Zeebelt is the platform for various awards and publicity for Studio Dumbar.

Cultural Exchange

Designs and posters for lecture series of Gert Dumbar in Australia and China.

EXPERIENCE

Senior Designer

2000 Emery Vincent Design, Sydney, Australia.

Australia's leading design agency specializing in brand identity and environmental graphics.

Relevant projects:

Clemenger BBDO

Sub branding, identity and annual report for Australia's leading creative network. The work has been published in D&AD.

International Finance Center, Hong Kong

Design of identity, wayfinding and signage program for the IFC, tallest building in Hong Kong.

Ing Baring

Identity development for the international banking company.

Sydney Olympics 2000

Identity and signage program for the Olympic Games in Sydney.

EXPERIENCE

Senior Designer

2000 to 2001 BrownKSDP, Amsterdam, the Netherlands.

International branding agency, part of the Enterprise IG WPP Group.

Relevant projects:

Dockers EMEA

Retail branding for all of Dockers Retail operations in EMEA.

Vodafone

Branding and communications for the largest telecommunications company in the world. Key projects included work on the positioning of Vodafone, Vodafone Business and the joint venture with Ferrari for Formula One.

ABN AMRO International

Corporate brochures for the International department.

TNT

Brand identity and communications for TNT international logistics company.

Blue Salon, Qatar

Brand identity and retail design for the 'Harrods' of the Middle East.

EXPERIENCE

Creative Director

2001 to 2005 Koeweiden Postma, Amsterdam, the Netherlands.
Internationally acclaimed Dutch design and communications agency.
Highlights: Executive Creative Director and part of the management team.
Offered partnership 2004.

Relevant projects:

Versatel / Tele2

Brand identity and strategic positioning for Versatel telecommunications company. Key projects include repositioning and rebranding to for the launch of their Tripple-Play technology. Creating brand identity guidelines and responsible for managing the identity in Netherlands, Belgium and Germany. Executive Creative Director with direct contact with the board of directors and also involved in all communications discussions both below and above the line.

Hema

Designing an extensive line of packaging for the Dutch retail chain. Also responsible for their rebranding and corporate communications. The work has won 2 Silver Lamps at the Art Directors Club Netherlands.

United Service Group

Brand identity and strategic positioning for one of Europe's largest recruitment company. Executive Creative Director with direct contact with the board of directors to implement the fusion of brand such as USG, Start, Unique, etc. throughout Europe.

Dutch Judicial Courts

Brand identity, wayfinding signage and communications for all 25 law courts in the Netherlands.

Leine Roebana

Brand identity and seasonal communications for the Amsterdam based dance company. The work has been widely published and has won Gold in the Australian Graphic Design Award.

World Press Photo

Book design for Word Press Photo seminars and touring exhibition. This project has been recognise by the Dutch Design Prize.

EXPERIENCE

Design Director

2006 -2009 Nike EMEA HQ, the Netherlands.

Relevant projects:

EMEA Nike Sportswear

Developing Visual Centers and guidelines for the Nike Sportswear brands as well as creating long term solutions for retail spaces. Lead creative for EMEA wide Nike Sportswear initiatives. Key projects include the European launch of Air Force One and Nike Air. Also responsible to design events and lead creative for the launch of projects such as City Motion, Nike's Metro range of footwear for the EMEA region.

Global Nikefootball

Brand identity and strategic positioning for Nikefootball leading up to European Championship 08 and beyond. Creating a new identity and visual direction that speaks to the new positioning. Managing and guiding all Nikefootball initiatives within Europe and globally.

Lead creative for initiatives including T90 Laser I and II, Champions League, UEFA Cup, Tiempo, Replica, Nike5, National Team Kits, Mercurial Vapor 3 and 4, 10R Ronaldinho and the winning pitch for the French Football Federation.

EXPERIENCE

Creative Director

2009 - 2010 Nike EMEA HQ, the Netherlands.

Head of Brand Design, an internal creative agency within Nike. Brand Design is a multi-disciplinary team that consist of graphic designers, art directors, product / interior designers and architects. Besides being the brand guardians for Nike's expression in Europe, it is also responsible for producing work both for internal and especially consumer facing communications through design. The work ranges from retail campaigns, communication and information design, video /film content, interior / retail spaces to events.

Part of the Marketing Leadership board for Western Europe and Central Eastern Europe with Marketing Directors for all the regions as peers. Helping influence and decide the marketing plans and activities for all categories in Europe and overseeing all creative aspects in the Geography.

[Relevant projects:](#)

Champions League Finals Hospitality Madrid.

Global launch of RED Initiatives to support Aids relief in Africa.

Launch of the French Football Federation.

Refurbishment of Niketown London.

EXPERIENCE

Global Creative Director for Nikefootball

2010 - 2011 Nike EMEA HQ, the Netherlands.

Responsible for all Nike brand, design and communications in the Global Football category. Creating brand platforms and vision for Nikefootball and concepts for all the initiatives and retail campaigns world wide. Part of the Global Football leadership team responsible for all expressions of the Nikefootball brand through the line.

Relevant projects:

Global Football brand positioning and identity.

Various initiatives including Mercurial and Nike 5.

European Champion 2012 plans.

EXPERIENCE

Creative Director

2011 TBWA Paris, France.

Creative Director for Infiniti, the Japanese luxury car brand. Head of the lead agency to all above the line activities and creator for the brand platform and identity globally. Responsible for advertising campaigns and guiding other agencies to maintain brand consistency. Also responsible for creating the brand platform for the partnership with Formula One Champions Red Bull Racing.

Relevant projects:

Global brand identity.

Global campaign in TV, print and online.

Design Boom Digital Competition.

Partnership positioning with Red Bull racing team for Formula One.

CAPABILITIES

Proven track record

- 15 years of building brand and creating effective communications.
- Producing award winning work that is published internationally.
- Providing effective solutions for clients.

Effective design capabilities

- Branding solutions that solves problems and help clients achieve their targets.
- Creativity that make people talk.
- Strong understanding of branding and communications.

Experience in high-pressure creativity

- Working against deadlines internationally and delivering results.
- Handling large and complex projects for various clients in different business sectors.
- Understanding budgets and planning and never missing a deadline.
- Flexible and accustom to adapting to a dynamic working situation.

Strong understanding of client liaison

- Presenting to CEOs, board of directors and leaders of companies.
- Building relationship on a long term bases.
- Drawing upon a wealth of knowledge to adapt and handle different people and working situations.
- People skills that span from different cultures and languages.

Successful creative direction skills

- Able to think outside of the box
- Leading a team of creatives to maximize their potential.
- Understanding the bigger picture to guide the group to a successful end result.
- A balance between understanding the brief and the executing a creative result.
- Proven track record to lead designs that result in commercial impact.

Creating individually as well as in a team

- Hands-on approach from concept to supervising implementation.
- Working independently and in a team situation.

Goal driven

- Process driven and goal orientated.
- About achieving targets whether winning a pitch or solving a problem.

SELECTED CLIENT LIST

Global

Nike
Infiniti
Infiniti + Red Bull Racing
Nissan

Australia

BHP
Clemenger BBDO
Denton Corker Marshall architects
Foster's Carlton United Breweries Group Ltd
Fox Studios Australia
Landor and Rogers solicitors
Melbourne Symphony Orchestra
Nation Fender Katsalidis architects
Transfield Obayashi
Village Roadshow Limited

Asia

Cathay Pacific Headquarters, Hong Kong
International Finance Centre, Hong Kong
Kuala Lumpur City Centre, Malaysia
Petronas Concert Hall, Malaysia
The City of Putrajaya, Malaysia

Europe

Altrecht, the Netherlands
City of Middelburg, the Netherlands
KPN, the Netherlands
Ministry of Education, Culture and Science, the Netherlands
Frame publishers, the Netherlands
Dockers EMEA
TNT
ABN AMRO
Versatel / Tele 2
Vodafone
Vodafone / Ferrari Formula One
Coke
Hema
World Press Photo

Middle East

Red Sea project, Saudi Arabia
Blue Salon Shopping Complex, Qatar

United States

Asymptote Architects, New York
Contact Press Images, New York

INDUSTRY RECOGNITION

Awards

2005 Two Silver Art Director Club Netherlands Awards
2005 Award of Excellence New York Art Director Club
2004 Pinnacle Gold Prize Australian Graphic Design Awards
2003 Nomination Dutch Design Prize
2002 Nomination Art Directors Club Netherlands
1996 Award of Excellence Tokyo Typo Directors Club
1997 Good Design Award, Chicago Anthanaeum
1998 Design Distinction Award, Annual Design Review ID mag New York
1999 Certificate of Typographic Excellence New York Type Directors Club
1999 Award from the Tokyo Type Directors

Publications

2010 Phaidon Compendium of Graphic Design
2010 Boxed and Labelled - New packaging design
2009 By Invitation only
2010 IDN Magazine
2006 Identity Matters
2005 ITEMS
2004 Monument magazine
2002-2004 Creative Review magazine
2003 Dutch Design Prize
2001 British Design and Art Direction annual
2000 Graphis Design / Poster Annual
1999/2000 International Communications, Germany
1997 Tokyo Typo Directors Club Annual
1998 ID magazine
1999 New York Type Directors Club Annual
1999 Communications Arts Design Annual

Exhibition

Museum of Architecture and Design, Chicago
Potter Gallery, Melbourne Australia

Awards Jury

Dutch Design Prize 2006, 2005
Australian Graphic Design Awards
Art Directors Club Netherlands 2004, 2007

Lectures

Design Association Taiwan
New Designer Event, London
AGDA International Speaker Tour
Sydney, Canberra, Hobart, Brisbane, Adelaide, Perth
Design institute of Australia Forum, Western Australia

Membership

Alliance Graphique Internationale AGI since 2007

PORTFOLIO

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