

cover art

If you think this is a wacky cover, you're right. It's only made to fill up a huge area of white space. But in case if you're wondering, the kanji says 'tea', which is my favourite beverage.



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about

Hello, my name is Kevin Teh, and I believe that great design is about reinforcing a positive experience for the audience. Here are some of my works that demonstrate my logical and scrupulous design attitude.

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education

Mar-Apr 2017
Academy Xi
Sydney, Australia
UX Design

2014-2016
Billy Blue College of Design
Sydney, Australia
Bachelor of Comm Design

2011-2013
Methodist College
Kuala Lumpur, Malaysia
A-Level (HSC Equivalent)

experiences

April 2017-May 2017
Marque Brand Consultants
Sydney, Australia

Interning while designing food packaging for Woolworths.

May 2016-July 2016
Tiliqua Press
Sydney, Australia

Designed style guide and magazine spreads for the second issue of Ligature Journal as the senior designer.

Aug 2015-Oct 2016
UK & Eire Malaysian Law Students' Union (KPUM)

Designed annual reports, prospectus and event booklets for symposiums.

Sep 2012-July 2014
Methodist College
Kuala Lumpur, Malaysia

Designed brochures and posters as a marketing intern. Designed the yearbook in Vision Editorial Board as the Head of Design.

skills

Typography
This is my main strength which I use in my design approach. I have a good eye for detail in layouts and typesetting.

Multilingualism
Native in Mandarin Chinese and Cantonese. Proficient in English and Malay. Elementarily proficient in Japanese.

Forward roll
A hidden talent of mine which I will be glad to perform under request on a carpeted floor. Please don't try this at home.

references

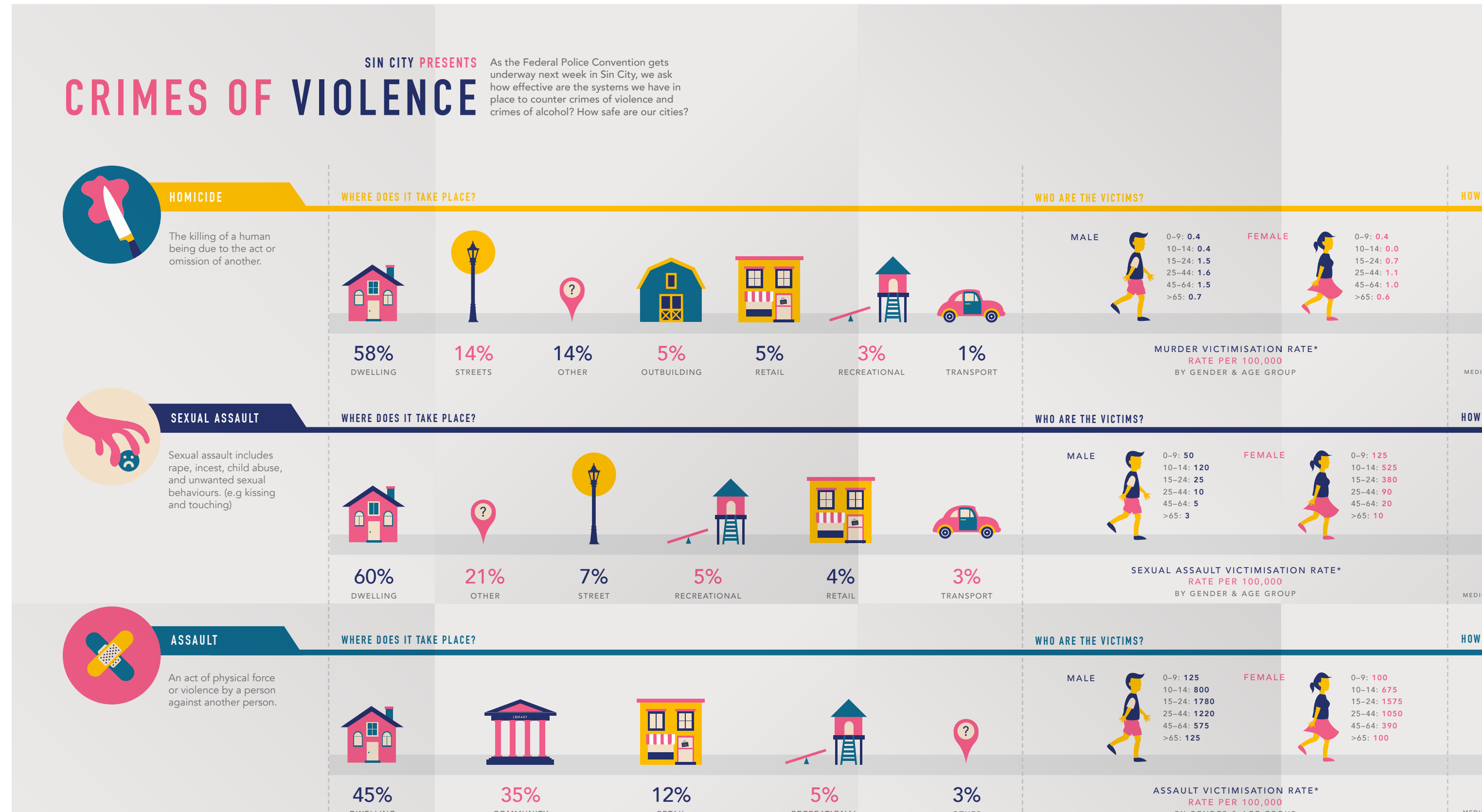
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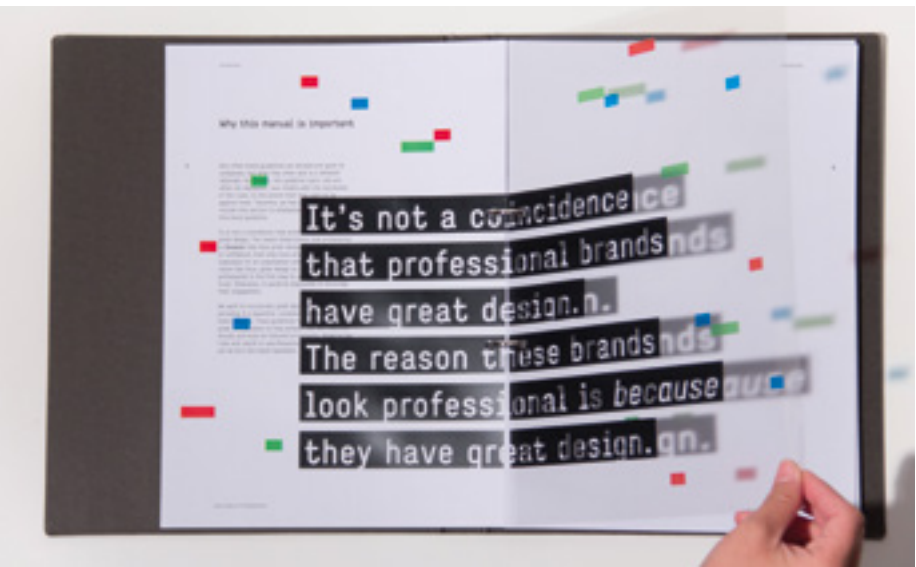
This exhibition, held in Art Gallery of NSW, explores punk subculture’s crafty, DIY principles. The flexible visual identity mark reflects their rule-breaking ethos. The artworks (punkzines) are used as texture as a secondary language.

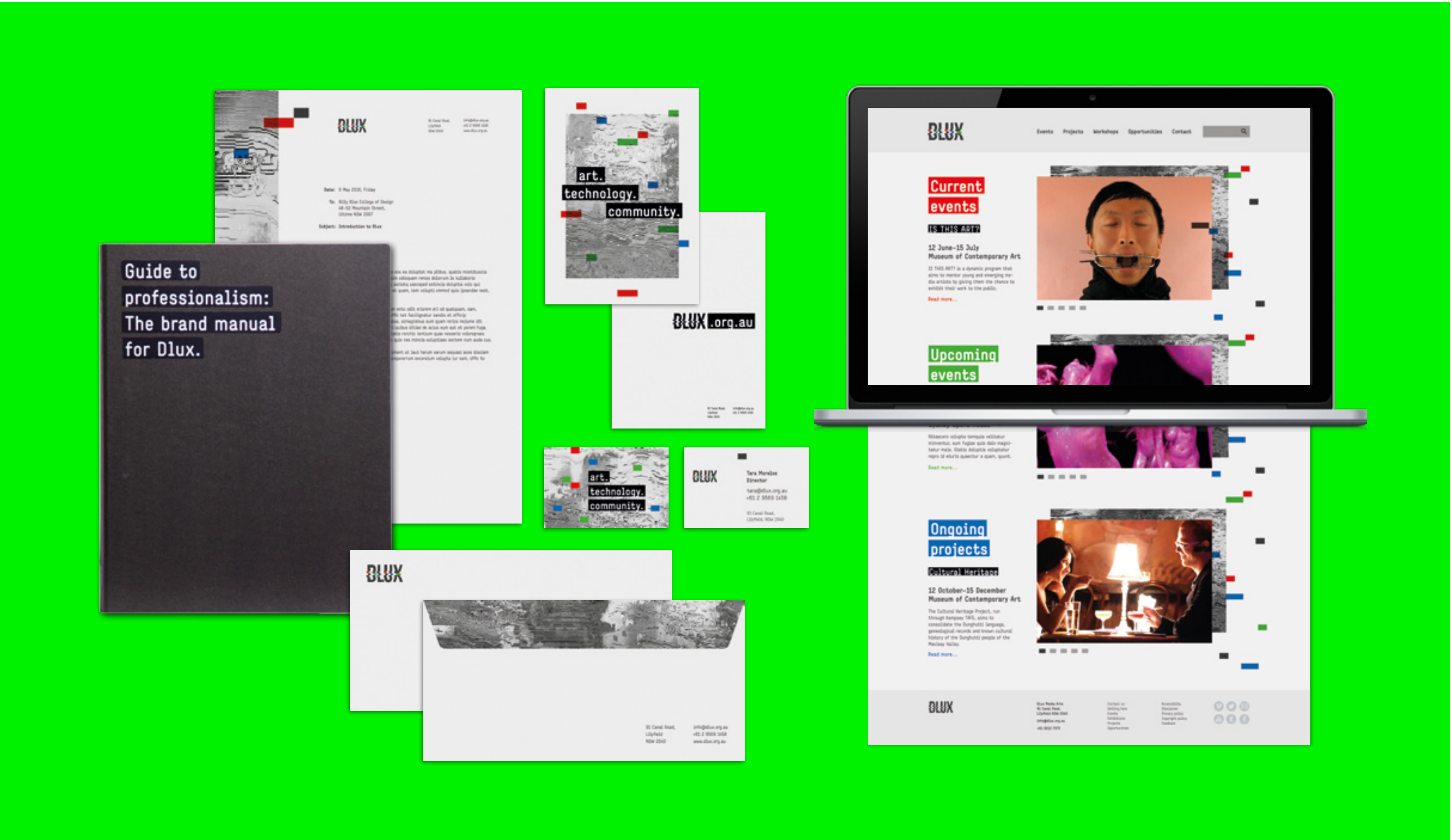


(Click on the poster for the full infographic.)



DLux is a digital media arts firm and they needed a more precise and impactful brand image. To achieve this, a new logo is re-designed, with glitch art and pixels as the decorative elements. The slogan “Art. Technology. Community.” encapsulates its brand essence. These are all presented in a A4 ring-binder brand guidelines.



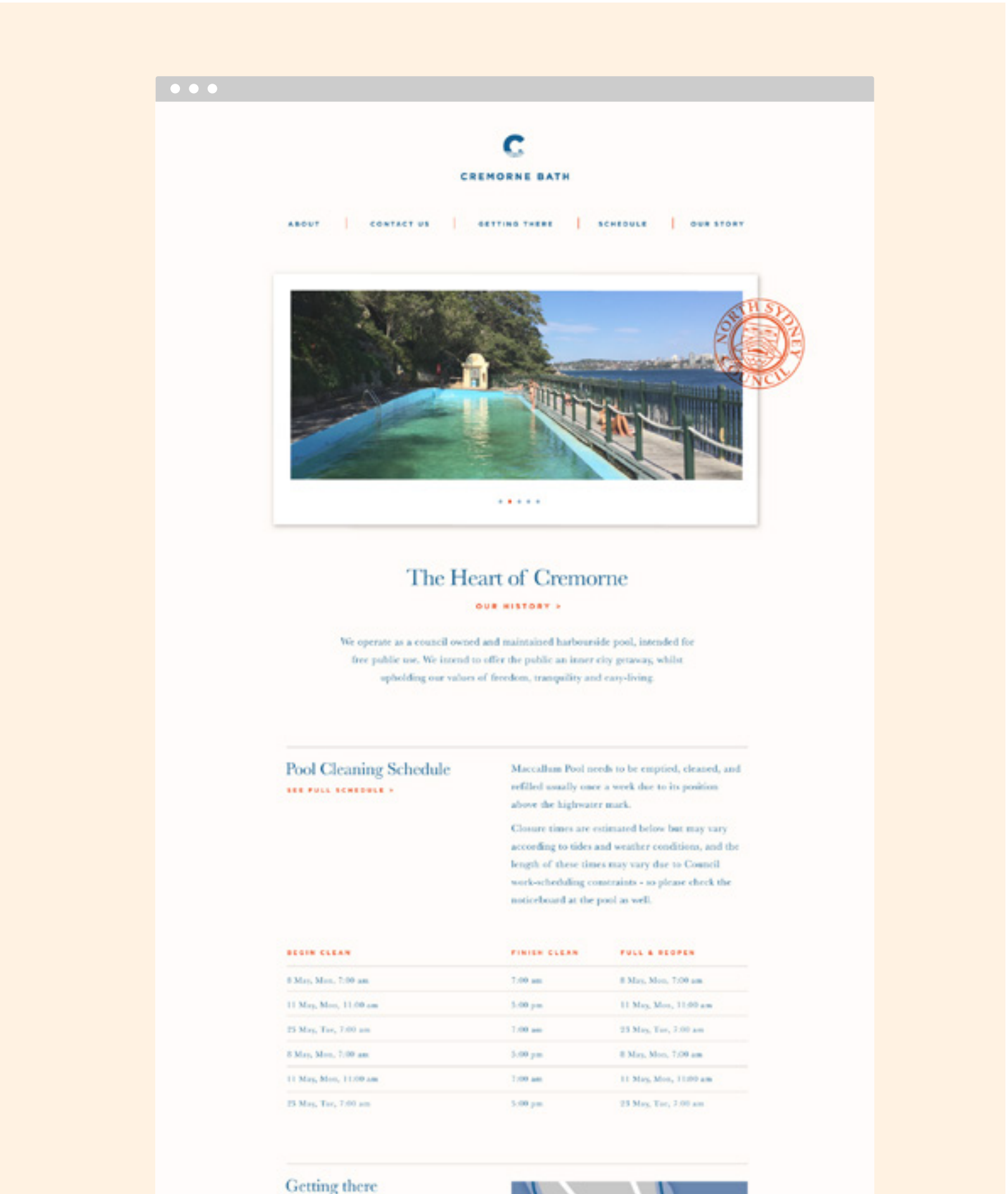


To channel out the vibrance and innovation of the Ligature Journal, a style guide with 10 colours and 4 contrasting typefaces was devised. The intended visual language is demonstrated through the designed spread samples. The result is a cohesive series of colourful spreads, yet diverse with experimental aesthetics.



The brand guideline is designed to convey a romantic feel that is similar to the atmosphere of Cremorne Bath, using marine blue and blood orange-colours that indicate ocean and sunset respectively. Gotham and Baskerville typeface provide a nice classic-contemporary contrast.

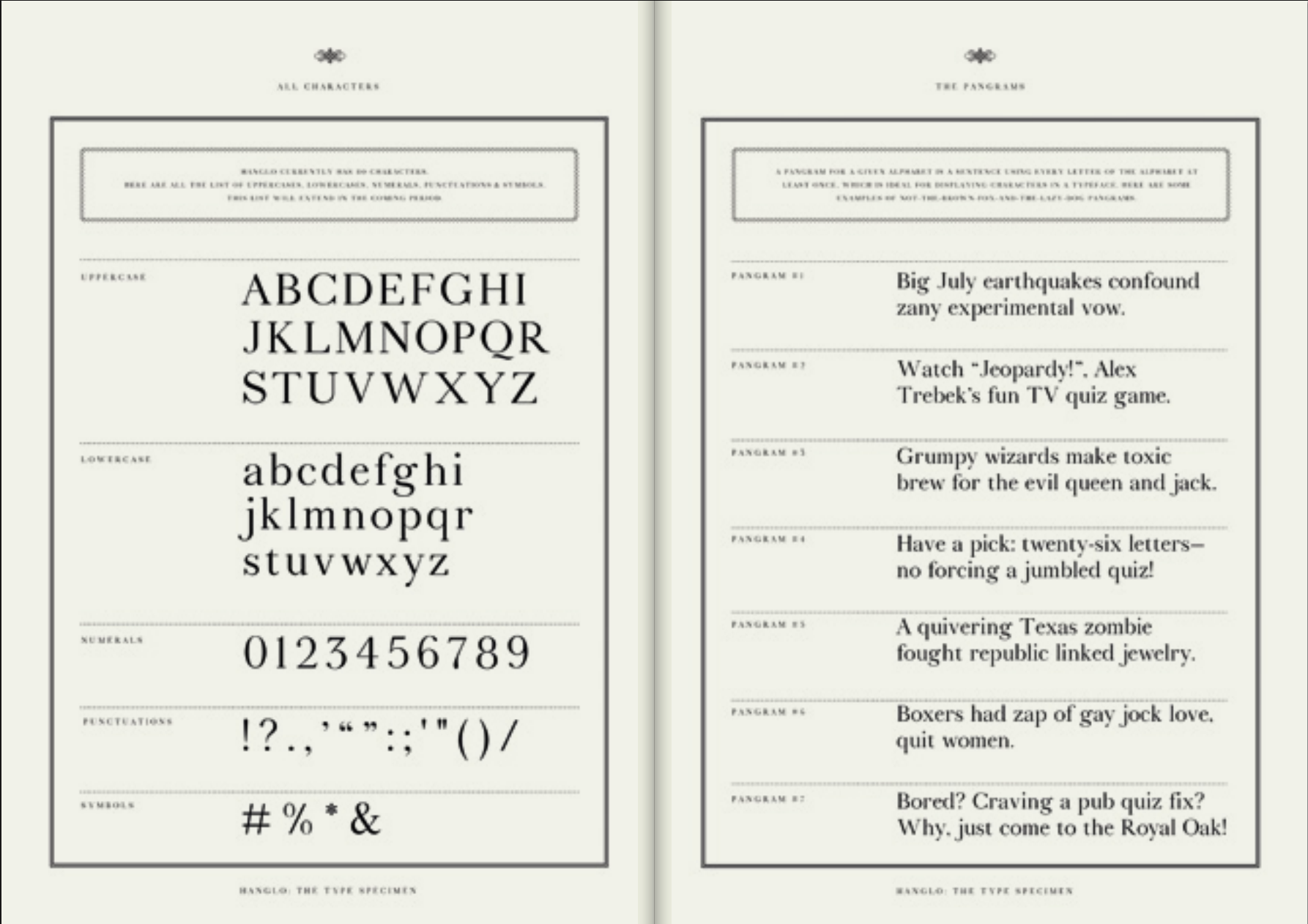




The Incan Gold Bar Collection is designed for the limited edition of Kit Kat Chocolatory's South American flavours. The bullion shaped packaging creates a duo-symbolism of gold bar and Kit Kat finger. 6 Incan patterns are drawn to abstractly represent 6 flavours individually.

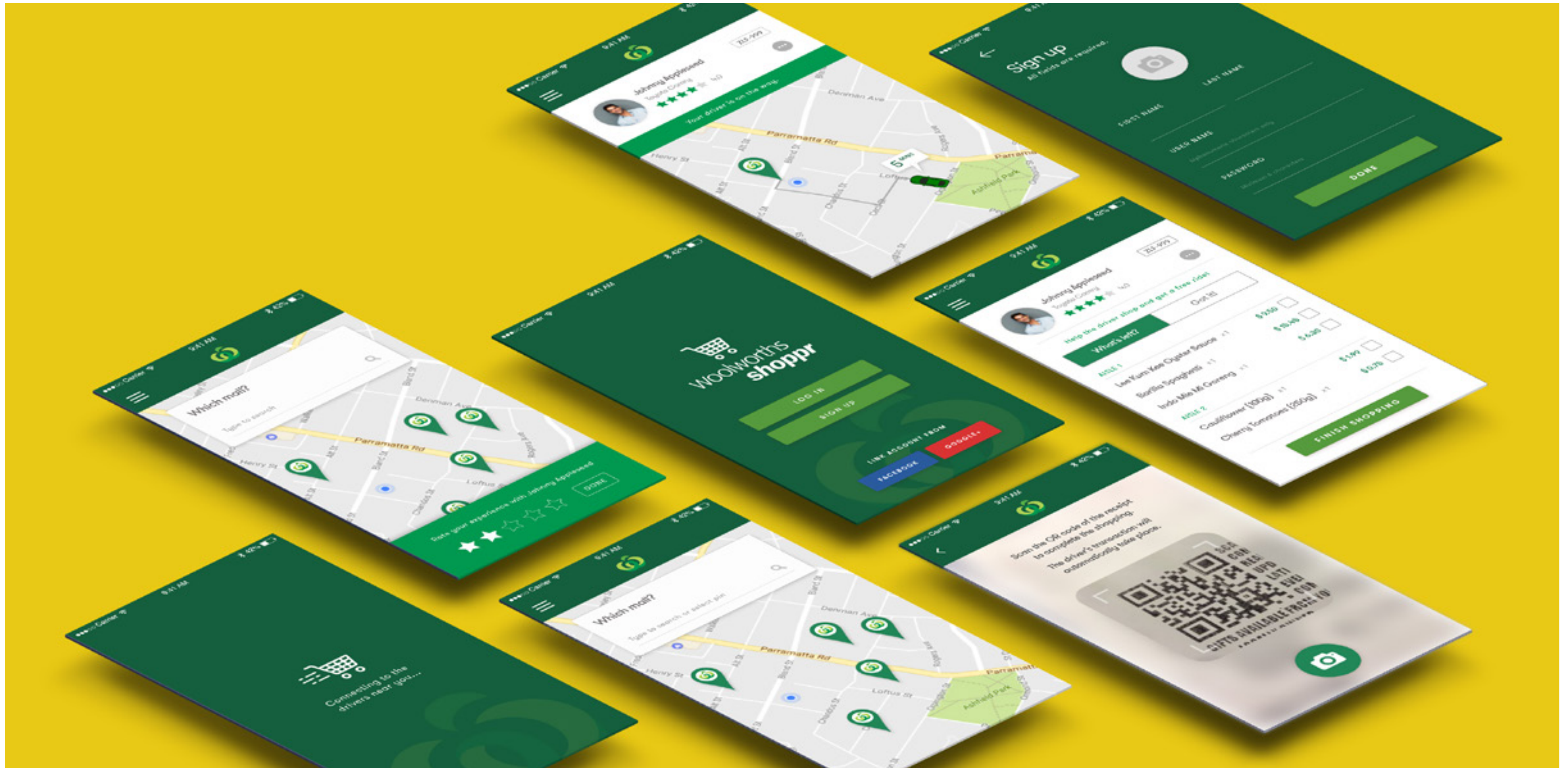


This elegant, transitional typeface is inspired by Didot, Bodoni and Baskerville. It is highly legible even at small sizes, as demonstrated by the type specimen. It is suitable for editorial design, especially for body copy. The type specimen is designed to mimic the book design during the transitional era.





Grocery shopping without a car can be tricky, especially when it comes to carrying the groceries home. Woolworths Shoppr is a mutualistic app that connects the shopper to the driver for a free ride home, in exchange of doing the grocery shopping for the driver.





end note

Thank you for taking
your time to look
through my portfolio.
I look forward to
hearing from you!



about

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