

# DESIGN

ANDREW CHONG

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A snapshot of the ways Andrew thinks and works. It's a window into his creative approach and shows how Andrew's bold thinking breathes fresh life into businesses. As a multidisciplinary designer, Andrew aims to find new and compelling ways to translate brands into powerful customer experiences.

COLLABORATIONS

ABSOLUT.

ABSOLUT  
*Country of Sweden*  
ELYX

Ω  
OMEGA

CHIVAS

The  
MACALLAN  
HIGHLAND SINGLE MALT  
SCOTCH WHISKY

WMF

Microsoft

DELL

HARVEY NICHOLS

SELFRIDGES & CO

VISA

WPP

DAVID LAWRENCE

MARCS

SENSORI +

SOURCED  
MARKET

TMpoint

coles express

MYER

Ketel One  
VODKA

Lub:d

Dulux  
let's colour

CARPOLY  
嘉宝莉

asianpaints

PITFIELD  
LONDON

RÉMY MARTIN

Ron  
Zacapa

Gordon's

allgood  
好之味

WAH SENG


DISHOOM  
डिशूम

余仁生  
Eu Yan Sang


ABOUT

Andrew Chong is an Australia-based, award-winning and multidisciplinary designer working across experience design, environmental design, graphic design, branding strategy, digital and multimedia design and product development. With a decade of experience in corporate identity and designing luxury brands, Andrew creates agile and iconic brand personalities, identities and designs that thrive across diverse global marketplaces. Designing innovative 3-Dimensional and 2-Dimensional design solutions, he creates brand strategies, architecture, packaging identity systems and digital experiences for emerging, national and global enterprises.


Fluent in English, Mandarin and Cantonese, Andrew is a graduate from Brunel University London and holds a MA in Design and Branding Strategy and a BA in Interior Architecture and Design from Nottingham Trent University (Distinction). Andrew was awarded a highly competitive Tier-1 U.K. Graduate Entrepreneur Visa to start and run his own E-commerce design business.




Rapid prototyping /  
3D modeling and printing /  
CAD design




Retail design/  
Commercial interiors /  
Spatial planning /




Sustainable design /  
Green / Environmentally-  
friendly design




Mobile /  
Internet marketing




e-Commerce /  
Entrepreneurship and  
startups




Interior /  
Product and Furniture design



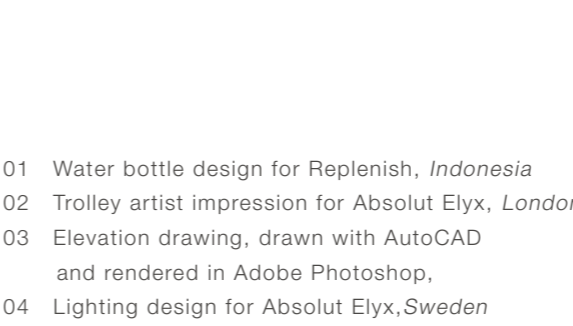
User experience design /  
Interface design /  
Omnichannel experience



Corporate branding /  
Personal branding /  
Self-promotion design



Design production /  
Design management /  
Design manufacture



01

02

03

04

Andrew began his career with Sacha and Tan Architects in Kuala Lumpur, where he specialised in architectural detail, CAD and 3D design. Andrew worked as an independent design consultant on product and experience design projects for Cîroc, Ketel One Vodka, Smirnoff, Johnny Walker Gold Label, Don Julio Tequila, Remy Martin and Gordon's Gin. While starting up his design business in London, Andrew simultaneously joined Shaun Clarkson's (SCID) team as a Senior Designer where he collaborated to execute the global brand identity of Pernod Ricard's Absolut, Chivas, Perrier Jouët and Pernod Absinthe brands. He also led the design of a bespoke furniture and home décor Christmas Collection for Selfridges with Pitfield London. In 2015, Andrew became a Senior Designer for Fitch Singapore (WPP) where he worked on commercial retail design with a focus on omnichannel retailing. With a diverse set of experiences, Andrew has worked across a wide range of industries with clients including Visa, Pernod Ricard, Citibank, and Selfridges. After relocating to Australia, Andrew joined Myer as a Concept Design Manager responsible for creating unique design concepts, and managing and delivering a world-class retail experience into 64 stores across Australia.

As a globally-minded designer with a pro bono ethos, Andrew provides design solutions and services for several non-profit organisations including Topsy UK, Bridges Across Borders South East Asia Community Legal Education Initiative (BABSEACLE) Thailand, It's Humanity Foundation Bangladesh, Playful-pedagogy.org and South Australia's Department for Education and Child Development (DECD).

PROFESSIONAL  
EXPERIENCE



**DESIGN & STANDARDS  
MANAGER**  
February 2020- Current

MYER

Myer Holdings, Melbourne

**CONCEPT DESIGN MANAGER**  
June 2017- February 2020  
(2 years 8 months)



Gridserve, London

**HEAD DESIGNER**  
May 2016- June 2017  
(1 year)



WPP- Fitch, Singapore

**SENIOR DESIGNER**  
May 2015- May 2016  
(1 year)



**CREATIVE LEAD**  
March 2013- May 2015  
(2 years 2 months)

Creating cutting-edge and seamless design formats and solutions to enhance consumers’ shopping experiences at Coles Express. Working closely with internal and external stakeholders to conceptualise and create novel, innovative, customised and satisfying convenience store fitouts that leverage human-centered design aimed to gratify customers.

Concept Design Manager of the ‘New Myer’ team tasked with design and projecting management of new and innovative retail architecture and design concepts to transform and revitalise Australia’s most-loved retailer. Responsible for creating unique design solutions and managing and delivering world-class retail design concepts into Myer stores from design development, tender and construction drawing packages to detailed build outcomes. Working with internal and external stakeholders to drive and deliver practical small-scope and large-scale solutions in response to retail and maintenance needs. Managing internal/ external stakeholders and consultants, shopfitters and contractors to effectively communicate each projects’ progress and ensure all designs align with the New Myer strategy and project outcomes are achieved.

Head designer for an innovative energy storage solution company based in Hong Kong. Responsible for the company’s art direction, product development, brand identity and creative marketing. Working closely with the company’s CEO on brand identity and product presentation. Responsible for all design-related solutions and working with engineers and manufacturers on creating new product lines. Working across multiple design platforms to solve business problems and grow business brand awareness.

Creative lead on 3-Dimensional and 2-Dimesional design for retail and commercial projects. Transforming and improving brand experience with in-depth knowledge of spatial design. Implementing new design approaches across digital touch-points and engagement. Working closely with strategists to conceptualise diverse brands’ onmi-channel retail experience and create brand briefing books and guidelines for omni-channel design to meet clients’ objectives and needs.

Clients: *Telekom Malaysia; Asian Paint India; Visa; Oredoo; & All Good China*

Team leader responsible in delivering multi-disciplinary design includes: on-trade brand activation; interior design and building projects; graphic and identity design; and product development. Working in a multidisciplinary environment including both the retail and hospitality industries. Providing high-level creative and art direction skills including handling both the client as well as project management.

Clients: *Absolut Vodka & Elyx; Chivas; Perrier Jouët; Pernod Absinthe; Selfridges; Harvey Nichols; Pitfield; Prime Burger; Clink 78; & The Box London*



The Honest Group, London

**SENIOR DESIGNER**  
December 2011- March 2013  
(1 year 3 months)



Sacha and Tan Architects, K.L.

**INTERIOR ARCHITECT,  
DEPARTMENT LEAD**  
July 2008- July 2011 (3 years)



New Convex Sdn Bhd, K.L.

**DESIGNER**  
July 2006- July 2008 (2 years)

CREATIVE &  
ENGAGEMENTS



Extreality Design

**FOUNDING PARTNER**  
January 2020- Current



Adobe Australia

**CREATIVE AMBASSADOR**  
January 2019- Current

Working on several design-led branding projects and liaising with offshore and onshore manufacturers to deliver bespoke designs for diverse international brands. Project scope included: event planning; lighting design; furniture design; environmental design; product design and development; and brand implementation.

Clients: *Quintessentially London; Omega; Converse; Temperley London; Cîroc; Ketel One Vodka, Smirnoff; Johnny Walker Gold Label; Don Julio Tequila; Remy Martin; Gordon’s Gin; Ron Zacapa; Schweppes; Zeo; & Bloomsbury*

Managing a variety of Interior design projects including retail, restaurant, residential and office design. Working from conceptual to project completion. Providing overall creative leadership for architectural and interior projects. Leading and managing a design team.

Clients: *Padini Group; Meatworks; 33 Singapore; Bolton; Bordeaux Wines China; The Health Circle; Hong Leong Bank; Crabtree & Evelyn; & Caltex Malaysia*

Responsible in high standards creative consultation and design direction included retail design, visual merchandising, visual communications and temporary exhibitions. Designing campaign graphics to engage, empower and educate consumers. Working with retail executives to satisfy customer’s requests for customisation.

We are a group of designers, educators, engineers and game artists who create immersive experiences in extended reality. Scientists have been toying with the idea of engaging visual interfaces for 6 decades. Why still stick with boring print-based 3D visuals and flat emailable graphics? With AR/XR you can present your design in 3D regardless of physical location, and experience the design at scale to understand the space. Without the heavy cost of coding and custom programming, Extended Reality Design creates a cost-effective and rapid virtual prototype to life.

Creative leader contributing and sharing best practices for integrating Adobe solutions within organisation. Leading onsite workshops to build employee skills with the latest Adobe Creative Cloud tools and sharing best practices for integrating Adobe solutions.

ACADEMIC  
EXPERIENCE



James Cook University, Townsville

SESSIONAL LECTURER

Feb 2017- July 2018  
(1 year 5 months)

Sessional lecturer and tutor for the College of Arts, Society and Education in the department of Arts & Creative Media. Teaching Visual Communication and Creativity (NM2020) and Interactive Design (NM2420) in the undergraduate Bachelor of Creative Arts and Media in Design.



Torrens University, Adelaide

INDUSTRY EXPERT

Jan - July 2015

Industry Expert for the business school. Innovation and creative entrepreneurial experience sharing sessions with MBA student's across Australia. Topics including creative differentiation, value of design and personal branding.

SKILLS

DESIGN SOFT SKILLS

Manual and digital sketches  
Manual architectural drafting  
On- scale model making  
Photography and editing



GRAPHIC

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom



AUDIO/ VIDEO

Adobe Premiere Pro  
Adobe Audition



CAD

AutoDesk AutoCAD  
AutoDesk Revit  
VectorWorks



3D DESIGN

AutoDesk 3D Studio Max  
V-Ray 3.0  
KeyShot Pro  
Google SketchUP



VR/ AR/ MR

Virtual Reality Showcase  
Mixed Reality Experience  
Web based MR Experience  
Augmented Reality



LANGUAGES

English, Cantonese, Mandarin, Malay

EDUCATION



M.A. DESIGN AND BRANDING STRATEGY

Brunel University London, United Kingdom, 2011

B.A. (HONS) INTERIOR ARCHITECTURE AND DESIGN

Nottingham Trent University, Nottingham, United Kingdom, 2005

FOUNDATION CERTIFICATE IN ART AND DESIGN

Nottingham Trent University, Nottingham, United Kingdom, 2004

PRO BONO

Brand Identity design



Violence Prevention Australia

[www.violencepreventionaustralia.org.au](http://www.violencepreventionaustralia.org.au)

Campaign graphic and  
event branding design



Australian Literacy Educators' Association

[www.alea.edu.au](http://www.alea.edu.au)

Proposed new brand identity to  
enhance fundraising capacity



Bridges Across Borders South East Asia  
Community Legal Education Initiative  
(BABSEACLE)

[www.babseacle.org](http://www.babseacle.org)

Brand Identity design  
for business pitch



College of Arts, Society and Education  
James Cook University Australia

[www.jcu.edu.au/college-of-arts-society-and-education](http://www.jcu.edu.au/college-of-arts-society-and-education)

Journal article cover design



Digital Culture and Education (DCE)

[www.digitalcultureandeducation.com](http://www.digitalcultureandeducation.com)

Identity and website design to  
enhance fundraising capacity



It's Humanity Foundation Bangladesh

[www.itshumanity.org](http://www.itshumanity.org)

Identity design



Kusuma Foundation for UDBHAV

[www.kusumafoundation.in](http://www.kusumafoundation.in)

Brand Identity refinement, name card  
and website design



Topsy Foundation U.K.

[www.topsyfoundation.org.uk](http://www.topsyfoundation.org.uk)

Identity design



Playful Pedagogy

[www.playful-pedagogy.org](http://www.playful-pedagogy.org)

Graphic and infographic design



South Australia's Department of Education  
and Child Development (DECD)

[www.decd.sa.gov.au](http://www.decd.sa.gov.au)

Identity design



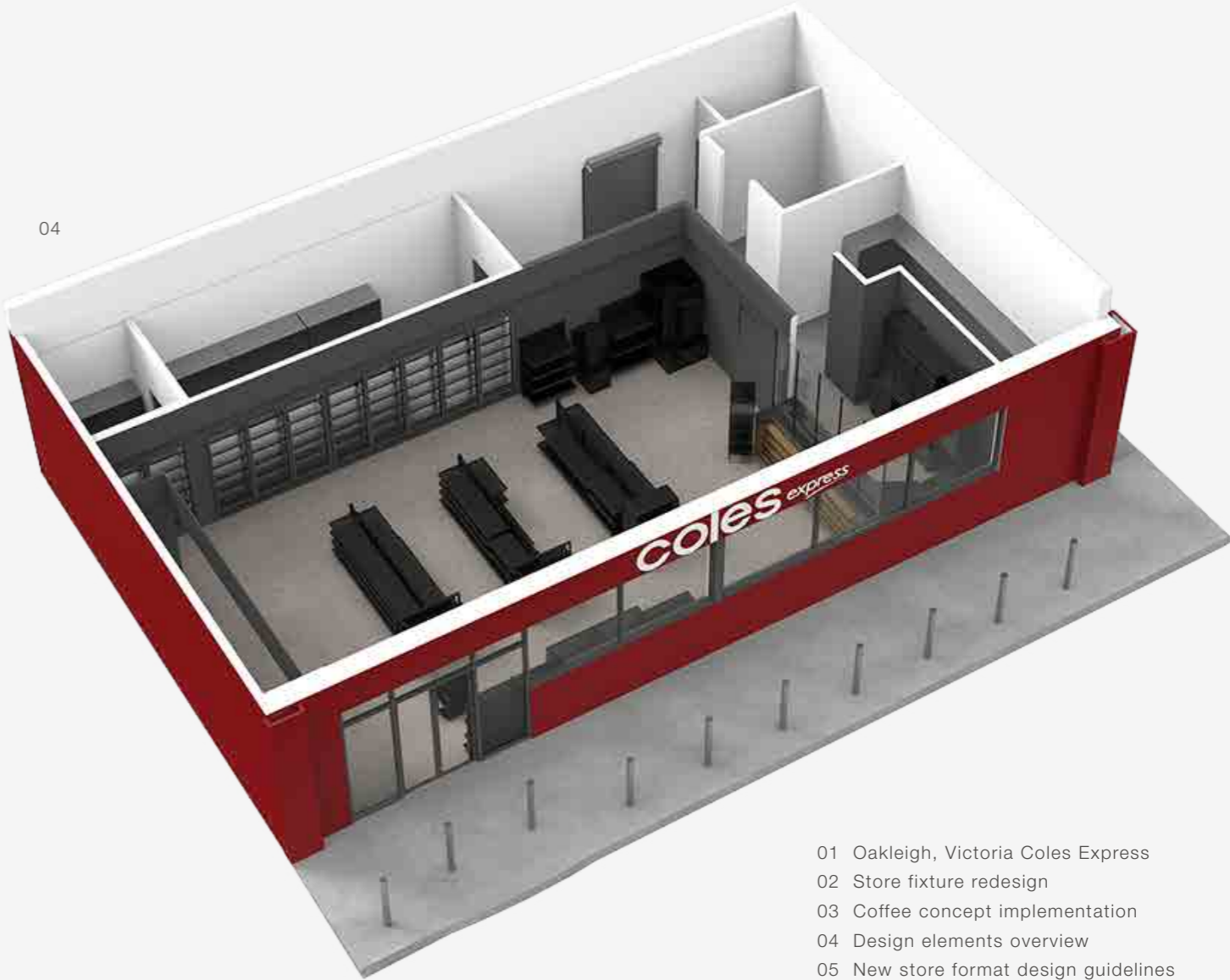
U.K. Society of Chinese Lawyers

[www.ukscl.org](http://www.ukscl.org)

RETAIL

COLES EXPRESS  
NEW CONCEPT STORE

Create and design new store format and solutions to enhance consumers' shopping experiences at Coles Express. The base scope for stores will include painting of walls and ceilings to a modern colour palette, LED light installation, updating point of sale messaging, changing fixtures and executing a merchandising relay to reflect an updated store flow and championing of hero product categories.



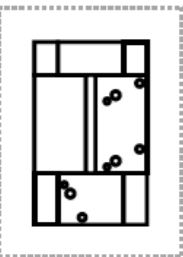
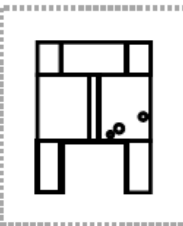
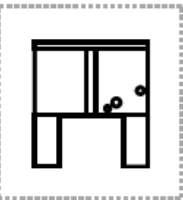
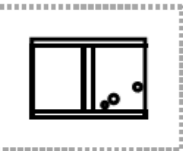
- 01 Oakleigh, Victoria Coles Express
- 02 Store fixture redesign
- 03 Coffee concept implementation
- 04 Design elements overview
- 05 New store format design guidelines



RETAIL

COLES EXPRESS  
URBAN COFFEE CULTURE

Design and execute new look-and-feel of Coles Express coffee experience targeting on-the-go consumers. Working with the range, marketing and construction teams to plan and provide the best solution for the business. Each component of the coffee island is completely flexible and able to adapt to the available space. The modular concept will be constructed and installed throughout Coles Express' 700+ outlets nationwide.



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- 01 Modular coffee island concept
- 02 Small coffee wall concept
- 03 Large coffee wall concept
- 04 Coffee Island merchandise & marketing message planning
- 05 Large coffee island
- 06 Medium coffee island



06

RETAIL

MYER ESSENTIAL  
AUSTRALIA NATIONWIDE

The design concept was to create a dynamic and innovative cosmetics ‘experience spot’ for top brands to present their best products within a strong overarching destination. This is complemented by quintessential ‘must-have’ spots, make up stations and ‘try-me’ zones. It is a place to be spoilt as well as an event and launch pad for the latest in beauty, bringing innovative brands and constant activity. The scheme is cutting-edge and contemporary but with a twist. Classic industrial style structure, playing with the idea of classic glamour.



01

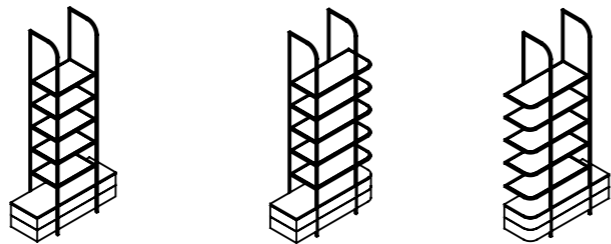


01



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- 01 Cosmetics destination
- 02 Merchandise strategy
- 03 Wall modules



03

- 01 Concession guidelines
- 02 Modular system
- 03 Gondola design



03



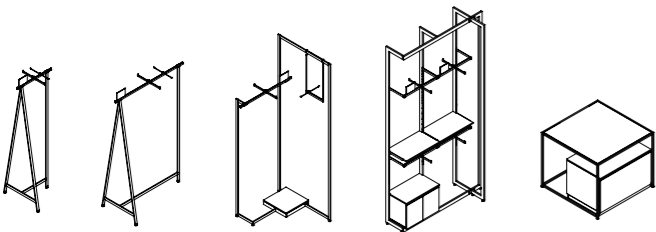
02

RETAIL

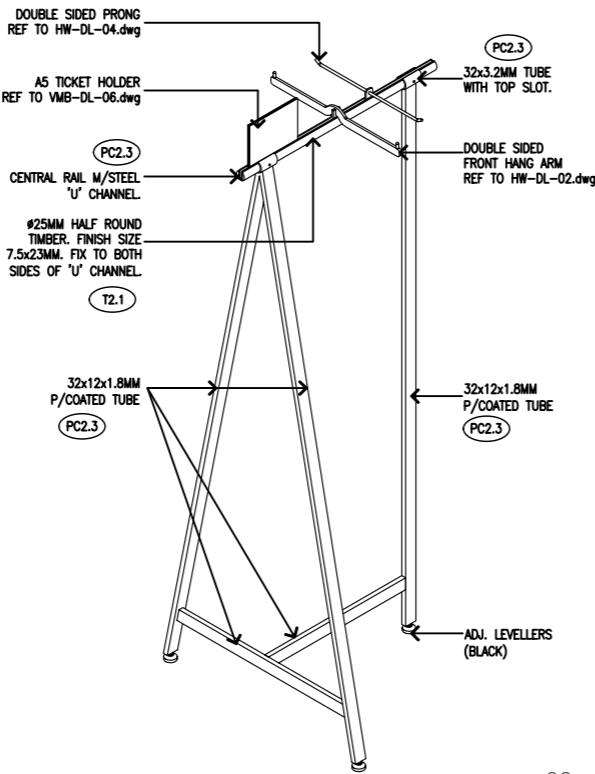
DAVID LAWRENCE  
AUSTRALIA NATIONWIDE

Refine David Lawrence's current fixture suite design to improve overall circulation with the aim to deliver streamlined and cutting-edge customer journey through new and unique fixture design.

- 01 Fixtures line up
- 02 Fixture details
- 03 Interior visualisation



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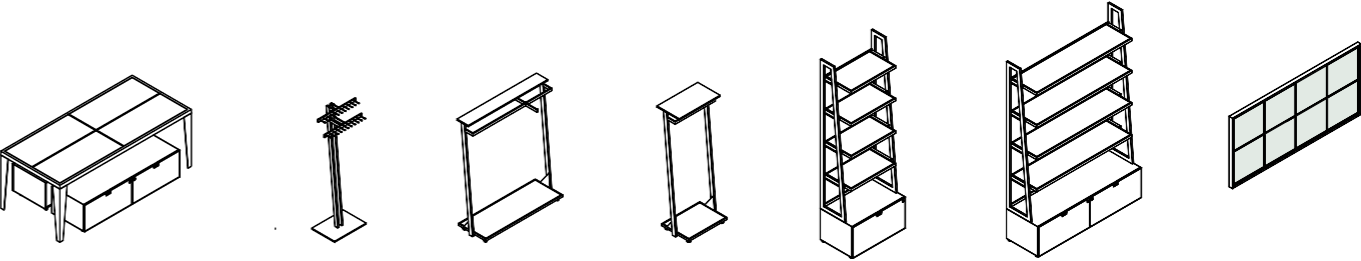
RETAIL

MARCS  
AUSTRALIA NATIONWIDE

Nationwide fixture suite design with new material and signature detail. The objective was to create a contemporary version to the traditional luxury look that Marcs presents today, and establishing a younger and refreshed 'tone of voice' for the brand.

- 01 Front elevation
- 02 Fixture line up
- 03 Interior visualisation

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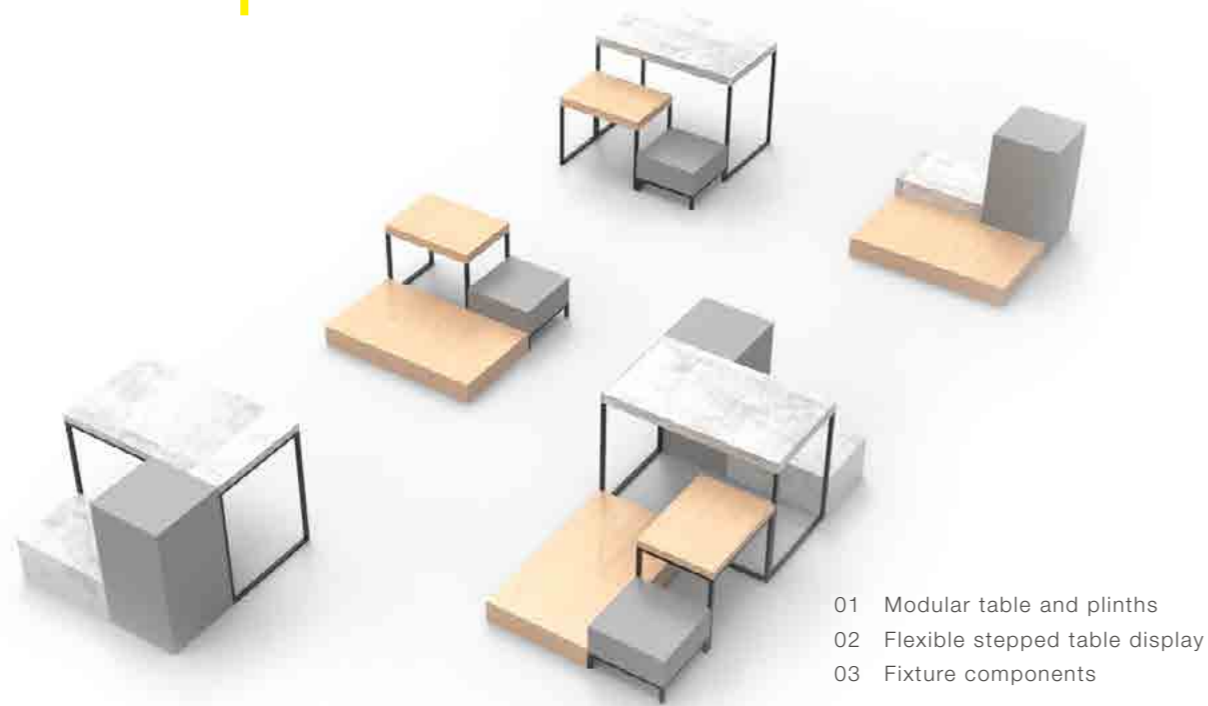


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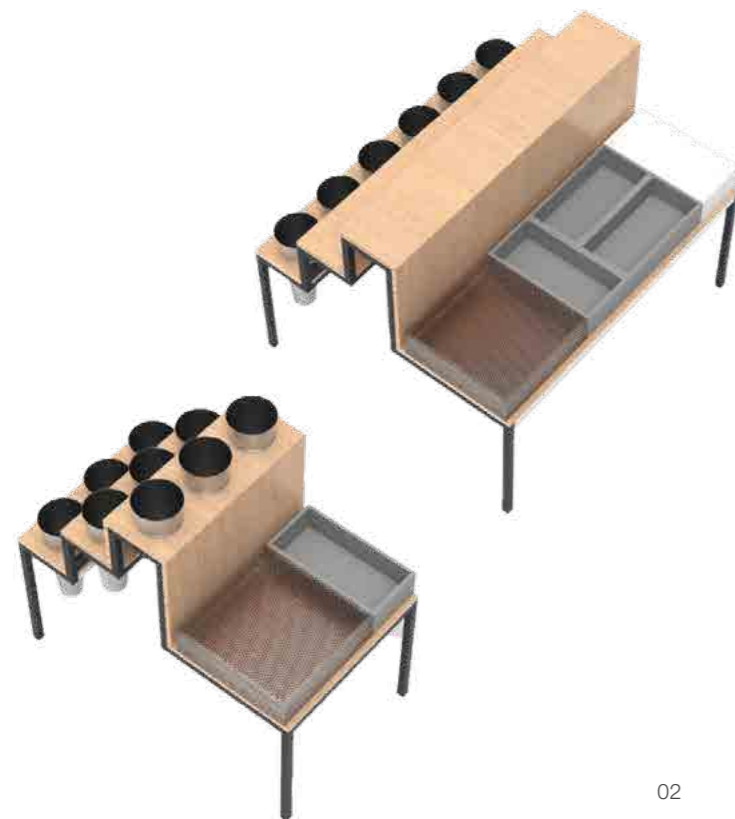
RETAIL

MYER HOME DECOR  
AUSTRALIA NATIONWIDE

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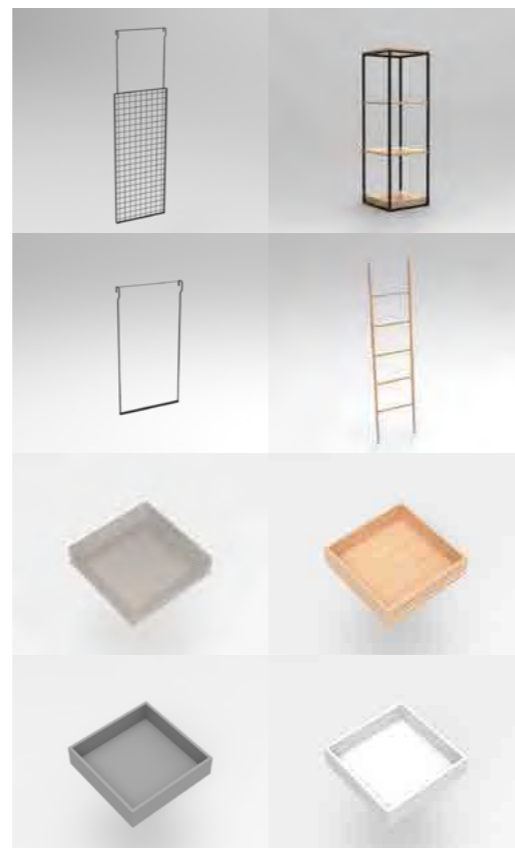


- 01 Modular table and plinths
- 02 Flexible stepped table display
- 03 Fixture components



02

03



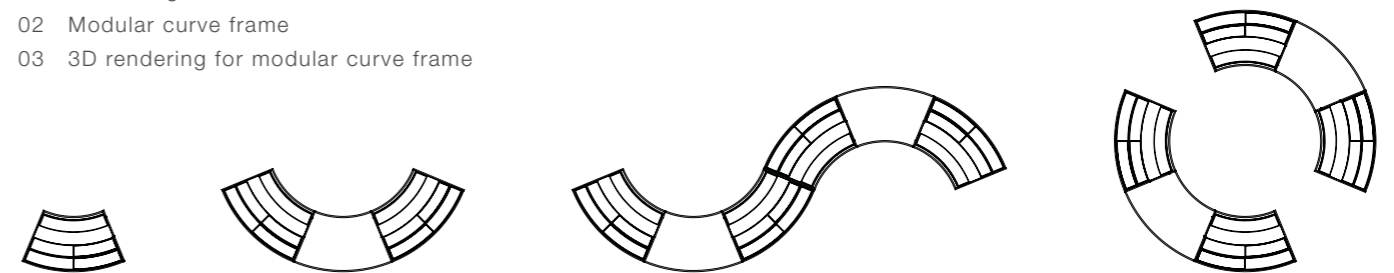
To introduce a self-contained home decor department concept that encapsulates the essence of what is new and fun with the Myer customer at the core. Almost all fixtures were designed in modules, forming a destination of its own. The offer integrates Home and decoration/accessories introducing subtle differentiation between categories in terms of presentation and materiality, in order to make a clear visual statement. The fixture suite introduces pauses and 'moments' where the curated offer comes to life, supporting the strength of the product groups and categories.

- 01 Cart design
- 02 Modular curve frame
- 03 3D rendering for modular curve frame

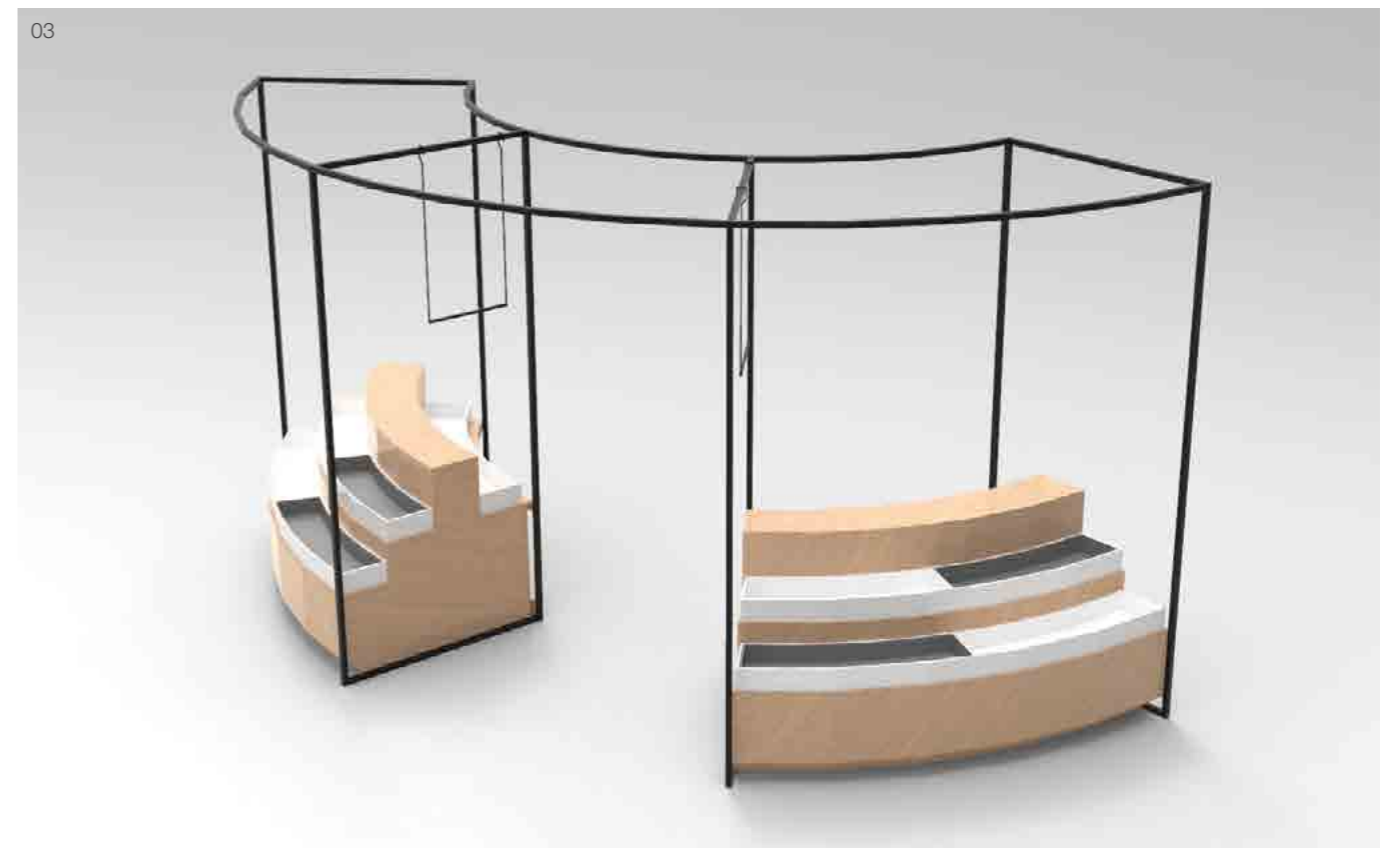


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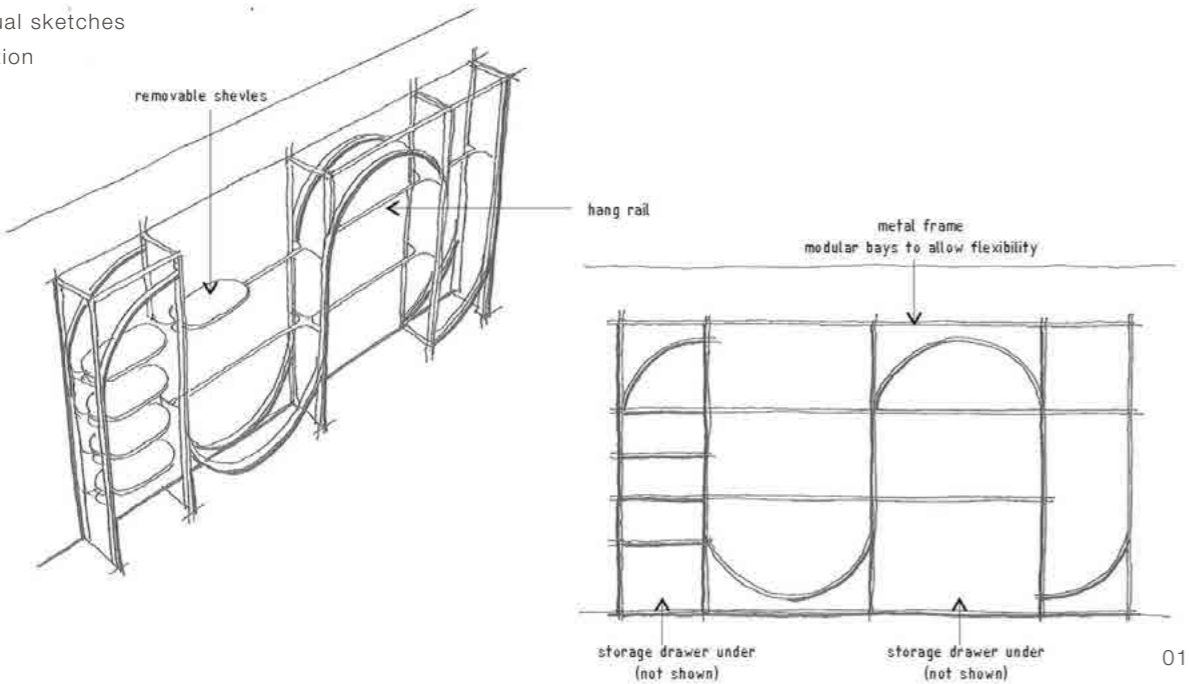


RETAIL

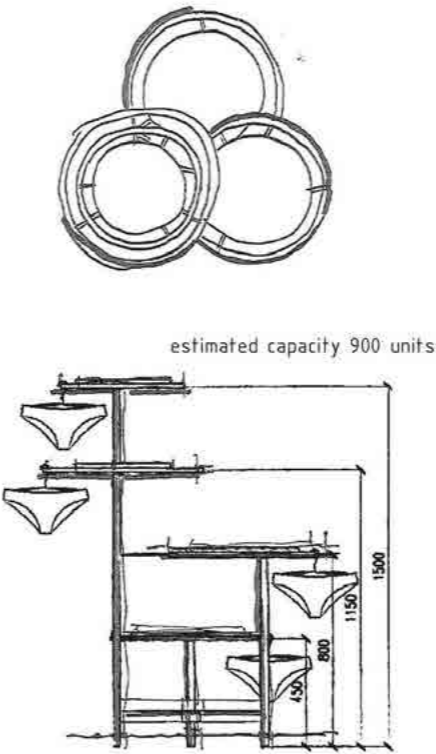
MYER INTIMATES  
AUSTRALIA NATIONWIDE

Our design for these areas was consistent with the new Myer approach to luxury, and its new daring style and image. The objective was to establish a radically different display design for the department with more contemporary femininity. The sense of curve and femininity to be heightened, but always keeping a restrained glamorous presence, never over opulent but always imaginative and surprising.

- 01 Conceptual sketches
- 02 Visualisation



01- 05 Intimates fixture design.



03



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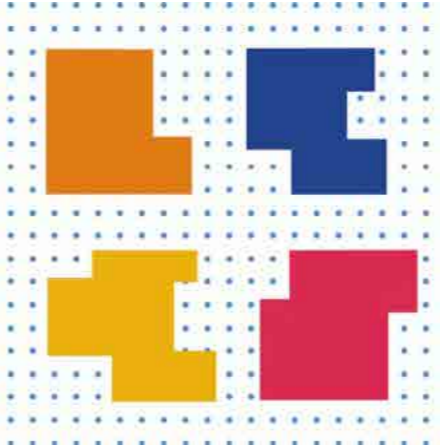
02



RETAIL

TELEKOM MALAYSIA  
MALAYSIA NATIONWIDE

Retail design specialising in omnichannel customer journey with planning, digital experiences, retail product display and translating new brand expression for UNIFI. New design concept and experiences are required for TM that can be easily cascaded through their various retail tiers to deliver a consistent brand experience across Malaysia.



- 01 Payment experience
- 02 Merchandise integration
- 03 Entrance interactions
- 04 Conceptual shape and form studies



Customer experience design for Telekom , Malaysia

EXPERIENCE DESIGN

OMEGA HOUSE  
LONDON OLYMPICS

2012 London Olympics event design for Omega House. Each space designed to feature Omega's finest watch collections. The intimate residential approach was balanced with the futuristic rigour and technology which represents OMEGA signature collections. The Omega House is the perfect environment to communicate the innovation and the quality of Omega in a dreamlike, futuristic and relaxing ambiance.

- 01 Sketches
- 02 The Constellation Room
- 03 The Seamaster Room
- 04 The lounge
- 05 The Speedmaster Room



EXPERIENCE DESIGN

ABSOLUT VODKA  
GLOBAL BRAND ASSETS  
WORLDWIDE

The project connects the brand to the consumers and delivers the brand influences through design. Design elements include interior architecture, on-trade, product design and customer journey. All Absolut customer journeys have been carefully studied and tailored to be delivered to global markets.



01 The Absolut Company Statement, Amsterdam  
02 The Absolut Experience, Seoul  
03 Absolut beach activation, Luanda

01 The brand glorifier  
02 Wall art installation  
03 Product feature

EXPERIENCE DESIGN

ABSOLUT ELYX  
GLOBAL BRAND ASSETS  
WORLDWIDE

Absolut Elyx was designed to feature Pernod Ricard's ultra premium handcrafted vodka. The design project includes vintage artifacts sourcing, lighting design, furniture design and garment design for the brand. We explored a 'cabinet of curiosities' approach to display Absolut Elyx's extensive library of ingredients to encourage exploration.



01



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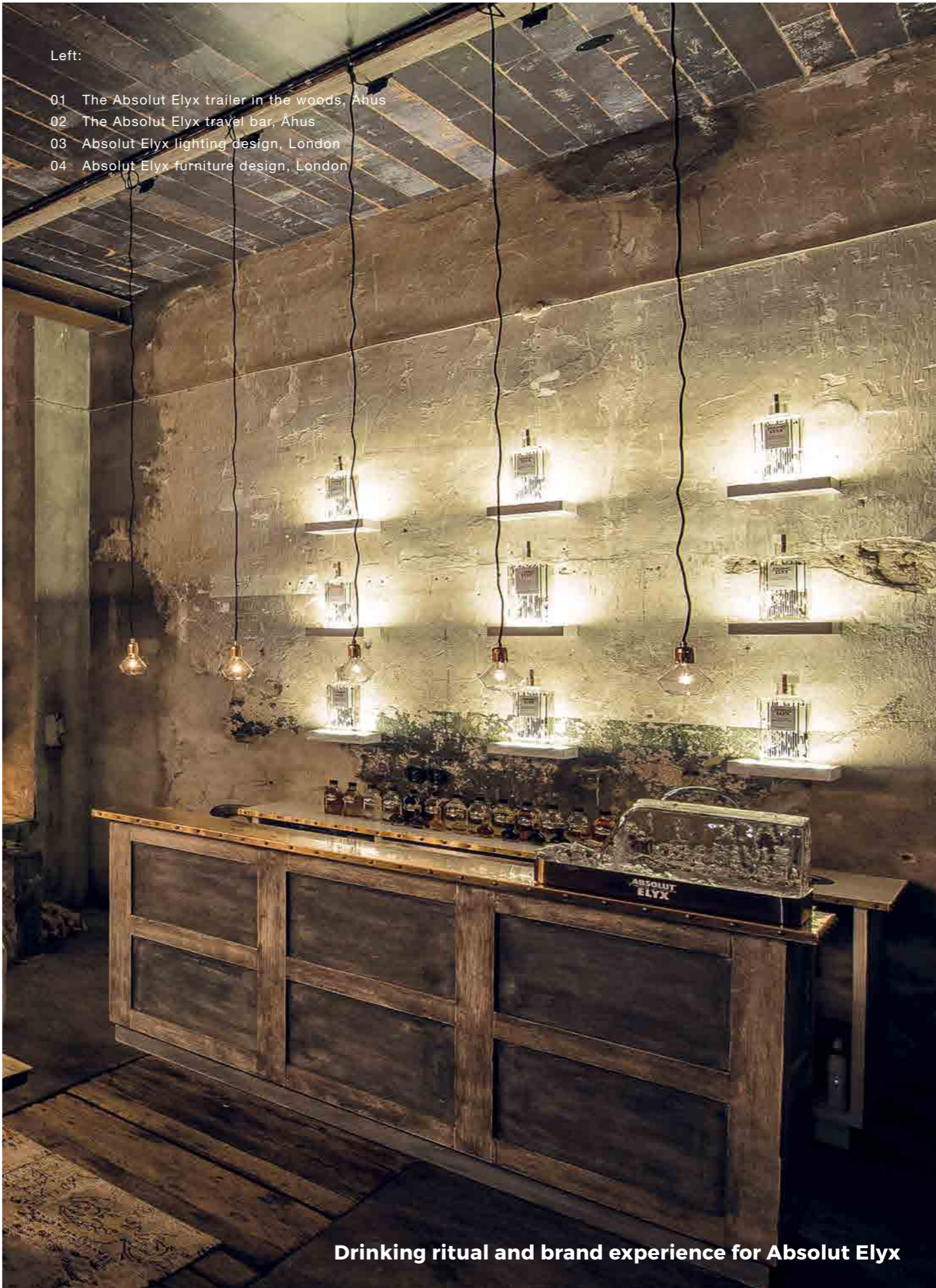
03



04

Left:

- 01 The Absolut Elyx trailer in the woods, Åhus
- 02 The Absolut Elyx travel bar, Åhus
- 03 Absolut Elyx lighting design, London
- 04 Absolut Elyx furniture design, London

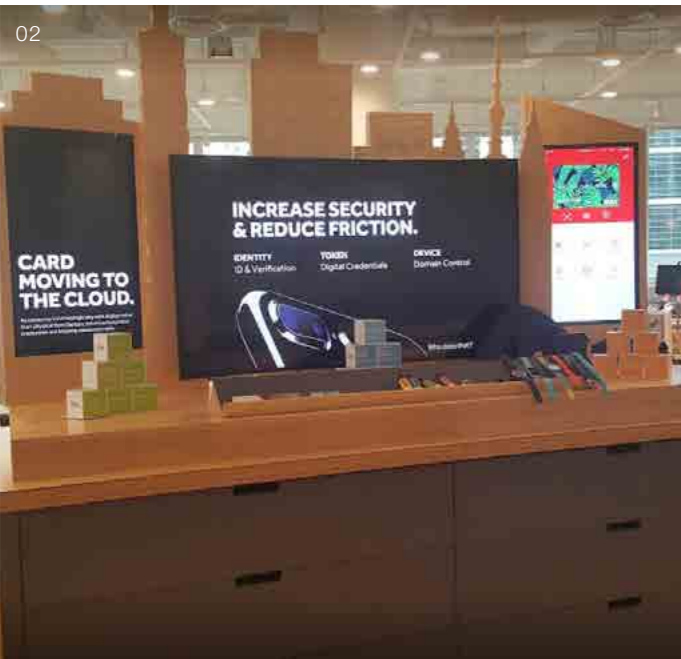


Drinking ritual and brand experience for Absolut Elyx

EXPERIENCE DESIGN

VISA INNOVATION LAB  
SINGAPORE

Creation of a collaborative space where Visa and their partners can discover, design and develop the future of commerce. The aim of the project was to engage visitors in a dialogue around the changing world of payment and commerce. With the Innovation Centre in Singapore, we created a space with the objectives to broaden awareness, facilitate the development cycle and stimulate the next generation of payment solutions.



01 Creative problem-solving table  
02 Collaborative brainstorm cubes  
03 Collaborative zone with connected tuk-tuk experience



Visa lab - Demonstrating the impact of Visa new digital payments experiences.

EXPERIENCE DESIGN

ALLGOOD SUPERMARKET  
CHINA

To create a new supermarket brand that is all about fresh, healthy and safe produce for TianHe – a supermarket and department store operator in southern China. The new brand needs to appeal to middle class customers and the stores will feature quality, affordable products in a premium environment. Storytelling also helped bring the brand to life, providing consumers with product origin and freshness information, health benefits and advice, recipe ideas, and serving suggestions.



01 Interactions  
02 Curated products display  
03 Visual merchandise

EXPERIENCE DESIGN

GORDON'S GIN  
CORONATION FESTIVAL  
LONDON

Pop-up activation, space planning and visual merchandising for Gordon's Gin. The space provides a dynamic, vibrant environment to disrupt expectations and communicate a more contemporary aspect of the brand relevant to millennial.



01 Interactive zone  
02 Visual merchandise  
03 Brand assets showcase

EXPERIENCE DESIGN

DISHOOM POP-UP  
SOUTHBANK LONDON

The design sees disregarded materials, furnishing and decorations ‘up-cycled’ and given a new lease of life. Freight pallets with a sunset wash of reds, oranges and yellows clad the outside of the building whilst reclaimed railway sleepers form bench seating on the alfresco terrace.



01



03



02

03



04



05

- 01 Colour statement
- 02 Facade
- 03 Story wall
- 04 Recycled wall feature
- 05 Entrance walkway

VIRTUAL REALITY

VR / AT / MR DESIGN  
CONSULTANCY  
  
WWW.EXTREALITYDESIGN.COM

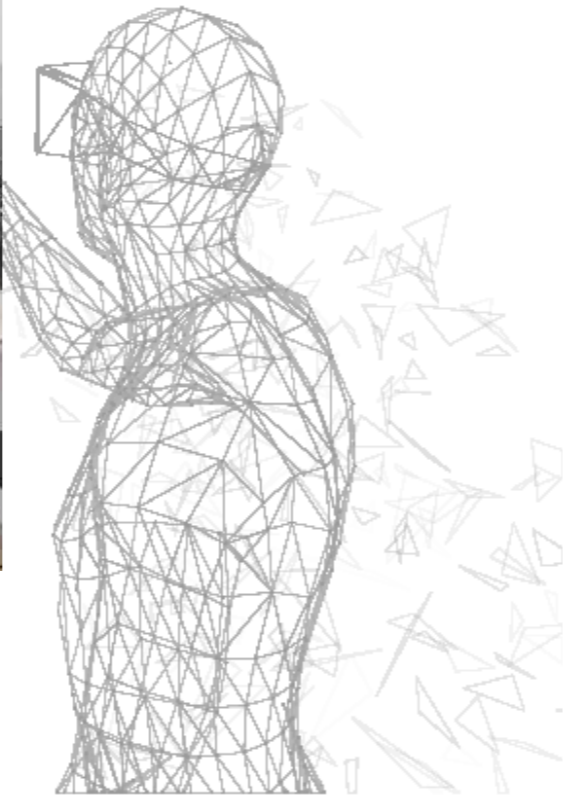
Aimed to bring designs to life in extended reality (Virtual/ Augmented/ Mixed Reality) affordably. With VR/ AR/ XR we present designs in 3D regardless of physical location, and enable users to experience the design at an understandable scale. Without the heavy cost of coding and custom programming, Extrealitydesign.com creates and brings virtual prototype to life in a rapid cost-effective way.



01



02



03

- 01 Virtual Reality presentation for Myer
- 02 Virtual Reality presentation for Myer
- 03 Augmented Reality product showcase
- 04 3D design optimisation for AR/ VR/ MR

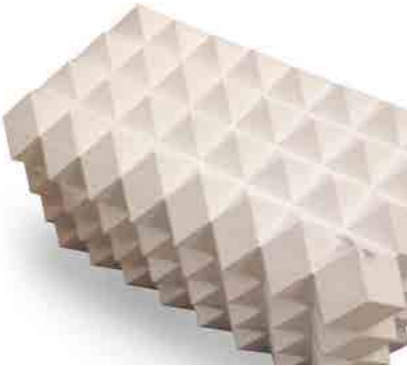
04



PRODUCT

SELFRIDGES  
LONDON

Bespoke furniture and interior decor for Selfridges Christmas Store, London. Eclectic customised products featuring craftsmanship. The collection was featured as chic and unconventional Christmas gift ideas to provide a spark to every interior.



PRODUCT

DIAGEO  
LONDON

Create an 'out of the box' luxury drinks ritual to animate the product experience and enhance consumer's first and last impressions of the brand. The indulgence and simplicity of each brand's offer worked perfectly to fulfil this objective.



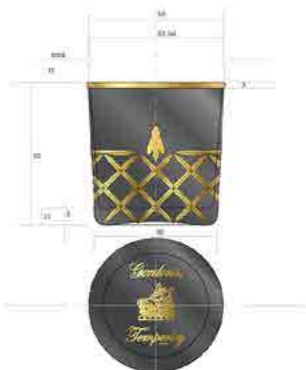
01



02

- 01 Ron Zacapa dessert board
- 02 Ciroc infinity coffee table
- 03 Gordon x Temperley glassware
- 04 Ketel One Vodka barman kit
- 05 Ciroc Le Bol ice bucket

03



04



05



GRAPHIC

SENSORI+ VISUAL IDENTITY  
MELBOURNE

A simple ambition – held by a group of young nature lovers and health advocates, made possible by exclusive green technology – to improve human wellbeing by healing the air we breathe. A clean grid is juxtaposed with a contemporary mark that artfully mark a colour call-out from the scent of the air-detoxifier. Together, the logo and type create an identity that straddles the clean and new, bringing fresh vibrancy to the brand.

- 01 Product packaging
- 02 Promotional graphics
- 03 Product details



01



02



03

Visual Identity for Sensori + limited edition -CRL 5155-

"In terms of packaging, the orange colour was a key link to the latest collection. I also added the knit print on top as a strong element of our branding and emphasised this more with the knit pouch offered with the product. I wanted the customers to feel that they were really getting our brand when they purchased this product, not just any other Sensori+ mist. This design felt authentic to both of us." - Chris Ran Lin, Fashion Designer.



GRAPHIC

GRIDSERVE VISUAL IDENTITY  
LONDON

Gridserve is a tech-enabled international sustainable energy business. The company develops, builds, owns and operates solar energy and battery storage hybrid solutions for critical power infrastructure. The design identity has been created to support the strategic ambitions of the company's energy solution, and elevate the overall service characteristics: dependable, low cost, and clean energy.

- 01 Name card
- 02 Brochure



GRAPHIC

PRINT DESIGN  
LONDON

The Remy Martin invitation references the vibrancy of the brand's graphics and extends it into the key tasting notes. Artistic interpretation of fruits and sketched fruits gives a hint of the season of the event.

Most invitations are designed to be thrown away, but Chivas wanted this particular invitation to feel special and to be kept. The super-thick matte card gives the luxurious and high-end impression to the printing embossed with gold metallic ink.

- 01 Remy Martin Invitation, London
- 02 Chivas invitation, London



GRAPHIC

WAH SENG 1986  
IPOH PERAK

Modernised packaging design for a traditional Malaysian food vendor. Wah Seng desired to keep its original sketched logo from the 1980's, so a strong olive green and cream background was used to maintain the luxuriousness of the brand, but compliment it with an artistic impression of 'flour'.



01  
02



03

- 01 Flour packaging design
- 02 Ingredients layout
- 03 Visual Identity

GRAPHIC

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01

02



GRAPHIC

DON JULIO TEQUILA  
LONDON

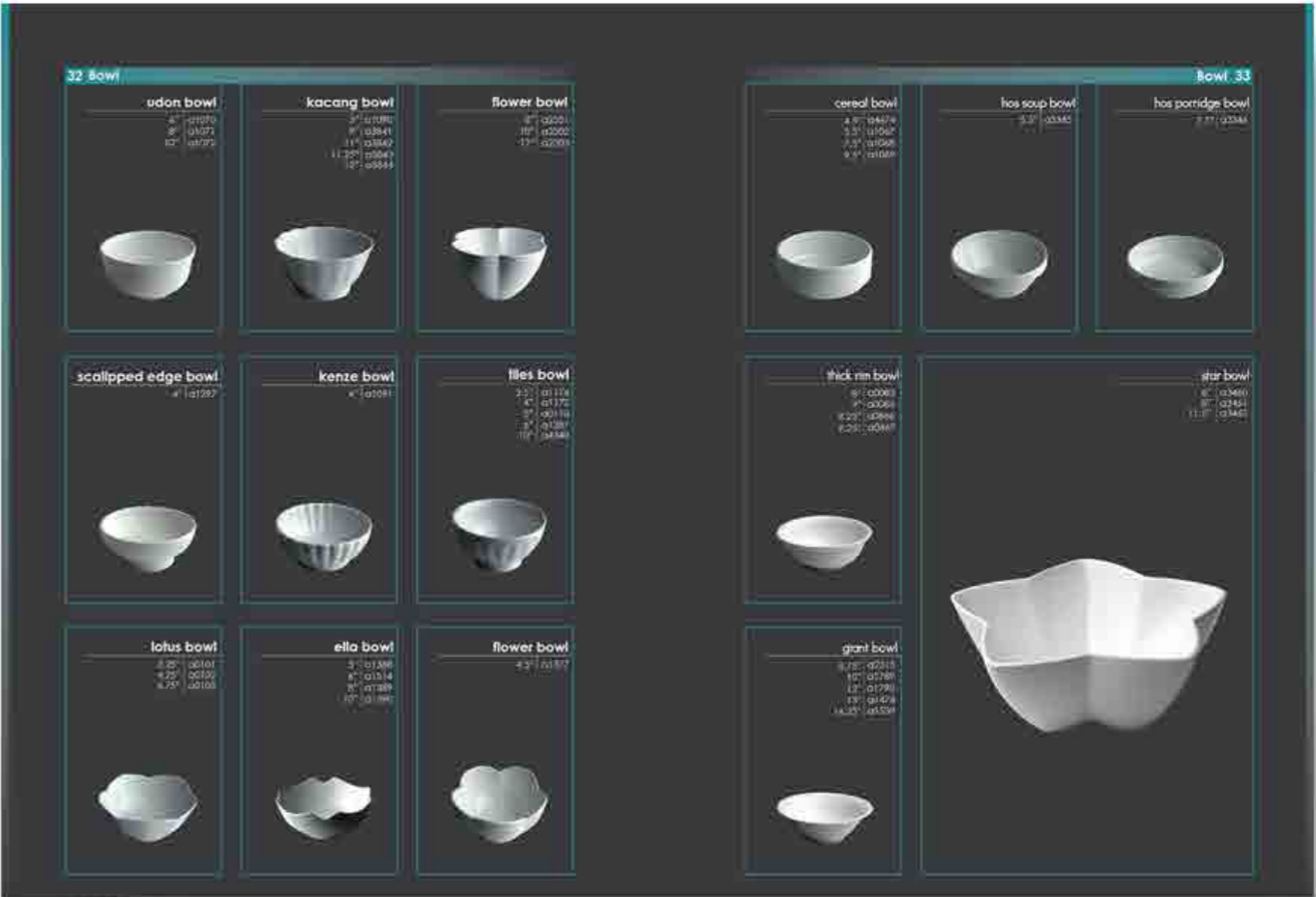
An invitation designed for Don Julio Tequila's celebration for the Day of the Dead festival. Taking on the traditional elements of Mexican face painting and the brands' traditional diamond shape as a grid for the artwork's layout.



GRAPHIC

NEW CONVEX  
KUALA LUMPUR

Convex Studio tablewares are known for their strong geometry. The book utilises a clean, elegant layout that repeats the lines of the plates. The categories of the tableware are organised in eight thematic chapters and highlighted with different colours.



AWARDS  
& MEDIA

Gold design awards, winner of category of young designer

June '12, A' Design Awards, *Como*

Top 12 young designers

April '12, Janine Stone Young Interior Designer Awards, *London*

Honorable mentioned

July '09, London International Creative Competition (LICC), *London*

Finalist, design and industry excellence

July '09, Malaysia Interior Design Awards 2009, *Kuala Lumpur*

In-book award, public environment design

June '09, D&AD Student Awards 2009, *London*

First prize, interior design category

February '09, International Design Awards (IDA), *Los Angeles*

Outstanding design

February '09, Extraterrestrial Design Contest 2008, *Hong Kong*

Outstanding award for spatial design

November '09, 4th Sino Chinese Interior Design Awards 2008, *Shanghai*

Finalist

November '08, Nippon Young Designers Awards, *Kuala Lumpur*

Honourable mention

November '08, MSID Annual Design Review, *Kuala Lumpur*

Creative performance award

December '07, MSID Duabelas Student Design Competition 2007, *Kuala Lumpur*

Young designer idol

September '06, MSID Duabelas Student Design Competition 2006, *Kuala Lumpur*

Home and Decor Magazine,

Malaysia

August 2014



Creative Home Magazine,

Malaysia

September 2013



Men's Uno Magazine,

Malaysia

April 2011



**CONTACT**

andrewtric / SKYPE  
+61 (0) 432 942 881 / AUS  
+44 (0) 7956 147 783 / UK

**WEBSITE**

[www.andrewchongdesign.com](http://www.andrewchongdesign.com)  
[www.extrealitydesign.com](http://www.extrealitydesign.com)

**EMAIL**

[andrew@andrewchongdesign.com](mailto:andrew@andrewchongdesign.com)

Member of:



Winner of:

