

GEM Trailblazer Summer

Faculty brief
write-up 2024



Summer Tracks 2024

LANGUAGE & CULTURAL STUDIES

Learn a new language



ENTREPRENEURSHIP & INNOVATION

Get a headstart into business



CREATIVE DESIGN & MEDIA

Express your art across borders



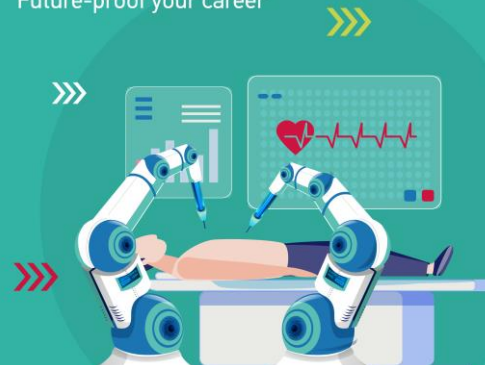
SUCCESS IN THE GLOBALISED MARKETPLACE

Build cultural intelligence & leadership



NEW TECHNOLOGIES, NEW WORLD

Future-proof your career



Track 1 Language & Cultural Studies



Ms Joanne Yi

CF5001 - Chinese Language and Cultural Studies

Ms Joanne Yi, is a bilingual educator with more than 20 years' experience. She has been a trainer at CI-NTU for more than 10 years, specialising in English Language and Literature, Chinese Language and Literature, Translation, Business Mandarin, Cross Cultural Communication, and Mandarin Announcement. She has conducted courses and workshops in Chinese and English for college and international school students, expatriates, and for international corporations such as Singapore International Airlines.

She is a graduate from the Central China Normal University with a B. A. in English Language and Literature, and is ACTA-qualified (Advanced Certificate for Training & Assessment). As a teacher with an outgoing personality, she adopts an interactive approach in her teaching. She seeks to establish excellent rapport with students, often offering extra help as and when required. Her fluency in both languages makes for clear, effective communication in her lessons. As a native Chinese, she possesses a natural understanding of Chinese culture and social norms, and provides invaluable guidance to students seeking to better understand the cultural expectations, and how to function confidently in Chinese society and circles.

Track 1 Language & Cultural Studies



Dr Neo Peng Fu

CF5001 - Chinese Language and Cultural Studies

Dr Neo Peng Fu is a historian by training, who received his PhD from the University of California, Santa Barbara. He had taught at the National University of Singapore, National Institute of Education (Singapore), and is now the Director of Confucius Institute, Nanyang Technological University. He specializes in the areas of Chinese intellectual history and Singapore language-in-education policy.

Track 1 Language & Cultural Studies



Ms Che Raenahani

LM5001 - Malay Language Level 1

Hani Mustafa is a senior lecturer in Centre for Modern Languages, in the School of Humanities. Her research interests include areas in language teaching, learning and attitude. In the area of teaching, she studies the different approaches to teaching, the use of technology in teaching and alternative assessment. The impact of bilingualism and multilingualism on learning attitudes, social integration and policy making is another area which interests her as she looks at the pattern in language acquisition and its impact on society. She is also keen on the issue of language identity and is currently studying on what motivates a person to learn language and what are the perceived relationship between language and social, cultural and economic identity, especially in the context multi-cultural Singapore.

Track 2 Entrepreneurship & Innovation



Mr Adrian Chye

ET5122 - E-Start-up and Social Media Strategies

Currently, Adrian is the General Manager of Mediafreaks Group of Companies. The entire Group is an award-winning tech new media entertainment company focusing on digital marketing and animation products and services, with multiple monetizing models in the form of services, subscriptions, micro transactions, advertising, licensing and sales. Already a key player in the animation industry in Singapore, Mediafreaks works closely with producers, distributors, broadcasters and partners worldwide to produce original television content and high-end animation for broadcast and marketing purposes.

Since 2007, Mediafreaks started a division geared towards digital marketing and creating interactive online / offline media for its clients. These include, Social Media Marketing, Search Engine Optimization, Search Engine Marketing, Opinion Marketing, Video Marketing, Content Marketing, Online PR, etc. Besides these, Mediafreaks also conceptualizes and produces websites and mobile applications.

Adrian has been working closely with his Management Team over the past 19 years in the development and planning of the company strategies moving forward. He manages the financial resources of the company and the budgeting of all new business ventures which the companies decide to embark on.

Track 2 Entrepreneurship & Innovation



Mr Louis Chan Tze Wei

ET5131 - Venturing Into Entrepreneurship

A Valuer (Real Estate) in training and ex-Banker, Louis Chan is a Managing Partner at AR iCapital LLP and Corporate Services Manager at ALP Law Corporation. He has more than a decade of experience and is now specialised in cross-border business strategy and development (Singapore-China).

He is the key consultant for foreign companies seeking to expand into Singapore and was an Executive Director on a SGX Mainboard Listed company.

He is also involved in the Entrepreneurship Eco-System in China and is an instructor with NTU Entrepreneurship Academy (NTUpreneur). He has consistently received an average score of 4 and above for teaching evaluation.

Track 3 Creative Design & Media



Ms Tricia Goh

AAA18E Drawing

Tricia is co-founder of Drawing Right, Singapore's first and only certified training provider of the internationally renowned “Drawing on the Right Side of the Brain” programme from the U.S..

As a certified Drawing on the Right Side of the Brain® instructor, Tricia has worked with professionals from different fields to help them develop an awareness and understanding of how they are seeing. Using drawing as a tool to reframe perception, participants are able to go on to apply these skills to their personal and professional lives.

Tricia has facilitated the Drawing elective modules for NTU students since 2012, helping them experience powerful mindset change in learning to draw, think and see the world differently. Tricia currently lectures part-time at the National Institute of Education, NTU as part of the adjunct faculty.

Track 3 Creative Design & Media



Mr David Chan Kian Wei

AAA18J - Painting with Watercolors

David Chan is a full-time artist and also an earnest arts educator. In 2004, he won the 23rd UOB Painting of the Year – Representational Medium Category Award. Comfortable in both sculpture and painting, his subject matters revolve around human behavior and representations of social commentary. He has exhibited in a number of countries including, China, America, Taiwan, Hong Kong, Indonesia, Korea, Malaysia. In 2011, his work was selected for the 54th Venice Biennale at the Fondazione Claudio Buziol. In 2016, he was invited to participate in the 5th Singapore Biennale, Atlas of Mirrors. Apart from making art, David also lectures at National Institute of Education and School of Art Design & Media in National Technological University.

Track 3 Creative Design & Media



Mr Ng Yong Yi

AAA18K - Communication Design

With more than ten years of industry expertise, Yong has collaborated with notable clients such as Facebook, Google, Julius Bar, and Steelcase, among others. In addition to his experience in the corporate sector, Yong exhibits a keen interest in the arts and cultural domain, having engaged in various projects with museums and theatre companies. His design expertise extends across art direction, branding, publication, UI, and exhibition design. Beyond studio commitments, Yong has been teaching Communication Design classes since 2014.

Track 3 Creative Design & Media



Mr Lee Siew Weng

AAA28C - Digital Media

A photographer and educator, Lee Siew Weng, aka Sweng, is involved in a range of work which allows him to explore his interests revolving the visual arts and technology. He currently works as an adjunct lecturer in both Nanyang Technological University/National Institute of Education and Temasek Polytechnic/National Institute of Early Childhood Development. He contributes regularly to museum learning as an education facilitator in the National Gallery Singapore and served different roles as an Art educator in programmes run by the National Arts Council. In line with his interest in exploring the use of technology in education, he is also a certified Apple Professional Learning Specialist.

Track 3 Creative Design & Media



Ms Nicola Choo

AAA28D – Arts Across the Borders

Nicola is part of the adjunct faculty in the National Institute of Education, NTU, where she teaches life drawing, teaching of art (pedagogy) and artistic development modules. Her background is in developmental psychology and cognition, and she is particularly interested in what drives learning and supports growth all throughout childhood and into our adult lives.

All throughout her career, Nicola has also been very involved with the visual arts. Her work was awarded Judge's Choice at the Singapore Art Show in 2005. Nicola is also a Teaching Artist with the National Gallery Singapore, where she trains the Gallery's Education Facilitators in museum-based learning pedagogy, and facilitates workshops for students and educators that focus on building visual literacy and deepening critical inquiry and thinking through Art.

Track 3 Creative Design & Media



Mr Rubén de la Nuez

HR3002 – Issues in Global Contemporary Art

Rubén de la Nuez is an art theorist, art critic and academic specializing in contemporary art and new media. He is currently an Adjunct Lecturer at the School of Art, Design and Media, and the School of Humanities, Nanyang Technological University, Singapore. He has taught in graduate and post-graduate programs in a number of academic institutions, including the School of Arts and Letters, University of Havana; the Sichuan International Studies University, Chongqing, China; the Dutch Art Institute, ArtEZ University of the Arts, Arnhem, The Netherlands; and the Sotheby's Institute of Art, Singapore. He holds an MA in Art History from the School of Arts and Letters, University of Havana. He was a UNESCO Research Fellow at the Theory Department, Jan van Eyck Academy, Maastricht, The Netherlands. His latest book, co-authored with Danné Ojeda, is entitled *Trazos Discontinuos: Antología crítica sobre las bienales de arte en Asia Pacífico* (Dashed Lines: A Critical Anthology on Art Biennials in Asia Pacific), Leiden: Almenara, 2021.

Track 4 Success in the Globalised Marketplace



Mr Chua Chong Jin

AB0602 - Communication Management Strategies

A former journalist with The Straits Times (Singapore) and senior correspondent with PHP International (Japan), Chong Jin teaches communication strategies. Trained in English, Literature, Public Policy, Economics and Politics, he has served clients in media training, copy writing, public relations and editorial consultancy but is drawn most to journalism & publishing. An avid sports fan, he has covered global events like the Commonwealth Games and Asian Games. He loves travelling too and this is reflected in the title of his latest book - *Curiocities – Where Complex Cities Meet Curious Minds* by World Scientific Publishing.

Track 4 Success in the Globalised Marketplace



Dr Daniel Siew

AB1601 - Organisational Behaviour and Design

Daniel Siew is currently a Senior Lecturer in the Leadership, Management & Organisation Division of Nanyang Business School (NBS). He teaches Organisational Behaviour, Fundamental of Management and Leadership at the undergraduate and postgraduate levels. He is an IAL Specialist Adult Educator (SAE) and a Certified Return on Investment Professional (CRP). He is also an executive coach, facilitator and supervisor for various corporate and public service leadership development programmes. He was a member of the Singapore Institute of Directors (SID) and an Associate Practising Management Consultant (PMC).

Daniel is passionate about helping students and leaders learn to become better at leading themselves, their teams and organisation. He specialises in designing lessons, systems, programmes and interventions unique to the learners' context and business. Through his customised approaches, the students and leaders he had trained have gained personal mastery while becoming more proficient leaders at building teams and transforming their organisations. Daniel has delivered effective professional and leadership development programmes and interventions to various levels of leaders. He has also facilitated and partnered numerous management teams to achieve their desired organisational outcomes.

Track 4 Success in the Globalised Marketplace



**Mr Chew Chee Hua
Neumann**

BC2406 - Analytics I: Visual & Predictive Techniques

Neumann Chew was previously Principal (Analytics) at U.S. based Analytics software company SAS Institute, where he proposed and developed Analytics solutions for clients across various industries and government agencies.

He had also worked as Statistician, Data Scientist, Research & Statistics Director, and had taught in universities and corporate training programs in Dubai, Singapore, Sydney, and Vietnam. In 2003, he started his first company while waiting for his large scale statistical simulation experiments to be completed for his thesis in Statistics. That's when he developed his first customized Data Mining models for his clients and witnessed the potential and value of Analytics.

Currently he is teaching Business Analytics and Machine Learning, and writing volume 2 of his textbook. The textbook Artificial Intelligence, Analytics and Data Science, Volume 1 was published in 2021.

Track 4 Success in the Globalised Marketplace



Ms Chua Leng Li, Grace

BU5101 – Accounting: A User Perspective

Grace Chua is a Lecturer at the Nanyang Business School. She teaches Accounting to help students develop essential skills for understanding accounting effectively in the business world.

Graduated from NTU and with a Masters in Finance from University of Sydney, Australia, Grace started her career in audit and accounting roles in the private sector.

When the opportunity arose for her to contribute to her alma mater, she moved into the teaching role. She relishes every interaction with her students and be part of their learning and growing journey into the working world.

Track 4 Success in the Globalised Marketplace

BU5601 – Fundamentals of Management

Jomay, with over 30 years of experience in the corporate world, is a former Senior Vice-President and the Head of Content & Audience in the media industry. She excels in developing data-driven content strategies that navigate dynamic and competitive landscapes. A seasoned leader, Jomay has a rich history of leading and managing teams to achieve organizational excellence. Her expertise extends to spearheading change management projects and leading business transformations, responding adeptly to evolving industry needs.

In 2017, Jomay embarked on a rewarding journey as an educator, joining NTU on a part-time basis while maintaining her full-time corporate role. Jomay's teaching philosophy is rooted in engagement and practicality; her lessons are thoughtfully crafted with real-life experiences, breathing life into theoretical concepts. Through her guidance, students learn the art of self-management, the nuances of effective teamwork, and the principles of becoming a proficient leader. By seamlessly integrating theory with practical experiences, she prepares her students to navigate the complexities of the ever-evolving business landscape.



Ms Wan Yuke Kuan Jomay

Track 4 Success in the Globalised Marketplace



Asst Prof Chong Sin Hui

BU5641 - Cultural Intelligence: How to be an Explorer of the World

SinHui Chong is an Assistant Professor in the Division of Leadership, Management, and Organization. She received her PhD in Organizational Psychology from Michigan State University. In her courses, SinHui emphasizes experiential learning and active application of theoretical concepts into real life. She develops students to be critical thinkers who are capable of unpacking complex knowledge to develop business solutions. She has taught courses in Cultural Intelligence, Organizational Behavior, Research Methods, etc. in the US and Singapore. She also conducts research on employee work-life management and emotions that have been published in top international academic journals.

Track 4 Success in the Globalised Marketplace



Assoc Prof Wang Xianfeng

ES5007 – Climate and Climate Change

Dr. Wang is an Associate Professor at the Asian School of the Environment and a Principal Investigator at the Earth Observatory of Singapore, Nanyang Technological University (NTU), Singapore. Before he joined NTU, he was a Postdoctoral Research Fellow at the Lamont-Doherty Earth Observatory of Columbia University, and obtained his PhD degree in Earth Sciences from the University of Minnesota, USA. Dr. Wang is interested in applying isotopic and elemental tracers and chronometers to study climate and environmental changes. He has published more than 100 research papers, with >15,000 citations and a current H-index of 47.

Track 4 Success in the Globalised Marketplace



Dr Lee Chu Keong

CS2400 - Foundation of Information Analytics

Dr. Lee Chu Keong, currently the programme director for the Master of Science (Knowledge Management) programme, and for a brief period (about 2 years), he was also the programme director of the Master of Science (Information Studies) programme. Dr. Lee have diverse interest, and taught various modules in both the MSc (Knowledge Management) and MSc (Information Studies) programmes — Music and Art Sources and Services; Science and Technology Sources and Services; Management and Business Sources and Services; Sources and Searching; Foundations of Knowledge Management; and Information and Knowledge Assets.

Track 4 Success in the Globalised Marketplace



Asst Prof Andrew Prah

CS2033 - Corporate Communication Management

Andrew Prah is an Assistant Professor in the Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore. His research investigates the effects of human-machine communication and artificial intelligence on management, public relations, and the future of work.

<https://orcid.org/0000-0003-3675-3007>

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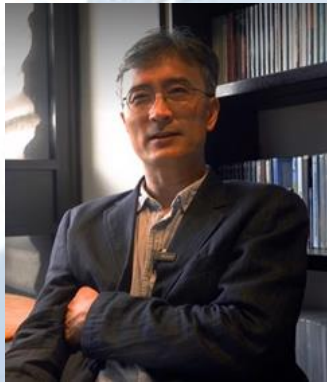


HS0301 Environmental Sustainability

Md Saidul Islam (PhD, York, Canada) is Associate Professor of Sociology and the past-coordinator of the Environment and Sustainability Research Cluster, School of Social Sciences and Asian School of the Environment, Nanyang Technological University, Singapore (NTU). His research interests include food, agri/aquaculture, climate change, and sustainability. He has published seven books and over four dozen articles and book chapters on these topics. His most recent book is *Climate Change and Food Security in Asia Pacific: Response and Resilience* (Palgrave Macmillan 2021). He's a former Visiting Scholar of the Abdul Latif Jameel Water and Food Systems Lab, Massachusetts Institute of Technology (MIT) and a former Visiting Research Associate at the University of Nottingham Malaysia Campus. Dr. Islam is the past Chair of the Sociology of Development Cluster, Canadian Sociological Association. He also taught at York University in Canada, the College of William and Mary in the United States, and Nankai University in China.

Assoc Prof Md Saidul Islam

Track 4 Success in the Globalised Marketplace



HH2007 – Health and Illness in History

Hyung Wook Park is a historian of biomedical science at NTU. He has extensively studied the histories of biomedical research, evolutionary ideas, and aging in the global context. His first book, *Old Age, New Science: Gerontologists and Their Biosocial Visions*, was published by the University of Pittsburgh Press in 2016. His recent papers include “Joseph E. Murray’s Struggle to Transplant Kidneys: Failure, Individuality, and Plastic Surgery,” published in the *Journal of the History of Medicine* (Oxford University Press).

Assoc Prof Park Hyung Wook

Track 4 Success in the Globalised Marketplace



Dr Chew Soon Beng

HE3023 – Labour Economics

Dr Chew Soon Beng is a Senior Associate at the Centre for Arts and Social Sciences at NTU. He is also an adjunct senior fellow at RSIS at NTU. Dr Chew has been Program Professor at School of Public Affairs at China's University of Science and Technology since 2012. He had been a full professor of Economics at NTU from 1999 to 2018. He received his PhD from the University of Western Ontario, Canada. Current research includes Union Social Responsibility and Strategic Collective Bargaining. He is one of three editors of a book entitled Political, Economic and Social Dimensions of Labour Markets: A Global Insight, published by World Scientific in 2022.

Track 4 Success in the Globalised Marketplace



Asst Prof Nurul Amillin

HS3004 - Cities and Urban Life

Nurul Amillin Hussain is currently an Assistant Professor at the Department of Sociology at NTU. She did her BA in Sociology at NTU, her MPhil in Anthropology at Cambridge, and her DPhil in Geography at Oxford. Amillin is a qualitative researcher and is interested in using a mix of methods. She is interested in exploring the transition to renewable energy and more sustainable food systems, as well as understanding the experience of living in smart cities.

Prior to joining NTU, Amillin worked as a sustainability consultant. In her free time, she enjoys creative writing, and is a published poet.

Track 5 New Technologies, New World



Assoc Prof Andy Khong

DR5004 – Design & System Thinking

Andy W. H. Khong is currently an Associate Professor with the School of Electrical and Electronic Engineering and holds a joint appointment with the Lee Kong Chian School of Medicine at NTU. He co-developed the Design and Systems Thinking Minor Programme and has delivered the Systems Thinking course to management leaders in various fields. A/P Khong's research interests include machine learning techniques for acoustic signal processing, natural language processing, and learning analytics. Internationally, Dr. Khong currently serves as an Associate Editor for the IEEE Transactions on Audio, Speech, and Language Processing and, within NTU, he is currently serving as the Deputy Associate Provost (Student Life), Director of Students (Innovation and Entrepreneurship), and the Director of Delta-NTU Corporate Lab.

Track 5 New Technologies, New World



Mr Jeffrey Hong

DR5004 – Design & System Thinking

Jeffrey is currently a Senior Lecturer at the School of Art, Design and Media (ADM), Nanyang Technological University. He has a Masters of Science in Human Factors Engineering from Nanyang Technological University, Singapore, along with a Bachelor of Technology in Industrial Design from Monash University, Melbourne, Australia and a Diploma in Architectural Technology from the Singapore Polytechnic, Singapore. Jeffrey has had varied experience practising as a product designer working on designs for packaging, consumer products, exhibition and transportation. He has also been teaching Design for the past 25 years at various tertiary institutions in Singapore.

Track 5 New Technologies, New World



Assoc Prof Siyal

EE5084 - Cyber Security

Dr Siyal holds MSc and PhD degrees in Computer Engineering from University of Manchester, UK and an MBA (specializing in IT) degree from European Management School, Surrey University, England.

Dr Siyal has been working in Universities in Europe and Asia and has been involved in teaching, research and supervising/advising students in multi-disciplinary areas such as in Cyber Security, IT management, E-commerce, AI and Big Data, Blockchain, Microprocessors, Computer vision and medical image processing at the school of EEE, NTU, Singapore.

Dr Siyal has published over 200-refereed journal and conference papers and has authored 8 books. At NTU, he has won numerous teaching awards including “Best Dressed Teacher”, “Teaching Excellence Award” and “Nanyang Teaching Excellence Award”. He was Singapore’s National Day Award recipients in 2018.

Track 5 New Technologies, New World



**Dr Owen Noel
Newton Fernando**

SC3061 - Human Computer Interaction

Dr. Fernando is a Senior Lecturer at the School of Computer Engineering at the Nanyang Technological University, Singapore. His research interests involve Human-Computer Interaction, Multimodal Interfaces & Interactive Systems, Natural Interfaces, and Entertainment & Mobile Computing. He has published his works in highly competitive Journals (MIT Press' journal "Presence," Oxford Press' journal "Interacting with Computers," and "IEEE Trans. Syst. Man and Cybern.") and prestigious conferences (ACM DIS, ACM CSCW, IEEE ISMAR, and ACM SIGGRAPH).

His research was received several international awards, including awards from Laval Virtual Revolution and Nokia UbiMedia MindTrek. Dr. Fernando has been the recipient of the Japanese Government (MEXT: Monbukagakusho) Scholarship. Currently he serves as Associate Editor for Entertainment Computing (Elsevier) and has previously served as guest editor of the AHCI journal and Associate Editor for ACM CiE: Computers in Entertainment.

Track 5 New Technologies, New World



Professor Yeong Wai Yee

MA5030 - Bioprinting: Principles and Applications

MA5031 - 3D Printing and Additive Manufacturing

Prof Yeong Wai Yee is a Professor and School Chair at School of Mechanical and Aerospace Engineering (MAE), Nanyang Technological University, Singapore. She has published more than 130 papers, generating more than 3700 citations with a current H-index of 31, and co-authored 2 textbooks, published by World Scientific and Elsevier respectively. Her works have been featured on media such as CNA, the Straits Times and other media channels.

Her portfolio also includes serving as Programme Director (Aerospace and Defence) at Singapore Centre for 3D Printing (SC3DP) and at HP-NTU Digital Manufacturing Corporate Labs. At scholarly front, she is the associate editor for 2 international journals – Virtual and Physical Prototyping, and the International Journal of Bioprinting. Her main research interest is in 3D printing, bioprinting and the translational of the advanced technologies for biomedical applications. Her current research topics include 3D printing of new metal materials, electronic printing and bioprinting for tissue engineering. She is the winner of TCT Women in 3D Printing Innovator Award 2019.



Track 5 New Technologies, New World



Asst Prof Leonard Ng

MS5003 – Introduction to Data Science and Artificial Intelligence

Leonard Ng Wei Tat is an Assistant Professor at the School of Materials Science & Engineering at Nanyang Technological University (NTU). His research now focuses on data-driven techniques for roll-to-roll printed flexible electronics, in particular photovoltaics. Specifically, his work revolves around additive manufacturing, printing, and polymer composites for a variety of sustainable applications. Additionally, his research uses machine-learning enabled inverse design to continuously improve high-throughput manufacturing.

Leonard received his PhD in Engineering from the University of Cambridge in Engineering in 2019 where he worked on developing low-cost and high-throughput printed electronics using Graphene and other 2d materials. Leonard is also an NTU International Postdoctoral Scholar, where he undertook a 2-year visiting appointment the Commonwealth Scientific International Research organisation (CSIRO). He is also a recipient of the Royal Academy of Engineering Enterprise Fellowship where he developed commercial applications in the renewable energy sector in the United Kingdom (UK) and Europe based on his patents.

Track 5 New Technologies, New World



**Assoc Prof Kedar
Hippalgaonkar**

MS5003 – Introduction to Data Science and Artificial Intelligence

Dr. Kedar Hippalgaonkar is an Associate Professor at the Materials Science and Engineering Department at Nanyang Technological University (NTU) focusing on materials-by-design. And a Principal Scientist at the Institute of Materials Research and Engineering at the Agency for Science Technology and Research (A*STAR). He is the Director of the Accelerated Materials Development for Manufacturing Program. The program focuses on the development of new materials, processes and optimization using Machine Learning, AI and high-throughput computations and experiments in electronic and plasmonic materials and polymers. He has co-founded a startup, Xinterra, focused on developing sustainable materials through AI and robotics.