

Jeff Yew Leong Fei
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1. Academic Qualification

No.	QUALIFICATION	FIELD OF SPECILIZATION	NAME OF AWARDING INSITUTION & COUNTRY	START DATE – END DATE
1.	Master degree	Information Communication	Yuan Ze University, Taiwan.	2010-2012
2.	Bachelor's degree	Digital Media Design	Hsiuping University of Science and Technology, Taiwan.	2006-2010
3.	Diploma	Management Information System	Southern University College, Malaysia.	1998-2000
4.				
5.				

2. PREVIOUS EMPLOYMENT RECORD

No.	START DATE – END DATE	POSITION	JOB NATURE	EMPLOYER / COMPANY
1.	2017-2018	Sales Manager	Internet Marketing and sales	Fong Den Strict Selection (Bakery), Taiwan.
2.	2015-2017	Internet Marketing Manager	Internet Marketing and sales	Chen Yun Pao Chuan Bakery, Taiwan.
3.	2012-2014	Marketing Manager	Marketing and Brand Building	BOSKÉ Bakery Café (Social Enterprise), Taiwan.
4.	2002-2006	Operations director and media editor	Media Publication and Project Management	Malaysia Living Water Center.
5.	2001-2002	Video editor	Video Editing	Mpeg Video Sdn. Bhd.



CURRICULUM VITAE

3. PROFESSIONAL QUALIFICATION / MEMBERSHIP (NATIONAL / INTERNATIONAL)

No.	TYPE OF QUALIFICATIONS / MEMBERSHIP	GOVERNED BY WHICH BODY / COMPANY / ASSOCIATION / OTHERS	AWARDED YEAR / MEMBERSHIP DURATION
1.			
2.			
3.			

4. RECOGNITION AWARD (NATIONAL / INTERNATIONAL)

No.	TYPE OF AWARD RECEIVED	RECEIVED FROM WHICH BODY / COMPANY / ASSOCIATION / OTHERS	RECEIVED YEAR
1.			
2.			
3.			

5. CONSULTANCY SERVICES / COMMUNITY SERVICES

No.	ORGANIZATION / EVENT / PROJECT	DATE / DURATION	VENUE / COMPANY	ROLE / POSITION
1.	NGO / 448 Food Bank	2019-2022	JB / HOL 448 Food Bank (Johor)	Volunteer Group Leader
2.	NGO / Youth & Family Counselling Service	2019-2022	New Page Holistic Care JB	Board of Director
3.	NGO / Home Schooling	2019-2022	Jeremiah Welfare Charity Society (JB)	Board of Director
4.				
5.				



CURRICULUM VITAE

6. CONFERENCES AND TRAININGS

No.	TITLE OF THE CONFERENCES / TRAINING	DATE	TRAINING VENUE	ORGANIZE BY SPEAKER / TRAINER
1.				
2.				
3.				
4.				
5.				

7. RESEARCH AND PUBLICATION

RESEARCH / PUBLICATION / JOURNALS / BOOKS / OTHER

1. Leongfei Yew., & Chaoyun Liang. (2013). The predictive model for stimulating creative thinking of media design students. *Curriculum and Teaching*, 16(4), 239-263.
2. Leongfei Yew., Chaoyun Liang., & Yuling Hsu. (2012). Factors affecting creativity of digital media design students and their roles. Taiwan: Yuan Ze University.
3. Chaoyun Liang., & Leongfei Yew. (2012). *Deconstructing Creativity*. Taiwan: Yuan Ze University.
4. Leongfei Yew, Hsienren Chen, Chaoyun Liang. (2011). Group buying website uses Facebook for social marketing. Taiwan: Yuan Ze University.
5. Leongfei Yew., Chaoyun Liang. (2011). Impact of learning environment on creativity of digital media design students. Taiwan: Yuan Ze University.

8. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

No.	POSITION (APPOINTMENT)	FACULTY / DIVISION / DEPARTMENT	START DATE – END DATE
1.	Senior Executive	SNMC	2021/5 - 2021/12
2.			

9. OTHER RELEVANT INFORMATION

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- 2.
- 3.