



KHOO BEE LAY
HEAD OF INDUSTRIAL DESIGN DEPARTMENT
FACULTY OF ART & DESIGN
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1. Academic Qualification

No.	QUALIFICATION	FIELD OF SPECILIZATION	NAME OF AWARDING INSITUTION & COUNTRY	START DATE – END DATE
1.	Bachelor of Science	Industrial Design	National Cheng Kung University, Taiwan. Republic of China	1980 -1983

2. PREVIOUS EMPLOYMENT RECORD

No.	START DATE – END DATE	POSITION	JOB NATURE	EMPLOYER / COMPANY
1.	Jan 2021 – Dec 2022	Head, Department of Industrial Design. Specialist II	Administration & Lecturing	Southern University College, Malaysia. Faculty of Art & Design
2.	Jan 2019 – Dec 2020	Head, Department of Industrial Design. Senior Lecturer.	Administration & Lecturing	Southern University College, Malaysia. Faculty of Art & Design
3.	Jan 2018 – Dec 2018	Senior Lecturer	Lecturing	Southern University College, Malaysia. Faculty of Art & Design
4.	Jan 2013 – Dec 2017	Head, Department of Design. Senior Lecturer	Administration & Lecturing	Southern University College, Malaysia. Faculty of Art & Design
5.	Sep 2009 – Dec 2012	Dean, School of Art & Design.	Administration & Lecturing	Southern College, Malaysia. School of Art & Design
6.	2008 - 2009	Senior Industrial Design Manager	Managed Consumer Experience Design team	Motorola Electronics Pte. Ltd. Singapore (Consumer Experience Design Organization)
7.	2001 - 2008	Industrial Design Manager	Managed Consumer Experience Design team	Motorola Electronics Pte. Ltd. Singapore (Consumer Experience Design Organization)
8.	1997 – 2001	Senior Staff Industrial Design Engineer	Research & Development	Motorola Electronics Pte. Ltd. Singapore (Singapore Brand Link Center)
9.	1989 - 1997	Staff Industrial Design Engineer	Research & Development	Motorola Electronics Pte. Ltd. Singapore (Singapore Design Center)
10.	1986 – 1989	Senior Industrial Design Engineer	Research & Development	Motorola Electronics Pte. Ltd. Singapore (Singapore Design Center)



11.	1984 – 1986	Industrial Design Engineer	Research & Development	Motorola Electronics Sdn. Bhd. Malaysia (Research & Development Department)
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3. PROFESSIONAL QUALIFICATION / MEMBERSHIP (NATIONAL / INTERNATIONAL)

No.	TYPE OF QUALIFICATIONS / MEMBERSHIP	GOVERNED BY WHICH BODY / COMPANY / ASSOCIATION / OTHERS	AWARDED YEAR / MEMBERSHIP DURATION
1.	MRM Member	Majlis Rekabentuk Malaysia	2018
2.	Science Advisory Board Associate Member	Motorola Inc. USA	2000 - 2009
3.	“Interactive Management” In-house Trainer	Motorola Electronic Pte. Ltd. Singapore	1990 -1992
4.	DAS Member	Designers Association Singapore	1989 - Lifetime

4. RECOGNITION AWARD (NATIONAL / INTERNATIONAL)

No.	TYPE OF AWARD RECEIVED	RECEIVED FROM WHICH BODY / COMPANY / ASSOCIATION / OTHERS	RECEIVED YEAR
1.	Best Tutor Award	“普通高等学校信息技术创新与实践活动”（简称NOC活动），China.	2013
2.	Design Award “Mobile Phone E380”	IF Design Award, China.	2003
3.	Master Innovator Award Published 50 US Design Patents	Museum of Architecture and Design, Chicago, USA	2003
4.	Design Award “JETSKI (Memo Jazz), the smallest alphanumeric pager”	Museum of Architecture and Design, Chicago, USA	1998
4.	Distinguished Innovator Award (Published 25 US Design Patents)	Motorola Inc. USA	1996

5. CONSULTANCY SERVICES / COMMUNITY SERVICES

No.	ORGANIZATION / EVENT / PROJECT	DATE / DURATION	VENUE / COMPANY	ROLE / POSITION
1.	Singapore Young Designer Award	1999	Singapore Trade Development Board (TDB).	Vice Chairperson of the panel of Judge
2.	Singapore Young Designer Award	1998	Singapore Trade Development Board (TDB).	Judge



6. CONFERENCES AND TRAININGS

No.	TITLE OF THE CONFERENCES / TRAINING	DATE	TRAINING VENUE	ORGANIZE BY SPEAKER / TRAINER
1.	Virtual Webinar Workshop: Literature Review, Research Methodology and Research Design	20 October 2021	Webinar	IGSR, SUC Participant
2.	3 rd International Conference on Educational Studies (ICES2019)	19-20 October 2019	University Technology Malaysia	UTM Participant
3.	MYRA: Current Scenario and Strategy for Private Higher Learning Institution	24 August 2017	Southern University College	SUC Participant
4.	Workshop on Learning Outcome	17 May 2017	Southern University College	SUC Participant
5.	Teaching Workshop in “Perspectives in Learning” and “Instructional Methods”	29-30 March 2017	Southern University College	SUC Participant
6.	Microsoft Certified Educator	06-07 April 2016	Southern University College	Microsoft Imagine Academy Participant
7.	Effective Teaching Workshop	9 December 2016	Southern University College	SUC Participant
8.	Learning Outcome & Rubric Training Workshop	10-11 December 2015	Southern University College	SUC Participant
9.	Effective Motivation and Employee Engagement for Higher Productivity	19 April 2014	Southern University College	SUC Participant
10.	The Art of Learning	9-16 November 2013	Southern University College	SUC Participant
11.	Workshop on Effective Instructional Design Using ICT	14/4-30/6 2011	Southern University College	SUC Participant
12.	Workshop on Course Management System	25 March 2011	Southern University College	SUC Participant
13.	Young Designers Workshop	2011	National Cheng Kung University, Taiwan.	NCKU Invited speaker
14.	“Design Innovation through True Collaboration”	2011	National Kaohsiung University of Applied Sciences, Taiwan	NKU Invited speaker
15.	South East Asia International Design Workshop	2010	National Cheng Kung University, Taiwan	NCKU Invited speaker



7. RESEARCH AND PUBLICATION

RESEARCH / PUBLICATION / JOURNALS / BOOKS / OTHER

Named as inventor in the following US Design Patents

	Patent Number	Title Of Patent	Date Issued
1	US D611,017 S	Communication device housing	Mar 2,2010
2	US D603,854 S	Communication device	Nov 10,2009
3	US D602,900 S	Communication device	Oct 27,2009
4	US D600,663 S	Housing for a communication Device	Sep 22,2009
5	US D562,313 S	Housing for a communication Device	Feb 29,2008
6	US D561,159 S	Housing for a communication Device	Feb 5,2008
7	US D561,158 S	Housing for a communication Device	Feb 5,2008
8	US D558,745 S	User Interface	Jan 1,2008
9	US D530,697 S	Radio Telephone	Oct 24,2006
10	US D519,967 S	Radio Telephone	May 2,2006
11	US D518,463 S	Radio Telephone	Apr 4,2006
12	US D517,517 S	Communication device	Mar 21,2006
13	US D507,788 S	Communication device	Jul 26,2005
14	US D487,886 S	Housing for a communication Device	Mar 30,2004
15	US D486,821 S	Housing for a communication Device	Feb 17,2004
16	US D480,057 S	Housing for a communication Device	Sep 30,2003
17	US D479,217 S	Housing for a communication Device	Sep 2,2003
18	US D479,216 S	Housing for a communication Device	Sep 2,2003
19	US D472,894 S	Interchangeable Lens for Radiotelephones	Apr 8,2003
20	US D462,345 S	Wireless Radiotelephone Front Cover	Sep 3,2002
21	US D456,393 S	Radio Telephone Interchangeable Lens	Apr 30,2002
22	US D388,090 S	Selective Call Receiver	Dec 23,1997
23	US D386,179 S	Communication Device	Nov 11,1997
24	US D385,565 S	Selective Call Receiver	Oct 28,1997
25	US D382,561S	Radio Pager	Aug 19,1997
26	US D382,560 S	Pager	Aug 19,1997
27	US D381,334 S	Selective Call Receiver	Jul 22,1997
28	US D379,712 S	Holster for A Paging Receiver	Jun 10,1997
29	US D377,266 S	Holster for A Paging Receiver	Jan 14,1997
30	US D375,099 S	Selective Call Receiver	Oct 29,1996
31	US D373,125 S	Portable Data Communication Receiver	Aug 27,1996
32	US D371,556 S	Selective Call Receiver	Jul 9,1996
33	US D368,715 S	Pager	Apr 9,1996
34	US D365,676 S	Radio Pager Holster	Jan 2,1996
35	US D353,377 S	Selective Call Receiver	Dec 13,1994
36	US D352,028 S	Cordless Telephone	Nov 1,1994



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37	US D351,164 S	Cordless Phone Base Station	Oct 4,1994
38	US D349,899 S	Private Station For A Cordless Telephone	Aug 23,1994
39	US D349,687 S	Radio Frequency Switch Box	Aug 16,1994
40	US D343,841 S	Portable Radiotelephone Charger	Feb 1,1994
41	US D343,614 S	Portable Radiotelephone Base Station	Jan 25,1994
42	US D339,808 S	Portable Radiotelephone Base Station	Sep 28,1993
43	US D339,350 S	Credit Card Pager	Sep 14,1993
44	US D329,221 S	Combined Recharger and Signal Interface Box	Sep 8,1992
45	US D324,370 S	Multi-Function Pager Charger	Mar 3,1992
46	US D312,642 S	Vehicular Adaptor for A Portable Radio	Dec 4,1990
47	US D303,667 S	Radio Pager	Sep 26,1989
48	US D302,687 S	Portable Two-Way Radio	Aug 8,1989
49	US D299,024 S	Remote Microphone	Dec 20,1988
50	US D298,230 S	Battery Charger for A Portable Radio	Oct 25,1988
51	US D297,827 S	Battery Charger for A Portable Radio	Sep 27,1988

8. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

No.	POSITION (APPOINTMENT)	FACULTY / DIVISION / DEPARTMENT	START DATE – END DATE
1.	Quality Assurance Committee	Faculty of Art and Design	Jan 2020- Present

9. OTHER RELEVANT INFORMATION

1.



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南方大學學院

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