



**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.<br>Republic of China | 1980 -1983            |

**2. PREVIOUS EMPLOYMENT RECORD**

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



|     |             |                            |                        |   |
|-----|-------------|----------------------------|------------------------|---|
| 10. | 1984 – 1986 | Industrial Design Engineer | Research & Development | Motorola Electronics Sdn. Bhd. Malaysia ( Research & Development Department ) |
|-----|-------------|----------------------------|------------------------|---|

**3. PROFESSIONAL QUALIFICATION / MEMBERSHIP ( NATIONAL / INTERNATIONAL )**

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

**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                                  |
| 3.  |                                |                 |  |  |

**6. CONFERENCES AND TRAININGS**

| No. | TITLE OF THE CONFERENCES / TRAINING            | DATE | TRAINING VENUE  | ORGANIZE BY SPEAKER / TRAINER |
|-----|--|------|---|-------------------------------|
| 1.  | Young Designers Workshop                       | 2011 | National Cheng Kung University, Taiwan.                   | Invited speaker               |
| 2.  | “Design Innovation through True Collaboration” | 2011 | National Kaohsiung University of Applied Sciences, Taiwan | Invited speaker               |
| 3.  | South East Asia International Design Workshop  | 2010 | National Cheng Kung University, Taiwan                    | 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  |



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|    |               |   |             |
|----|---------------|---|-------------|
| 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  |
| 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 |



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南方大學學院

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## 8. OTHER ADDITIONAL ADMINISTRATIVE RESPONSIBILITIES

| No. | POSITION<br>(APPOINTMENT) | FACULTY / DIVISION /<br>DEPARTMENT | START DATE – END DATE |
|-----|---------------------------|------------------------------------|-----------------------|
| 1.  |                           |                                    |                       |
| 2.  |                           |                                    |                       |

## 9. OTHER RELEVANT INFORMATION

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