

## Curriculum Vitae



### **Dr. C K Peter Chuah**

Head, Experience Design + Visual Communication Programmes  
School of Business

Tel : +65 6248 9107

## Education Qualifications

2016	<b>PhD (Design)</b> The Hong Kong Polytechnic University
2002	<b>Master of Arts (Instructional Design &amp; Technology)</b> Nanyang Technological University
1996	<b>Bachelor of Business Studies (Information Systems)</b> Massey University

## Academic and Professional Experience

2017 - Current	<b>Head (Experience Design and Visual Communication)</b> School of Business, Singapore University of Social Sciences
2012 - 2017	<b>Asst. Prof in Communication Design, School of Design</b> The Hong Kong Polytechnic University
2010 - 2011	<b>Visiting Asst. Prof in Communication Design, School of Design</b> The Hong Kong Polytechnic University
2008 - 2010	<b>Part-time Visiting Lecturer</b> School of Design, The Hong Kong Polytechnic University
2004 - 2007	<b>Learning &amp; Development Specialist</b> SIM University
2001 - 2002	<b>Instructional Designer</b> Hewlett-Packard Education Services
2000 - 2001	<b>Lecturer</b> Ngee Ann Polytechnic
1997 - 2000	<b>Educational Technologist/ IT Instructor</b> Faculty of Arts & Social Sciences, National University of Singapore

1996 - 1997      **MIS Executive (Systems & Methods)**  
Mbf Insurans

### Research Interests

- Critical and reflective thinking in communication design education;
- Experience-based design and information design for understanding and use;
- Design research methodologies; and
- Strategic foresight and design futures.

### Selected Publications

- Ha, H., & **Chuah, C. K. P.** (2023). Corporate social responsibility (CSR) in the digital age. In Y. H. Lee & A. O. M. Wong (Eds.), *Leading in a Digitally Disruptive World* (pp. 181-201). World Scientific Publishing.
- Ha, H., & **Chuah, C. K. P.** (2023). Digital economy in Southeast Asia: Challenges, opportunities, and future development. *Southeast Asia: A Multidisciplinary Journal*, 23(1), 19-35. <https://doi.org/10.1108/SEAMJ-02-2023-0023>.
- **Chuah, C. K. P.**, Ma J., & Ho, J. L. (2010). *Understanding users: A phenomenological study on design educators and students experiencing user study in design*. Paper submitted for Cumulus 2010 Shanghai Conference, September 7-10, Shanghai, China.
- Ma, J., Ho, D. K. L., & **Chuah, C. K. P.** (2010). *Empathy @ design research: A phenomenological study on young designers experiencing participatory design*. In K. Sato, P. M. A. Desmet, P. Hekkert, G. Ludden, & A. Mathew (Eds.), Proceedings of the 7th International Design & Emotion Conference. Chicago, IL: Institute of Design.
- **Chuah, C. K. P.** (2007). *Experience redesign: A conceptual framework for moving teaching and learning into a flexible e-learning environment*. In P. Tsang, R. Kwan, & R. Fox (Eds.), Enhancing learning through technology. Hong Kong World Scientific Publishing.
- Low, W. K. S., Low, W. P., & **Chuah, C. K. P.** (2007). *A novel method to teach science and engineering in a virtual laboratory environment with flexible learning*. In P. Tsang, R. Kwan, & R. Fox (Eds.), Enhancing learning through technology. Hong Kong World Scientific Publishing.

### Selected Presentations/Workshops

- **Chuah, C. K. P.** (2023, 27 Oct). **PhD Proposal Preparatory Workshop**. Nanyang Academy of Fine Arts/ University of the Arts Singapore.
- **Chuah, C. K. P.** (2023, 26 Sep). **Rethinking the Role of Reflection in Design Education [Presentation]**. IMPACT 2023 x Design Research Forum. Singapore. <https://sdw.designsingapore.org/events/impact-2023-x-design-research-forum/>
- **Chuah, C. K. P.** (2023, 14 Feb and 17 Aug). **SDW179 Levelling up presentation slides through design workshop**. Singapore University of Social Sciences.

- **Chuah, C. K. P.** (2021, 14-15 Dec). **Lazada's train the trainer workshop on presentation.** Singapore University of Social Sciences.
- **Chuah, C. K. P.** (2010, Oct). **Changing landscape: A reaction to 'when communication design education meets research.'** Invited as co-author in a panel discussion for Design Research: Building a Culture from Scratch in New Context/ New Practices, AIGA Design Education Conference, October 8-10, NCSU, Raleigh, USA.
- **Chuah, C. K. P.** (2010, 19-23 Jul). **Summer workshop on Design portfolio preparation.** School of Design, The Hong Kong Polytechnic University.

*Updated on 2 January 2024*