

CURRICULUM VITAE (Dated: 2015)



PERSONAL PARTICULARS

Name : Chok KoHon, Lionel
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PROFILE

Lionel is a budding Creative Technologist with over 18 years of media experience - before he achieved distinction in his postgraduate Masters (MSc) in Creative Technology at Middlesex University in London.

In between hackathons in which he won 3 in 2015, dabbling with microcontrollers, creating from 3D Printers, building sites and apps, augmenting reality and also virtually - he's now looking forwards to pursue a career in simply using technology creatively; having spent almost all of his career in the creative industries.

2015 also marks his 12th year in education as a media trainer - lecturer - facilitator and mentor.

EDUCATION PROFILE

2015 – MSc (Distinction) Creative Technology, Middlesex University (London, UK)
2013 – Completed: Certificates in Digital Marketing, Industry Trends and Development, Market Research, Social Media Marketing, Pitching and Presentations from Singapore Media Academy.
2001 – Completed: Certificate of Attendance in Film Directing from New York University in New York USA
1998 - Graduated from Institute of Advertising (Singapore) with Diploma in Advertising
1995 - Graduated from SIM University with Bachelor of Science (Economics)
Second Lower Class Honors - awarded by University of London (External)

KEY SKILLS

Tech:

Arduino, Android Development, Augmented Reality Development using Vuforia, Metaio and Unity3D, Virtual Reality Development using Google Cardboard SDK and Unity3D, Product and Project Development from Ideation to management to testing, completion and delivery.

Media:

Screenwriting, Script Supervision, Playwriting, Copy-Proposal writing, Media Production & Budgeting, Production Management-Scheduling, Location Scouting, Camerawork, Videography/Content Creation, Final Cut Pro video editing, Film-TV-Theatre Directing/Producing, (TV) Channel Management-Programming, Team Supervision and Management, Business Development-Strategy, Partnerships and Marketing

Others:

Microsoft Office, Public Speaking, Lecturing, Mentorship, Trainer (Media)

WORK CREDENTIALS

As Lecturer / Trainer / Instructor

2013 - 2014: Part-time Lecturer at Nanyang Academy of Fine Arts (NAFA)

2008 - 2013: Judge at Ministry of Education (MOE)'s School Digital Media Awards (SDMA)

Since 2005: Part-time Instructor at Objectifs – Centre for Photography & Film-making

2006 to 2009: Part-time Film/TV Instructor at SAE Institute

Jan – Jun 06: Head of Department (Digital Film) at SAE Institute

Jul – Sept'04: Part-time Media Studies Lecturer at Nanyang Polytechnic

Since 2004: Independent Film/Video/Media/Script Instructor/Lecturer at various schools

Sept'14 – Oct'15

Postgraduate Student @ Middlesex University, London

During my tenure at Middlesex University in London, I researched and developed the following:

1. Augmented Reality with GPS, locative features as a mobile app using Unity3D, Vuforia, Metaio, and APIs from Google Maps, Google Earth, Google Streetview
2. 360 videography using Freedom360, 360heroes, AutoPano and Giga Video Stitching
3. Using Blender to map 360 videos in Unity3D
4. Programming interactive buttons inside the 360 virtual space using Unity3D, CSharp and Google Cardboard SDK and Gimp
5. Developing Virtual Reality mobile app (Android) with Unity3D, Android Studios

May – Sept'14

Business Strategist (Marketing & Partnerships) @ Xiaobazaar.com – an online ecommerce store enabler supported by Media Development Authority's iJam and Singapore Management University's Business Incubator Programme

- Oversee marketing and partnerships: including tie-ups with TGIF Bazaar
- Spearhead social media strategies and community engagement online
- Improved online web user-interface and experience

Apr'11 to Apr'14

Head of Commissioning/Senior Producer @ MediaCorp TOGGLE

1. Programming: Producing and Commissioning content for MediaCorp's interactive (OTT) TV-Mobile-Tablet & SMART TV platform (www.toggle.sg):
2. Product: Involved in being part of the product management team to develop User Interface/Experience for both mobile and tablet (iOS & Android)
3. Others:
 - Initiate & curate various differentiated programming offerings while leveraging on MediaCorp's core strengths to launch Toggle
 - Collaborate/partner with group sales and marketing to develop pathway for branded content and sponsored content commissions
 - Develop and maintain strategic partners, direct clients and advertisers to propose and initiate content offerings in both advertorials and editorials
 - Oversee, Supervise and Execute creative productions from inception to delivery to meet the above- mentioned, on schedule and on budget
 - Involved in various digital marketing campaigns and on-ground events to launch Toggle & new content offerings
 - Participated in overall strategic business development with both external companies and other MediaCorp business units to effectively launch TOGGLE

Apr10 to Mar'11 (Contract)

Executive Producer @ Apostrophe Films

Head of Broadcast / Executive Producer for:

"World Class" – 10 x half-hourly episode children series about cultures "Festive Faces" – 6 x hourly episode documentary series about festivals in South-East Asia.

Also supervised business development with advertisers for branded content and also facilitated distribution sales of broadcast programmes catalog for international markets

Apr'09 to Mar'10 (Contract)

Creative Director @ Glocal Media Networks (www.glocal.tv)

- Oversaw strategic partnership with Media Development Authority (MDA) of Singapore for Glocal's Widget TV product as part of their their Future TV programme
- assisted and secured strategic partnership with Yahoo Singapore for the exploitation of Yahoo's web widget technologies
- Develop new relationships with strategic partners, direct clients and advertisers to propose and initiate content offerings in both advertorials and editorials

2007 – 2010 (Freelance)

Executive Producer - for:

i) 6 part Hi-Definition travel cultural series on Channel News Asia International: "CULTURE SHOCK Season 2!" (Supervised distribution sales of this series to DRG Rights for international markets)

ii) 8 part Hi-Definition local series on photography fronted by Tom Ang (who's last photography series was commissioned by the BBC): "Scene City – SINGAPORE!" Supervised distribution sales of this series to Passion Distribution for international markets (including the Sundance Channel in the US)

iii) 6 part Hi-Definition travel cultural series on Channel News Asia International: "CULTURE SHOCK" Supervised distribution sales of this series to DRG Rights for international markets *"Scene City – SINGAPORE!" also won the New York Festivals (Education) award in 2010.

2001 – 2009: Freelance Film/TV Writer-Producer-Director (See Appendix)

2000 to 2001

Producer @ Singapore Press Holdings' MediaWorks Ltd, TV Works (later renamed: Channel i) -English Media & Entertainment Division: as the pioneering staff in a brand new terrestrial channel in Singapore: conceptualised and developed entertainment programmes for the station.

1997 to 2000

Line Producer @ Caldecott Productions International

Job Scope:

- Write concepts and creative proposals for production tenders and presentations.
- Write scripts for corporate videos and copy lines for television commercials
- Direct and produce corporate videos, television commercials, media presentations and promos.
- Conceptualise, script and produce TV commercials.
- Script and produce radio advertisements.
- Storyboard ideas and concepts for promo and tender projects (iv) Negotiate quotations and price for partial productions

Accolades:

Series Producer for "Heritage" Series -an 8-part (24 mins ea) documentary that profiles 8 unique and distinctive legacies that forms part of Singapore's heritage today telecast from Feb'98 to Apr'98.

"Heritage" Ep. #3 -'The Singapore Shophouse' was nominated for Best Documentary at the Asian Television Awards 1998.

"Heritage" Ep. #5 -'The Kopitaim' was finalist for Best Documentary (History & Culture) at the New York Festivals 1998.

1995 -1996

Assistant Producer @ Television Corporation of Singapore, Drama Unit, Productions 8 Productions

Logistics role in - managing budgets, scheduling, talents, recruitment, catering, location scouting, material delivery, camera operations, post-production, on-air transmission & broadcast

1995

Programme Coordinator (Temp) @ The Substation Ltd

- Co-ordinate fringe events relating to art works, plays, and music gigs.

OTHER RELEVANT EXPERIENCE

Current:

Developing: "CAMEMORY" Mobile App to reinvent your mobile Gallery-Photo-Camera function in smartphones, in both Android (using Android Studio) and iOS (in XCode) to launch as a startup and for Google Playstore by end Nov'15, and Apple Appstore by Dec'15

2005 to Current: Script Reader and funding assessor for Media Development Authority / Singapore Film Commission

Jul – Oct'15

Developed Android Mobile App (in Android Studios) for Hendon Baptist Church (London); currently available in the Google Playstore

Oct'15

Specially invited - with covering flights and accommodation, to participate the "League of Labels" Hackathon by MIRACLE Europe in Brussels, Belgium:

<http://leagueoflabels.bemyapp.com/>

Jun 2015

Participated in Queen Mary University (London) Centre for Digital Music - Audio & Music Hackathon and won the only prize for "Best Use of Online / Cloud Application" with Android Mobile App – 'SESSIONS' <http://devpost.com/software/sessions>

Jun 2015

Participated in "Hack the Visuals" Hackathon organized by Imagining Minds and sponsored by Canon UK and won the "Best Use of Interactive Visuals" Award with Android Mobile App – "SHARON"

<http://devpost.com/software/sharon>

<http://www.mdx.ac.uk/news/2015/07/interactive-video-player-wins-hack-the-visual-award-for-creative-technology-student>

APPENDIX: Additional Credentials (See: <http://www.lionelchok.com>)

2008 to 2009 (Freelance)

Head-Scriptwriter/Screenwriter & Associate Producer

For: Brand new 10 part special effects/3D drama series on brand new Kids Central, OKTO: GX5

2008

Producer/Director: 'Notes from Expat' the Feature Movie

Director (Singapore) for: Portable Film Festival (www.portablefilmfestival.com)

Producer for Singapore-Australia-Cambodia co-production:

'Tabitha: To Speak' the full length feature film – which premieres at the 2007 Montreal World Film Festival in Sept 07

Associate Artist (Film) of The Substation Ltd – Home of the Arts

2007

Director for IMPLOSION the play to be staged at the Drama Centre – Nov'07

Winner – Audience Choice Award /Filmmaker for "Crossroad" at 2007 Media Development Authority / Panasonic Digital Film Fiesta

Singapore Director – The Portable Film Festival (www.portablefilmfestival.com)

2007 (Freelance)

Scriptwriter & Producer

For "LAUGHSTYLE" (TV Pilot) featuring Patricia Mok with BIG Communications for Mediacorp Channel 5

2005 – 2006 (Freelance)

Director & Producer

For: "40 on 40" a brand new 13 episode series featuring Lim Yu Beng -for Mediacorp Channel 5 for National Day specials

For: 'Science Guy P.I.' – a 13 part Kids' TV series featuring Melody Chen & Chua Enlai – as televised on – Arts Central, for The Moving Visuals Co.

Aug'06

Written/Directed – 'WISH' MTV by local singer GENIE -screened at Cineleisure Orchard and in Taipei

Jun'06

Written/Directed "Swingle" the Musical for Singapore Arts Festival Fringe 2006 -with original music by Iskandar Ismail

Jun'05

Creative Panelist (Film) on HYPE Gallery for Hewlett Packard Singapore, The Arts House and Creative Communities Singapore

Mar'05

Written/Produced/Directed -full length theatre play – 'Adultery' – staged at The Substation Guinness Theater

Jan'05

Completed – Production Design Workshop at National Institute of Dramatic Arts (NIDA) at Sydney, Australia

2004 (Freelance)

Executive Producer & Director for – 'LIFESTYLE' – a brand new health series for overseas broadcast (Jarkata) as fronted by Nadya Hutagalung

Mar'04

Written/Produced/Directed -full length theatre play – 'Threesome' – staged at The Substation Guinness Theater

Jan'04

Completed – Acting & Improv. Comedy Workshop at National Institute of Dramatic Arts (NIDA) at Sydney, Australia

2003 (Freelance)

Scriptwriter & Director

For Health Promotion Board: 2 x 15 mins corporate video on 'National Myopia Prevention Programme – by Film Formations

For Housing Development Board (HDB) Singapore: 10-minute Corporate (progress) Video by Aquafire Productions.

For: 'Ladies First' featuring Wong LiLin – a 13 part magazine TV series televised on - Channel 5, Mediacorp TV for The Moving Visuals Co.

Sept'03

Selected Artist for Local Theatre Group Spell7's Digital Media Festival to producing a 24 Hour film for exhibition at The Esplanade and online at: www.wirecrossing.org.sg

Apr'03

Written/Produced/Directed: 'Nonsensical Idiosyncrasies 2' – a series of sketch comedies staged to full house at The Substation Guinness Theater.

Jan'03

Completed -Theatre Directing Masterclass Workshop at National Institute of Dramatic Arts (NIDA) at Sydney, Australia

2002 (Freelance)

Head-Scriptwriter/Screenwriter & Associate Producer For full length feature film – 'Dirty Laundry' -shot on High Definition (HD Cam) for Singapore Film Commission / Singapore Broadcasting Authority and Raintree Pictures (Televised in March 2004)

Scriptwriter & Supervising Producer (Freelance)

For: 'Mr 101' featuring Paul Tan – 13 part TV series on Channel 5, Mediacorp TV for The Moving Visuals Co.

'Arts TV' – a Mandarin magazine-styled Arts Series for MediaCorp, Channel 8 by The Moving Visuals Company

Mar – Nov '02

Written for TheatreWorks' 'Hearing Voices' – a one year writing programme to explore the unheard voices in Singapore English theatre

Mar'02

Written and directed: 'Nonsensical Idiosyncrasies' – a series of sketch comedies staged at The Substation Guinness Theater.

2001 (Freelance)

Director & Producer

For Singapore Airlines: Directed 9 x 8-minute dramatic skits on DVCAM in Ground Staff Training by Inflight Productions.

Jul-Aug'01

Completing Intensive Directing Workshop at NEW YORK UNIVERISTY, School of Continuing and Professional Studies -with partial training grant from The Singapore Film Commission.

Written and Directed multi-camera studio sitcom project on Digital Video -"Two Guys and A Girl". Written and Directed a 7-minute short film on 16mm film & Digital Video -'life AFTER'.

May'01

Completed a half-hour documentary on Digital Video "GERALDENE"

-accepted as an official selection in the New York International Independent Film & Video Festival from 7th to 17th Sept'01 (International Premier).

Sept'98 -Dec'98

Diploma in Film and Video (Advertising) from The Institute of Advertising, Singapore (IAS).