

SMASH

Principal

visual media

MingChew

Bachelor of Arts, The Art Institute of Colorado.
Bachelor of Arts, Open University (LASALLE-SIA), UK

As Principal of SMASH Visual Media, Ming Chew has extensive experience in design, illustration, and animation in both two and three-dimensional forms. Ming has strong communication skills and considerable expertise in conceptual campaigns, branding, image management, graphic design, motion graphics, animation, video production, website design, product design, sound editing, and game development.

Ming has spearheaded branding initiatives internationally for Wanin Industries' food and beverage products in South East Asia, winning *Superbrands Singapore* in 2004 and 2005, Singapore Promising Brand Award in 2006 before she left for America. Ming was the chief visionary for the 2002 Singapore National Day celebration large motion graphic presentation on a 2 block long LCD screen. Designing the look and feel, storyboard and motion graphics for the 7 minute piece that aired live in the stadium and broadcasted nationally. Her extensive skill set also played a roll in the Aichi World Expo opening in 2005 for the Singapore building in Japan. Collaborating with exhibition designers from New York, Ming was part of the team that designed graphics for the exhibitions and the Singapore Aichi Japan world expo website.

Ming brings a twist to a project and carries the vision from concept to final launch. Balancing creativity with functionality on a budget helps clients realize the full potential of their product.

Recent Awards

International Council of Shopping Centers (ICSC) 2009
Mall of the Future Design Competition 3rd place.

Honor Award for Research and Communication 2007
Colorado Chapter of the American Society of
Landscape Architects

Honor Award for Research and Communication
(3D visualization) 2007
The American Society of Landscape Architect

Best Videography, The Reel Thing (Fall 2006)
The Art Institute of Colorado, USA

Singapore Airlines Excellence Award (May 2005)

Exhibitions

The Reel thing, Winter 2006 exhibition
Title : "Translation #@%" (Video)
Location: The Art Institute of Colorado, USA

SQUARE OF INFINITY
Title: "Pride Of A Nation" (Video)
Location: Substation Gallery, Singapore, Ireland

Digital Pharmacy 2004
Title: "Hi Bob" (Animation)
Location: Earl Lu Gallery, Singapore

15fps Exhibition 2005
Title: "Transit" (Animation)
Location: Black Box Studio, Singapore

Young Guns Exhibition 2004
Title: "Walk" (Animation)
Location: Substation Gallery, Singapore

Emergency Exhibition 2004
Runner up for Best Animation
Title: "Death" (Animation)
Location: Substation Gallery, Singapore

June 2003, Calvin Klein CK one Graffiti Competition
2003
Location: CK Tang Shopping Mall, Orchard Shopping
District, Singapore

