

Curriculum Vitae

Personal Details

Name	Terence Heng	E-mail	t.heng@hurricadia.com
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Education

Oct 05 - Present	<p><u>Saïd Business School, University of Oxford, United Kingdom</u> <u>DPhil Management Studies</u></p> <ul style="list-style-type: none"> ▪ Probationer Research Student ▪ Currently researching into the bi-directional implications of virtual and offline communities in the context of the sacred and profane
Oct 04 - Oct 05	<p><u>Saïd Business School, University of Oxford, United Kingdom</u> <u>MSc Management Research</u></p> <ul style="list-style-type: none"> ▪ Distinction Grade ▪ Relevant topics include Ethnography, Qualitative Research Methods and Social Studies in Science and Technology ▪ Dissertation was based on the effects online communities have on ritualistic behaviour offline
Sep 99 - Jul 02	<p><u>University of Nottingham - United Kingdom</u> <u>BSc (Hons) Economics</u></p> <ul style="list-style-type: none"> ▪ Second Class, First Division (2:1) ▪ Final year dissertation on the economics of e-commerce received a distinction grade. ▪ Relevant topics include Sociology and Economy of Modern China; Quantitative Research Methods / Econometrics, Applied Microeconomics

Publications

Selected Publications	<p><u>Books</u></p> <ul style="list-style-type: none"> ▪ <i>"From Where I'm Standing"</i>, Landmark Books, 2004 <p><u>Journals and Anthologies (Poetry)</u></p> <ul style="list-style-type: none"> ▪ "Letter to a Racist", <i>First Words</i>, Unipress, 1996 ▪ "Irony", "Saturday Episodes", "Army Camp: Parade Ground", "Chinatown". <i>No Other City</i>, Ethos Books, 2000 ▪ "Army Camp: Parade Ground", <i>From Boys to Men</i>, Landmark Books, 2002
Conference Presentations	<p><u>International Visual Sociology Association Conference 2005</u></p> <ul style="list-style-type: none"> ▪ <i>Tea Dresses and Wedding Gowns: A Visual Essay of the Singaporean Chinese Bride</i>

Jul 03 - Present: Republic Polytechnic, Singapore

Roles and Responsibilities	<p><u>Lecturer, Centre for Culture and Communication (2003-2004)</u></p> <ul style="list-style-type: none"> ▪ Designed, developed and delivered content to diploma (HND) level students using a unique style of problem based learning (PBL) ▪ Taught core modules in English, Communication Skills and Aesthetic Appreciation to students in Engineering, Information Technology and Life Sciences. <p><u>Administrative Associate, School of Technology for the Arts (2005+)</u></p> <ul style="list-style-type: none"> ▪ Adjunct staff for the formulation of curriculum for design and media studies students
Major Projects	<p><u>New School Working Committee, School of Technology for the Arts (2004)</u></p> <ul style="list-style-type: none"> ▪ Leader of working group within the committee for Visual Communication, Usability and Engineering, as part of setting up a new school in the polytechnic. ▪ Drafted a white paper for the curriculum of a final year specialisation for a new Diploma in New Media (DNM) which was accepted and presented to the Ministry of Education. <p><u>Republic Polytechnic Corporate Website (2004 - Jan 2005)</u></p> <ul style="list-style-type: none"> ▪ www.rp.edu.sg ▪ Initiated, Designed and Produced new corporate website for the polytechnic. ▪ Cost savings of over SGD\$30,000 in contrast to hiring full agency services. <p><u>Learning Environment Online (2004)</u></p> <p><u>Continuing Education and Training (2004)</u></p> <ul style="list-style-type: none"> ▪ Revamped user interface for two major e-learning portals within 2 months. ▪ Learning Environment Online is used by 2000 students and 200 staff daily in delivering lecture notes and resources ▪ Continuing Education and Training is used for registration and payment of courses for adult classes.

Jun 03 - Oct 04: CNET Networks, Singapore

Roles and Responsibilities	<p><u>Contributor & Writer, GameSpot Asia (www.gamespotasia.com)</u></p> <ul style="list-style-type: none"> ▪ Responsible for contributing content for and maintaining one of Asia's most comprehensive Computer Gaming websites. ▪ Involved in writing reviews, previews and opinion pieces for GameSpot Asia over a period of 8 months. ▪ Acting Contributing Editor in September 2004
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Jan 03 - Present: Hurricadia, Singapore

Roles and Responsibilities	<p><u>Founder / Executive Consultant (New Media), Hurricadia Media</u></p> <ul style="list-style-type: none"> ▪ Heading usability and creative design of the company. ▪ Specialising in online corporate identity and user interface design.
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Jul 02 - Jan 03: AKQA, Singapore

Roles and Responsibilities	<u>Producer (New Media)</u> <ul style="list-style-type: none">▪ Project manager for user interface, information architecture and website development projects▪ Specialising in User interface design and structuring of large website projects worth SGD\$2 million or more.
Major Projects	<u>Changi International Airport</u> <ul style="list-style-type: none">▪ Lead Producer (Design and Content) for the building of a multi-lingual website for one of the world's premier international airports <u>Port of Singapore Authority</u> <ul style="list-style-type: none">▪ Project Manager / User Interface Designer for a complete revamp of the front end user interface for the Authority's terminal operations system. Design supports a multi-million dollar industry.

Teaching Experience

Jun 03- Jun 04: Lecturer, Republic Polytechnic, Singapore (See Work Experience for more details)

- 15 - 20 hours per week teaching core modules of Culture and Communication I and II using Problem Based Learning to class sizes of 25 students
- Teaching included facilitating debates, grading presentations and transferring expert knowledge to students

Nov 03 - Present : Mentor, Creative Writing Mentorship Programme, Ministry of Education

- Personal Mentor to 2 students per year from secondary schools and junior college students
- Involved in helping them improve on their creative writing skills, and expose them to the literary world at large.

Memberships and Other Qualifications

Present	<ul style="list-style-type: none">▪ Member, Working Committee for the Visual Sociology Study Group at the British Sociological Association▪ Licentiate, Royal Photographic Society
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Referees

Dr Daniel Neyland (Academic Referee)	Senior Research Fellow, Said Business School, University of Oxford e-mail: daniel.neyland@sbs.ox.ac.uk
Prof Steve Woolgar (Academic Referee)	Chair of Marketing, Said Business School, University of Oxford e-mail: steve.woolgar@sbs.ox.ac.uk
Dr Su-lin Gan (Professional Referee)	Director, School of Technology for the Arts, Republic Polytechnic e-mail: gan_su_lin@rp.edu.sg tel: +65 6510 3017