



kai siang toh

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experience

Kai Siang Toh Design

Principal
Malden, Massachusetts
January 2010 - Present

Projects range from book design to brochures, web sites, branding, annual reports and icon graphics. I am fortunate to work with smaller companies and institutions such as Brandeis University, Grasp Global and TTG as well as larger clients across diverse industries such as Knight Trading Group, Aéropostale, Flowers Foods and Royal Caribbean. I've also expanded my geographical reach by helping European institutions and companies such as the Karolinska Institute and BioCistrionix AB with their communication needs.

Critt Graham Associates

Associate Creative Director
Boston, Massachusetts/Atlanta, Georgia
July 1993 - January 2010

Associate Creative Director responsible for designing and producing web sites, brands, collateral and annual reports for a diverse array of clients from startups to *Fortune* 500 companies. My commitment as project leader resulted in long-term customer satisfaction and loyalty, which in turn led to additional work. My skills in time management and working within budgetary constraints also were noted and appreciated by many clients.

I was based in Atlanta for six years, then relocated to Boston in 1999 to head a satellite office of Critt Graham Associates, servicing clients in the Northeast and New England such as Compaq and Fisher Scientific. My work on Compaq's annual report resulted in such high client satisfaction that they signed a long-term contract with our company and provided new opportunities such as Compaq's internal brand site and corporate collateral work.

DeLong & Associates, Inc.

Creative Director
Gainesville, Florida
February 1991 - July 1993

Creative Director in charge of designing and producing brochures, packaging, logos and advertising from concept to fruition. As the creative leader of this small agency, I was involved in all aspects of the firm including supervising, training and recruiting employees, art directing photoshoots, managing client relations and print production.

Institute of Food and Agricultural Sciences (IFAS)

Junior Graphic Designer
University of Florida, Gainesville, Florida
May 1989 - February 1991

Junior Graphic Designer responsible for designing newsletters, brochures, publications including *Impact* Magazine, an international publication devoted to agriculture. My proficiency in designing on computers led to added responsibilities such as training and transitioning senior designers to computers and the latest design software.



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skills

My skills encompass the entire design process such as concept creation, client service, organization, time and budget management, art direction, mentoring junior designers and attending press and bindery checks. On the interactive side, I've designed web sites, coordinated development of a content management system, and managed developers and vendors. I'm proficient in Illustrator, Photoshop, InDesign, Quark Xpress, Acrobat and Office. I also have experience in Flash and Dreamweaver. I'm a good communicator, time manager and excellent in fostering and strengthening relationships with clients and colleagues alike.

education

Bachelor of Design with Honors (December 1990)
Minor in Art History
Associates of Arts with High Honors degree
University of Florida
Gainesville, Florida

awards

Gold, Silver and Bronze ARC awards, Nicholson Award, iNova, Graphic Design USA Award, Monadnock Award of Excellence, Potlach Award of Excellence, Utopia Award, Hammermill Papers Award for Graphic Excellence, 1993 Silver Addy 4th district, Florida and Caribbean. 1993 Gold and Silver Addy Awards, North Central Florida. 1992 National ACE (Agricultural Communicators in Education) award for best overall magazine design. Published in *Best of Business Card Design*.