

## Low Cheaw Hwei

Low Cheaw Hwei joined Philips Design in 1991 and moved to The Netherlands as part of the Philips audio concept design team. He then took on a senior design position in Hong Kong for 4 years before moving back to Singapore in 1997 as Design Branch Director and Design Director for Philips audio global portfolio.

In 2002 he was made Senior Design Director for the consumer electronics portfolio in Asia and in 2007, took on the role of Design Officer for TV and AVM, leading the function of design in both business groups.

He is now appointed the Global Creative Director for the Consumer Lifestyle responsible for overall creative direction in product and services design across the sector.



Working with global design teams and business partners, he has led Philips Design to win many design and innovation awards through the years and also achieves numerous commercial successes.

In addition to his responsibilities at Philips Design, he has served on several design committees and international design competition judging panels. He is presently a board member of the DesignSingapore Council as well as a sitting on boards and advisory committees of a few design institutions in Singapore.

Cheaw Hwei has addressed various international forums and seminars, particularly on the topics of innovation and branding. He also chaired numerous design platforms including the organizing committee for ICSID World Design Congress Singapore 2009.

Born and educated in Singapore, he also completed a postgraduate industrial design course from Milan's Domus Academy and a MBA in Strategic Marketing

## Memberships

- Member of the Board of Governors, Temasek Polytechnic
- Chairman of the Advisory Committee for School of Design, Temasek Polytechnic
- Board member of the DesignSingapore Council
- Deputy Chairman of the Design and Media Academic Advisory Committee, Institute of Technical Education
- Vice Chairman of the National Design Centre Steering Committee
- Member of the Tan Tock Seng Hospital Medifund Committee

## Awards/recognitions

Has been part of and/or led the teams that have won most recently:

- The President's Design Award Singapore 2007 for The Philips Learning Centre
- Various international design awards including iF, iF China, Singapore Design Award etc between 2006 - 2010

For more information on Philips Design  
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