

# Jeffrey Tzu Kwan Valino Koh, PhD



Male, Canadian  
Born June 12th, 1978

43a Sing Ave.  
Singapore, 217882

+65 (0) 96 51 92 15  
smallcaps@gmail.com  
<http://villainous.biz/>

## Profile

Jeffrey has spent most of his life so far in Toronto, Canada but has managed to live, work and study in Zurich, London, Rotterdam, Berlin, Seoul, Singapore, Tokyo and Sydney.

He is a trans-disciplinary experiential designer who has worked on catwalk and fashion show designs for PRADA and Miu Miu, advertising and gallery curation for Kessels-Kramer, and architecture and exhibition designs for the Office for Metropolitan Architecture / Rem Koolhaas.

Jeffrey was a Co-Founder of Cliquefund. Cliquefund is a mobile, community patronage platform for socially-motivated startups. He was interviewed live on Channel News Asia in 2013 on the topic of crowdfunding.

As an artist, Jeffrey has exhibited in venues such as the Barbican and Southbank Centre in London, United Kingdom, for festivals such as the Singapore Design Festival, and in galleries in Munster, Berlin, Vienna, Crete and Tokyo.

As a scholar Jeffrey has performed demos, published papers and written book chapters in venues such as UBICOMP, CSCW, IEEE Haptics Symposium, SIGGRAPH, SIGDOC, ISMAR, MONU Magazine and more. Jeffrey was an invited speaker at TEDx Zurich, Dorkbot and PechaKucha, and has also spoken on panels at the ICA, The Art House Singapore, and other forums. Jeffrey has won awards for his research projects and is a recipient of the NGS scholarship from the National University of Singapore.

In the past he studied Semiotics and Fashion Photography, and was awarded his BFA in Monumental Kunst from the Aki Academy of Art and Design (ArtEZ), and an MA in Creative Practice for Narrative Environments from Central Saint Martins College of Art & Design.

He earned his PhD at the NUS Graduate School for Integrative Sciences and Engineering, at the National University of Singapore, was a visiting research scholar at Keio University, and visiting research scholar at NEC C&C Laboratories, both in Japan, where his research interests focus on various topics regarding organic user interfaces, robotics, tele-presence interaction and experiential design. He was also previously a Department Editor for the Association for Computing Machinery's (ACM) Crossroads (XRDS) magazine. He is a Mendeley.com Advisor and is a member of both the IEEE and ACM.

Recently he worked as Assistant Director, Lead UX Strategist for the National Gallery Singapore. Currently Jeffrey is an Adjunct Lecturer at UNSW Art & Design, conducting research with the Creative Robotics Laboratory at the National Institute for Experimental Arts, and is a Peer of the Australia Council for the Arts.

## Selected Professional Experience

### **Adjunct Lecturer, University of New South Wales; Sydney, AU - Jan. 2016 to Current**

Granted honorary Adjunct Lecturer status in order to continue work as an advisor to staff and students of UNSW Art & Design.

### **Peer, Australia Council for the Arts; Sydney, AU - Mar. 2014 to Current**

Responsibilities include the assessment and review of funding applications, specifically for the Emerging & Experimental Arts Grant. Last year we distributed hundreds of thousands of AUD to experimental artists and researchers across Australia.

### **Lead UX Strategist, Assistant Director, National Gallery Singapore; Singapore, SG - Jan. 2016 to June 2016**

Tasks include developing and implementing the overall strategy for audience engagement at the National Gallery Singapore.

### **Lecturer, University of New South Wales; Sydney, AU - Nov. 2013 to Jan. 2016**

Along with designing and teaching two courses in the College of Fine Arts' new Cross-media stream, I also supervise PhD students and conduct research with the Creative Robotics Lab at the National Institute for Experimental Arts.

### **Co-Founder, Cliquefund; Singapore, SG - Feb. 2013 to Mar. 2014**

Cliquefund is a mobile, community patronage platform for socially-motivated startups. Part of the team that conceptualized and implemented the Cliquefund mobile application. Other responsibilities include interfacing with investors, users and media, as well as recruiting co-founders and partners.

### **Department Editor, ACM XRDS; New York, USA - Feb. 2012 to March 2013**

In charge of the "Labz" section of the magazine. Responsibilities include management of invited authors, art workers and other content providers, as well as editing selected manuscripts.

### **Research Scholar, Interactive & Digital Media Institute; Singapore, SG - Aug. 2009 to Aug. 2013**

Worked as a PhD research scholar at the Mixed Reality Lab and Keio-NUS CUTE Center in the Interactive & Digital Media Institute at the National University of Singapore.

### **Visiting Researcher, NEC Computers & Communication Innovation Research Laboratories; Nara, Japan - Dec. 2010 to Jan. 2011 and Mar. 2011 to Apr. 2011**

Worked collaboratively as a member of the Food Media research group. Responsibilities included design, development and deployment of various inventions regarding the teleportation of dining experiences.

### **Visiting Researcher, Keio University Graduate School of Media Design; Yokohama, Japan - Dec. 2010 to Aug. 2011**

Participated as a guest researcher working specifically on my PhD research topic with Okude-sensei's research group.

### **Creative Office Manager, KesselsKramer (KKOUTLET); London, UK - Jan. 2008 to Feb. 2009**

Managed the London-based office of advertising agency KesselsKramer. Tasks included public relations, curation of monthly exhibitions and management for the smooth running of the office environment.

Male, Canadian  
Born June 12th, 1978

43a Sing Ave.  
Singapore, 217882

+65 (0) 96 51 92 15  
smallcaps@gmail.com  
<http://villainous.biz/>

Male, Canadian  
Born June 12th, 1978

43a Sing Ave.  
Singapore, 217882

+65 (0) 96 51 92 15  
smallcaps@gmail.com  
<http://villainous.biz/>

### **Exhibition Designer, OMA/AMO; Rotterdam, NL - June to Sept. 2007**

Collaboratively developed exhibitions for AMO including the AMO Standard Exposition, the PRADA Women Spring/Summer 2008 fashion show Milan, the Miu Miu Women Spring/ Summer 2008 fashion show Paris, and conceptualized the PRADA.com eShop.

### **Experiential Designer, Southbank Centre, London, UK - Apr. to Jun. 2007**

Collaboratively designed and implemented key elements of the Gamelan stage and user experience for the grand reopening event of Southbank Centre.

### **Education**

National University of Singapore, Singapore, SG  
*Ph.D. Integrative Sciences & Engineering, 2009 - 2015*

Keio University, Hiyoshi, JP  
*Visiting Ph.D. Research Scholar, 2010-2011*

Central Saint Martins College of Art & Design, London, UK  
*MA Creative Practice for Narrative Environments, 2006-2008*

The AKi Academy of Art and Design, Enschede, NL  
*BFA Monumental Kunst, 2002-2005*

OCAD University, Toronto, CAN  
*Foundation Certificate Design, 2001-2002*

University of Toronto, Toronto, CAN  
*Semiotics & Communication Theory, 1998-2000*

### **Grants**

Tormach PCNC 1100 CNC Mill for Prototyping and Short Run Production of Robot Components and Metal Objects, MREII Scheme, RG134861, 2014 - \$30,000 AUD.

Transmedia Storytelling and Design MOOC, UNSW Strategic Education Funding initiative, 2015 - \$300,000 AUD.

### **Selected Publications**

Alex Davies, **Jeffrey Koh**. Häusliches Glück: A Case Study on Deception in a Mixed Reality Environment. In Handbook of Digital Games and Entertainment Technologies, Springer, 2016.

**Jeffrey T.K.V. Koh**, Belinda J. Dunstan, David Silvera-Tawil, Mari Velonaki. Cultural Robotics. Springer, 2016.

Belinda J. Dunstan, **Jeffrey Tzu Kwan Valino Koh**. A Cognitive Model for Human Willingness to Collaborate with Robots: The Emergence of Cultural Robotics. In Cognitive Robotics, Taylor & Francis, 2015.

Eliot Rosenberg, M. Hank Haeusler, **Jeffrey Koh**. From Bob the Builder to Baxter the Builder – Arguing for applying collaborative robotics in architecture. In Proceedings of the

20th International Conference on Computer Aided Architectural Design Research in Asia (CAADRIA2015), Daegu (South Korea) 20-23 May 2015.

Belinda J. Dunstan and **Jeffrey Tzu Kwan Valino Koh**. 2014. A cognitive model for human willingness in human-robot interaction development. In SIGGRAPH Asia 2014 Designing Tools For Crafting Interactive Artifacts (SA '14). ACM, New York, NY, USA, , Article 7 , 4 pages.

Scott Brown and **Jeffrey Tzu Kwan Valino Koh**. 2014. Responsive multisensory environments as a tool to facilitate social engagement in children with an autism spectrum disorder. In SIGGRAPH Asia 2014 Designing Tools For Crafting Interactive Artifacts (SA '14). ACM, New York, NY, USA, , Article 1 , 4 pages.

**Koh, J. T. K. V.**, Karunanayaka, K., & Nakatsu, R. (2013). Linetic: Technical, Usability and Aesthetic Implications of a Ferrouid-based Organic User Interface. INTERACT 2013: 14th IFIP TC 13 International Conference, Cape Town, South Africa, September 2-6, 2013. Springer Publishing Company

**Koh, J. T. K. V.**, Zhu, K., Peiris, R. L., & Nakatsu, R. (2013). A Hierarchy of Needs for Developing Interactive Artworks, Systems and Products. HCI International 2013 Posters' Extended Abstracts: International Conference, HCI International 2013, Las Vegas, NV, USA, July 21-26 . Springer Publishing Company

**Jeffrey Tzu Kwan Valino Koh**, Kening Zhu, Kasun Karunanayaka, Doros Polydorou, Roshan Lalintha Peiris, Ryohei Nakatsu, (2013) Characterizing the Analog-like and Digital-like Attributes of Interactive Systems, 8-36. In Communication of Design Quarterly 1 (2).

Roshan Lalintha Peiris, **Jeffrey Tzu Kwan Valino Koh**, Mili John Tharakan, Owen Noel Newton Fernando, and Adrian David Cheok (2013). AmbiKraf Byobu: Merging Technology with Traditional Craft. Interact. Comput.: iws013v1-iws013.

Kening Zhu, Hideaki Nii, Owen Noel Newton Fernando, **Jeffrey Tzu Kwan Valino Koh**, Karin Aue, and Adrian David Cheok (2013). Designing Interactive Paper-Craft Systems with Selective Inductive Power Transmission. Interact. Comput.: iws019v1-iws019.

**Jeffrey Tzu Kwan Valino Koh**, Roshan Lalintha Peiris, Kening Zhu, Doros Polydorou, and Ryohei Nakatsu. (2012). Uncovering analogness and digitalness in interactive media. In Proceedings of the 30th ACM international conference on Design of communication (SIGDOC '12). ACM, New York, NY, USA, 233-242.

Samani, H. A., **Koh, J. T. K. V.**, Saadatian, E., & Polydorou, D. (2012). Towards Robotics Leadership : An Analysis of Leadership Characteristics and the Roles Robots will Inherit in Future Human Society. In J.-S. Pan, S.-M. Chen, & N. T. Nguyen (Eds.), Intelligent Information and Database Systems (Vol. 7197, pp. 158-165). Springer Berlin / Heidelberg.

Male, Canadian  
Born June 12th, 1978

43a Sing Ave.  
Singapore, 217882

+65 (0) 96 51 92 15  
smallcaps@gmail.com  
<http://villainous.biz/>

Male, Canadian  
Born June 12th, 1978

43a Sing Ave.  
Singapore, 217882

+65 (0) 96 51 92 15  
smallcaps@gmail.com  
<http://villainous.biz/>

Cao, Y. Y., & **Koh, J. T. K.** (2012). A Musical Feast: How Musical Performance Using Playful Utensils Can Enrich the Cooking and Dining Experience. In J. L. Mauri & P. Lorenz (Eds.), UBICOMM 2012, The Sixth International Conference on Mobile Ubiquitous Computing, Systems, Services and Technologies (pp. 196-204). Barcelona, Spain.

Teh, J. K. S., Tsai, Z., **Koh, J. T. K. V.**, & Cheok, A. D. (2012). Mobile Implementation and User Evaluation of the Huggy Pajama System. IEEE Haptics Symposium 2012 (pp. 471-478). Vancouver, Canada: IEEE.

Roland Aigner, Daniel Wigdor, Hrvoje Benko, Michael Haller, David Lindlbauer, Alexandra Ion, Shengdong Zhao, and **Jeffrey Tzu Kwan Valino Koh**. (2012). Understanding Mid-Air Hand Gestures : A Study of Human Preferences in Usage of Gesture Types for HCI. <http://research.microsoft.com/apps/pubs/?id=175454>.

Samani, H. A., Cheok, A. D., Tharakan, M. J., **Koh, J.**, & Fernando, N. (2011). A Design Process for Lovotics. In M. H. Lamers & F. J. Verbeek (Eds.), HumanRobot Personal Relationships Lecture Notes of the Institute for Computer Sciences Social Informatics and Telecommunications Engineering (Vol. 59, pp. 118-125). Springer Berlin Heidelberg.

Karunanayaka, K., **Koh, J. T. K. V.**, Naik, E. B., & Cheok, A. D. (2011). Hall Effect Sensing Input and Like Polarity Haptic Feedback in the Liquid Interface System. (D. V. Keyson, M. L. Maher, N. Streitz, A. Cheok, J. C. Augusto, R. Wichert, G. Englebienne, et al., Eds.)Advances, 7040(Ambient Intelligence), 141-145. Springer.

Jun Wei, Xuan Wang, Roshan Lalintha Peiris, Yongsoon Choi, Xavier Roman Martinez, Remi Tache, **Jeffrey Tzu Kwan Valino Koh**, Veronica Halupka, and Adrian David Cheok. (2011). CoDine: an interactive multi-sensory system for remote dining. In Proceedings of the 13th international conference on Ubiquitous computing (UbiComp '11). ACM, New York, NY, USA, 21-30.

Jun Wei, Roshan Lalintha Peiris, **Jeffrey Tzu Kwan Valino Koh**, Xuan Wang, Yongsoon Choi, Xavier Roman Martinez, Remi Tache, Veronica Halupka, and Adrian David Cheok. 2011. Food Media: exploring interactive entertainment over telepresent dinner. In Proceedings of the 8th International Conference on Advances in Computer Entertainment Technology (ACE '11), Teresa Romão, Nuno Correia, Masahiko Inami, Hirokasu Kato, Rui Prada, Tsutomu Terada, Eduardo Dias, and Teresa Chambel (Eds.). ACM, New York, NY, USA, , Article 26 , 8 pages.

Jun Wei, Adrian David Cheok, Xavier Roman Martinez, Remi Tache, Yongsoon Choi, **Jeffrey Tzu Kwan Valino Koh**, Roshan Lalintha Peiris, Xuan Wang, and Qing Zhu. 2011. FoodGenie: play with your food edible interface for communication and entertainment. In SIGGRAPH Asia 2011 Emerging Technologies (SA '11). ACM, New York, NY, USA, , Article 23 , 1 pages.

Male, Canadian  
Born June 12th, 1978

43a Sing Ave.  
Singapore, 217882

+65 (0) 96 51 92 15  
smallcaps@gmail.com  
<http://villainous.biz/>

Adrian David Cheok, **Jeffrey Tzu Kwan Valino Koh**, Roshan Lalintha Peiris, and Owen Noel Newton Fernando. 2011. Mixed reality lab Singapore: a genealogy of lab projects employing the blue sky innovation research methodology. In Proceedings of the ACM 2011 conference on Computer supported cooperative work (CSCW '11). ACM, New York, NY, USA, 17-24.

Choi, Y. C. Y., Cheok, A. D., Halupka, V., Sepulveda, J., Peris, R., **Koh, J.**, Xuan, W. X. W., et al. (2010). Flavor visualization: Taste guidance in co-cooking system for coexistence. Mixed and Augmented Reality Arts Media and Humanities ISMARAMH 2010 IEEE International Symposium On. IEEE.

**Jeffrey Tzu Kwan Valino Koh**, Kasun Karunanayaka, Jose Sepulveda, Mili John Tharakan, Manoj Krishnan, and Adrian David Cheok. 2011. Liquid interface: a malleable, transient, direct-touch interface. Comput. Entertain. 9, 2, Article 7 (July 2011), 8 pages.

**Koh, J. T. K. V.**, Cao, Y. Y., Wang, X., Wei, J., & Cheok, A. D. (2010). Playful Utensils. Ambient Assisted Living Forum YRRISE Workshop AAL 2010.

Aue, K., & **Koh, J.** (2010). The Urban Rhythm. MONU Magazine #13 Most Valuable Urbanism, 25-32. Rotterdam.

### **Classes Taught & Workshops Facilitated**

IEEE RO-MAN 2015, Cultural Robotics: Robots as Participants and Creators of Culture, Lead Workshop Organiser, 2015. (forthcoming)

UNSW Art & Design, SOMA 2401: Systems Thinking, Co-ordinator, 2014, 2015.

UNSW Art & Design, SOMA 2400: Experimental Crossmedia, Co-ordinator, 2014, 2015.

UNSW Art & Design, SOMA1002: Media Arts Gateway 2, Tutor, 2014.

UNSW Art & Design, SDES6740: Honours Research Paper, Co-ordinator, 2014, 2015.

UNSW Art & Design, SDES1001: Design Gateway 1 - Elements, Principles & Concepts, Tutor, 2014, 2015.

UNSW Art & Design, SDES1002: Design Gateway 2 - Design Communication, Tutor, 2014.

Singapore Institute of Management, Department of Mass Communication and Media, MTD359: Visual Effects Design, Guest Lecturer, 2011.

Aki Academy of Art & Design, Department of New Media, The Media Artist's WiFi Survival Workshop, Workshop Docent, 2005.

Male, Canadian  
Born June 12th, 1978

43a Sing Ave.  
Singapore, 217882

+65 (0) 96 51 92 15  
smallcaps@gmail.com  
<http://villainous.biz/>

## **Conference Program Committee Member**

Workshop Information Systems and Design of Communication (ISDOC 2013)

The Sixth International Conference on Mobile Ubiquitous Computing, Systems, Services and Technologies (UBICOMM 2012)

Conference on Advances in Computer Entertainment Technology (ACE 2011, 2012, 2013)

## **Journal & Conference Submission Reviewer**

Leonardo, the Journal of the International Society for the Arts, Sciences and Technology

Advances in Human-Computer Interaction Journal

Conference on Human Factors in Computing Systems (CHI 2011, 2013)

Conference on Advances in Computer Entertainment Technology (ACE 2010, 2011, 2012)

Asia Pacific Conference on Computer Human Interaction (APCHI 2012)

Conference on Designing Interactive Systems (DIS 2012)

International Joint Conference on Ambient Intelligence (Aml 2011)

## **Selected Invited Talks**

Skylar Tibbits & Jeffrey Koh Masterclass (2014) Vivid Sydney, Sydney, Australia.

A Young Replicant's Illustrated Primer for Robot-Human Collaboration (2014) Symposium & Workshops: Feral Experimental, Sydney, Australia.

Serendipity, or Things Probably Not Covered in your Probability Class (2013) National Taipei University, Taipei, Taiwan.

Towards Robotic Leadership (2013) PechaKucha #6, Homeclub, Singapore, SG.

Global & Local: A View of Croudfunding @ Home & Around the World (2012) Social Innovation Camp Asia, Kuala Lumpur, MY.

Experiential Design (2012) Mirai: The Story of CUTE, Designing Experiences, The Arts House, Singapore, SG.

Patricia R. Zimmermann, Adrian David Cheok, Jeffrey Tzu Kwan Valino Koh et al. (2010) International Communications Association Conference (ICA 2010) - Open Space: The Flexible Space of Interface and New Media Machines.

TEDx Zurich (2010) Jef Koh Builds Animated Interactive Liquids. <http://tedxzurich.com/previous/2010/2010/09/05/jef-koh-builds-animated-interactive-liquids/>

Male, Canadian  
Born June 12th, 1978

43a Sing Ave.  
Singapore, 217882

+65 (0) 96 51 92 15  
smallcaps@gmail.com  
<http://villainous.biz/>

## Patents

US Provisional Patent Application No. 61/382,374 - Liquid Interfaces - A Malleable Interface Using Direct Interaction for 3D Representation. (2010)

Japan Patent Application No. 2011-156175. Japan Patent No. 5890976 - Kitchen Media. (2016)

## Awards

4th NGS Symposium Best Presenter, Jan. 2012

James Cook University My Research in 3 Minutes Competition Silver Prize, Sept. 2011

Conference on Advances in Computer Entertainment Technology (ACE2010) Creative Showcase Golden Award, Nov. 2010

NUS Graduate School for Integrative Sciences and Engineering Scholarship (NGS), August 2009

## Professional Memberships

ACM, SIGDOC, SIGCHI, IEEE

## Media Appearances

Channel News Asia (2013) Jef Koh Interviewed on the Topic of Croudfunding. In Business Central.

Gabey Goh (2012) Helping startups find the right clique. In Digital News Asia. <http://www.digitalnewsasia.com/sizzle-fizzle-slow-burn/helping-startups-find-the-right-clique>

Rick Martin (2012) Singapore's Cliquefund Takes a Different Approach to Crowdfunding. In Tech in Asia. <http://www.techinasia.com/cliquefund-jef-koh/>

Nancy Ng (2012) Grip interviews: Jeffrey Koh. In bigorangeslide.com. <http://bigorangeslide.com/2012/03/grip-interviews-jeffrey-koh/>

(2011) When sculptures 'sing' – through new 3D liquid interface technology. In NUS Faculty of Engineering News Highlights. <http://www.eng.nus.edu.sg/ero/announcement/web-liquid01-11-f%20inal.pdf>

(2011) GRADUATE STUDENTS' ACHIEVEMENTS, 17. In EConnEct Issue 3: Department of Electrical & Computer Engineering, National University of Singapore. <http://www.ece.nus.edu.sg/econnect/Issue3.pdf#zoom=100&page=1>

## Selected Exhibitions

The Arts House, Singapore, SG - *Miraj*, February 2012

Barbican Art Gallery, London, UK - *OMA/Progress*, October 2011



Singapore Design Festival 2009, Singapore, SG - *Fight With Flowers*, November 2009

University College London/Garage Theatre, London, UK - *What Good are the Arts?*,  
March 2007

Fondazione Prada, Milan, IT - *PRADA Catwalk Woman SS 2008*, September 2007

Sternen Staub, Berlin, DE - *Solo Exhibition*, May 2006

Zhaus: The Livingroom Exhibitions, Vienna, AUS - *Performance Artist*, March 2006

Bookville, Newcastle, UK - *International Week*, March 2005

Kloster Bentlage/Kulturforum, Rheine, DE - *O Sole Mio*, January 2004

Cinema Münster, Münster, DE - *Stichting Silo*, October 2004

Male, Canadian  
Born June 12th, 1978

43a Sing Ave.  
Singapore, 217882

+65 (0) 96 51 92 15  
smallcaps@gmail.com  
<http://villainous.biz/>

## Portfolio

For an almost comically outdated digital version of my artistic and design portfolio,  
please visit <http://villainous.biz/>

## Referrals

*Mari Velonaki*  
Associate Professor, Director  
Creative Robotics Lab  
University of New South Wales Art & Design  
PO Box 259, Paddington, NSW  
Australia 2021  
[mari.velonaki@unsw.edu.au](mailto:mari.velonaki@unsw.edu.au)  
+61 2 8936 0684

*Karin Aue*  
Design Director  
Chemistry  
17A Jalan Pinang  
Singapore, 199149  
[karin@chemistryteam.com](mailto:karin@chemistryteam.com)  
+65 9751 3065

*Hooman Samani*  
Assistant Professor  
Department of Electrical Engineering  
College of Electrical Engineering & Computer Science  
National Taipei University  
Number 151, Daxue Road  
Sanxia District, New Taipei City  
Taiwan, 23741  
[hooman@mail.ntpu.edu.tw](mailto:hooman@mail.ntpu.edu.tw)  
+886 2-8674 111  
Ext# 67736