

# FIRST BULLETIN *Special Edition 4*

**FACULTY OF  
DESIGN & BUILT ENVIRONMENT**



**CELEBRATING THE  
GLOBAL SUCCESS OF OUR ALUMNI**



FIRST is a monthly e-bulletin for First City University College to disseminate information and share news with all the stakeholders of the University College.



**FIRST CITY  
UNIVERSITY  
COLLEGE**  
WAY AHEAD

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## MESSAGE FROM THE VICE-CHANCELLOR

“ IT IS A TRUE JOY TO CELEBRATE THE EXTRAORDINARY JOURNEYS OF OUR ALUMNI IN THIS SPECIAL EDITION E-BULLETIN. ”

Over the past 35 years, our graduates have gone on to shape industries, communities, and the world — reflecting the values, dedication, and resilience nurtured here at First City University College.

This edition shares their inspiring stories – from leadership in global organisations and pioneering entrepreneurship, to community initiatives and creative achievements. Each journey highlights how a strong educational foundation, combined with vision, perseverance, and determination, can transform lives and open doors to remarkable opportunities.

Their successes inspire us to continue our tradition of excellence and provide innovative learning experiences that empower every student to reach their fullest potential. Guided by our Vision – Empowering Students to be Globally Competitive — and our Mission —

To Provide Affordable, Quality Education for an Enriching Future — we actively innovate to create learning experiences that prepare graduates to thrive, contribute, and lead in an ever-changing world.

To prospective students and families: these stories reflect the possibilities that await you here. A university experience with us equips you with the knowledge, skills, and confidence to pursue your ambitions and step confidently into your dream career.

We warmly invite you to join us, explore your potential, and become part of a vibrant community that will support you to lead, innovate, and shape the future.

Warm Regards,

**Professor Dr. Saw Sor Heoh**

Vice-Chancellor,  
First City University College



## MESSAGE FROM THE DEAN

IT IS WITH IMMENSE PRIDE THAT I REFLECT ON THE OUTSTANDING ACHIEVEMENTS OF OUR ALUMNI FROM THE FACULTY OF DESIGN & BUILT ENVIRONMENT.

**Their continued success across diverse creative industries is a testament to the strength and relevance of our postgraduate, degree, and diploma programmes.**

From leading design firms and launching innovative businesses to earning prestigious international awards, our graduates exemplify the transformative power of a design education rooted in creativity, professionalism, and real-world engagement.

Notable alumni such as Lim Meng Yeu, now Managing Director at Matthew Lim Associates, whose award-winning designs have gained global recognition, showcase the calibre of talent nurtured within our faculty. Cayenne Lim, founder of A Moxie Associates, and JY Lay, Regional Group Creative Director at Vayner Media APAC, further demonstrate the leadership and impact our graduates bring to the industry.

**In the fields of fashion marketing and graphic design, alumni such as Candy Li Jia En, Michelle Chan Jia Yan, and Shireen Ang continue to make their mark through innovative brand storytelling and strategic marketing. Graduates of our Furniture & Product Design programme also continue to excel.**

Daniel Chua exemplifies entrepreneurial excellence in his role as Director of Untoldstr, while Daniel Tan, R&D Executive at KIAN, applies his expertise to projects for global brands such as McDonald's and Starbucks. Meanwhile, our recent graduates, including Ng Qi Wen and Lim Hong Cheng, continue to shine, earning awards and leading innovative initiatives in interior design and social media strategy.

**These achievements reflect the essence of our programmes—empowering graduates with the skills, confidence, and creative vision to thrive in competitive professional environments. They are supported by an industry-relevant curriculum, strong mentorship, and experiential learning opportunities that bridge academia and practice.**

As Dean, I am deeply proud of our alumni and grateful for their contributions to the design community. Their journeys inspire us to continue nurturing designers who are not only visionary and skilled but also socially responsible and industry-ready. Together, we celebrate their success and reaffirm our commitment to shaping futures and driving impact.

### Assistant Professor Chua Huwi Huwi

Dean, Faculty of Design  
and Built Environment



# AZADEH MEHRABI SHARGH

**SENIOR DESIGN  
& PROJECT MANAGER  
AT TEG ASSETS SDN BHD**

Azadeh Mehrabi Shargh, a graduate of the Master of Design Management programme at First City University College, has built a career that bridges creative design and strategic project leadership.

She is currently a Senior Design and Project Manager at TEG Assets Sdn Bhd, where she leads large-scale design and development projects encompassing concept creation, space planning, budgeting, procurement, stakeholder engagement, and full project delivery.

Her recent work includes designing new educational and student accommodation facilities, as well as overseeing renovations to improve functionality, comfort, and the overall user experience.

Over more than a decade in the industry, Azadeh has gained extensive experience managing multidisciplinary teams, delivering award-winning projects, and integrating innovative design and operational strategies. Her early career combined hands-on interior design practice with studio management, mentoring junior designers, and balancing creative vision with project execution.

Her academic journey at First City University College provided the foundation for this success. Through her Bachelor of Arts (Hons) in Interior Architecture & Design, she developed technical expertise, critical thinking, and confidence in presenting and defending her ideas.



Her Master in Design Management further strengthened her strategic leadership, innovation management, and ability to guide complex projects – skills she applies daily in her professional roles.

Reflecting on her experience, she shares, “Both my degree and master’s at First City University College formed the core foundation of my career. They built my technical understanding, strengthened my design thinking, and taught me how to communicate my ideas with confidence. The support I received from my lecturers motivated me to aim higher, and that mindset continues to guide me today.”

**Azadeh’s professional journey highlights the transformative impact of the Master in Design Management programme, equipping graduates to become confident, visionary leaders capable of turning design ideas into real-world solutions.**

# MATTHEW LIM MENG YEU

## MANAGING DIRECTOR

## OF MATTHEW LIM ASSOCIATES



Matthew Lim exemplifies success in the interior design field, blending entrepreneurial strength with visionary creativity. **Armed with a First-Class Honours Degree in the Bachelor of Arts (Hons) Interior Architecture and Design, Matthew embarked on a remarkable journey that led to the establishment of Matthew Lim Associates (MLA) in 2015.**

Under his stewardship, MLA swiftly ascended to prominence, expanding its footprint across eight Southeast Asian countries.

Matthew's design philosophy is a testament to his ingenuity, advocating for narratives that are people-centric, immersive, and laden with meaning. His remarkable journey is punctuated by a long list of local and international awards and accolades to his name.

**From securing an Honorary Mention at the prestigious IDA Award International in Los Angeles, US to clinching Silver at the esteemed A' Design Award in Milan, Italy, Matthew's innovative designs have consistently captivated audiences worldwide.**

However, Matthew's journey to success was not without its challenges. A pivotal moment arose during his final year at First City University College, where his indomitable spirit shone through adversity.

**Despite grappling with health setbacks, including a pneumothorax that led to lung collapse and multiple surgeries, Matthew persevered, emerging triumphant as the ASEAN champion of the Asian Young Designer Awards (AYDA) in 2012.**

This watershed moment not only propelled Matthew into the spotlight but also served as a springboard for his entrepreneurial endeavours.

**Leveraging the platform provided by AYDA, Matthew honed his skills, forged invaluable connections, and laid the foundation for his burgeoning career.**

Today, Matthew remains steadfast in his commitment to nurturing emerging talent, paying homage to his roots as an alumnus of First City University College. His active involvement as a mentor and design judge underscores his dedication to giving back to the next generation of interior designers, ensuring that they are equipped with the skills and insights needed to thrive in the dynamic world of design.

In essence, Matthew Lim epitomises success, seamlessly weaving together his roles as a highly successful professional, accomplished entrepreneur, and award-winning designer, leaving an indelible mark on the landscape of interior design.

# CAYENNE LIM

FOUNDER AND  
PRINCIPAL DESIGNER OF  
A MOXIE ASSOCIATES SDN. BHD.



With over a decade of experience in interior design, Cayenne Lim has built her career around the belief that **colour transforms atmosphere and human experience.**

**A graduate of the Bachelor of Arts (Hons) Interior Architecture and Design, she has developed a distinctive reputation for creating vibrant and purpose-driven spaces that harmonise form, function, and personality.**

After gaining experience in residential and commercial projects, Cayenne ventured into entrepreneurship and **founded A Moxie Associates Sdn. Bhd.,** where she leads with a vision to **deliver bespoke and expressive design solutions.**

**Her versatility extends to furniture design, with her debut piece, Cayenne Cot, winning Best Product at the RIX Exhibition under the Malaysian Timber Council's Timb3r programme.**

Beyond her practice, Cayenne actively contributes to the design community. As a sub-committee member of lamReka under the Malaysian Institute of Interior Designers (MIID), and as a speaker and guest critic at universities including First City University College, she continues to inspire the next generation of creative talent.

# LAY JIAN YI [JY LAY]

REGIONAL GROUP  
CREATIVE DIRECTOR

AT VAYNERMEDIA APAC



With a degree in Graphic Design, Lay Jian Yi (JY Lay) has built an impressive creative career marked by strong visual storytelling, strategic thinking, and consistent industry excellence. His progression from designer to senior creative leadership reflects both his professional discipline and his commitment to shaping impactful, meaningful work.

JY Lay's career journey has led him to his current role as Regional Group Creative Director for VaynerMedia APAC. Prior to this, he held Creative Director positions at Leo Burnett and BBDO/Proximity. His achievements continue to demonstrate the power of passion, perseverance, and exceptional talent.

At VaynerMedia APAC, JY Lay assumes the mantle of leadership, orchestrating global and regional advertising endeavours for esteemed clients such as **YouTube, P&G, L'Oreal, and Under Armour** among many others.

His visionary approach and creative prowess have propelled brands to unprecedented heights, redefining industry standards. JY Lay's contributions reverberate across prestigious platforms, with his work consistently lauded and recognized.

His creations have garnered acclaim in renowned festivals including **Cannes Lions, Spikes Asia, London International Awards (LIA), MAD STARS, ADFEST, and Effie**, among others. Each accolade symbolizes not only his artistic ingenuity but also his unwavering commitment to excellence.

Beyond the accolades, JY Lay embodies the essence of mentorship and inspiration. He champions innovation, nurturing a new generation of creative minds and instilling in them the values of originality and audacity.

As an esteemed alumnus of First City University College, JY Lay epitomizes the institution's ethos of excellence and innovation. His journey serves as an inspiration to current and aspiring students, illustrating the boundless possibilities within the realm of Graphic Design.

In honouring JY Lay's exceptional achievements, we celebrate not only an exceptional individual but also a beacon of creativity, resilience, and success. His legacy resonates deeply within the fabric of our institution, inspiring generations to come.



HAVAS

# SHIREEN ANG

## CREATIVE DIRECTOR AT HAVAS MALAYSIA

**In the world of graphic design, talent and dedication are paramount, and it is no surprise that our alumna, **Shireen Ang**, has made an enduring mark in her field.**

With a First-Class Honours degree in the Bachelor of Arts (Hons) Graphic Design, Shireen has risen to the esteemed position of Creative Director at Havas Malaysia. Her journey—from an ambitious design graduate to a leading creative voice in the industry—stands as an inspiring testament to her commitment, discipline, and exceptional artistry.

As a Creative Director at Havas Malaysia, Shireen's responsibilities are multi-faceted. She works closely with agency management, driving business and awards Key Performance Indicators (KPIs). Her knack for combining creative brilliance with strategic thinking has not only brought success to her agency but also earned industry recognition.

**She also has a trail of global and regional accolades to her name that include Cannes Lion, D&AD, One Show, Adfest, Spikes and many more.**

One of Shireen's many talents is her ability to strategise, ideate, and lead business pitches. Her vision and leadership during these crucial moments have not only secured essential clients for Havas Malaysia but have also pushed the boundaries of creativity in the advertising world.

Shireen's dedication to her craft extends beyond business pitches; she also oversees day-to-day work and operations, ensuring that the agency's creative output remains consistently exceptional.

**Shireen's leadership extends to people management, where she focuses on cultivating a positive, 'good vibes' culture within her team. This supportive approach fosters collaboration and inspires her team to deliver outstanding creative work. Her dedication to both her team's well-being and creative excellence reflects her character and the values she developed during her time at her alma mater.**

Shireen Ang is a shining example of what dedication, talent, and a strong commitment to one's craft can achieve. Her journey from a student of First City University College to Creative Director at Havas Malaysia is a testament to her creative prowess and leadership skills developed since her university days.



# CANDY LI JIA EN

## SOCIAL MARKETING MANAGER AT CALBEEYA

First City University College is proud to highlight the achievements of Candy Li Jia En, a graduate of the Bachelor of Arts (Hons) in Fashion Marketing programme, who currently works as a Social Media Marketing Manager at Calbeeya. Previously, Candy honed her expertise as a Content Specialist at HOOGA, where she developed her skills in crafting engaging and visually appealing brand content.

Candy credits the Fashion Marketing programme at First City University College for equipping her with valuable industry insights, strong competencies in market analysis and brand management, as well as the ability to create impactful campaigns.

Through hands-on projects and collaborations with industry partners, she gained practical experience that helped her bridge the gap between creative vision and business strategy.

Candy possesses a rare combination of creative flair and strategic thinking. Her understanding of consumer behaviour and brand storytelling enables her to craft content that is both visually captivating and commercially effective. She is particularly passionate about design and content creation, specialising in producing materials that are aesthetically strong, brand-aligned, and purpose-driven.

Beyond her work in fashion and marketing, Candy has a strong interest in the gaming and esports industry; a passion that began as a personal hobby.

Fascinated by the creativity and strategic depth of the gaming world, she aspires to one day merge her design and branding expertise with her enthusiasm for gaming, exploring opportunities that combine both industries.

Candy possesses a rare combination of creative flair and strategic thinking. Her understanding of consumer behaviour and brand storytelling enables her to craft content that is both visually

# MICHELLE CHAN JIA YAN

**MARKETING EXECUTIVE  
AT GIRL'S GIRL**



First City University College proudly celebrates the achievements of our alumna, Michelle Chan Jia Yan, a graduate of the Bachelor of Arts (Honours) in Fashion Marketing programme, who is now thriving as a Marketing Executive at Girl's Girl.

Michelle's current role at Girl's Girl involves conceptualizing marketing campaigns, managing brand presence, and engaging with target audiences to strengthen the company's position in the competitive fashion market.

During her time in the programme, Michelle embraced the opportunity to explore diverse roles within the fashion industry, including fashion marketing, visual merchandising, and fashion design. She credits this broad exposure as a key factor in shaping her career readiness and professional growth.

**"The Fashion Marketing programme allowed me to experience various roles in the fashion field, which contributed greatly to the growth of my future career. It gave me the chance to explore the fashion market in depth, enhancing my knowledge and perception of fashion, and shaping me into a mature individual with extensive insight into the industry."**

**Her creative mindset, paired with her understanding of consumer trends, allows her to craft impactful brand strategies that resonate with customers.**

Reflecting on her academic journey, Michelle encourages aspiring fashion marketers to fully immerse themselves in the learning process, embrace industry opportunities, and remain adaptable in the ever-evolving world of fashion. Her story is a testament to how education at First City University College can open doors to dynamic and rewarding careers, both locally and globally.



## KAI XIN TAH

### OPERATION AND RETAIL ASSISTANT MANAGER AT THREAD X SDN BHD (ZORA DESIGNERS)

**Kai Xin Tah, a graduate of the Bachelor of Arts (Honours) in Fashion Marketing programme at First City University College, is currently the Operation and Retail Assistant Manager at Thread X Sdn Bhd, the company behind Zora Designers.**

**In her role, she manages stock distribution across online and offline platforms, coordinates business operations, plans retail strategies, and oversees OEM orders.**

Her ability to streamline processes and drive efficiency demonstrates her strong management skills and adaptability within the fashion industry.

Her career journey has been built on a wide range of experiences. At The WES Studio, a local fashion label, she managed operations from warehouse logistics to visual merchandising. Earlier, her four-year apprenticeship at The Bespoke Tailors gave her a foundation in bespoke fashion, where she worked with luxury fabrics and fittings that required meticulous attention to detail.

She also gained exposure in fast fashion with HLA and explored social media marketing through her internship with Zora Designers.

At First City University College, Kai Xin excelled academically, graduating with a CGPA of 3.78 and securing a spot on the Dean's List.

**Her dissertation on packaging waste in Malaysia's online fashion retail industry highlighted her awareness of sustainability issues, while her projects on consumer behavior and branding strategies deepened her understanding of market trends.**

These experiences combined creativity, research, and business acumen, preparing her to tackle the dynamic challenges of the fashion sector.

**Today, Kai Xin's work reflects the balance of operational expertise and innovative thinking that First City University College strives to instill in its graduates. Her achievements serve as an inspiration to current students, showing how a blend of academic excellence and hands-on experience can open doors to impactful careers in fashion.**

# DANIEL CHUA YONG HO

FOUNDER AND DIRECTOR  
OF UNTOLDSTR, SINGAPORE



**Daniel Chua, an exemplary alumnus of First City University College, has certainly made his mark in the design industry. His journey from a passionate design student to a successful entrepreneur and director exemplifies the transformative power of education and ambition.**

Daniel Chua's academic foundation was laid at First City University College, where he completed his Diploma in Interior Design. Building on this solid base, he pursued the Bachelor of Arts (Honours) Furniture and Product Design.

**He earned his First-Class Honours degree and was subsequently named Student of the Year for his programme.**

His time at First City University College was marked by a commitment to excellence and a drive to innovate. The comprehensive curriculum and hands-on learning experiences provided Daniel with the skill set and creative vision essential for a successful career in product design.

**He founded Untoldstr, an upscale hardware store in Singapore, which has quickly garnered a reputation for its exquisite hardware accessories. Under his leadership, Untoldstr has become synonymous with quality and aesthetic appeal, catering to discerning customers seeking unique and beautifully crafted hardware solutions.**

Daniel's success as a product designer and entrepreneur is a testament to his dedication, creativity, and the robust education he received at First City University College.

**As the Director of Untoldstr, Daniel continues to push boundaries, infusing his products with a blend of functionality and artistry. He has also taken an active role as the principal designer, designing his own products for this upscale store.**

His story is an inspiration to current and future students of First City University College, illustrating that with the right education and determination, remarkable success is within reach.

First City University College celebrates Daniel Chua's achievements and is proud to have played a role in his journey. His accomplishments reflect not only his personal talents but also the quality of education and support provided by the institution.

# DANIEL TAN JIUNN WEI

R&D EXECUTIVE AT  
KIAN (KIAN HONG KONG  
PTE LTD)



**"Objects are made with skill; legacies are made with purpose."**

Guided by this belief, Daniel is a graduate of the Bachelor of Arts (Honours) Furniture and Product Design programme at First City University College.

He currently serves as an R&D Executive at KIAN (Kian Hong Kong Pte Ltd), where he focuses on furniture development and 3D modelling for globally renowned F&B brands such as McDonald's, Starbucks, Carl's Jr., and Papa John's.

Daniel's work revolves around the seamless integration of aesthetics and functionality, with a strong emphasis on innovation and scalability.

**Every piece he contributes to is designed not just to serve a function, but to elevate the user experience while upholding KIAN's brand ethos: Better Design, Better Value, Better World.**

A driven and thoughtful individual, Daniel is recognized for his resilience, strong sense of responsibility, and forward-thinking mindset. He approaches challenges as opportunities for innovation, striving to create designs that are not only manufacturable but also meaningful.

**Behind every project lies a story of purpose and persistence. For Daniel, furniture design is not merely about crafting objects—it's about transforming ideas into experiences that connect people, enrich lives, and build a lasting legacy.**



# NG QI WEN

## INTERIOR DESIGNER AT SOD CONCEPT STUDIO



**Ng Qi Wen, a Distinction graduate from First City University College in 2024, holds a Diploma in Interior Design. Qi Wen joined SOD Concept Studio back in September 2024, a practice specializing in both commercial and residential design.**

Her portfolio features a range of significant local projects, with flagship works that embody her personal design philosophy — creating solutions that are functional, human-centered, and timeless. For Qi Wen, design should not only be visually appealing but also address real problems, enhance usability, and evoke positive emotions.

Every decision in form, colour, material, and layout is purposeful, balancing aesthetic beauty with practicality to ensure designs remain relevant and sustainable over time. Inspired by mentors who value purpose over decoration, as well as experiences from nature, travel, and user-focused problem solving, she strives to craft spaces that stand the test of time.

**Her achievements include an Honourable Mention in the MIID Students' Saturday Design Competition - Office Design (Diploma) back in year 2023. Also, the Best Student Award at the Sequence Graduation Showcase 2024, and repeated recognition on the Dean's List for academic excellence between 2022-2024.**

Overcoming challenges such as tight deadlines and budget constraints, Qi Wen developed strong time management skills, prioritizing tasks effectively and sourcing cost-efficient yet aesthetically pleasing materials. These experiences sharpened her problem-solving ability and strengthened her confidence.

**Her design journey has been most inspired by Assistant Professor Chua Huwi Huwi and Ts. Wayne Ng, whose guidance, creativity, and problem-solving mindset have shaped the way she approaches design.**

**Their emphasis on curiosity, attention to detail, and user-focused solutions has deeply influenced her work. Qi Wen strives to pass on these values to her juniors by sharing practical knowledge and creating opportunities for them to learn through real-world projects, helping them grow not only as designers but also as confident problem solvers. She also encourages them to develop skills in detailed and technical drawings, as beyond the beauty of a design lies the essential understanding of how it can be built and structurally supported.**

Looking ahead, Qi Wen envisions SOD Concept Studio growing into a leading name in innovative and sustainable interior design within the next decade — delivering projects that balance creativity, functionality, and cost-efficiency while fostering strong client relationships and building a collaborative, skilled design team.

# LIM HONG CHENG

HEAD OF SOCIAL MEDIA AT  
FERSON (M) SDN. BHD.

Lim Hong Cheng, a proud alumnus of the Diploma in Graphic Design programme at First City University College, has built an impressive career in the creative industry. He currently serves as Head of the Social Media Department at Ferson (M) Sdn. Bhd., where he specialises in e-commerce growth through content creation and social media management.

Known for his boundless enthusiasm and unwavering drive, Lim possesses a remarkable ability to inspire and energize those around him. His deep commitment to design, combined with an innate gift for leadership, enables him to bring out the best in his team while pushing creative boundaries. Guided by a passion for excellence, he sets a high standard for peers and colleagues alike, earning widespread respect and recognition within the creative community.

In his current role, Lim leads a talented creative team of five to six members and has successfully overseen more than ten e-commerce projects across diverse industries, including furniture, home appliances, F&B, E-bikes, and renovation products.



His expertise shines in crafting compelling short-form video content and executing data-driven strategies that boost TikTok sales performance and enhance brand positioning.

Lim's talent was already evident during his academic years. In 2019, he was named one of the top three participants selected by the Malaysian Representative Member (MRM) to represent Malaysia at the prestigious ASPAC Packaging Competition.

Fully sponsored to compete, he earned an Honourable Award at this renowned international event solidifying his reputation as a rising creative force in the design industry.

# ALUMNI REUNION 2025

## - REKINDLING CONNECTIONS, CELEBRATING LEGACIES



**First City University College welcomed back its graduates for Alumni Reunion 2025, held on 26 July and organised by the Student Services Department with support from the Student Council.**

**The event featured a heartfelt performance of the university's official song, "This Is My Home", sung by both students and alumni—setting a warm, nostalgic tone that carried through the afternoon.**

Laughter and lively energy filled the room with light-hearted games, a speed networking challenge and an online quiz adding excitement to the programme, leading into the Alumni Awards and a much-anticipated lucky draw. Congratulations to quiz champions Lee Zhi Guan, Cornileus Jasper Patrick, and Wong Yee Yin! Fifty attendees also walked away with RM20 vouchers, while others scored GSC movie passes and a buffet voucher worth RM600 at One World Hotel.



The reunion also celebrated legacy and achievement through the Alumni Awards, with a special recognition of Ms. Teh Chun Boey, an alumna of the Faculty of Design and Built Environment from the Class of 1996, who was honoured as the most senior alumna in attendance.

A highlight of the day was the Memory Flower Wall, created by Leong Jun Kean, founder of Petals and Silk. "I felt happy to have contributed to the Memory Flower Wall and to have captured all the alumni's beautiful memories," shared Leong Jun Kean.

Ifeoluwa Ayansina, co-writer of the university song added, "I'm glad the song I co-wrote still holds meaning to the school. It's hard to believe it's been 10 years."



The day concluded with refreshments, reconnections, and the launch of the new First City University College Alumni Chapter, setting the stage for even stronger alumni engagement in the years ahead.



**QUALITY EDUCATION  
GLOBAL GRADUATES**



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