

Associate Profile



Chan Wai

Senior Associate - Graphic Recorder

Art of Awakening

Chan Wai began his career in advertising as a visualiser over 25 years ago. He created storyboards, packaging design and press ad visuals before computers could do the job. In the advent of the Apple Age, he developed his skills in creative ideation, strategy, art direction and graphic design.

Graphic recording and design came naturally for Chan Wai after working at international agencies such as Saatchi Malaysia, Bozell, McCanns, Bates Worldwide and BBDO plus several smaller local agencies. He uses his drawing skills and creative thinking from his ad agency experience to summarise and illustrate complex ideas in various industries ranging from banking to fintech, education, electronics, consultancies, advertising agencies, IT, automotive, oil & gas, hotel, FMCG brands and peace leadership.

Key Graphic Recording projects with Art of Awakening include:

- BAIN - Case of Change Event
- KMPG Management Event
- GRAEBEL: Workforce Mobility Strategy Summit, 2017, Singapore



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