

## Joshua Chiang Sheue Liang

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Mobile: +6593673791 (Singapore)

+85595424565 (Cambodia)

Email: [joshua@cerealboxstudios.com](mailto:joshua@cerealboxstudios.com)

### ***ABOUT JOSHUA CHIANG***

Joshua Chiang is a self-taught illustrator/scriptwriter/director and also the founder of Cerealbox Studios.

In 2003, he co-wrote and co-directed the digital feature film *S11*, which has been screened at various international film festivals such as the 9th Shanghai International Film Festival.

From 2004 - 2013, Joshua was heavily involved in the Singapore animation scene. He has written for many locally produced animated series such as *Nanoboy*, *Master Raindrop*, *Zigby* and *The Exolight* and also helped conceptualize and storyboard various other series.

Joshua is also a prolific illustrator.

His first illustrated children's book, *Monsters Under The Wall* was published in early 2009 by Ethos Books.

His next book, *Trackless Paths* a collection of illustrations inspired by the sayings of wise people throughout the ages was published in 2013 to be followed in the same year by an interactive app/ebook: *The Chronicles of Oujo Book 1: Questalon*.

In 2020, he completed a five-book comic miniseries *Ronin Rat*

and *Ninja Cat* which was published by Page to Print Pte Ltd under the imprint Wiplash.

He has illustrated books for many authors, including award-winner Adeline Foo, and well as Ghanian writer Abyna Ansa. He is also a regular illustrator for many Ministry of Education preschool books. His next collaboration is with Scottish writer Ian Donnelly to produce a series of children's books set in Cambodia.

In 2015, Joshua added an online store – [www.cerealboxshop.com](http://www.cerealboxshop.com) - to sell merchandize based on his original artworks. Tshirts designed by him have been retailed at Singapore stores such as Megafash and Naiise; his art prints influenced by his stay in Cambodia has been selling well in various outlets in Phnom Penh and Siem Reap.

Joshua all conducts talks and courses on creativity and visual storytelling. He is currently a course instructor at Singapore Cambodia International Academy teaching comics creation as part of the extracurriculum enrichment programme.

## EXPERIENCE

### **Business Owner, Cerealbox Studios** **2006 – Present**

- Services include show concepts, storyboards, scripts, character-designs.

### **Business Owner, Cerealbox Shop** **2015 – Present**

- Merchandize based on original artwork

### **Course Instructor/Speaker** **2013-Present**

- Part-time instructor at Raffles International College, Cambodia (2013-2014). Subjects include creative thinking, art history and creative scriptwriting.
- Guest author and panelist at International School of

Phnom Penh during the Reading Week of 2020. I gave presentation on finding one's calling, comics creation, and was a member of a panel about developing reading habits in children.

- Instructor at Singapore Cambodia International Academy (current) teaching a comics creation course based on a syllabus I created.

## Illustrator

**2002 - Present**

- Illustrated *Monsters On the Wall*, a children's book by noted author Adeline Foo.
- Illustrator of the Singapore Repertory Theatre's publicity collateral, such as the acclaimed *Snow Queen* and *A Twist of Fate* (featuring an international cast), and also posters for Little Company's series of plays.
- Illustrator for graphics segment on Mediacorp 5 programmes such as *Tab TV*.
- Illustrator for MOE's series of pre-school books
- Illustrator of Ghanaian storybooks *Ananseseum 1 & 2*
- Illustrator for *Gracious Living* series by Kevin Foo
- Illustrator for self-published book *Javier's Day* (out of print)
- Illustrator for Joe vs The Black Hat series of educational comic strips commissioned by Assurity Trusted Solutions.
- Illustrator for self-authored book *Trackless Paths* published by Ethos Books.
- Illustrator and co-creator for print and interactive ebook *Chronicles Of Oujo* written by Jeffrey Lawrence (out of print)
- Illustrator for award-winning book *Hae The Cat* by Rs Vern.
- Illustrator and writer of educational comic book *Samnang The Rabbit*.
- Illustrator (and author) of *Ronin Rat* and *Ninja Cat*

- comicbook series.
- Artist for series of digital paintings for the Bodleian, a high-end gentleman's lounge in Phnom Penh, Cambodia.
  - Ongoing artist for Rosewood Hotel's series of portraits of incoming directors.
  - Mascot Designer for Calikids Academy Vietnam
  - Character and set designer for proposed animated series Cosmo by DCC Sdn Bhd for Discovery Channel.
  - Poster artist for award-winning documentary The Great North Korean Picture Show by Lianian Films.
  - Illustrator and Artist for Masks, a short comic commissioned by Mothership.sg during Phase 2 of the Covid 19 'Circuitbreaker' lockdown.

## **Animation Director**

**Feb 2003 – Present**

- Storyboard Artist/Director for pilot episode of animation series *Nanoboy*, a co-production between Scrawl Studios (Singapore), Agogo studios (Hong Kong) and Village Productions (UK)
- Storyboard Artist/Director for Season One of *Zigby*, a 3D animated series aimed at pre-schoolers, as well as for *Busytown Mysteries* and *Olive And The Rhyme Rescue Crew*
- Storyboard Artist/Director for Seasons One and Two of Scrawl Studios' *Milly, Molly*.
- Storyboard Artist/Director for *That Boy's Balloon* and *We Left our Last Footprints in Winter Uluru*, two animated music videos commissioned by Singapore composer Peng Chi Sheng. I also served as art director and scriptwriter.
- Storyboard Artist/Director for Operation Asha (Cambodia)'s series of animated infographic videos on tuberculosis. I also served as art director and

scriptwriter.

- Storyboard Artist/Director for People In Need (Cambodia)'s infographic video for people living in flood-prone areas. I also served as art director and scriptwriter.
- Storyboard Artist/Director for Frontier Brokers Network's infographic video about Gender Lens Investing. I also served as art director and script consultant.
- Storyboard Artist/Director for Western Digital: Power of Choice series of animated videos. I also served as concept-developer, character designer and art director.

## **Script Writer**

**Feb 2003 – Present**

- Headwriter and co-creator for animation series *Nanoboy*, a co-production between Scrawl Studios (Singapore) and Agogo Studios (Hong Kong), and funded by MDA.
- Conceptualizes original animated series *The Chronicles of Oujo*
- Scriptwriter for various animated series such as *Master Raindrop*, *Zigby*, *The Exolight*, *Robot ARPO* etc. Clients include Big Communications, Scrawl Studios, Peach Blossom Media and Toonzip (S.Korea).
- Writer for original animated 90 min screenplay *Ronin Rat and Ninja Cat*
- Writer for OKTO telemovie "*Help! Get Me Out Of Yesterday*", one of the most highly rated children's telemovie for the channel.
- Writer for several episodes of highly acclaimed docu-dramas *True Files* and *True Courage*.
- Writer for Science Centre info-animated show "*Take To The Skies*"

## **Feature Film-maker**

**2003 - Present**

- Co-writer and director of digital feature film *S-11* (with writer/director Gilbert Chan). The film is co-funded by the Singapore Film Commission and Canon Digital MediaHub. Under the Film Incubation Project. The original draft of the script was the winner of the Singapore Screenplay Award in 2001. The film, was screened in 2006 in the Picturehouse, and was also the official selection for the 10<sup>th</sup> Shanghai International Film Festival.

## **Mediacorp Studios Pte Ltd, Production 5**

**Jun 2000 – Feb 2003**

### **Producer**

- Producer for highly rated docudrama *Crime Watch 2001* and *Crime Watch 2002*. Worked closely with the Singapore Police Force to script and direct all ten monthly episodes. This role also involved interviewing officers, convicts and crime victims, and doubling up as cameraman.
- Scriptwriter/Producer for half-hour National Day Special *The Making of A War Diary*. Covered filming behind-the-scenes footage of *A War Diary*, interviews with cast and production team, and selecting appropriate scenes from the series to highlight.
- Scriptwriter of half-hour programme, titled *Fire*, a collaboration with the Singapore Civil Defence to educate viewers about fire hazards and prevention.
- Assistant Director for Production 5. Projects include English sitcom *Phua Chua Kang Pte Ltd* and pilot episode for drama *Ball Sense*, and supernatural docudrama *Incredible Tales*.
- Co-conceptualised *Phua Chu Kang Pte Ltd—The Adventures of Captain Contractor and Plumber Boy*. Designed the superhero costumes for this special

episode, conceptualised and produced artwork for semi-  
animated opening sequence as well as superhero-fight  
scenes.

### **MTV Asia, On-Air Promos Jun 1999-Dec 2000 Intern**

- Script-writer and producer of several *Artist Of the Month* promotional spots, trailers for upcoming MTV programmes, plus many *Artist Idents*.
- Assisted in promoting the contest *VJ Hunt 1999* and helping out in various on-location filming of Channel IDs and interviews with international pop stars.

### **SIGNIFICANT ACHIEVEMENTS**

- Scriptwriter for award-winning short film *A Cantonese Crime Story (2000)*.
- Scriptwriter/songwriter/cast for NTU Hall V Musical *Masquerade of the Fox (1999)*.

### **EDUCATION**

#### **Nanyang Technological University** **1996 - 2000**

- Degree of Bachelor of Communication Studies (Hons) 2<sup>nd</sup> Lower Division
- *Accreditation*: Winner of UTV International Award for Distinction for Final Year Project, the short film *A Cantonese Crime Story*

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#### **Anderson Junior College** **1992- 1993**

- 3 GCE 'A' Levels

#### **Catholic High School** **1988-1991**

- 10 GCE 'O' Levels

## EXTRA CURRICULUM ACTIVITIES

### Nanyang Technological University

- Publications Manager of Communication Studies Club
- Publicity/Publications Manager of Communication Studies Orientation Camp Committee 1997
- Cartoonist for monthly newspaper *The Nanyang Chronicles*
- Hall V Jam Band guitarist and vocalist

### Anderson Junior College

- Instructor, Outdoor Adventure Club
- Orientation Group Leader

## PERSONAL

**Sex** : Male **Nationality** : Singaporean

## LANGUAGE PROFICIENCY

**Written**: English and Chinese

**Spoken**: English, Mandarin and Cantonese

**Date of Birth** : 11 Nov 1975

**Race** : Chinese