

Saxone Woon

Saxone was the founder of IMMORTAL, a wholly owned branding consultancy of the ONG&ONG Group. He has over 27 years of experience working with clients in Singapore and across Asia. Saxone has helmed branding programmes for a wide variety of industries, including hospitality & travel, retail, food & beverage, property development, healthcare and corporate.

He specialises in thorough brand audits, brand strategy & development, brand expression, management and environmental wayfinding & place-making systems. Saxone's in-depth knowledge of consumer trends and market insights has proven invaluable in crafting effective and remarkable brand experiences for IMMORTAL's clients.

He recently stepped down from Immortal and is now an independent consultant. Currently working on special projects for clients in Asia.

EDUCATION

B.Sc. Design and Psychology in Perception:
University of Oregon, USA

EXPERIENCE

1990 - Present: IMMORTAL
27 years of work experience

REGISTRATION

Practising Management Consultant (PMC) Certified, 2012 to 2019
ISO Awareness Updates & Risk Management Training
Board Governance: Induction training for board members of Charities & IPCS

AWARDS & RECOGNITION

- Spirit of Enterprise Winner; 2006
- Chairman, Young Designer Awards; 1998
- Judge, Young Designer Awards; 1997

NON-PROFIT ORGANISATION APPOINTMENTS

- Action for Aids – Vice President EXCO, Branding & fund raising
- Rachel House – Advisor, Branding & corporate ID

In 2004, Saxone was invited by Professor William Ryan to contribute a chapter for Graphic Communications Today 4th Edition, written by William Ryan and Theodore Conover published by Thomson Delmar learning. His contribution was on "Identity – hospitality and Packaging" which span across an entire chapter.

Under the tDA Asia, Saxone was invited to deliver a seminar At Branding Across Asia Seminar May 2004 Organised and supported by Vietnam Trade Promotion Agency, Ministry of Trade, The Design Alliance and Haki Group.

And in July 2006, consultants from tDA Asia, Singapore, Malaysia and Thailand were invited by Indonesia for the World Consortium* to advise on a national initiative to create world-class export products through strategic design. Saxone delivered a seminar on The Power of Branding

Design Singapore Council organized 2 Design 101 workshop for SME – Design Pioneer Programme in September 2005. Saxone was invited to facilitate 1 workshop and was a speaker at the 2nd workshop