

Dr YEO Adam

Assistant Professor • Lecturer and researcher in graphic design and typography

Faculty of Art Sciences, Cultural Industries and Communication (UFR SAICC)
University of Bondoukou, Côte d'Ivoire

Graphic design • African typography • Digital humanities • Cultural heritage



PROFILE

Assistant Professor at the University of Bondoukou and head of the Arts, Design and Multimedia programme; PhD in graphic design (Nanjing University of the Arts, China). Graphic designer and type designer specialising in African writing systems, particularly the Bété script. His work focuses on type design, digital humanities, the digital preservation of cultural heritage and the inclusion of African languages in digital technologies (Google Fonts, Unicode, Stanford SILICON, University of Cambridge).

CONTACT

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LANGUAGES

French: fluent (spoken and written)
English: professional proficiency
Chinese: intermediate (HSK 4)

SKILLS

Type design, multi-script typography
Visual identity, illustration, publishing
Google UX Certificate: Foundations of UX Design

CURRENT POSITION AND RESPONSIBILITIES

09/2024 – present

Assistant Professor (Lecturer and Researcher)

Faculty of Art Sciences, Cultural Industries and Communication (UFR SAICC), University of Bondoukou
Teaching arts, design and multimedia (visual communication) at Bachelor level.

Current

Head of the Arts, Design and Multimedia (ADM) programme

UFR SAICC, University of Bondoukou
Academic coordination of the programme (Bachelor–Master): course organisation and student supervision.

EDUCATION AND DEGREES

2022 – 2024

Typography researcher – post-master research programme

Atelier National de Recherche Typographique (ANRT), Nancy, France
Project: creating a typeface for the Bété script
Supervisor: Thomas Huot-Marchand
anrt-nancy.fr

2016 – 2021

PhD in Graphic Design (theory and practice of graphic design)

School of Design, Nanjing University of the Arts (NUA), China
Thesis: *The Representation of Graphic Symbols in the Languages and Writing Systems of Côte d'Ivoire*
Supervisor: Dr Fang Cao
Award: third prize for doctoral thesis excellence (2021)

2013 – 2016

Master of Arts: Artistic Design – Illustration

School of Fine Arts, Central China Normal University (CCNU), Wuhan, China
Thesis: *Children's Book Illustration in Côte d'Ivoire: Research and Practice*
Supervisor: Dr Guiyi Hui

2012 – 2013

Preparatory year in Chinese language

HSK Level 4 certification

2004 – 2008

Bachelor of Arts: Painting

School of Fine Arts, Abidjan, Côte d'Ivoire
Thesis: *Street Vendors as a Source of Artistic Creation*
Supervisor: Prof. Touré Kinigouani (ENS)

RESEARCH INTERESTS

- **Typography and type design** for African scripts
- **African writing systems:** the Bété script, graphic symbols of Côte d'Ivoire
- **Digital humanities and digital inclusion:** Unicode encoding, fonts for African languages
- **Digital cultural heritage** and visual communication
- **Design and innovation** in African creative industries

PUBLICATIONS AND SCHOLARLY OUTPUT

- Yeo, A. (2026). *Adam Yeo: Bété Typeface*. Sming Sming Books, in partnership with SILICON (Stanford University). Booklet, 28 pp.
- Yeo, A., Anderson, D., MacLean, J. and Patel, N. (2023). *Bété (Ivorian alphabet) working document*. Document submitted to the Unicode Technical Committee, L2/23-279, November 2023.
- Yeo, A. and Cao, F. (2021). "A Creative Research Process for a Modern African Graphic Design Identity: The Case of Ivory Coast." *Art and Design Review*, 9, 210–231. doi: 10.4236/adr.2021.92017
- Yeo, A. and Cao, F. (2021). "Study on the Application of the Bété Script in Modern Graphic Design." *Art and Design Review*, 9, 156–179.
- **Type design:** *Matemasie*, typeface published on Google Fonts — fonts.google.com/specimen/Matemasie

PROJECTS, FELLOWSHIPS AND RESEARCH AFFILIATIONS

06/2026 – 08/2028	Advisory Board Member – Stanford SILICON and UNESCO Chair in Digital Futures Stanford University, California, USA Two-year honorary appointment in recognition of contributions to languages, technology, digital inclusion and cultural heritage.
02/2026 – present	Research Affiliate – VIEWS project (Visual Interactions in Early Writing Systems) Faculty of Classics, University of Cambridge, United Kingdom Visiting Fellow, Lent Term 2026. Project: "Writing as Image: A Comparative Visual Study of the Bété and Chinese Scripts." viewsproject.wordpress.com/visiting-fellows
09/2024 – 11/2025	SEI Research Fellow – Bété Digital Inclusion Project Script Encoding Initiative (SEI), University of California, Berkeley, USA Led an international project on the digitisation and preservation of the Bété script.
11/2023 – present	Contract Type Designer – Google Fonts Development of extended Latin character sets for African languages; design of the Matemasie typeface. fonts.google.com/specimen/Matemasie/about

EXPERTISE AND REVIEWING

06/2026 – 09/2028	Jury / Evaluation Committee Member – Connect & Create (Visual Arts) Call for proposals "Africa–Europe Partnerships for Culture: Sub-Saharan Africa" Programme funded by the European Union and implemented by the Goethe-Institut, Expertise France and the Institut français.
04/2026 – 06/2026	Judge – Student Traveling Typography Exhibition, 2nd edition Sharjah, United Arab Emirates Evaluated student typography and design submissions for the exhibition "Glyphs of Belonging."
07/2025 – 10/2025	Reviewer – ATyPl 2026 Conference (Stanford and Sharjah) Reviewed and evaluated international submissions in typography, type design and digital inclusion; contributed to building the conference programme.

TALKS AND CONFERENCES

06/03/2026	Seminar: "Writing as Image: A Comparative Visual Study of the Bété and Chinese Scripts" University of Cambridge, United Kingdom.
28/02/2025	International conference "Rethinking Art Criticism: Perspectives on Contemporary Creation in Africa" Paper: "Art Criticism as a Space for the Symbolic Preservation of African Scripts: The Case of the Bété Script." University of Bondoukou, Côte d'Ivoire.

02/2025	"The Bété Script: Heritage and Future in the Digital Age" Institut français de Côte d'Ivoire, Abidjan.
23/01/2025	World Endangered Writing Day: "Typography, Digital Inclusion and the Preservation of Minority Scripts: The Case of the Bété Script" Online talk.
01/2025	Keynote Speaker – FACE / INTERFACE Conference on global type design and human-computer interaction: "The Future of the Bété Script: Towards Digital Inclusion." Stanford University, California, USA.
06/2024	DeScripto-LARSH, Université Polytechnique Hauts-de-France <i>"Understanding the Symbolism of African Masks: The Case of Côte d'Ivoire for a Reappropriation of Motifs and Forms in Contemporary Art."</i>
07/2023	Inscript Collective Talk Integrating cultural diversity through type design for the Bété script.
06/2023	Hello Departures Talk Series Imagining a graphic design practice and pedagogy free from systems of oppression. Case study: Bété typography. Online talk.
03/2023	Typographic Revival of Historical Scripts OCAD University (Canada) and ANRT (Nancy, France): developing the Bété script typeface. Online talk.
02/2023	"Early and Modern Scripts of West Africa: The Case of the Bété Script" Association Castel Coucou, Nancy, France.
09/2022 – 10/2022	Forum on the Modern Approach to the Art of Chinese Characters Script renewal and technology migration, Nanjing University of the Arts, China.
12/2021	ATypI All Over 2021 "The Bété Script (Côte d'Ivoire) in Typography."
05/2021	International Student Forum "Graphic Symbols and Embodiments of Cultural Concepts in Côte d'Ivoire." Nanjing University of the Arts, China.

EXHIBITIONS

01/2025 – 02/2025	"The Bété Script: Heritage and Future in the Digital Age" Institut français de Côte d'Ivoire, Abidjan. Showcasing the Bété script between tradition and digital innovation.
09/2021	The Way of Characters Experimental exhibition on modern artistic design of Chinese characters. Art Museum of Nanjing University of the Arts, China.
2019	Beijing Exhibition (paintings) Beijing, China.
2015	Africa Day Exhibition Clermont-Ferrand, France.
2014	Group exhibition "美术之星" (The Art of Star Works) Zhong Nan Museum, Wuhan, China.
2008	Group exhibition at the Palais de la Culture, Abidjan Fundraising for orphans, Côte d'Ivoire.
07/2007	Workshop at the Plateau District Hall Followed by an exhibition at the Hôtel Ivoire, Abidjan, Côte d'Ivoire.

2007	Group exhibition of fine arts students INSAAC and Galerie Eureka, Abidjan.
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AWARDS AND HONOURS

2021	Third prize for doctoral thesis excellence Nanjing University of the Arts, China.
2019	Invited to the World Bank Group Youth Conference Washington, D.C., USA.
2018	Award, “Little Hakka” International Picture Book Competition China.
2013	Outstanding Student Award Central China Normal University (CCNU).
2012	Chinese Government Scholarship Awarded to the top Bachelor’s student.

PREVIOUS PROFESSIONAL EXPERIENCE (DESIGN AND TEACHING)

09/2023	Graphic design and typography workshops Lycée CPES Chopin, Nancy, France.
07/2021 – 09/2022	Graphic Designer and Design Researcher – Nanjing YA Cultural Creative Co. Ltd. Nanjing, China. Marketing materials, logos, icons, brand guidelines and packaging.
05/2021 – 06/2021	Teaching internship (doctoral candidate) Nanjing University of the Arts, China.
03/2018 – 07/2021	Graphic Designer – Hooly Design Shanghai, China. Packaging, illustrations and corporate visual identities.
07/2019 – 06/2020	Art Teacher – Ke Luo Art Fu Training Center Nanjing, China. Teaching fundamentals: colour theory and drawing.
2016 – 2017	Graphic Designer / Illustrator – Reverso Advertising Agency Abidjan, Côte d'Ivoire. Graphic design and production for print and digital media.
2014	Illustrator / Concept Artist – Wuhan Tianshang Technology Wuhan, China. Concept design, character creation, digital painting.
2008 – 2009	Member of the “ACTUAL ART” laboratory Creative research laboratory in contemporary art, led by Oka Valery, Abidjan.