

Ton van Bragt Design BV

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Curriculum vitae

- Ton van Bragt Dutch, born in The Netherlands 1963
Member Association of Dutch Designers BNO
- 2015 - → **Established Ton van Bragt Design BV**, Consultancy for brand and communication design
- 2009 -2010 Lecturer typography at Dasein Academy of Art, Kuala Lumpur
- 2003 - 2004 Design consultancy to Leo Burnett Advertising, Malaysia
- 2002 - 2017 Design consultancy to **Philips Design** (Amsterdam, Hong Kong)
- 2000 - 2007 Head of Communication Design, lecturer “advanced communication design studio” and typography teacher at CenFAD Centre for Advanced Design, Kuala Lumpur
- 1994 - 2015 Partner/ Creative Director at **Design Team, Kuala Lumpur**
- 1998 - 2000 Senior Art Director at **Philips Design Hong Kong**, responsible for all product graphics, packaging and marketing communication materials for Philips Global Audio business
- 1997 - 1998 Typography teacher at **Centre for Advanced Design** (CenFAD), Kuala Lumpur (an affiliation of Parsons School of Design, New York)
- 1994 Established Design Team in Kuala Lumpur, with partner Ming Tung
- 1991 - 1994 Teacher at the **University of Rotterdam**, faculty of Fine Arts and Design
- 1991 - 1994 Established own design studio “**van Bragt Ontwerpen**” in The Hague
- 1985 - 1991 Senior Designer and team leader at **Studio Dumbar, The Hague**
- 1985 Freelance designer at **Studio Donald Janssen**, The Hague, the Netherlands
- 1980 - 1985 St. Joost Academy of Fine Arts and Design Breda (now AVANS), The Netherlands (Bachelor of Design)

Ton's work has appeared in various international publications and he has given lectures and presentations around the world and was a judge for the Kyoorius / D&AD design awards in New Delhi in 2013.

References and recommendations

Murray Camens / Vice President at Teague (Ton's Manager at Philips Design Hong Kong)

"Ton is comfortable tackling any project from small to large, local to global, with equal interest, passion and always with outstanding creative result. Ton has a quiet and respectful demeanor. He is a thinker, but also a doer. He works his way through any challenge whether as an individual contributor or as a team lead. A really nice guy to know, and even better to work with."

Clive Roux / CEO at SEG D (Society for Experiential Graphic Design)

"Ton ran all the graphics activity and was my Art Director for Audio in the Hong Kong studio of Philips Design. He has a rare mixture of talent and likability that is very conducive to good working relationships and navigating clients' needs while ensuring that design quality is maintained and developed. Ton is a great designer. I never saw him stumped on a challenge, but he often surprised me with great solutions."

Mark Churchman / Creative Direction, Brand and Communication Design at Philips Design

"Ton is a talented, knowledgeable and skilful designer, with a passion for design and sensitivity for people. With experience and understanding Ton translates business objectives into design goals. With flair and judgement he brings ideas and direction. Ton is dependable and rich in initiative, yet always open to others, stimulating them to give their best. With experience of working in Asia and Europe in renowned design agencies and blue chip multi-national organizations - Ton is a creative asset and a thoroughly nice guy."

Hans Jacobs / Creative Director at Philips Design

"Ton has a keen understanding of business strategy, a never ending passion for and dedication towards great branding and marketing communication design projects. His extensive design experience and analytical approach across many businesses and categories allows him to distil complex challenges and turn them into winning and impactful design solutions. Ton thinks across relevant marketing touch-points through to the perceptions and experience of the end user. It was always of great support to have such a talented, inspirational and responsible creative director in my team. Every organisation and business should be eager to engage and collaborate with a professional of Ton's calibre."

Janou Pakter / Founder and CEO at JANOU LLC

"As an incredibly gifted creative and passionate leader, Ton truly understands that the foundation to strengthening and growing a business is through design. He continues to master the innovation process, from small ideas to ventures on a global scale."

Cindy Soo / XD Director & Strategist, Connected Living at Flextronics

"I have worked with Ton on a variety of projects and have been impressed by his professionalism, integrity, respect, and his creativity. He continuously pushes his team members to be creative and encourages Leads to push the envelope."

Tom Klinkowstein / President / Creative Director at Media A and Owner, Media A

"Ton's work is comprised equally of what is excellent about design and where we are and where we are going to."

Recognition

2001 Good Industrial Design award (NL) Philips Design won an award for the Philips Consumer Electronics Global Packaging Programme "Pacman"

1995 German Prize for Communications Design 3 Awards for High Design Quality (Stamps, Telephone cards, [z]oo diary 1994) at Van Bragt Ontwerpen, The Hague

1991 Type Directors Club New York City Zanders Feinpapiere poster series *

1991 ADCN award Zanders Feinpapiere poster series *

1991 ADCN (NL) award Apple Computer Europe event style for a conference in Cannes, France *

1990 D&AD Silver award Holland Festival poster *

1990 D&AD Silver award PTT Nederland NV corporate identity *

1988 D&AD (UK) Silver award Holland Festival poster *

* at Studio Dumbar, The Hague

Professional experience / Selected clients

Bursa Malaysia (Kuala Lumpur Stock Exchange)

Business Software Alliance / Microsoft

Galeri Petronas, Malaysia

Kuala Lumpur City Centre (KLCC)

Malaysia Convention & Exhibition Bureau (MyCEB)

Malaysia Major Events (a division of MyCEB)

Microsoft Corporation

Ministry of Internal Affairs, The Netherlands

Pacific Basin Economic Council (PBEC)

Petronas Dagangan, Malaysia

Philips Beauty, The Netherlands

Philips Coffee, The Netherlands

Philips Lighting China/ Russia/ Turkey

Philips Mobile Phones, China/ Russia/ Turkey

Philip Morris, Malaysia

Shell Malaysia

Shenzhen Sangfei Consumer Communications, China

Siemens Malaysia

The Kuala Lumpur Options & Financial Futures Exchange (KLOFFE)

Philips Design Hong Kong 1998 - 2000 Senior Art Director Global Audio Business

Apple Computer Europe *

Holland Festival *

Royal PTT Nederland NV (Dutch Post and Telecom, now KPN) *

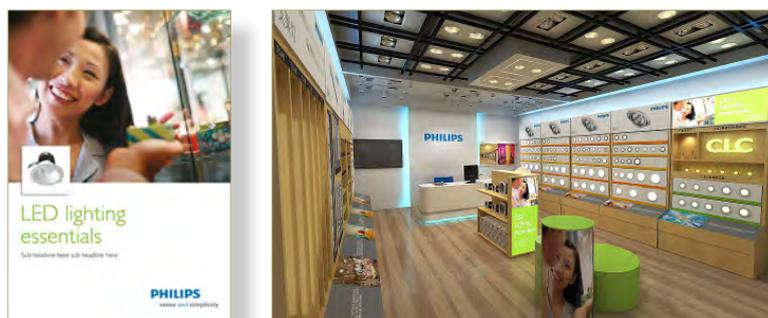
Zanders Feinpapiere AG *

* as Senior Art Director at Studio Dumbar

TvBD



philips design/ mobile phones
objective: roll out the new brand and brand promise 'Innovation & you'
scope: design development and implementation of the new Philips brand identity / creation of '360' brand guidelines
markets: china, russia
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philips design/ philips lighting
objective: increase marketshare being lost to local chinese brands
scope: integrated marketing communication program commercial lighting (incl. store upgrade)
market: all china
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malaysia convention & exhibition bureau
objective: put malaysia on the map as a unique destination for major international events
scope: new logo, brand identity and marketing collateral for 2 brands
market: malaysia, global outreach



petronas dagangan
objective: make the brand to be on par with global competition
scope: corporate identity revitalisation program with a extensive range of touchpoints including office design
market: malaysia



philips design / philips lighting
objective: introduce a coherent and simplified identity with a stronger shelf performance ahead of competition
scope: packaging identity programme
market: global
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TvBD



philips design/ beauty

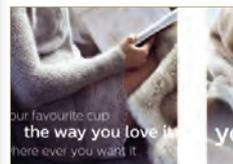
objective: streamline packaging

design output

scope: design development and implementation of Beauty packaging identity guidelines

market: global

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philips design/ coffee

objective: product category

communication strategy

scope: design development of the Brand Experience Playbook

market: global

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