

Resumé



Ton van Bragt

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PHILIPS



GALERI PETRONAS



Introduction

As a high caliber, entrepreneurial, multiple award winning design professional with a international career of over 30 years, Ton has a track record of delivering outstanding solutions in brand identity design for small organisations and large international corporations alike, on a broad range of projects such as:

- > Developed 4 packaging programmes for Vidal Sassoon (P&G) in China, which premiumised the brand and enhanced shoppability on shelf and online
- > Delivered multiple branding programmes for several Philips businesses, which successfully adapted local initiatives to align with the global brand identity, enabling consistency across multiple touchpoints

Ton's strength lies in translating solid business strategies into robust, impactful and compelling brand programs that deliver measurable and lasting impact to the business.

Professional design experience

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|----------------|---|
| 2019 - current | Ton van Bragt Design Independent brand design and consultancy |
| 2017 - 2019 | Procter & Gamble Beauty Guangzhou / Principal Design Manager Hair Care Greater China |
| 2015 - 2017 | Ton van Bragt Design The Hague / Owner, Creative Director |
| 2001 - 2017 | Philips Design Hong Kong, Amsterdam / External Consultant Senior Art Director |
| 1994 - 2015 | Design Team Kuala Lumpur / Partner, Creative Director |
| 1998 - 2000 | Philips Design Global Audio Hong Kong / Senior Art Director |
| 1991 - 1994 | Van Bragt Ontwerpen The Hague / Owner, Creative Director |
| 1986 - 1991 | Studio Dumbar The Hague / Senior Designer |
| 1985 - 1986 | Studio Donald Janssen The Hague / Freelance designer |
| 1980 - 1985 | Avans University of Applied Sciences Breda / Bachelor of Arts Communication Design |

Educational experience

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| 2008 - 2010 | Dasein Academy of Art Kuala Lumpur / Typography lecturer |
| 2002 - 2007 | Centre for Advanced Design (CenFAD) Kuala Lumpur (affiliated to Parsons School of Design, New York) Head of Communication Design and lecturer 'advanced communication design studio' |
| 1997 - 1998 | Centre for Advanced Design Kuala Lumpur / Typography teacher |
| 1991 - 1994 | Willem de Kooning Academy Rotterdam / Typography teacher |

Awards

| | |
|------|---|
| 2001 | Dutch Good Industrial Design ¹⁾ |
| 1995 | 3x German 'Red Dot' award for Communications Design ²⁾ |
| 1991 | Type Directors Club New York ³⁾ |
| 1991 | Art Directors Club Netherlands ³⁾ |
| 1990 | 2x D&AD Gold, 1x Bronze ³⁾ |
| 1988 | 2x D&AD Gold, 1x Silver, 2x Bronze ³⁾ |

¹⁾ Philips Design ²⁾ Van Bragt Ontwerpen ³⁾ Studio Dumbar

Selected clients

Vidal Sassoon (at Procter & Gamble China) / Philips Beauty, Philips Coffee, Philips Lighting, Philips Mobile Phones (for Philips Design) / Malaysia Convention & Exhibition Bureau / Malaysia Major Events / Microsoft Corporation / ING Insurance / Pacific Basin Economic Council / Petronas Malaysia / Kuala Lumpur City Centre (KLCC) / Leo Burnett Malaysia / Holland Festival / Royal PTT Nederland (Dutch Post and Telecom, now KPN)

References and recommendations

Olga Gutierrez de la Roza / Global Hair Care Design Director and Pantene Brand Experience Leader at P&G. (Ton's manager)

"I have worked with Ton as his line manager for over a year while he led the design work for Vidal Sassoon in China. I find Ton to be an excellent professional, hard working, passionate and committed to the quality of the design work and the business he served. He is a man of great human integrity, a great team player and true collaborator who always shows a very high professionalism across all interactions with multifunctional partners and agencies."

Sumeet Vohra / Vice President P&G Hair Care Greater China, Guangzhou

"As Principal Design Manager at P&G Ton was responsible for the brand identity, packaging, retail and e-commerce design for the Vidal Sassoon brand in our Hair Care portfolio. With passion, dedication and flair he managed the teams and completed several projects that launched into the market. He elevated the brand presence to be contemporary and relevant for our discerning consumer. I would recommend him to any organization that needs high quality design."

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."

Mark Churchman / Creative Director, 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. 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."

Fadlullah Wilmot / Regional Programme Manager Middle East and Africa at Muslim Aid UK, London

"I had the great pleasure of working with Ton when I was Academic Director of Cenfad, one of Malaysia's leading creative design schools. Ton educated and inspired many Communication Design students to become dedicated and skilful designers. His way of teaching was brilliant and inspiring. As Head of the Communication Design department he fine tuned the curriculum to ensure it met international standards. He led the staff to greater achievements with his gentle management style. Graduates have easily found positions at leading design and advertising agencies, or went on to further their studies overseas, often with great success."
