



PHILIPS



GALERI PETRONAS



reddot



## Resumé



**Ton van Bragt**

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### Introduction

As a high caliber, entrepreneurial, multiple award winning design professional with a extensive international career, 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: .

- > Managed the brand, retail, packaging and e-com design for Vidal Sassoon (Procter & Gamble) in China, premiumised the brand and enhancing shoppability on shelf and online.
  - > As Senior Art Director and external design consultant he 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

2019 - current	<b>Ton van Bragt Design</b> / Independent brand design & consultancy
2017 - 2019	<b>Procter &amp; Gamble Beauty</b> / Principal Design Manager Hair Care Greater China, Guangzhou
2015 - 2017	<b>Ton van Bragt Design</b> / Founding Creative Director The Hague, the Netherlands
2001 - 2017	<b>Philips Design</b> / External Consultant Senior Art Director, Hong Kong and Amsterdam
1994 - 2015	<b>Ming Tung Graphic Design Team</b> / Partner, Creative Director, Kuala Lumpur, Malaysia
1998 - 2000	<b>Philips Design Global Audio</b> / Senior Art Director, Hong Kong
1991 - 1994	<b>Van Bragt Ontwerpen</b> / Owner, Creative Director, The Hague
1986 - 1991	<b>Studio Dumbar</b> / Senior Designer, The Hague
1985 - 1986	<b>Studio Donald Janssen</b> / Freelance Designer, The Hague
1980 - 1985	<b>Avans University of Applied Sciences (St.Joost Academy of Fine Arts)</b> / Bachelor of Arts in Communication Design, Breda, the Netherlands

### Educational experience

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

### Awards

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

<sup>1)</sup> Philips Design <sup>2)</sup> Van Bragt Ontwerpen <sup>3)</sup> Studio Dumbar

### Selected clients

Royal Spice Gardens Indonesia / 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)

### Lectures, workshops, exhibitions and publications

Ton participated as a judge in several design competitions and lectured about brand and communication design at conferences and institutions around the world:

**International Conference on Multimedia, Architecture and Design (IMADe2020)** / online presentation about Destination Branding for a “New Bali” for Sekolah Tinggi Desain, Denpasar, Bali, Indonesia.

**Portfolio presentation P&G** / at Procter & Gamble Beauty, Guangzhou, China

**Presentation Netherlands Association Malaysia** / The Hague, The Netherlands

**10-20-30** / Antalis book showcasing 20 designers below 30, nominated by 10 established creatives in Malaysia

**Asia Pacific Design No. 10** / Work published

**Presentation at Product Design & Trade Promotion Centre** / Dutch Design Works, Canton Fair, Guangzhou

**Workshop with Local Dutch Hong Kong** / in conjunction with Business of Design Week, Hong Kong, China

**Lecture at Kuala Lumpur Design Forum (KLDF)** / themed “Second Nature”, in conjunction with ArchiDex

**Presentation at “Members4members”** / Malaysian Dutch Business Council (MDBC), Kuala Lumpur, Malaysia

**Lecture at “Kyoorius Seminar 01”** / at the Blue Sky Lounge, Mumbai, India. Organised by Transasia Papers

**Artlab No. 15 Italy** / Included in article “alla scoperta della Malaysia”, about Face2Face2005

**Lecture at “Face2Face 2005”** / the Design Centre in Stuttgart, Germany

**Lecture/ workshop at “Curious Culture”** / design conference by Antalis/Arjo Wiggins Paper, Pattaya, Thailand

**Asia Pacific Design No. 4** / Work published

**Guest lecture** / Limkokwing University of Creative Technology, Kuala Lumpur

**IDN magazine** / Article “Walking in the Footsteps of Giants”

**Eye Magazine No. 1** / Feature on the corporate identity of the PTT

**Emigré Magazine No. 25** / Created an article for the science section “The Visual Perception of the Eye”

**Exhibition at Post Museum** / Postage stamps 25th wedding anniversary Queen Beatrix & Prince Claus, The Hague

**Lecture/ workshop/ exhibition** / at the University of the West of England, Bristol, United Kingdom

**Typography workshop** / at Dentsu/Young & Rubicam, Kuala Lumpur

**Lecture/ exhibition The Cooper Union** / “Graphic design and typography in the Netherlands”, New York

**Guest lecture** / HDM/Young & Rubicam, Kuala Lumpur

**Guest lecture** / Academy of Fine Arts, Utrecht, the Netherlands

**Guest lecturer (typography)** / Willem de Kooning Academy, Fine Arts and Design, Rotterdam, the Netherlands

**Guest lectures** / Malaysian Institute of Art, Kuala Lumpur

### References and recommendations

**Olga Gutierrez de la Roza** / Global Hair Care Design Director and Pantene Brand Experience Leader at P&G.

“I have worked with Ton as his line manager while he led the design work for Vidal Sassoon in China. Ton is 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** / Former 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** / Former 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** / Former 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 solutions. With flair and judgement he brings ideas and direction. With experience of working in Asia and Europe, in both 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. 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.”

**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.”

**Clive Roux** / CEO at SEGD (Ton's line manager at Philips Design Audio Hong Kong)

“Ton 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.”

**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.”