



PHILIPS



GALERI PETRONAS



1980 - 1985

**Introduction**

As an entrepreneurial, multiple award winning design professional with an extensive international career, I have 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 at **Procter & Gamble China**, premiumising the brand and enhancing shoppability on shelf and online.
- > As Senior Art Director and external design consultant I delivered multiple branding programmes for several **Philips** businesses.

**Languages**

**Dutch** (native), **English** (proficient), **French** (basic), **Malay** (beginner)

**Education**

**Avans University of Applied Sciences** (St.Joost Academy of Fine Arts) / Bachelor of Arts in Communication Design, Breda, the Netherlands

**Academic employment**

2008 - 2010

**Dasein Academy of Art, Kuala Lumpur** / Typography lecturer

2001 - 2007

**Centre for Advanced Design, Kuala Lumpur** (CenFAD - 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

**Professional employment**

2019 - current

**Ton van Bragt Design, Bali / Hong Kong** / Independent brand design & consultancy

2017 - 2019

**Procter & Gamble Beauty, China** / Principal Design Manager Hair Care Greater China

2015 - 2017

**Ton van Bragt Design, the Netherlands** / Founder, Creative Director

2001 - 2017

**Philips Design, Hong Kong, Amsterdam** / External Consultant Senior Art Director

1994 - 2015

**Ming Tung Graphic Design Team, Malaysia** / Partner, Creative Director

2000 - current

**Running Tiger Studios, Hong Kong** / Founder, Creative Director

1998 - 2000

**Philips Design Global Audio, Hong Kong** / Senior Art Director

1991 - 1994

**Van Bragt Ontwerpen, the Netherlands** / Owner, Creative Director

1986 - 1991

**Studio Dumbar, the Netherlands** / Senior Designer

1985 - 1986

**Studio Donald Janssen, the Netherlands** / Freelance Designer

**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

ADCN Art Directors Club Netherlands <sup>3)</sup>

1990

D&AD (Design & Art Directors Club United Kingdom) 2x 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**

Signify (Philips Lighting)<sup>1)</sup> / Lanzfeld Editions<sup>1)</sup> / Steenbok Cigars<sup>1)</sup> / Reckitt Singapore<sup>1)</sup> / Royal Spice Gardens Indonesia<sup>1)</sup> / Procter & Gamble Greater China / Philips Design (multiple businesses)<sup>2)</sup> / Malaysia Convention & Exhibition Bureau & Malaysia Major Events<sup>3)</sup> / Microsoft Corporation<sup>3)</sup> / ING Insurance Malaysia<sup>3)</sup> / Pacific Basin Economic Council<sup>3)</sup> / Petronas Malaysia<sup>3)</sup> / Kuala Lumpur City Centre (KLCC)<sup>3)</sup>.

**Lectures, workshops, judging**

**'About Branding', Bali** / Lecture at the faculty of Institut Seni (Art) Indonesia, at Komaneke Resort Bisma, Ubud  
**'What about Branding', Bali** / Lecture at Outpost, creative hub, Ubud  
**International Conference on Multimedia, Architecture and Design (IMADe2020), Bali** / (zoom) presentation about Destination Branding for a 'New Bali' for Sekolah Tinggi Desain (School for Higher Design)  
**Product Design & Trade Promotion Centre, Guangzhou** / Presentation at Dutch Design Works, Canton Fair  
**Kuala Lumpur Design Forum (KLDF)** / Presentation themed 'Second Nature', in conjunction with ArchiDex  
**'Kyoorius Seminar 01, Mumbai** / Presentation at the Blue Sky Lounge. Organised by Transasia Papers  
**D&AD design awards India chapter, New Delhi** / Member judge organised by Kyoorius Design Yatra  
**'Face2Face 2005', Stuttgart** / Presentation the Design Centre  
**'Curious Culture', Pattaya** / Lecture/ workshop at design conference by Antalis/Arjo Wiggins Paper  
**Limkokwing University of Creative Technology, Kuala Lumpur** / Guest lecture  
**University of the West of England, Bristol** / Lecture/ workshop  
**The Cooper Union, New York** / 'Graphic design and typography in the Netherlands'  
**HDM/Young & Rubicam Malaysia** / Guest lecture  
**Academy of Fine Arts, Utrecht**, Guest lecture  
**Willem de Kooning Academy of Fine Arts and Design, Rotterdam** / Guest lecturer (typography)  
**Malaysian Institute of Art, Kuala Lumpur** / Guest lectures

**Publications** (featured)

**IDN magazine** / Article 'Walking in the Footsteps of Giants'  
**Eye Magazine No. 1** / Feature on the corporate identity of the PTT (Studio Dumbar)  
**Emigré Magazine No. 25** / Article written for the science section 'The Visual Perception of the Eye'  
**'Getting Rich Quick'** / Article written for BNO (Dutch Designers Association) the about being a designer in Southeast Asia, in conjunction with the Business of Design Week, Hong Kong  
**Graphic Design and Typography in the Netherlands: A View of Recent Work** / by Ellen Lupton, New York / The Cooper Union and Princeton Architectural Press

**Exhibitions** (designed / featured)

**'Gagal' (fail)** / Exhibition of Ton's photographic work / Moson Resort, Seminyak, Bali  
**'Pimpin' Dutch'** / Exhibition graphics for this event in conjunction with the Business of Design Week Hong Kong.  
**'People's Paint'** / Exhibition graphics as part of the Detour / Business of Design Week Hong Kong.  
**Post Museum The Hague** / Postage stamps 25th wedding anniversary Queen Beatrix & Prince Claus  
**University of the West of England, Bristol** / Part of exhibition  
**The Cooper Union New York** / 'Graphic design and typography in the Netherlands'

**References and recommendations**

**Olga Gutierrez de la Roza** / Former Global Hair Care Design Director and Pantene Brand Experience Leader at P&G, Geneva  
 "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** / Senior Vice President Reckitt ASEAN / Former Vice President Procter & Gamble 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 Chinese consumer. I would recommend him to any organization that needs high quality design.”

**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 skillful 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.”

**Jeroen Chabot** / Dean Willem de Kooning Academy Rotterdam  
“.. he worked as a part time Typography teacher in our department of Graphic Design. We remember him as a dedicated teacher and a well respected colleague. In his work he was able to merge the artistic values with corporate and commercial requirements. During his stay with us he was part of a team of famous graphic designers that contributed to a design culture that made Dutch graphic design such an important part of now famous ‘Dutch Design’.”

**Tom Klinkowstein** / President of Media A LLC, Professor at Hofstra University and Adj. Professor at Pratt Institute, New York  
“Ton’s work is comprised equally of what is excellent about design and where we are and where we are going to.”

**Janou Pakter** / Founder and CEO at JANOU LLC, New York  
“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.”

**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, Amsterdam  
“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.”

**Tom Bailey** / D&AD Awards Team  
“Inclusion in our annual is a clear indication that Ton van Bragt is a highly regarded professional in the advertising and design fields, and that his work is referred to by others in the field as on the cutting edge of design and creativity. A panel of the advertising, design and branding industry’s top talent judged this category”.