

TON VAN BRAGT

Brand and Communication design & consultancy

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Introduction

- > As a multiple award-winning Dutch design professional with an extensive international career, I have a track record of delivering **outstanding solutions in communication design**. Most recently, at **Procter & Gamble Beauty**, I managed the brand, retail, packaging and e-com design for Vidal Sassoon in China, premiumising and enhancing shoppability on shelf and online. For over two decades I have delivered multiple design programmes for **Philips Design** internationally. I was partner and Creative Director at **Design Team** in Malaysia for 20 years.
- > My strength lies in developing solid business strategies into robust, impactful and compelling brand programs that deliver measurable and lasting impact to the business.
- > I have been a speaker and judge at **international design conferences** and competitions and a design educator.

Career objective

To obtain a challenging position as a Creative Director / Senior Art Director in a dynamic international design organization that will allow me to utilize my creativity, design skills and experience to develop innovative and effective branding solutions that meet the needs of demanding clients worldwide.

Key skills

Design management / art direction / photography / graphic & typographic design education / Adobe CS / Keynote

Languages

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

Selected awards

German Red Dot awards for Communications Design ¹⁾ / Dutch Good Industrial Design ²⁾ / Type Directors Club New York ³⁾ / ADCN Art Directors Club Netherlands ³⁾ / D&AD United Kingdom Gold, Silver and Bronze ³⁾

Selected work experience since 1985

- 2019 - current Ton van Bragt Design, Bali / Independent brand and communication design & consultancy
- 2017 - 2019 Procter & Gamble Beauty, China / Principal Design Manager Hair Care Greater China
- 2001 - 2017 Philips Design / External Consultant Senior Art Director
- 1998 - 2000 Philips Design, Hong Kong / Senior Art Director
- 1994 - 2015 Ming Tung Graphic Design Team, Malaysia / Partner, Creative Director

Selected clients

Signify (Philips Lighting) ¹⁾ / Reckitt Singapore ¹⁾ / Royal Spice Gardens Indonesia ¹⁾ / Philips Design ¹⁾ / Malaysia Convention & Exhibition Bureau ⁴⁾ / Malaysia Major Events ⁴⁾ / Petronas Dagangan Malaysia ⁴⁾ / Kuala Lumpur City Centre (KLCC) ⁴⁾ / Microsoft Asia ⁴⁾

Selected publications & exhibitions (featured)

- IDN magazine / Article 'Walking in the Footsteps of Giants'
- Eye Magazine No. 1 / Feature article on the new corporate identity of the PTT (Dutch Post & Telecom) / at Studio Dumbar
- Emigré Magazine No. 25 / Article written for the science section 'The Visual Perception of the Eye'
- Graphic Design and Typography in the Netherlands: A View of Recent Work / Ellen Lupton / Princeton Architectural Press
- Post Museum The Hague / Postage stamps commemorating the 25th wedding anniversary of Queen Beatrix & Prince Claus

Education

- 1980 - 1985 Bachelor of Arts in Communication Design, the Netherlands / Avans University of Applied Sciences (formerly St. Joost Academy of Fine Arts)

Interests

Photography, movies, travel, meditation, walking, swimming, scuba diving

References are available upon request

- Olga Gutierrez de la Roza / Former Global Hair Care Design Director at P&G, Geneva
- Sumeet Vohra / Senior Vice President Reckitt ASEAN, Singapore
- Jeroen Chabot / Dean at Willem de Kooning Academy Rotterdam
- Tom Klinkowstein / President of Media A LLC, Professor at Hofstra University and Adj. Professor at Pratt Institute, New York.

¹⁾ Ton van Bragt Design ²⁾ Philips Design ³⁾ Studio Dumbar ⁴⁾ Design Team Malaysia