



### ABOUT

I'm a Creative Designer based in Cyberjaya, Malaysia, where I live with my wife and kid. My journey in design began with a degree in Advertising Design at MMU, Cyberjaya. In 2015, I published a book, *Cerita Budak Design* where I wrote about anecdotes of my experience as a creative. I sometimes write on social media, and I occasionally do videos on YouTube.

Nearly 15 years, I've been immersed in but not limited to branding, campaigns, publications, audiovisual, and marketing design. My guiding principle has always been the same: how can it be done differently? I'm not into chasing trends; I'm into what feels authentic. Often, I consider my work challenges norms and ventures into the unconventional—it's risky but also rewarding, offering a fresh new perspective.

I got my start in the theatre and entertainment industry where I worked in production such as *Cuci The Musical 2*, *Lat Kg Boy Sebuah Muzikal* and *Supermokh The Musical*. Then I made a significant pivot in 2013 to work in politics with Rafizi Ramli, then an Opposition MP, who is now the Minister of Economy. In 2016, he founded *INVOKE*, where I was made the Head of Creative, an organization that invoked a societal change in Malaysia.

A BRIEF  
HISTORY OF  
WHO AM I  
OF WHAT  
DIDN'T  
HAPPENED  
OF WHAT  
I DO FOR A  
LIVING  
OF WHO I'VE  
WORK WITH

&  
OF HOW  
I END UP  
WHERE I AM  
TODAY

RESUME  
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WORK EXPERIENCE

**INVOKE**

AUG 2016 - PRESENT

57000 Sungai Besi, KL  
Chief Creative Officer

Started as a social enterprise in 2016 and pivoted into a commercial entity as a big data agency startup in 2018. The organization focused on a political campaign for the general election using scientific methods of analytics, data science, and digital campaigns. INVOKE now offers retail services to a wide range of clientele.

FROM 2018 ONWARDS –

Hired & manage a cumulative of 30 creatives for the Creative department.  
Branding for INVOKE.  
Branding for tech-products for Adnexio, Decoris, Meniaga & CISTA.  
Branding for third-party tech-product - CITRA.  
Branding for clients - Raya Airways, Gading Marine, PJ Lestari, Zakat Selangor  
Branding and Master Design for Ayuh Malaysia campaign.  
Social media campaign for clients - JOI, Ayuh Malaysia.  
Social media campaign for INVOKE.  
UI/UX conceptual design for Adnexio and Meniaga.  
UI/UX design for INVOKE, Adnexio & Decoris Website.  
UI/UX design concept for CITRA.  
Desktop publishing for INVOKE company profile.  
Desktop publishing for We Are INVOKE, book.  
Dekstop publishing for Quarterly & Annual Report.  
Desktop publishing for 2019 MCMC Internet User Survey.  
Desktop publishing for clients - Capital A, MCMC Media Matters 7.  
Interior Design concept for the new INVOKE headquarter.

PREVIOUSLY FROM 2016 – 2018

Branding for Bina Semula Negara campaign tour.  
Branding for livestream show - Terus Terang.  
Branding for livestream show - So Apa Cita Minggu Ini.  
Branding for livestream show - INV8 News.  
Branding for livestream GE14 show - War Room & Election Night.  
MCP livestream producer.  
Desktop publishing for ACIES survey reports, PACA & BSN book.  
Design Master campaign materials for 90+ GE14 candidates.

**WORK EXPERIENCE****Shah Alam Convention Centre**

40000 Shah Alam, SEL  
Senior Graphic Designer

NOV 2015 - MAR 2016

A convention centre located in the heart of Shah Alam that provides services as a MICE tourism industry player. SACC owns a bistro and was also the manager for Kelab Golf Seri Selangor. Started as a consultant for 8 months and another 5 as a full-time.

Design new concept for services brochure.  
Design new concept for the bistro's menu.  
Design for VIP events - ie. wedding attended by Sultan Selangor.  
Design for SACC events - Liqa' Ukhwah, Charity Golf.  
Design concept for SACC new website.  
Photography for the bistro's new menu.  
Photography for events held in SACC.  
Marketing campaign proposal for SACC - "Defying Convention".

**NOW Malaysia**

63000, Sungai Besi, KL  
Creative Designer

NOV 2013 - NOV 2015  
& MAR 2016 - AUG 2016

An NGO that focuses on championing oversight and whistleblowing was founded by Rafizi Ramli (now Minister of Economy) and Akmal Nasir (now Deputy Minister of Energy Transition and Water Transformation).

Design for social media campaign.  
Design for political campaign.  
Design for printed collaterals - report, program book.  
Design & audio-visual materials for fundraising dinner.  
Audio-video production.

**Freelance, Creative Designer**

JAN 2013 - NOV 2013

Worked on various freelance design jobs before scoring with a big musical theatre project in Istana Budaya, Supermokh Sebuah Muzikal.

**Brotherhood Arts**

53100, Taman Melati, KL  
Social Media Executive & Designer

MAR 2012 - JAN 2013

A local design studio that started as a apparel company that focused on promoting Islamic universal messaging. As the company grew, it offered creative services to clients.

Design collaterals for clients.  
Design concepts for new merchandise.  
Scripted & directed "TAGIH" a webseries for Ramadan.  
Scripted & directed video promo for Rose 2 Rose charity dinner.  
Produced & scripted "Hijrah Saya" for Awal Muharram.

## WORK EXPERIENCE

### **H+A Studio**

47280, Subang Jaya, SEL  
Co-Founder & Art Director

APR 2011 - MAR 2012

**Co-founded a design studio with three friends-MMU-classmates. H+A Studio positioned itself as a young and vibrant creative studio that comes with fresh and somewhat daring, non-conventional ideas.**

Official photography for Lat Kampung Boy Sebuah Muzikal.  
A&P design master for Cuci The Musical "Last Kopek".  
A&P design master for Konsert Awie & Ella at Istana Budaya.  
A&P design Master for MMU Cyberjaya Convofest 2011.  
TV branding for Dikir Zikir first season on TV Al-Hijrah.  
Co-partner with Farihin Abdul Fattah for TV program proposals.  
Produced "Kitakan BFF" short film for KL48 Hour Film Project 2011.  
Produced "Waktu Dulu" short film for KL48 Hour Film Project 2012.

### **K+LAB Studio**

47650, Putra Heights, SEL  
Junior Art Director

JUN 2010 - MAR 2011

**Started as an intern for an industrial internship program in the first trimester of the final year degree and was later offered a fulltime position. K+LAB Studio was a local design studio that focused in providing design and AV production solutions to their clients.**

Design assistant for Cuci The Musical 2.  
Official second photographer for Cuci The Musical 2.  
AV assistant for Aura Muzika, a music TV program for RTM.  
AV assistant for Rena Melodi, a music TV program for RTM.  
AV assistant for Negeri Sembilan Investment Centre corporate video.  
AV assistant for a local artist music video.  
Various design and 3D works for clientele.

### **Studio HDJ**

63000, Cyberjaya  
Founder & Chief Creative Officer

MAR 2010 - PRESENT

**Started as a personal branding project that grew to become a studio-front for freelancing projects. Studio HDJ is a Design for People studio that strives to unleash brand creative madness, Get Crazy. On a project basis, the studio partnered with other agencies to provide design and creative solutions. In 2024, Studio HDJ begins its new journey as an Independent Defying Convention Creative Collective.**

A&P design master for Supermokh Sebuah Muzikal.  
A&P design master for Supermokh Muzikal Restaging.  
A&P design master for Lawak Ke Der 1.  
A&P design master for Lawak Ke Der 2.  
A&P design master for Lawak Ke Der 3.  
Desktop publishing for Cerita Budak Design.  
Branding for clients - BT Holidays, Sanara Travel, Wonderlust Escape.  
Desktop publishing for Deutscher Brand Summit 2024 Program Book.

**WORK EXPERIENCE****STUDIO HDJ X SHUE ELLIS COMMUNICATION (PR AGENCY) PARTNERSHIP**

2010 - 2015

Design master for Penang Second Bridge brochure.  
Photographer for The Jackson Five concert in Malaysia.  
Design collaterals & photo for the MOHRAM duo.  
Design Master for Sami Yusuff concert proposal.  
Design Master for Amanat MuZikhat concert feat. MOHRAM.

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**EDUCATION****Bachelors of Multimedia (Hons) (Media Innovation)**

2007 - 2010

Multimedia University, Cyberjaya, Selangor, MALAYSIA

**Foundation in Creative Multimedia**

2006 - 2007

Multimedia University, Cyberjaya, Selangor, MALAYSIA

**Science Stream, SPM**

2004 - 2005

Sekolah Menengah Islam Hira' Jeram, Selangor, MALAYSIA

**DESIGN TALK****Reka untuk Jiwa, Series** FOR Creative Team, INVOKE

2013 - PRESENT

**Start with Type** FOR Commercial Team, INVOKE**Design for People** FOR KEIP Batch 8**Designing Politics 101** FOR KEIP Batch 6**WTF is Design?** FOR Mahasiswa Keadilan**PUBLICATION****Cerita Budak Design**

2015

Kopi Press

**Zine Kechik Gila, Series**

2018

Self-published

**Mama Tengok Ni, Zine**

2021

Self-published

**Cerita Budak Design, Zine**

2024

Self-published

**OTHERS****Industrial Advisor**

2020 - 2022

International Islamic College, KL

**SKILLSETS**

Branding Design & Brand Strategy  
Creative Strategy & Creative Concept  
Graphic Design, Print & Digital  
Audio-Visual, Photography & AV Production  
Desktop Publishing, Publication

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