

ABOUT

A Creative Director with 15 years in branding, campaigns, publications, audiovisual and marketing design. I challenge norms by seeking what feels authentic over chasing trends, bringing unconventional & sometimes risky ideas, yet rewarding of fresh perspectives. In 2016, as Chief Creative Officer at INVOKE, I built its creative department from the ground up, leading over a thousand projects. As a Creative Leader, I believe creatives thrive in a non-conventional environments where ideas are nurtured, celebrated and given the freedom to express and create.



Hidayat J.

Creative Director

+6 011 5418 0782

hidayatjamalolail@gmail.com

hidayat.studiohdj.com

EDUCATION

Multimedia University, Cyberjaya
Bachelors of Multimedia, Media Innov.
2007 - 2011

Multimedia University, Cyberjaya
Foundation of Creative Multimedia
2006 - 2007

EXPERIENCE

Senior Commercial Executive
Gading Marine Industry

2025

Hired to work independently for the revamp project of the entire organization's branding and marketing. The project started with a proposal that briefly explained the one-year game plan. Mediums involved are not limited to website, social media, audio-visual and print. Single-handedly revamp their website in less than one month before the LIMA'25 exhibition. The first six months have seen a significant growth jump in impressions and engagements and a steady metrics month-on-month.

Chief Creative Officer
INVOKE Solutions Sdn Bhd

2016 - 2025

Worked closely with the Founder-CEO to build the organization's brand image and the Creative team. Hired a cumulative of 30 creative personnel from various backgrounds, where the team worked for more than 1000 clients, mainly SMEs including MNCs, GLCs and international brands while at the same time working on building the organization's tech-products.

The Creative team played a vital role during the 14th General Election campaign, where we were the backbone for the Bina Semula Negara campaign tour and 15th General Election campaign, Ayuh Malaysia. After the pivot from social enterprise to a big data startup, the Creative team was vital to everything creative and design where we were the key personnel to work on branding, UI/UX, digital marketing collaterals for both static & audio-visual and spatial design.

PERSONAL

Hidayat Jamalolail
Married + 7 years old kid
Ceria Residence, Cyberjaya
4th March 1989 (36 y/o)

KEY ACHIEVEMENT AT INVOKE

Successfully pivoted individuals from non-creative backgrounds (law and culinary) and expanded individuals' niche creative skills to broaden their horizon in the creative field (ie, from video to graphic design & vice-versa).

SKILLS

Creative Leadership
Creative Management
Team Development

Brand Strategy
Branding Design
Creative Strategy
Creative Concept

Graphic Design
Print & Digital
Photography
AV Production
AV Post-Production
Desktop Publishing
UI/UX Design
Website Design

TOOLS

Adobe Creative Suites
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe InDesign
Adobe XD
Wordpress
Final Cut Pro
CapCut

SOCIALS

linkedin.com/in/hdjklmnopqrst
instagram.com/hdjklmnopqrst/
facebook.com/hidayatjamalolail

EARLY CAREERS

Senior Creative Designer @ Shah Alam Convention Centre

2015 - 2016

Work on print collaterals for the services and packages offered by the venue and the menu for their bistro. During my time, I've also worked on a couple of high-profile events, such as the Liqa' Ukhuwwah and VIP wedding attended by the Sultan of Selangor. Covered photography for Charity Golf held at the Seri Selangor Golf Club, which was also managed by the same management.

Creative Designer @ NOW Malaysia

2013 - 2015

An NGO that focuses on championing oversight and whistleblowing, where I was hired as their sole Creative Designer to manage their social media collaterals that involved both static visuals and audio-visual content. Design mastered a campaign to raise funds via online and a fundraising dinner.

Social Media & Designer @ Brotherhood Arts

2012 - 2013

At Brotherhood Arts, I was the Social Media Designer, where I worked to produce a couple of web short films for Ramadhan and Maal Hijrah; TAGIH and Hijrah Saya. Worked also on AV project for clients, ie. a video campaign for a fundraising dinner for Palestine and design, photography and AV campaign for the organization's merchandise products.

Junior Art Director @ K+LAB Studio

2010 - 2011

Started my career at K+LAB before graduation, where I was exposed to the entertainment industry, specifically the theatre musical. I was the advertising campaign Art Director for Cuci The Musical 2 and Lat Kg Boy Sebuah Muzikal. Involved in production for the Lemak Kampung Santan film, Aura Muzika and Rena Melodi, a TV program series for RTM.

OTHERS

Industrial Advisor for International Islamic College, KL

2020

Wrote Cerita Budak Design (Published by Kopi Press)

2015

Self-Published Zine Kechik Gila, Series

2018

Self-Published Mama Tengok Ni, Zine

2021

Self-Published Cerita Budak Design, Zine

2024

Reka untuk Jiwa, Creative & Design Talk

2018

Start with Type, Design Class 101 for Non-Designer

2019

Design for People, Design Talk for Non-Designer Interns

2017

Designing Politics 101, Design Talk for Activists

2016

WTF is Design?, Design Talk Introduction

2014

PASSION PROJECTS

Co-Founder @ H+A Studio

A project by a group of friends where our highlights were stage production held in Istana Budaya (Konsert Awie & Ella, Cuci Musical 'Last Kopek' and working with Farihin Abdul Fattah for Dikir Zikir (TV al-Hijrah).

Founder & Creative Director @ Studio HDJ

Studio HDJ started as a personal branding back in my early career days, where I worked on freelance projects before pivoting into an Independent Creative Collective Studio that it is today. Studio HDJ is championing creative madness and believe in design can change the world.