

Manifesto: :Translated



Disclaimer.

This portfolio is a glimpse into my creative approach—translating ideas into form through selected works from past and recent projects. It will show how I think, what I make and the perspective I bring to design.

Branding opens
the door to great
stories; & no project
is ever too small or
big for one.

Brand Design
Publication
Audio-Visual
Graphic+Print
Photography
Digital Design



A member of
گادیغ گروپ
GADING GROUP

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Fast—Impeccable—Capable

www.gadingmarine.com



A member of



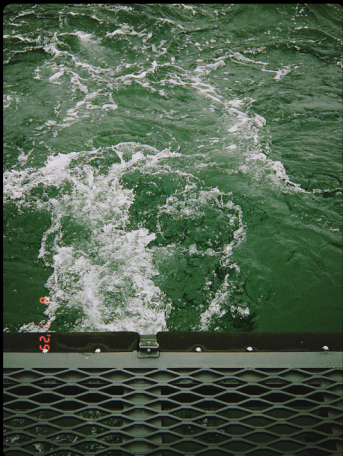
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Social Media for
Gading Marine Industry

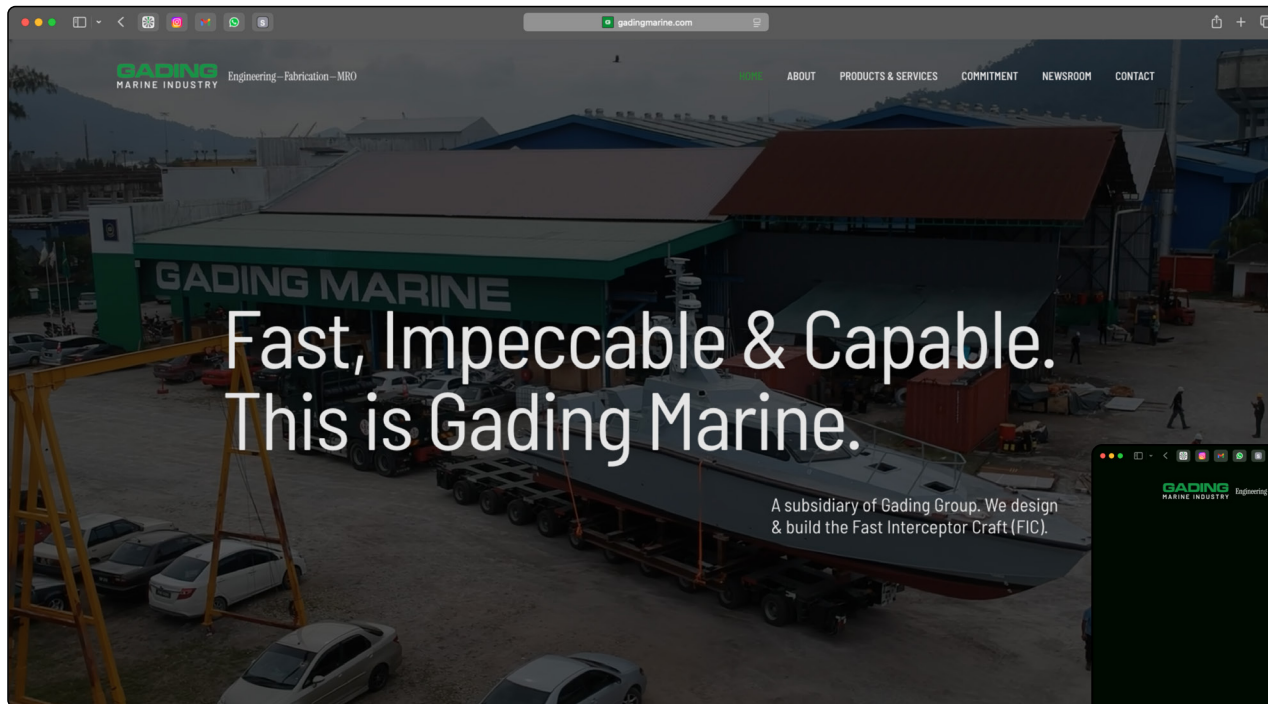




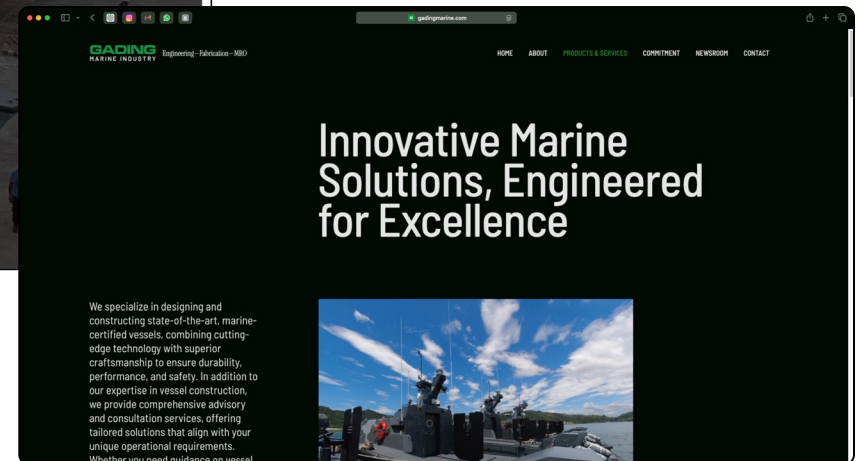


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www.gadingmarine.com



Website for
Gading Marine Industry



Brand Design for Holland's Fries

Food Diversity Culture

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OUR APPROACH

FOR HOLLAND'S FRIES

Food + Diversity + Culture = Brings People Together

Brand's nature.

Due to the location.

The Malaysian-ness.

Our proposed overall theme.

To some extent, the F&B industry can feel quite saturated, with countless competitors doing the same thing. So, we asked ourselves: beyond the "sedap-ness" of their food, what truly makes a brand stand out? The answer we uncovered? A brand needs to be *more* than just a place to fill an empty stomach. That led us to the next question: how does an F&B brand become something more?



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LAPAR TAK KELAIKAR

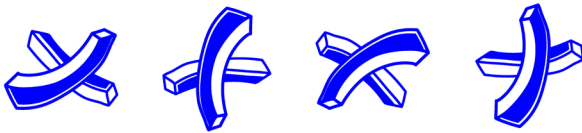
This is where subtle Malaysian culture shines. Remember those uni or college days, stuck alone in your hostel during semester break, and your stomach growls in the middle of the night? You'd think, "Weh, tak kelakarliah lapar tengah malam. Dahlah sorang je ni." That nostalgic feeling is the essence we want to capture and deliver with Holland's Fries—comfort and connection, even in the loneliest moments.

OUR APPROACH

DESIGN COMPONENTS

FOR HOLLAND'S FRIES

LOGO ICON



We proposed the simplest and most obvious icon for the logo—a fresh-cut fry. The icon isn't static; it adapts to different mediums (as shown above). This fluidity sparks creativity, aligning with our belief that design should evolve. From packaging to marketing materials to the physical store, the brand can change over time, creating a unique, exciting experience that keeps people coming back.



OUR APPROACH

DESIGN COMPONENTS

FOR HOLLAND'S FRIES

BRAND NAME



The brand's name comes in two versions. The first is a safe, straightforward option, ideal for all design collaterals. The second is quirky, cheeky, and borderline offensive—but it grabs attention, it's a bold, guerrilla-style approach that's risky and open to interpretation, depending on the viewer's perspective. But instead of leaving it to the (wild) imagination, we provide the answer upfront.

OUR APPROACH

DESIGN COMPONENTS

FOR HOLLAND'S FRIES

BRAND STAMP



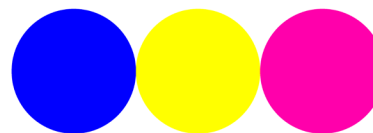
This is likely the only standard and straightforward brand component—a stamp symbolizing the brand's promise. While simple, it's versatile: It can feature on marketing posters, as stickers on freshly made food packaging, or even as button badges for kitchen crews, reinforcing HP's commitment to its customers.

OUR APPROACH

DESIGN COMPONENTS

FOR HOLLAND'S FRIES

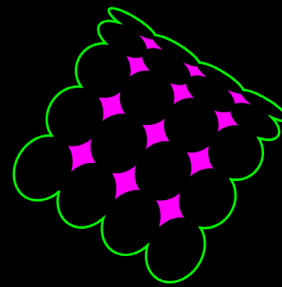
COLOURS



We proposed the most "un-food" colors imaginable for Holland's Fries. Why? Because we're thinking ahead—way ahead. First, it's bold. These colors are distinct enough not to distract from the food itself (because let's face it, the drooling should be for the fries). At the same time, these colors pop! They stand out, grabbing attention even from a distance, making people go, "Eh, what's that ah?"



A COLLABORATION BETWEEN TWO—BUTTERFLYHIPPO & STUDIOHDJ



Reka—Warna & Semua Antara Dua

DESIGN—COLOUR & EVERYTHING IN BETWEEN





GREEN ✧ FUCHSIA // 2025

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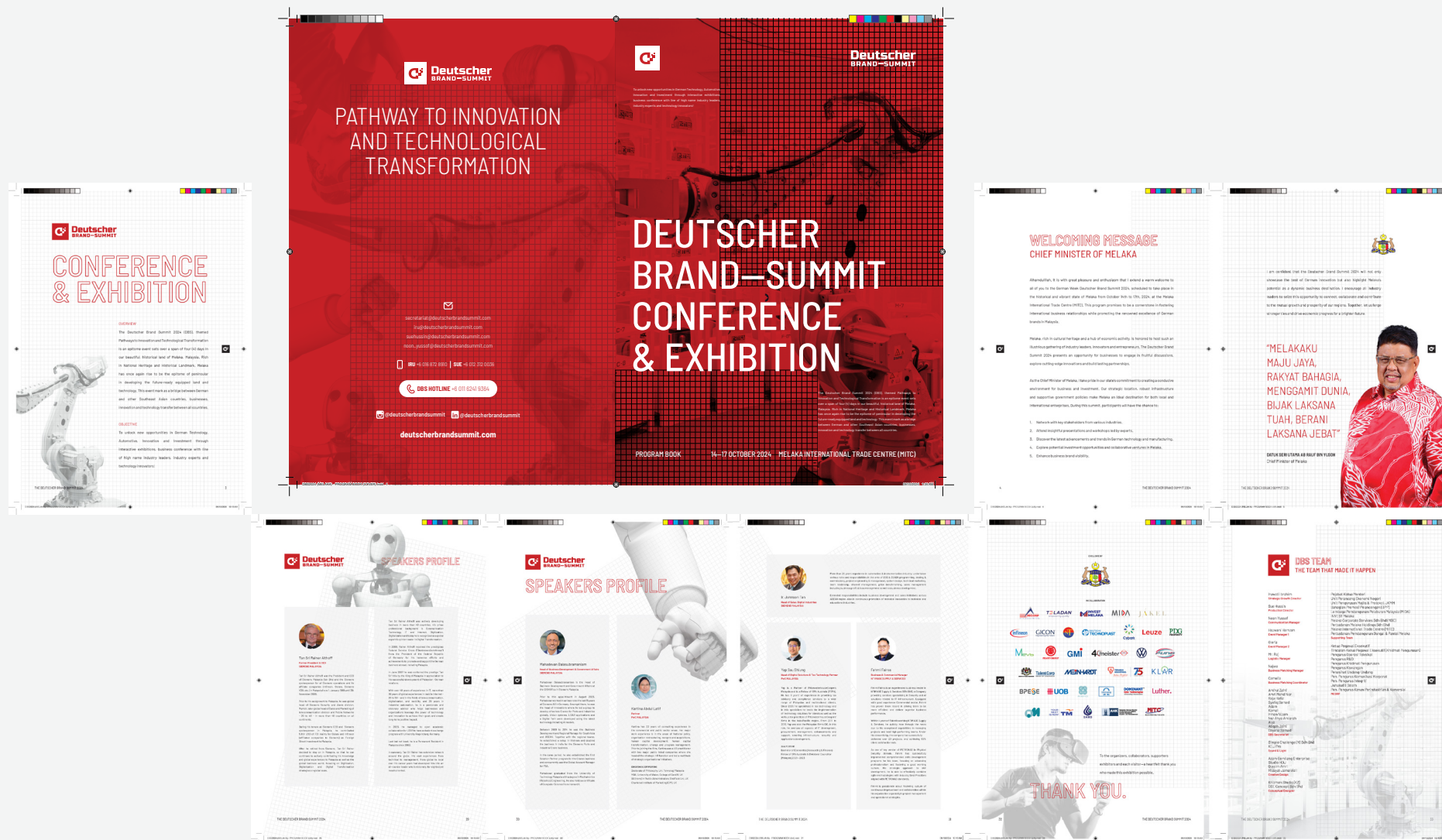
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Publication Design for Deutscher Brand Summit





Deck Design for Ezy Events



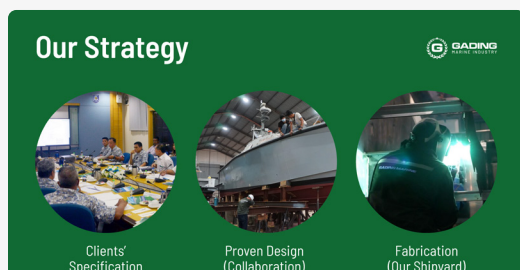
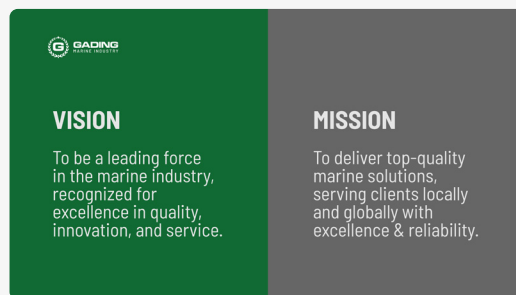
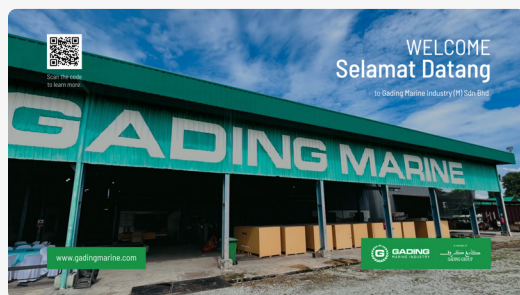
Deck Design for Gading Marine

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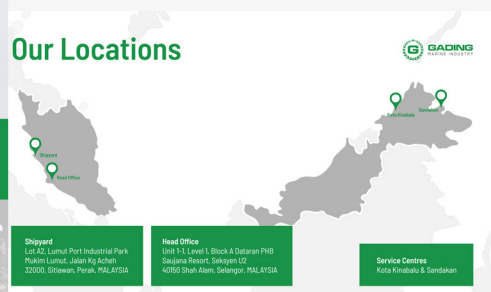
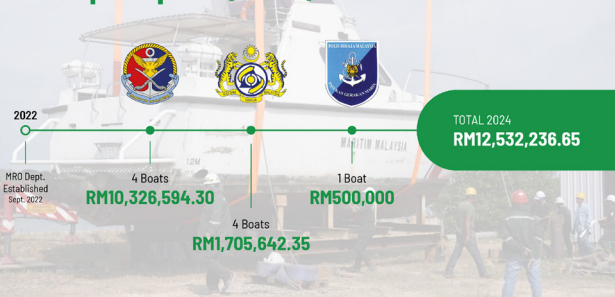
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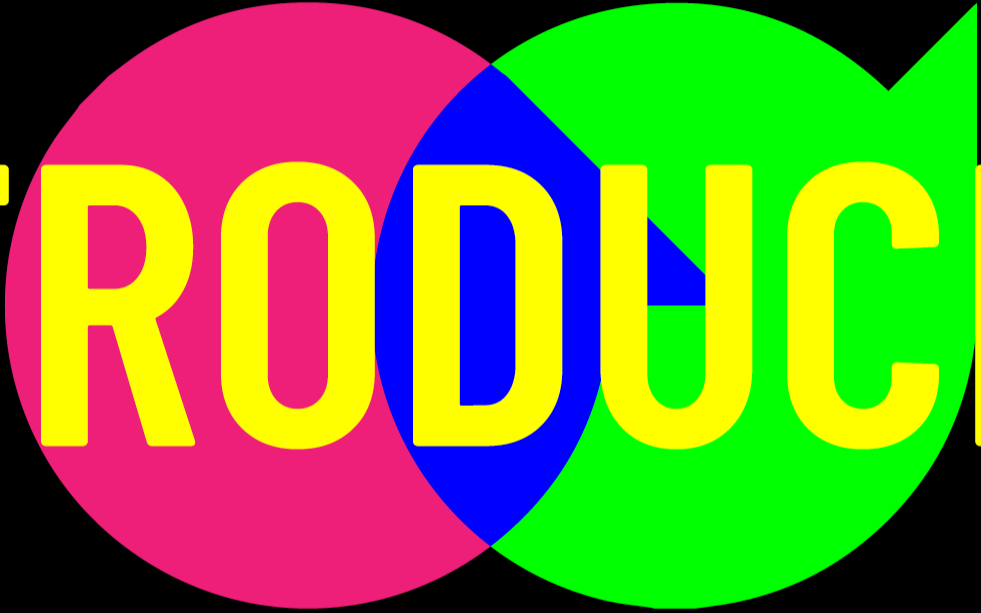
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Ship Repair (MRO) Track Records



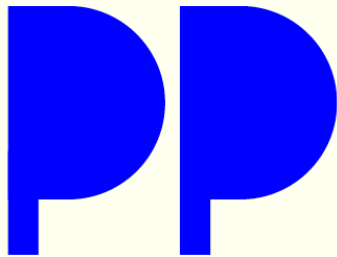


INTRODUCING

Brand Design for Policy Pod

OUR APPROACH

FOR POLICY POD



The P+P initials
for Policy Pod

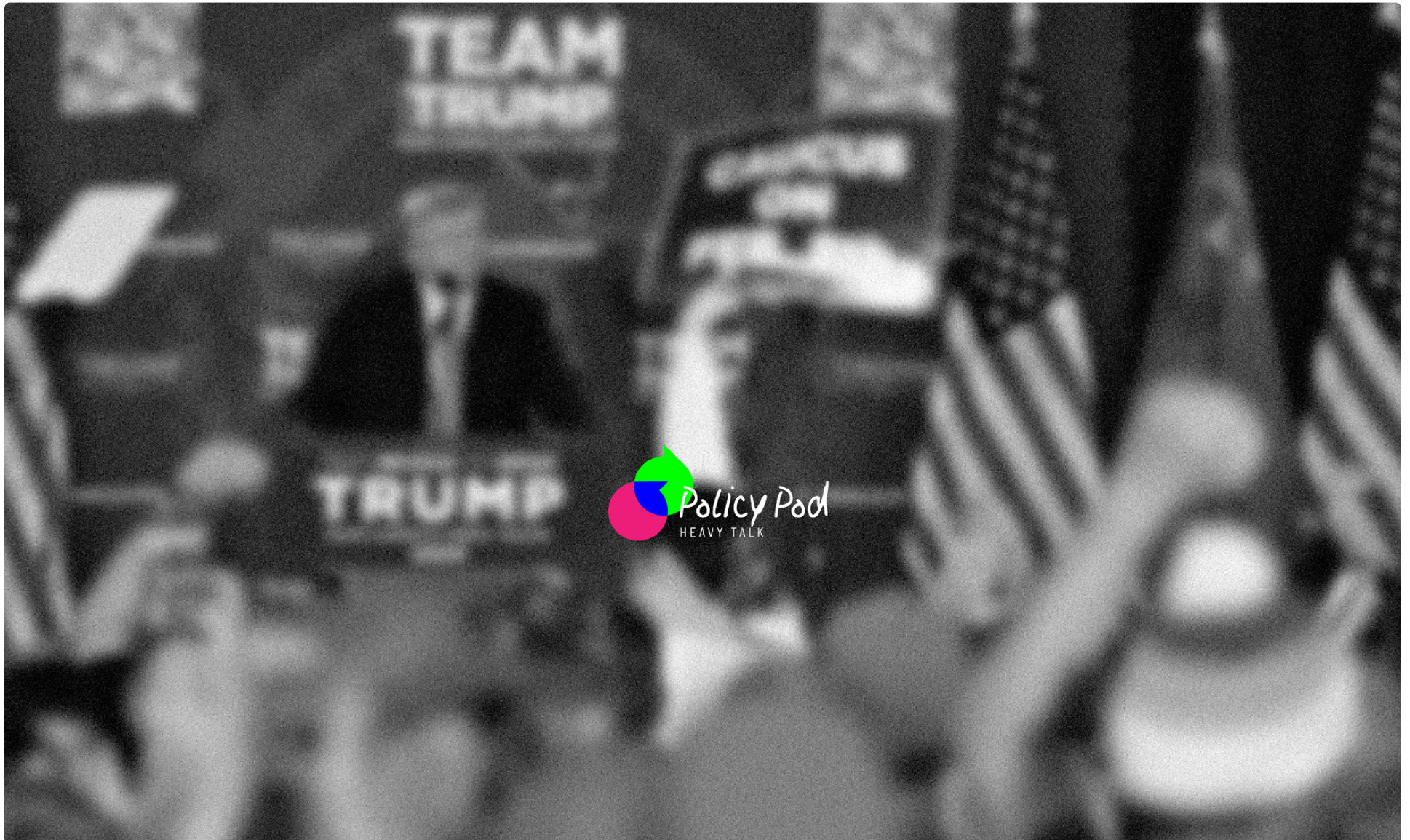


Word cloud for
dialogue or talking

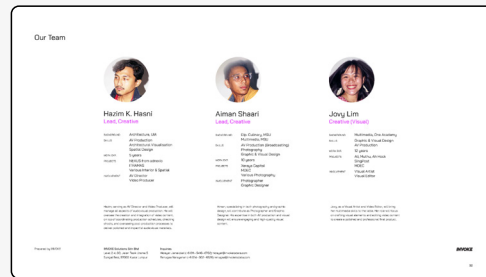
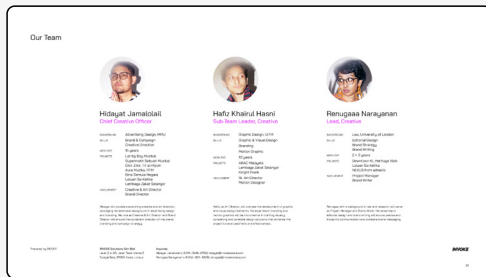
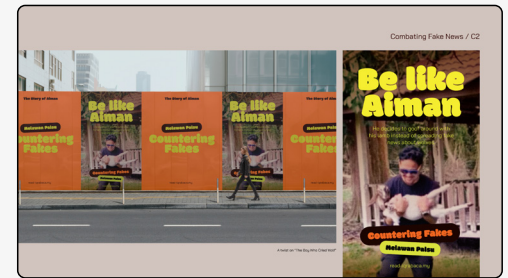
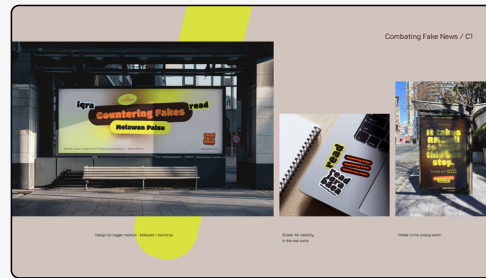
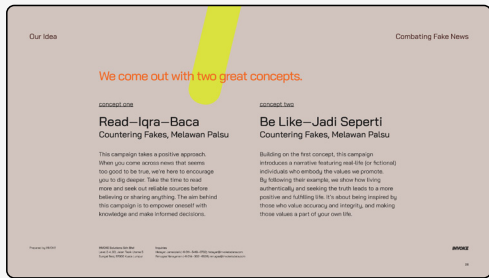
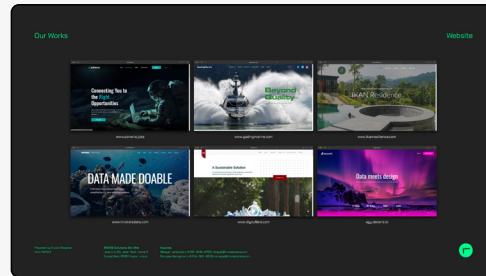
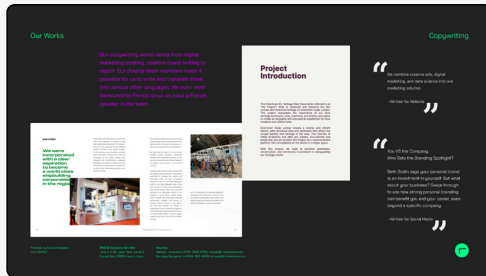
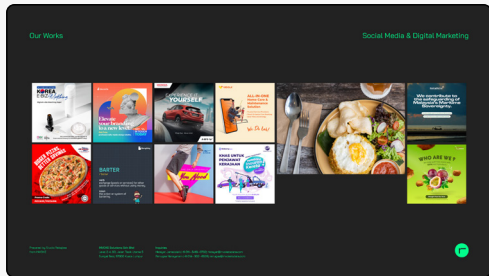
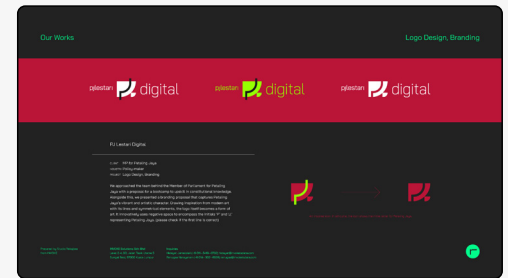
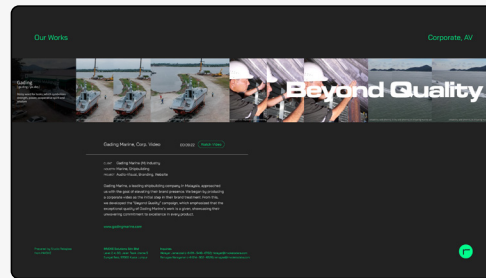
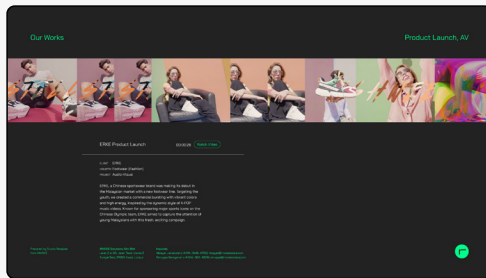
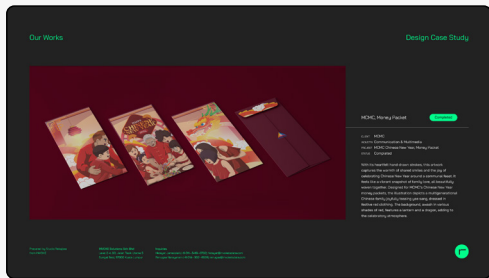
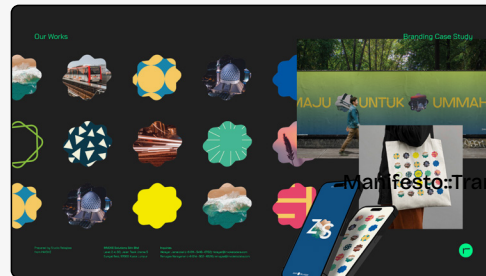
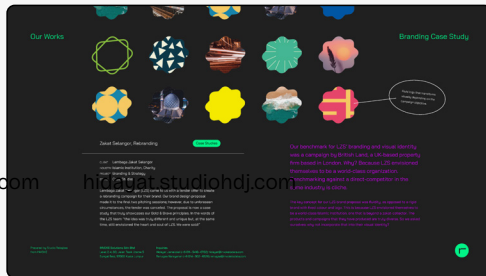


HEAVY TALK

Policy Pod







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Mekar Capital Fund

Delivering High Growth & Sustainable Investment Opportunities

Private and Confidential. Not for Distribution. Addressing Key Investors.

MAY 2020

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GENERAL PARTNER

Former
Investment Banker
M&A Team Lead
Investment Capital Management
Team



AHMAD SHAHIZAM BIN MOHD SHARIFF
GENERAL PARTNER

CEO/Managing Director
E&I/Investment Banker
Regional Technical Support
F&C/Investment Team

Founders / Management Team

Founders / Management Team

SYED IZMI JAMALULLAIL
GENERAL PARTNER



**AHMAD SHAHIZAM
BIN MOHD SHARIFF**
GENERAL PARTNER

Founders / Management Team

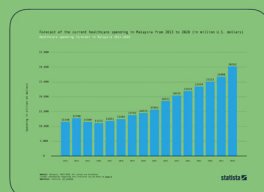
Unique Deal Sourcing Ecosystem

MULTI-FACETED DEAL SOURCING STRATEGY IS HARD TO REPLICATE

Investment Process



HEALTHCARE SECTOR



According to a report by the Malaysia Healthcare Travel Council, the country's healthcare industry was expected to reach a market size of RM60 billion (approximately USD8 billion) by 2025.

Analysis to derive research firm Statista also forecasts that the Malaysian healthcare market is expected to maintain an upward trajectory with a compounded annual growth rate of 9.5% between 2018 and 2025, from an estimated USD4.5 billion to just over USD9.3 billion.

The growth of the Malaysian healthcare sector has been driven by several factors, including the growing population, increasing demand for healthcare services, and the government's focus on improving the healthcare system. The industry is also expected to benefit from the increasing number of foreign investments in the sector, which is expected to drive the growth of the industry.

CAPITAL MARKETS
CORPORATE DEVELOPMENT
BUSINESS DEVELOPMENT
FINANCIAL PLANNING
INVESTMENT MANAGEMENT
OPERATIONAL SUPPORT

Areas where the Team has provided Value Added Services (VAS) to portfolio companies

OUR VALUE PROPOSITION

CREDIBILITY

Mekar Capital is a team of experienced professionals with extensive operational and financial expertise in the healthcare sector. This track record of success has enabled Mekar Capital to establish a strong reputation in the industry.

POTENTIAL SUPERIOR RETURNS

Mekar Capital plans to provide an additional set of services to its portfolio companies, including strategic advisory, financial planning, and operational support. These services are expected to drive superior returns for our investors.

SUSTAINABLE VALUE

The capital will be reinvested in the portfolio companies to drive growth and create value. Mekar Capital will also provide ongoing support to the portfolio companies to ensure they are able to sustain their value over the long term.

REPUTABLE COLLABORATION PARTNERS

Mekar Capital has established a strong network of collaboration partners, including industry experts, government officials, and other investors. This network is expected to provide valuable insights and support to the portfolio companies.



THANK YOU

Mekar Capital

Deck Design for Mekar Capital

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Publication Design for **We Are INVOKE**



PJ Lestari Digital

CLIENT MP for Petaling Jaya
INDUSTRY Policy-maker
PROJECT Logo Design, Branding

We approached the team behind the Member of Parliament for Petaling Jaya with a proposal for a bootcamp to upskill in constitutional knowledge. Alongside this, we presented a branding proposal that captures Petaling Jaya's vibrant and artistic character. Drawing inspiration from modern art with its lines and symmetrical elements, the logo itself becomes a form of art. It innovatively uses negative space to encompass the initials 'P' and 'J,' representing Petaling Jaya. (please check if the first line is correct)



Art Inspired icon. In silhouette, the icon shows the initial letter for Petaling Jaya.

Logo Design for PJ Lestari Digital

Creative Direction that is Bold, Rebellious & Feels Human.

I've got three basic rules (a creative manifesto): Defy Convention—Stories Matter—Inspired by Life. These are what define my work as a Creative Designer. For the past 15 years, I've immersed myself in numerous creative works. From branding to graphic design, video production to spatial design & everything else in between. My philosophy is simple: if you are creative, you can do anything. At least on the conceptual level. That's why I see everything that I do through the framework of branding. I believe that no matter how big or small the projects are, they must tie back to branding. The works that I do must reflect the brand or make a dent in it because at the end of the day, every creative thing will influence what people say about you—and that's what branding is all about.



Thank You.

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