

HIRING MANAGER Celsius Coffee

I sat behind the screen, wondering if this would work. But I remembered what Steve Jobs once said, "The people who are crazy enough to think they can change the world are the ones who do." My intention here is not to claim grand ambitions, but to focus on the value of embracing that "crazy"—the drive to challenge convention. My former boss once called me crazy, and while that word often sounds negative, I see it differently. Rather than follow the norm, I present to you a "Pitch Letter." Just as some universities request essays for admission, this is my attempt to express who I am, what I can offer, and why my unorthodox approach may bring something valuable.

When the word crazy was stamped on me, I believe that was the kind of crazy that the people who describe me as were thinking about. I normally do things the way that I want to, the kind of direction that I feel right, unorthodox, unconventional, going against the tide or some might even think, weird — the stuff that most people would not think of doing. But here's the thing, in my head, I've never thought of it that way; I've always seen it as normal. So I guess it's not.

I am through and through a fan of all things Creative. I remember almost two decades ago in my first design degree class, my lecturer went around the class asking each and every one to answer one simple question: what do you want to achieve in this class and in the future? My answer back then was to change the design scene. Just like the faces you may be making right now, so did my lecturer and all of my friends. So naturally, he asked back: What is it that you want to change? Sorry to disappoint, but I did not give any specifics, just my stubbornness that change was necessary. Fast forward about a decade and I may have finally found an answer. But, it is not an answer that is easily put in words; I'm still trying to figure that part out. The answer lies on my works; lies on the description that people have given me. In my fifteen years of career, it was colourful. I started in a typical creative-related industry - entertainment. I was involved in almost 10 stage productions held in Istana Budaya and many other projects in between that were either related to events, concerts, or productions. After three years, I took the leap into what no sane Creative would do — politics. Everyone questioned my decision, but it was a perfect match. Finally, I got the chance to inject creativity into a space that I felt was never creative, cool and forever soulless, visually. So I did what I do best and more than ten years have passed since.

That's who I am: thriving by going against the norm, driven by creativity and a desire to make a real impact.

On paper, I would not consider myself someone who's a die-hard coffee fan. I drank them almost every morning but if I did not, it's not the end of the world. I know people who talks about coffee passionately, knows the difference of different beans, the taste of them and everything; and most of the time, I would be at lost. I did not understand what they were saying but I have the utmost respect for their passion. Though I may not speak the language of beans and brews, but I understand passion—and I bring that same intensity to creativity. Working on a new project, the idea of endless possibilities is what excites me, even when I come with zero knowledge of the subject. Imagine an empty glass that's ready to be filled up. Learning new things is what I love best because it changes my perspective and opens doors to a whole new world.

And I'm also bringing with me a white canvas.

A soulful individual who's ready to make a difference and bring a somewhat fresh perspective. I can't promise results because that is something that I can never control. But what I can promise is that I would challenge the norms. You see, I have something that I named Creative Manifesto through my Studio HDJ platform. It was something that I've subtly implemented during my time at INVOKE and it was something that have been with me since forever. Probably since the days my lecturer asked that question. It was Defying Convention. A concept that is relatively simple but difficult to do.

The easiest way to describe it is this. Imagine you are in a sea of humans. So how do you stand out like a sore thumb? How do you get people to recognize you instantly? A concept that I develop during my time as a Chief Creative Officer was Against the Tide. It's basically when most people go a certain route, you walk against it. If most people choose the right turn, you go left. Saying it like this makes it sound easy. But doing so is hard. Try walking in a river against a strong tide or walking into the mosque after Friday prayers just ended. Or taking the left turn when it's obvious the road is dark, path is not clearly visible and full of bushes. That is not something easy to do, right? But I can sure you, once you reach the destination, the air that you breathe feel cleaner (even if it's still the same air) and the view at the end of that road not taken, is indescribable. But of course, the risk of all this not happening will always be there; I'm not brushing that off.

That's just how I see life is. It's about taking risk and at the end of the day, what comes may, you are satisfied. Even if it fails, it doesn't leave a huge hole in your heart.

Well, that's my pitch.

I'm forever grateful if you've come this far.

Thank you for taking the time to read my mind. To end my Pitch Letter, I've included in my email my **Resume, Manifesto::Translated**, a portfolio of my most recent and best works and **The Unfolding Issue**, a yearly Studio HDJ magazine-cum-profile. For more of what I've done and can offer, details can be found on these two platforms:

hidayat.studiohdj.com is my personal website and;
www.studiohdj.com is my Creative Collective Studio.

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Thank you and again, if it resonates, let's brew something together.