

HIRING MANAGER

I sat behind the screen, wondering if this would work. I could have played it safe and sent you a cover letter. A proper one with two paragraphs, structured and probably templated. But I didn't. What you have in front of you is a Pitch Letter. Think of it the way some universities ask for an essay instead of just grades or transcripts. The essay tells you who the person actually is because what matters most is not what you have done but actually how you think. A portfolio can only tell you so many things. It shows you the output; the end result of a decision already made. But the way someone writes; the way they explain their thinking, the way they choose to present themselves – that tells you how they think. And for a Creative Director, how you think matters more than what you've made.

My former boss once called me crazy – and I get it. I do things the way I feel is right, not the way it's always been done. Unconventional. Going against the tide. Some might even say, weird. 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. You see, I consider myself a through and through a fan of all things creative. Almost two decades ago, in my first design degree class, my lecturer went around asking each of us one simple question: what do you want to achieve as a Creative? My answer was to change the design scene. The faces in that room said everything. So he asked back: **what exactly do you want to change?** Sorry to disappoint, but I didn't have specifics. Just the stubbornness that change was necessary. Fast forward sixteen years later and I may have finally found the answer. The answer lives in the work. It lives in what people say after they've experienced it.

In those sixteen years, my career has been colourful. I started in the entertainment industry where I've involved myself close to ten stage productions at Istana Budaya and everything else in between: events, concerts, video productions. But then, three years in, I made a move that made everyone question my sanity. I went into politics. Not for the political games, but for the creative vacuum I saw sitting right in the middle of it. Nobody had made it interesting. Nobody had treated the visual identity of that political world as something worth doing. So I decided to become that agent of change. More than a decade later, change did happen.

The concept I've built everything on; the one that sits at the core of my Creative Manifesto, the one I developed under Studio HDJ – I call it Against the Tide. When most people take the right turn, you go left. When the path is clear and well-lit, you question it. Try walking into a mosque as Friday prayers just ends while everyone is walking out. Or taking a road that's dark, not clearly marked, full of bushes on both sides. It's not easy. But what I can tell you is this: when you get to the other end, the air feels different. The view at the end of that road not taken is indescribable. Sure, the risk of it not working out will always be there. I'm not brushing that off. But, as I found an interesting quote the other day in Lalaport, Life is About Having Fun. And taking risk is usually associated with having a bit of fun, is it not?

Here's what I bring to the table: the willingness to go where most wouldn't. To challenge the brief, question the assumption, take the turn nobody flagged. That's not a risk – that's the work. And I've seen enough to know that when you do it right, results follow. Not always in the shape you expected. But they follow.

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 the email my Resume and a document called **Manifesto::Translated**, a portfolio of my most recent and best works. For more of what I've got, details can be found at hidayat.studiohdj.com. I can also be reached at hidayatjamalolail@gmail.com and mobile at **+011-5418-0782**.

If it resonates, let's work something together.