

ABOUT

Creative Director with 16 years of experience leading brand identity, campaign systems, publications, digital, spatial and audiovisual work across startups, SMEs, national campaigns, F&B, marine, technology and entertainment. Former Chief Creative Officer at INVOKE, where I built and led a 30-person multidisciplinary creative team delivering 1,000+ projects for SMEs, MNCs, GLCs and national campaigns. I specialise in turning complex ideas into clear creative direction, building teams, and developing brand systems that move across digital, print, spatial and motion.



Hidayat J.

Creative Director

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EDUCATION

2007 - 2011
Multimedia University, Cyberjaya
Bachelors of Multimedia, Media Innovation

2006 - 2007
Multimedia University, Cyberjaya
Foundation of Creative Multimedia

EXPERIENCE

Head of Creative & Marketing DEC 2025 — APR 2026
Celsius Coffee

Led the full creative and marketing direction for the brand—overseeing a complete brand refresh covering identity, packaging, menu design, in-store materials, and social media. Managed all creative output for a successful new outlet opening. Led campaign strategy and content direction across brand touchpoints.

Senior Commercial Executive FEB 2025 — NOV 2025
Gading Marine Industry

Led a full creative and marketing overhaul as sole creative lead, covering website, social media, AV, print and exhibition materials. Delivered a complete website revamp in under one month ahead of LIMA'25, supporting brand readiness for a major international industry event.

Chief Creative Officer SEP 2016 — JAN 2025
INVOKE Solutions

Built and led a 30-person creative department across design, AV, social, publications, UI/UX and campaign production. Directed creative output for 1,000+ client and internal projects, including national election campaigns, tech product brands and corporate communications.

Key achievement: pivoting individuals from non-creative backgrounds into the creative field and expanding specialists across disciplines.

CORE

Creative Leadership
Creative Management
Team Development

Brand Strategy
Branding Design
Creative Strategy
Creative Concept

EXECUTION

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

EARLY EXPERIENCE

Creative Designer MAR 2016 — AUG 2016
NOW Malaysia (NGO)

Creative managing social media collaterals (static and AV).
Designed and executed campaigns to raise funds via online channels and a fundraising dinner.

Senior Creative Designer NOV 2015 — MAR 2016
Shah Alam Convention Centre

Print collaterals, event design and photography for high-profile engagements including a VIP wedding attended by the Sultan of Selangor and a charity golf event at Seri Selangor Golf Club.

Creative Designer NOV 2013 — NOV 2015
NOW Malaysia (NGO)

Social Media & Creative Designer MAR 2012 — JAN 2013
Brotherhood Arts

Designated Social Media, 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; a video campaign for a fundraising dinner for Palestine. Also did the design, photograph for the company merchandise products.

Jr. Art Director JUN 2010 — MAR 2011
K+LAB Studio

My career started here where I was exposed to the theatre production. Involved in the advertising campaign as the Art Director for Cuci The Musical & Lat Kg Boy Sebuah Muzikal.

OTHERS

Industrial Advisor for International Islamic College, KL 2020

Self-Published Cerita Budak Design, Zine 2024

Self-Published Mama Tengok Ni, Zine 2021

Author, Cerita Budak Design 2015

Self-Published Zine Kechik Gila, Series 2018

TOOLS

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

Claude AI
ChatGPT

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

Studio HDJ — Independent Design Studio 2011 — CURRENT

Kambeng & Dur. — Creative Director for a family farm brand 2026

diantara.earth — Climate Change is a Fact, So What? 2025

ProjekDNA — Design & Aesthetics, Merchandise 2013

H+A Studio — A Studio Project 2012

SOCIALS

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

PROJECT HIGHLIGHTS

Brand Refresh for Celsius Coffee,
 Spatial design for Celsius Putrajaya & Cyberjaya Outlet.
 Social Media Content via Instagram & TikTok.
 Social Media & Ramadan 2026 Campaign.

Brand Refresh for Gading Marine Industry.
 Website Design & Content Total Overhaul.
 Products Print Collaterals for Gading Marine @ LIMA'25.
 AV Reels & Highlight for FIC MKII Handover @ Kota Kinabalu & Sandakan.
 AV Timelapse for APMM FAC Boat Construction.

Branding for INVOKE.
 Branding for INVOKE tech products - Adnexio, Decoris, Meniaga & CISTA.
 Branding for tech product - CITRA.
 Branding for clients - Raya Airways, Gading Marine.
 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 & Decoris Website.
 UI/UX design concept for CITRA.
 Desktop publishing for INVOKE company profile.
 Desktop publishing for We Are INVOKE, book.
 Desktop publishing for Quarterly & Annual Report.
 Desktop publishing for 2019 MCMC Internet User Survey.
 Design concept for the new INVOKE headquarter.
 Branding & design master for Bina Semula Negara campaign.
 Branding & design master for Ayuh Malaysia campaign.
 Branding for livestream show - Terus Terang, So Apa Cita Minggu Ini, INV8.
 Branding for livestream GE14 show - War Room & Election Night.
 Desktop publishing for ACIES survey reports, PACA & BSN book.
 Design campaign materials for 90+ GE14 candidates.

Scripted & directed "TAGIH" a webseries for Ramadan.
 Scripted & directed video promo for Rose 2 Rose charity dinner.
 Produced & scripted "Hijrah Saya" for Awal Muharram.

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.

Design Assistant for Cuci The Musical 2.
 Official second photographer for Cuci The Musical 2.
 AV assistant for Aura Muzika & Rena Melodi, a music TV program for RTM.
 AV assistant for Negeri Sembilan Investment Centre corporate video.
 A&P design master for Supermohk Sebuah Muzikal.
 A&P design master for Supermohk Muzikal Restaging.
 A&P design master for Lawak Ke Der 1, 2 & 3.

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.

END NOTE

Sixteen years in, the instinct is still the same, to find the soul in things, challenge what's expected and never mistake aesthetics for meaning. I started wanting to change the design scene without knowing exactly how. But somewhere between a theatre stage in Istana Budaya, a political campaign, a family farm and a coffee brand: the work answers for itself. This resume is a snapshot. The rest lives in the work.