

hdj.



ABOUT

I'm currently the Chief of Creative at INVOKE, living in Cyberjaya with my wife and kid. I was trained in a creative advertising background from MMU. Wrote a book in 2015 titled Cerita Budak Design and own a folding bike. I also do videos on Youtube once a while. I consider myself as a creative enthusiast and passionate in all things design.

My career started in 2010 when I was offered a job by the same company that I did my internship. The actual plan was to further my studies for Masters, but that didn't happen because the job offer did. That was when I was introduced to the musical theatre scene; my first was the Cuci The Musical 2.

In 2013, I started working as a creative for Rafizi Ramli and National Oversight & Whistleblower for Akmal Nasir and Rafizi himself. About a year later, I did my last musical theatre project in Istana Budaya.

In November 2015, I decided to take a "sabbatical" job at a local convention centre in Shah Alam and by April 2016, I was back again working with Rafizi fulltime. In November of the same year, INVOKE was born and I've started working with the organization ever since.

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RESUME
HIDAYAT JAMALOLAIL

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WORK
EXPERIENCE

INVOKE AUG 2016 - PRESENT
57000 Sungai Besi, KL
Chief Creative Officer

A non-profit organization founded in 2016 and pivoting into commercial as a big data agency in 2018. INVOKE started as an organization that ventures into a political campaign using the scientific method and platformised campaign management. INVOKE now offers retail services to a wide range of clientele. As of 2020, INVOKE had serviced close to 600 clients.

- Managing the Creative department.
- Branding of INVOKE.
- Branding of platform Adnexio, Meniaga & ACIES.
- UI/UX Design of Adnexio and Meniaga.
- Design concept of the new HQ, Space 3.0.
- Branding of Bina Semula Negara campaign tour.
- Branding of livestream program - Terus Terang.
- Branding of livestream program - So Apa Cita Minggu Ini.
- Branding of livestream GE14 series - War Room & Election Night.
- Branding of livestream news - INV8.
- DTP Artist for ACIES survey reports.
- DTP Artist for PACA & Bina Semula Negara book.
- Design campaign materials for 90+ GE14 candidates.

Shah Alam Convention Centre NOV 2015 - MAR 2016
40000 Shah Alam, SEL
Senior Graphic Designer

A short stint as a fulltimer in the Marketing Department as previously freelance contracted for nine months in February 2015.

- Design revamp of services brochures.
- Design revamp of bistro's menu.
- Bistro product photography.
- Design collaterals of VIP events.
- Maintaining website contents & design.

WORK
EXPERIENCE

NOW Malaysia

63000, Sungai Besi, KL
Creative Designer

NOV 2013 - NOV 2015

An NGO founded by Rafizi Ramli and Akmal Nasir.

Design for social media.
Design for printed collaterals.
Full-fledge audio visual production.

Brotherhood Arts

53100, Taman Melati, KL
Social Media Executive & Designer

MAR 2012 - JAN 2013

Local design studio that produced Islamic universal message merchandise and online campaign messaging and servicing design solutions to specific sets of clientele.

Design various collaterals and merchandise.
Script & directed "TAGIH" a webseries for Ramadan.
Produced "Hijrah Saya" for Awal Muharram.

H+A Studio

47280, Subang Jaya, SEL
Co-Founder & Art Director

APR 2011 - MAR 2012

Co-founded a young creative enthusiast design studio.

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.
TV Branding for Dikir Zikir first season for TV Al-Hijrah.
A&P Design Master for MMU Cyberjaya Convofest'11.
Co-Design with Farihin Abdul Fattah for TV program proposal.
Produced "Kitakan BFF" short film for KL48 Hour Film Project 2011.
Produced "Waktu Dulu" short film for KL48 Hour Film Project 2012.

WORK
EXPERIENCE

K+LAB Studio
47650, Putra Heights, SEL
Junior Art Director

JUN 2010 - MAR 2011

First professional design job at a small local design studio that concentrates in providing design and AV production solutions.

Design Assistant for Cuci The Musical 2.
AV Assistant for Aura Muzika, a musical TV program for RTM.
AV Assistant for Rena Melodi, a musical TV program for RTM.
AV Assistant for Negeri Sembilan Investment Centre corporate video.
Various design and 3D works for clientele.

Studio HDJ
63000, Cyberjaya
Founder & Design Director

MAR 2010 - PRESENT

Founded Studio HDJ as a company-front while involving in freelance projects. The studio is a reflection and proof of passion towards all things design and creative. Currently a home-office setup in Cyberjaya, Studio HDJ strives to uphold the importance of design and minimalism.

A&P Master Design for Supermohk Sebuah Muzikal.
A&P Master Design for Supermohk Muzikal Restaging.
A&P Master Design Lawak Ke Der 1.
A&P Master Design Lawak Ke Der 2.
A&P Master Design Lawak Ke Der 3.
DTP Artist for Cerita Budak Design.
Produce and publish Rekajiwa zine.
Produce and publish Mama Tengok Ni zine.
Design Partner with Shue Ellis Communications*.
** Designer for Penang Second Bridge brochure.*
** Photographer for The Jackson Five concert.*
** Design various collaterals & photo for the MOHRAM duo.*
** Design Master for Sami Yusuff concert proposal.*
** Design Master for MuziKhat concert feat. MOHRAM.*

EDUCATION

Bachelors of Multimedia (Media Innovation)
Multimedia University, Cyberjaya

2007 - 2010

Foundation in Creative Multimedia
Multimedia University, Cyberjaya

2006 - 2007

Science Stream, SPM
Sekolah Menengah Islam Hira' Jeram

2004 - 2005

DESIGN
LECTURE

Reka untuk Jiwa, Series
Creative INVOKE

Start with Type
Commercial INVOKE

Design for People
KEIP Batch 8

Designing Politics 101
KEIP Batch 6

WTF is Design?
Mahasiswa Keadilan

PUBLICATION

Cerita Budak Design 2015
Kopi Press

Brand Master Guide, Article 2016
thevocket.com

Zine Kechik Gila, Series 2018
Self-published

Rekajiwa, Zine 2021
Self-published

Mama Tengok Ni, Zine 2021
Self-published



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