

Hakim Sugito, Msc

Creative, Emphatic, All-rounder

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WORK

2014 - 2019 Marketing & Design Consultant // Cet et cet
Freelanced for a broad scope of clients that were in need of raising brand awareness and engagement through inbound marketing (SEO, analytics, ads) and content marketing (copywriting, graphic design and webdesign).

2017 - 2018 Creative Director // Soheresone
Started an experiment on [Instagram](#) to raise global collective empathy. Created a brand out of it through social media and a successful [Kickstarter](#) campaign.

2016 - 2018 Brand Designer // America Today
Branding and design for fashion label. Designed anything that involves drawing the attention of the customer both outside and [instore](#).

2012 - 2016 Creative Director // Het Collectief
Co-founded a multi-disciplinary engineering startup that worked on a wide variety of projects on UX/UI design for web applications and AI systems.
Also founded [Barbaar](#) café to bring the creative and entrepreneurial together with art and technology.

2014 - 2016 Mentor // Haagsche Hogeschool
Mentored a group of mechanical engineering students for a project on designing a new coffee bean roaster and guided an industrial design engineering student for a graduation project on designing a 3D ink printer for shoe customisation.

2010 - 2012 Creative Director // Sugito Design
Founded a [fashion brand](#) and designed handmade leather bags. Organised the manufacturing in Indonesia and set up the shipment to the Netherlands.

2009 - 2013 Art Director // Quod Non
Art Director and writer for an independent [drama group](#). Wrote 5 scripts, directed the actors and designed the set and lighting. Applied design thinking in the entire process leading to both an innovative process as a result.

REFERENCES

Prof. Dr Jo Geraedts, Msc.
Manager at Océ Design
Chair a.i. Section Reliability & Durability at TU Delft
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Tim Kock
Partner and Co-founder at Het Collectief
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EDUCATION

2011 - 2014 TU Delft - The Netherlands
Master of Science - Industrial Design Engineering
Thesis: "[Designing for independent filmmakers](#)"

2006 - 2010 TU Delft - The Netherlands
Bachelor of Science - Industrial Design Engineering
Thesis: "Applying double curved sandwich panels for modular furniture"

COMPUTER SKILLS

Adobe Photoshop	Wordpress
Adobe Illustrator	Solidworks
Adobe Indesign	Keyshot
Adobe Premiere	Rhino
Adobe Muse	

OTHER INFORMATION

Languages
Fluent in Dutch and English.
Basics in French, German and Indonesian.

Miscellaneous
Nominated for best actor in annual one-act play festival.
Prepared an article for the "what is design?" competition ceremony presented by design agency Fabrique.
Lived in Indonesia for 10 years.
Sugito Design was mentioned on Trendencia for men's TOP musthaves for 2011.

Personal interests
Kickstarter, traveling, yoga, football, guitar, snowboarding, writing, art, films and theatre.

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