

# Hakim Sugito, Msc

Multidimensional Senior Product Manager

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## WORK

**2021 - Present Lead Product Manager // KLIM Technologies**  
Leading and mentoring a team of product managers for an Amazon seller with multiple brands selling consumer electronics.

Coordinating cross functional teams to source, develop and launch products in multiple markets and developing systems to improve data analysis on markets and customer needs.

**2014 - 2020 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 Product Owner // 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**  
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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	Microsoft Suite
Adobe Muse	

## OTHER INFORMATION

**Languages**  
Fluent in Dutch and English.  
Basics in German, French 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, climbing, guitar, snowboarding, writing, art, films and theatre.

**Lili Sukirman, Msc.**  
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