

JAZZ PANESAR

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For over a decade, I have been fortunate to work on projects to problem solve design challenges for some of the most well-known global brands. This has enabled me to also work alongside and lead some diverse and highly creative design teams; to which I have contributed much of my experience and equally learned many new skills. This way of working has allowed me to continually develop and rethink my approach to solving creative briefs, enabling me to adapt to a broad range of project types, with positive outcomes.

01 / EMPLOYMENT

MAY 2021 - PRESENT / LA G STUDIO & VARIOUS AGENCIES / FREELANCE SENIOR CREATIVE - Working on various freelance projects, across brand strategy, activation, social media campaigns and design. Working closely with creative teams and clients to problem solve briefs and formulate creative solutions, for various agencies. On many projects I had responsibility for the successful project delivery from the initial brief to the final output and managed client expectations and feedback.

AUGUST 2020 - MARCH 2021 / STINK STUDIOS / FREELANCE DESIGN DIRECTOR - Involved in various projects for clients like Now [TV], Farfetch Gucci and Burberry. My role on many projects was to support the creative teams and manage design/art direction on multiple projects, to the final solution.

JULY 2018 - SEPTEMBER 2021 / MULLENLOWE SALT / FREELANCE CREATIVE DESIGNER- Working on brand design direction, info-graphic design, PR campaign assets for William Grant & Sons, Dove, Cocoa Life, Milka, Mondelez, Art Fund, Unisys, Roche and more. Working with the Design Director to support project briefs and maintain a high-standard of creative output.

MAY 2018 - APRIL 2020 / STINK STUDIOS / FREELANCE DESIGN DIRECTOR - Involved in various brand, campaign strategy, advertising, and UX/UI projects for clients like Google, Facebook, 3, Samsung, Spotify and Ray-Ban, to mention a few. Managing many of the project briefs and creative outputs, which involved client meetings and working with, and at times, managing in-house designers.

AUGUST 2017/FUTUREBRAND/FREELANCE SENIOR CREATIVE - Working on future brand development and direction to support design strategies for the Chelsea FC re-brand and stadium hospitality opportunities. This involved visual research, analysis and trend direction creation.

JUNE 2017 - JULY 2017 / TRUE STORY / FREELANCE SENIOR CREATIVE - Working on the Boots Christmas Campaign. My role was to influence the work across the entire campaign to build, develop and deliver better consumer retail experiences and communications. This was a challenging role, as I was tasked with pushing the campaign rationale further than previous years, using campaign concepts that I developed, alongside the team. As my concepts developed, the team began to realise the rationale of the thinking and how that could positively be implemented into the campaign. Once the campaign rationale was finalised, my role was to develop concepts and rationales for all deliverables, so they can be passed on to other members of the design team to implement through to finalisation. As a result of the teams collective efforts, the campaign was successfully approved by Boots at their first project feedback meeting, which had not previously been achieved.

AUGUST 2016 - MAY 2017 / HOTEL CHOCOLAT / FREELANCE (FULL-TIME) DESIGN DIRECTOR/CONSULTANT - This was an important role for the company as it was looking to 'rebuild' the entire in-house design structure from top to bottom. The role involved me looking at the company's entire brand assets, the way that designers were working and to establish a working bridge between the design and marketing departments. Within a month, the design departments back-log of projects, was well under control. With design leadership and a more structured project approach; freelance designers started staying on longer contracts and a better creative studio environment was achieved. Later, I oversaw the introduction and integration of the new permanent members of the design team and the appointment of both a Senior Designer and Design Director.

JULY 2006 - APRIL 2016 / SABOTAGE PKG / CO-FOUNDER- Undertaking the company's creative vision, overseeing client graphic design projects and creative direction. My role entailed managing in-house designers, external suppliers and liaising directly with clients from project proposals to the final output. Keeping up to date with the latest trends and insights to tackle projects with effective design strategies. Along, with duties associated with co-running the business and driving it forward.

JUNE 2015 / UNILEVER / EXTERNAL DESIGN CONSULTANT - Chosen as part of a 'team of experts' to support their workshop. The role was to explore new brand directions for their 'Surf' brand. Working alongside Brand Managers from around the World; an extremely intense brainstorming, brand diversification/activation, problem solving and developing ideas was explored and tested against a focus group. The pace was exceptionally quick, and ideas had to be communicated and justified to a large group of stakeholders, at a rapid pace.

APRIL - OCTOBER 2015 / M&S /EXTERNAL DESIGN CONSULTANT - Brought in as a Design Consultant to work on projects, as external design input was needed. Working on multiple projects covering conceptual graphic design, campaign, POS, in-store retail design and consumer experience.

02 / EDUCATION

UNIVERSITY OF BRIGHTON / BA(HONS) ILLUSTRATION

03 / KEY SKILLS

PHOTOSHOP / INDESIGN / ILLUSTRATOR / DREAMWEAVER / AFTER EFFECTS / XD / ACROBAT
FIGMA / SKETCH / MS OFFICE SUITE / SLACK / GOOGLE WORKSPACE

04 / REFERENCES

(Available upon request)

Kate Sutherland, Executive Producer, Stink Studios, London

Andrea Hutchinson, Head of Communications Design at MullenLowe UK, London

Gina Fontanini, Creative Director/Founder, La G Studio, London/Chicago

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