JAZZ PANESAR

creative

design

art

direction

Creative designer, who takes a forward-thinking 360⁰, approach to branding and design challenges.

Collaborating closely with clients and creative teams, to not just solve project briefs, but deliver truly effective brand strategic design solutions.

Creating solutions that make a real and lasting difference to the end-users, brand experience.

NAME / Jazz Panesar

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LOCATION / London

WEBSITE / jazzpanesardesign.com/

01 / EMPLOYMENT

SEPTEMBER 2021 - PRESENT / **VARIOUS** / FREELANCE CREATIVE DESIGNER - Working in various freelance roles, from brand strategy, activation, development and design. Working closely with teams and clients.

AUGUST 2020 - MARCH 2021 / **STINK STUDIOS** / FREELANCE DESIGN DIRECTOR - Involved in various projects for clients like NowTV, Farfetch Gucci and Burberry. My work was to support the creative teams and manage design direction for projects.

JULY 2018 - 2021 / **MULLENLOWE SALT** / FREELANCE CREATIVE DESIGNER- Working on brand design direction, 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 the creative output.

MAY 2018 - onwards / **STINK STUDIOS** / FREELANCE DESIGN DIRECTOR - Involved in various brand, campaign strategy, advertising and UX 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 times directing, 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 new stadium.

JUNE 2017 - JULY 2017 / **TRUE STORY** / FREELANCE SENIOR CREATIVE - Working across the Boots Christmas retail campaign; building, developing and delivering brand experiences and communications. Working closely with the Creative Director and Creative Leads, on campaign art direction, consumer retail navigational journey/experience and in-store POS concepts. My role was to inject more creative conceptual ideas, to push the campaign creative further forward.

AUGUST 2016 - MAY 2017 / **HOTEL CHOCOLAT** / FREELANCE DESIGN DIRECTOR/CONSULTANT - This was an important role for the company as it was looking to 'overhaul' 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 rebuild a bridge between the design and marketing departments. Within a month and a half, the design departments back-log of projects, was removed. With some leadership and a more structured approach to the role of designers and projects; 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.

JULY 2006 - APRIL 2016 / **SABOTAGE PKG** / CO-FOUNDER- Undertaking the company's creative vision, overseeing client projects and creative direction. The job 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.

JUNE 2015 / **UNILEVER** / EXTERNAL DESIGN CONSULTANT - Chosen as part of a 'team of experts' to support their workshop, to explore new brand directions for 'Surf'. Working alongside brand managers from around the World; an intense week-long session of brainstorming, brand diversification/activation and developing ideas was explored.

APRIL - OCTOBER 2015 / **M&S** /EXTERNAL DESIGN CONSULTANT - Conceptual graphic design, campaign, POS, in-store retail design and consumer experience.

02 / EDUCATION

UNIVERSITY OF BRIGHTON/
BA(HONS) ILLUSTRATION & DESIGN

03 / KEY SKILLS

PHOTOSHOP / INDESIGN / ILLUSTRATOR / DREAMWEAVER/
AFTER EFFECTS / XD / FIGMA / SKETCH / MS OFFICE SUITE

04 / REFERENCES (Available upon request)

05/RECENT PROJECTS

NOWTV/STINK STUDIOS/ADVERTISING CAMPAIGN - working across the OOH, TV and games console platforms. Leading the design direction over a six month period, until the end of the project.

FACEBOOK WORKPLACE FLOW/STINK STUDIOS/CONFERENCE INTRODUCTION VIDEO - Storyboarding, artwork creation and narrative rationale to promote the Facebook Workplace product at their annual Flow conference.

DELIVEROO/STINK STUDIOS/CAMPAIGN DIRECTION
- Concept generation and creative thinking, for proposed brand campaign.

WILLIAM GRANT & SONS/MULLENLOWE SALT/SUB-BRAND CONCEPTS
- Concept generation for brand campaigns.

UNILEVER 'DOVE'/MULLENLOWE SALT/SUB-BRAND, INFO-GRAPHIC AND CAMPAIGN LITERATURE DESIGN & DIRECTION
- Brand communication across the Dove and Dove MEN+CARE brands.

MONDELEZ/MULLENLOWE SALT/ILLUSTRATIONS AND DESIGN
- Illustrations and info-graphics to accompany the annual 'Cocoa Life' report.

UNILEVER 'AXE'/MULLENLOWE SALT/CONSUMER REPORT ART & DESIGN DIRECTION
- Consumer report creative design and direction.

UNISYS/MULLENLOWE SALT/CONSUMER REPORT DESIGN DIRECTION
- Design and art direction for their annual consumer report, looking at the design rationale for the report elements.

ART FUND_/MULLENLOWE SALT/INFO-GRAPHIC DESIGN
- Creating info-graphics for their consumer report.

ROCHE/MULLENLOWE SALT/INFO-GRAPHIC DESIGN
- Info-graphics to accompany a number of projects.

RAY BAN/STINK STUDIOS/CAMPAIGN DESIGN DIRECTION
- Design rationale for the entire advertising campaign, for both off and on-line channels.

H&M/STINK STUDIOS/SOCIAL MEDIA VIDEO TITLE GRAPHICS
- Creative and design concept storyboarding for titles to be included in three short social media videos.

FACEBOOK WORKPLACE/STINK STUDIOS/ADVERTISING SHORT ANIMATED VIDEOS - Campaign development, storyboarding, artwork creation and narrative rationale. The campaign was a huge success and was rolled-out at many international airports and translated to social media videos.

GOOGLE G-SUITE/STINK STUDIOS/CAMPAIGN AND PACKAGING DEVELOPMENT - Taking an existing campaign and maximising the consumer experience.

FACEBOOK TRUST/STINK STUDIOS/CAMPAIGN DIRECTION - Creating campaign direction and concepts.

GOOGLE G-SUITE/STINK STUDIOS/CAMPAIGN DIRECTION & PACKAGING DEVELOPMENT - Working closely with the team to maximise the consumer experience of the marketing campaign. The campaign was hugely successful resulting in the campaign being rolled-out across Europe and the agency winning further work from Google.

3 MOBILE AND SAMSUNG/STINK STUDIOS/CAMPAIGN DIRECTION (PITCH)- Looking at the branding, campaign and design direction for a new concept format collaboration, between the two companies.

EBAY/STINK STUDIOS/APP DESIGN DEVELOPMENT- Working to visualise and develop the latest eBay APP.

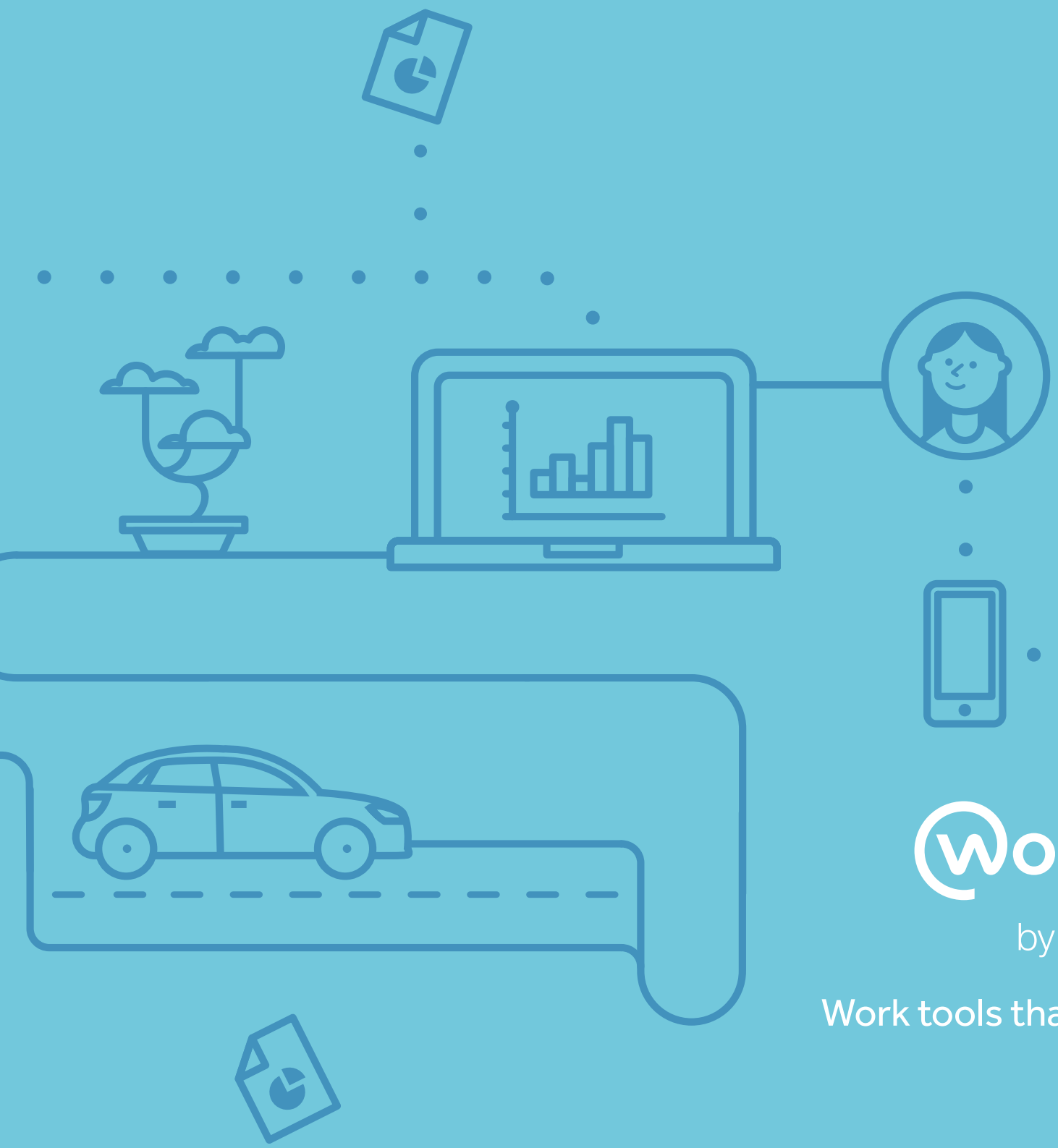
PEPSICO/BIG GREEN DOOR/BRAND COMMUNICATION - Investigating new innovating campaign brand activation ideas, for their Lay's brand, for their UEFA Champions League Partnership.

Facebook

Workplace advertising campaign, narrative directions

The approach

Building on the existing Workplace campaign creative, a series of fast-paced 10 second animated films were created to follow a users journey. These short films were to be snappy, captivating and bold, to compete with the rest of the social media (!).



Workplace

by facebook

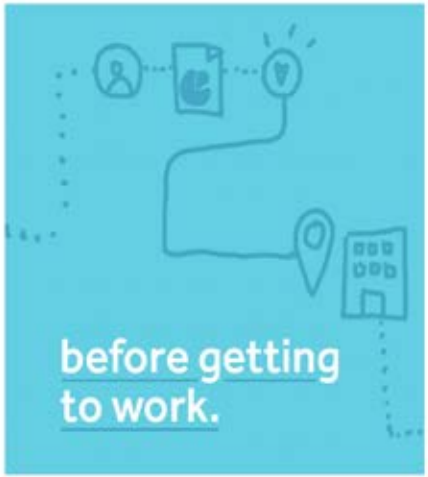
Work tools that change everything.

1.

We open on large titles. We see a line draw a path and depict a globe surrounded with five colleagues.

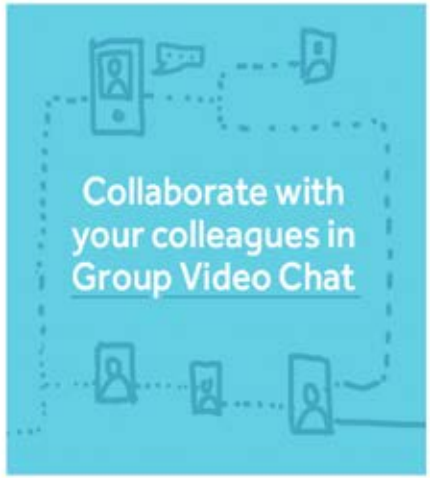
The line continues...

2.



...depicting someone working whilst on the move before arriving at their office.

3.



We see a person in a group chat with five people, all connected by a single dashed line.

The line continues to create a path...

4.

...playfully passing the Workplace logo type. It draws UI elements.

5.

After a second's beat, the endline appears underneath the logotype.

The concept

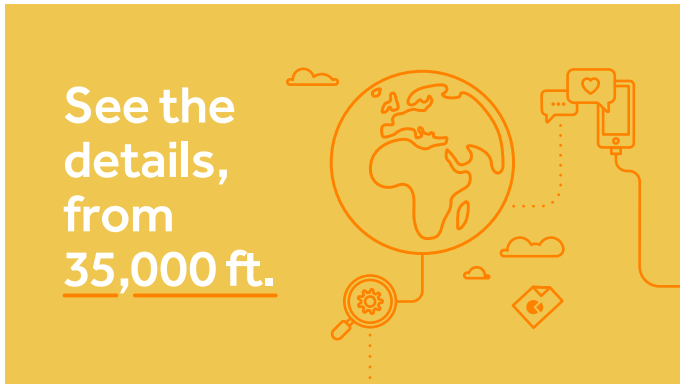
The illustrated elements, visually tell the story of the Workplace features.

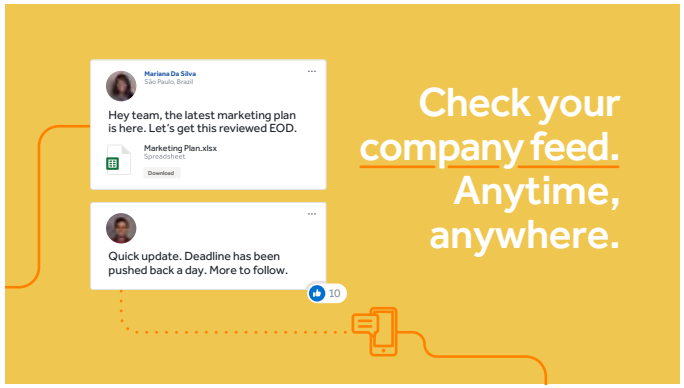
The camera follows the line, so that the audience is hooked in from the films beginning and led through the key messages.

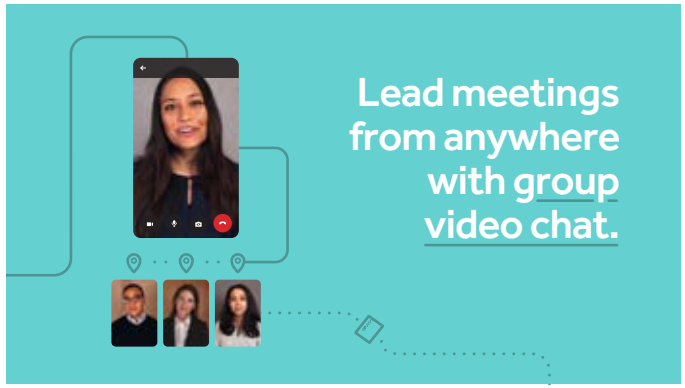
Storyboarding concepts

Within the films, the titles are dynamically placed within the frame, so the line weaves through the scene in an eye-catching way.

Titles are the main takeout from the films to ensure the message is delivered, clearly and succinctly.







Each storyboard was created over three screens, 'start', 'middle' and 'end'. From which the animators created 5-10 second clips.

The aim was to make the first three seconds of each film intriguing, ensuring that the audiences attention is piqued.

Working closely with the Creative Lead, I was responsible for conceptualising and creating all the storyboards, the design files, any additional illustrations and to work with the animators to bring the 2D storyboards to life; in-motion.

The final campaign was successfully rolled-out, at a number of international airports and later adapted for online social media platforms.

...the hugely successful campaign continues...

The continued success of the Facebook WorkPlace advertising, has seen the campaign evolve to the differing needs of the consumer, as product awareness increased.

ESGTI

Investment Company,
Corporate Design Direction

The challenge

To create a new and dynamic design direction, to be applied across all marketing, in digital and print formats.

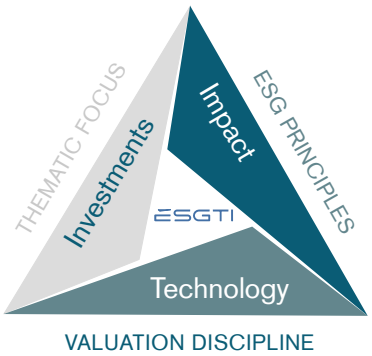
The approach

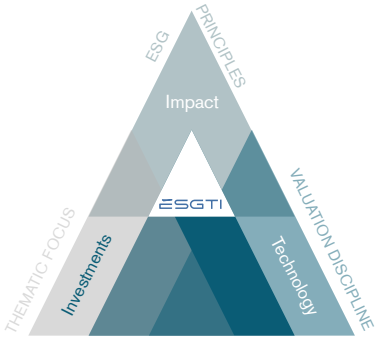
Overlays formed an integral part of the new design direction to highlight the role that the investment company has with strong ESG principles, along with intertwining this with sustainability and growth.

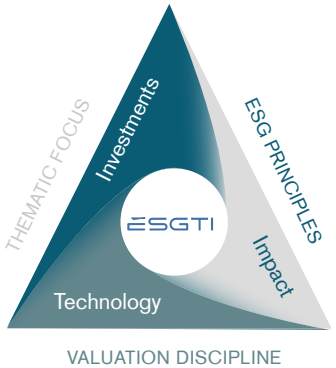
Print

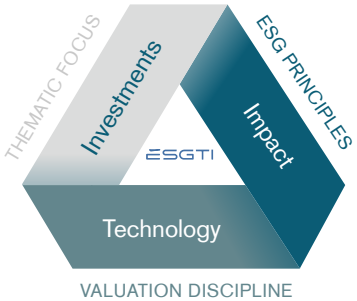
The design direction was used to create templates to be used by the in-house design team.

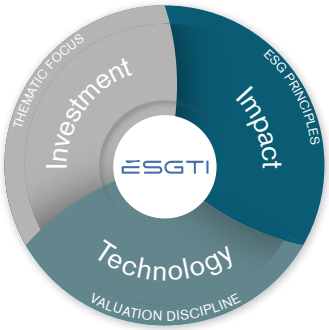
An info-graphic style was created as a design guide for future data graph creation.

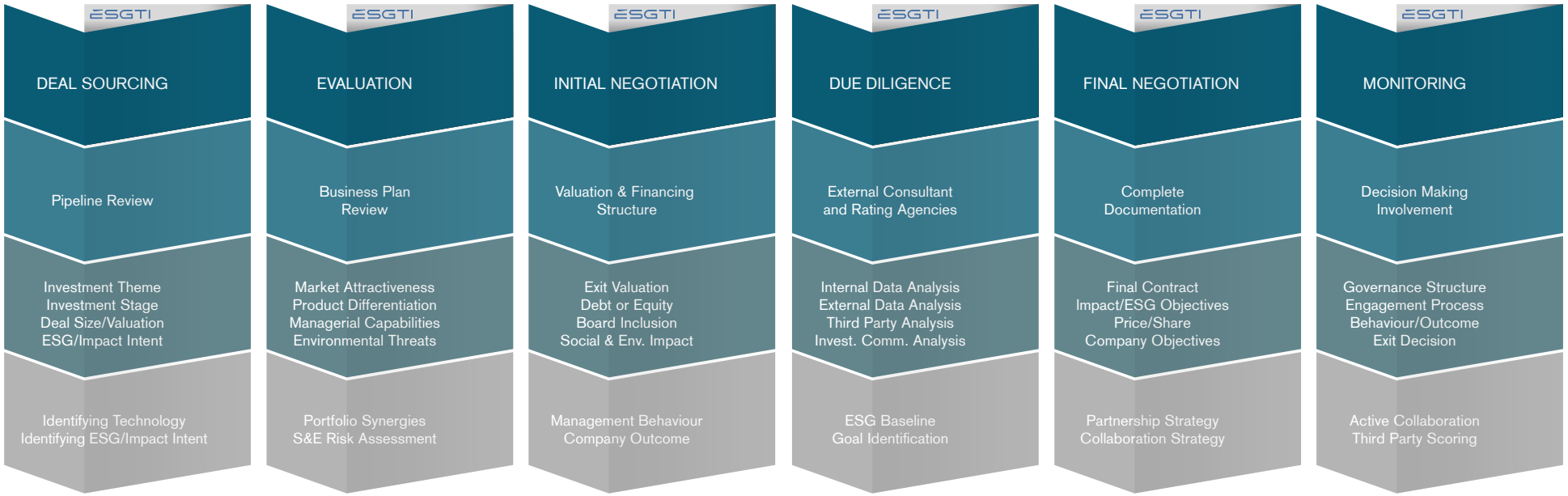


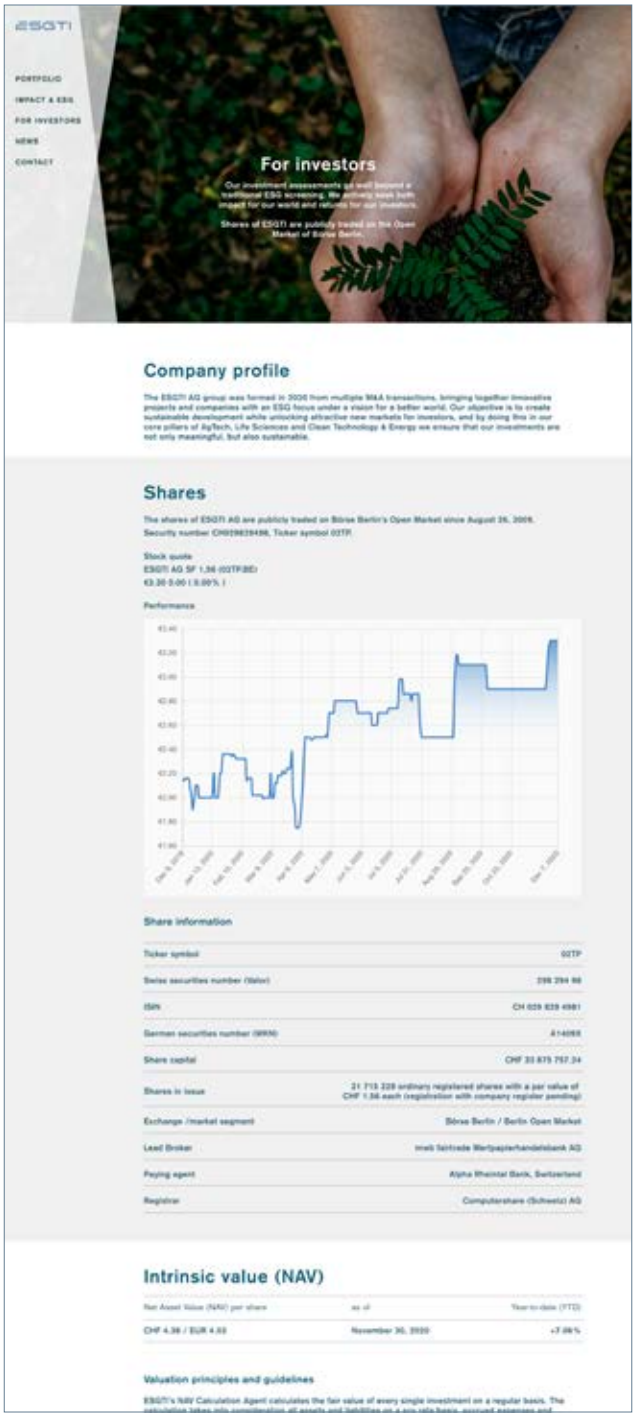












Digital

The design direction was applied to website and any online marketing templates.

Branding

As a result of the new design direction, I noticed an opportunity to tweak the brand logo a little, to bring this inline, too.

The 'E' in ESGTI has been slightly tweaked to reflect the common triangular shape that occurs, due to the overlapping layers, used in the design.

ESGTI

from

to

ESGTI

Mintel

LOOP,
a limited-edition publication

The challenge

Encouraging current clients to think again about Mintel and discover something they didn't know through valuable, original, relevant content.

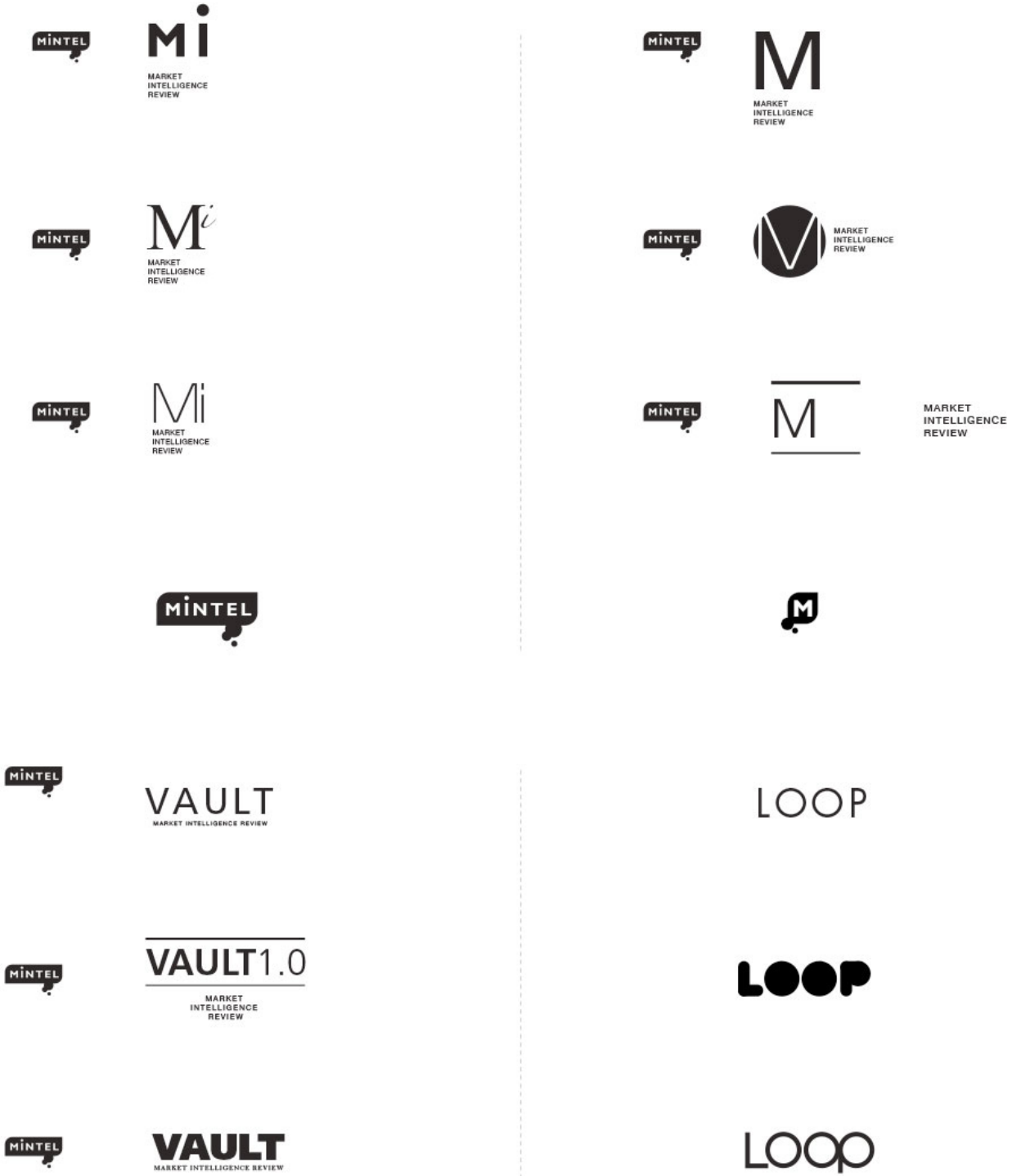
The approach

LOOP, a limited-edition publication showcasing the breadth of Mintel's services. Each section was approached as a unique piece of work, with every page designed to reflect its content. As a result, a stimulating journey was created using a variety of visual styles, paper stock, print and finishes, all wrapped up in a uniquely designed, postable package.

Branding

Selection of initial name creation and brand development work.

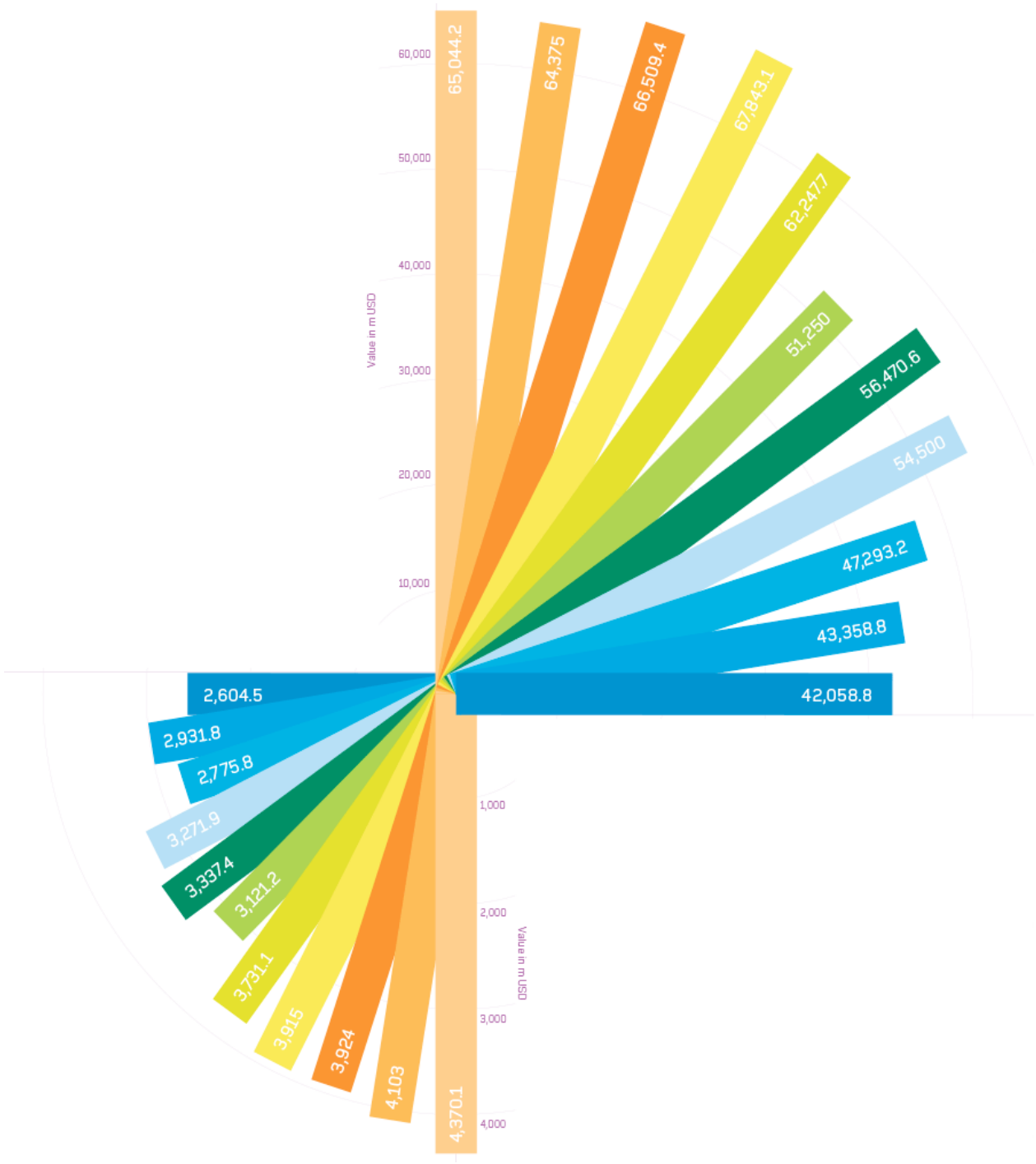
The idea was to create an identity, that could both standalone and sit alongside the Mintel brand logo.



The favicon was chosen as the LOOP brand mark, which set the brand direction for future digital editions.

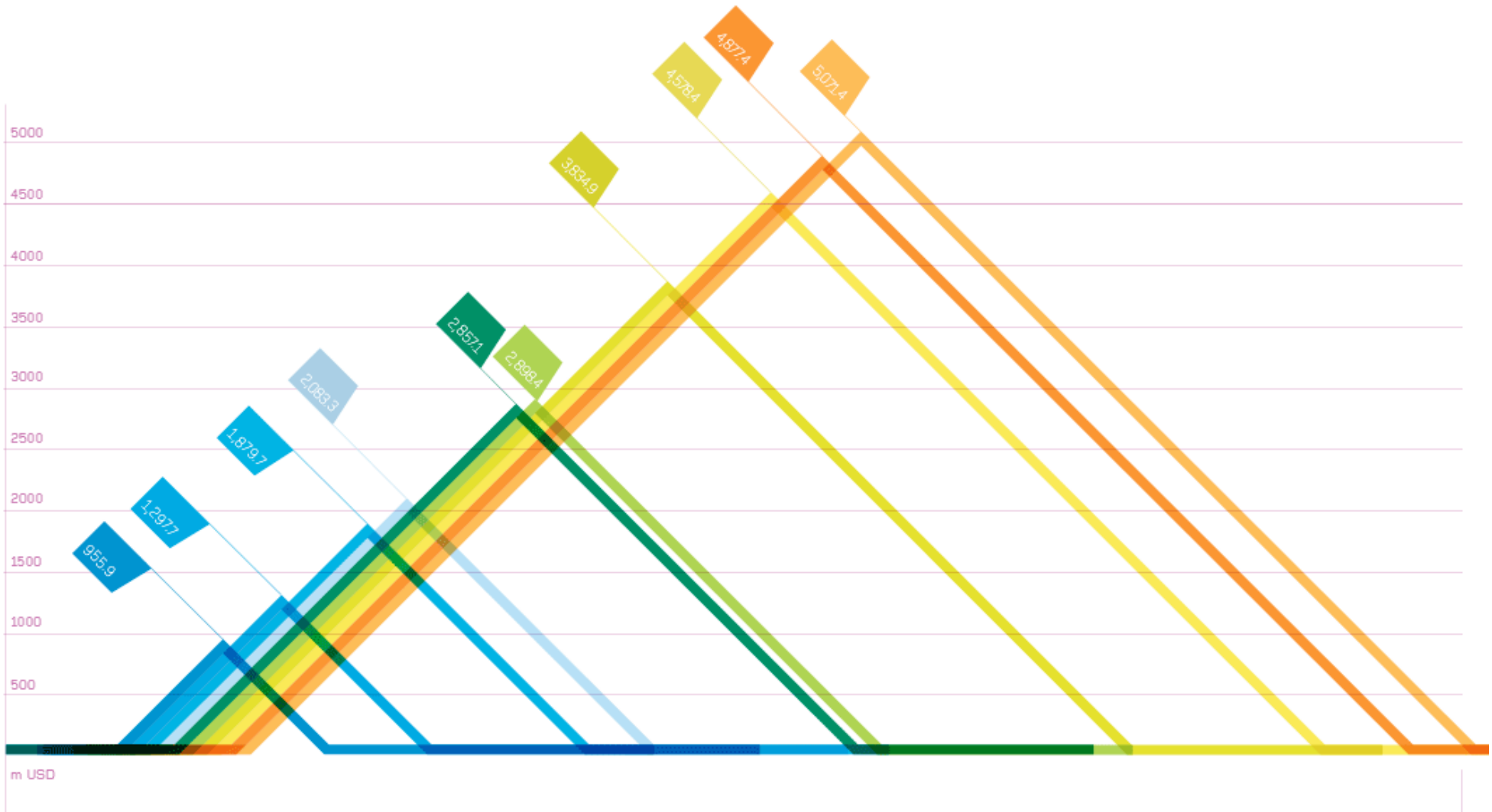
Welcome,
take a closer
look.

Fastest Growers
(Latin/Asia/Europe/America)
China: Life Insurance, Value in mln USD 2004-2015
Belgium: Snack Food, Value in mln USD 2004-2015
USA: Running Shoes
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015



Info-Graphic Concept & Design

Selection of info-graphics that transformed the raw data into colourful and engaging graphic pieces.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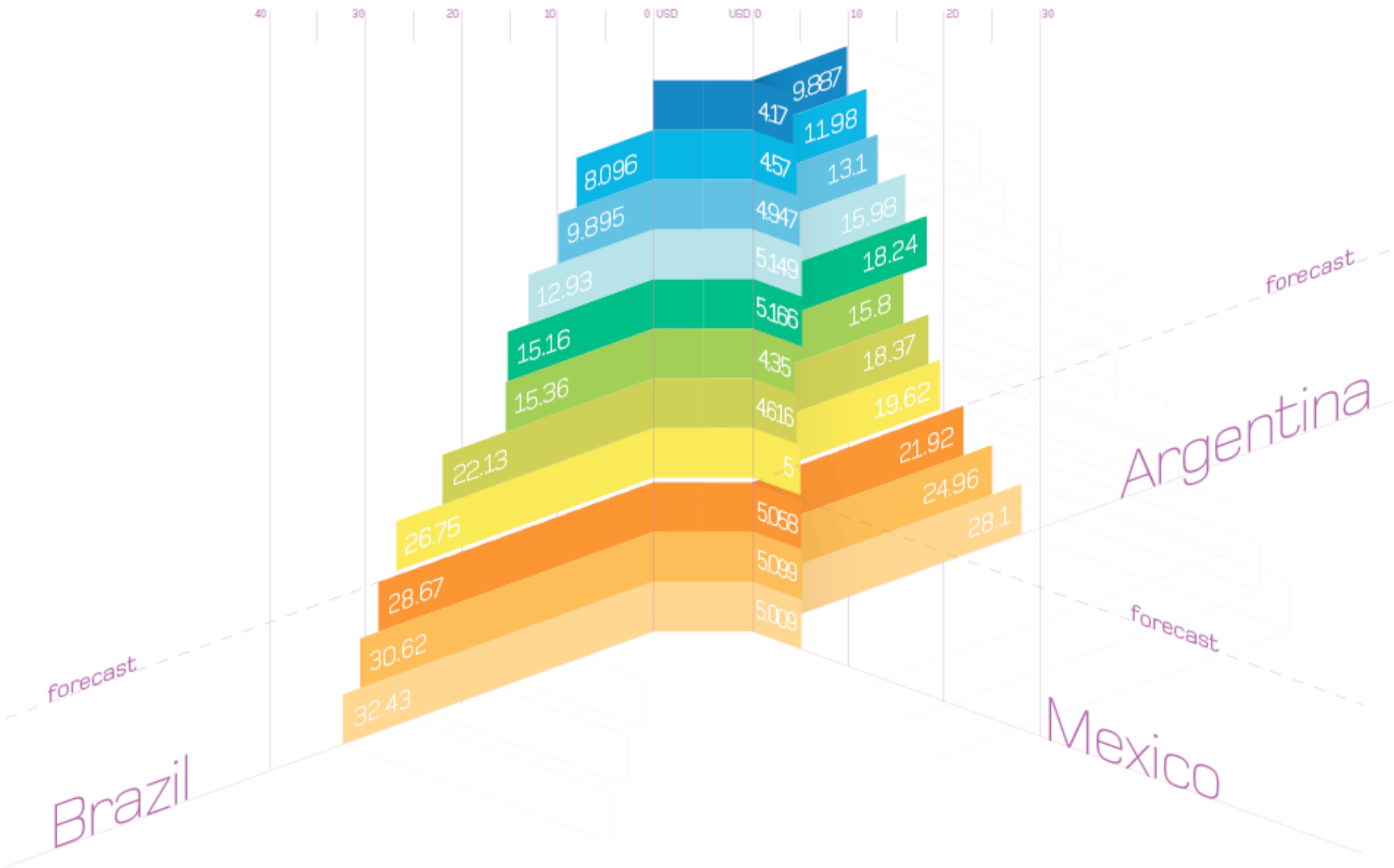
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15.16
5.166
15.8
15.36
4.35
18.37
22.13
4.616
19.62
26.75
5
21.92
28.67
5.058
24.96
30.62
5.099
28.1
32.43
5.009
forecast
forecast
forecast
Brazil
Mexico
Argentina

Google

Google Campaign to highlight their ethical work

The challenge

Create a collection of poster artworks that will be displayed at Google's pop-up studio at the World Economic Forum, Davos. The brief was to focus on the positive impact that Google's technology has made, to real-life global issues; and not to primarily promote the Google brand.

The approach

Campaign design rationale, through a 'connect the dots' journey. This helped to tell the story as a series of posters that would lead the viewer from their initial entry at the studio entrance and throughout the studio space.

The posters were hung at different heights and spaces, to highlight the viewers journey through the series of posters.

For Good

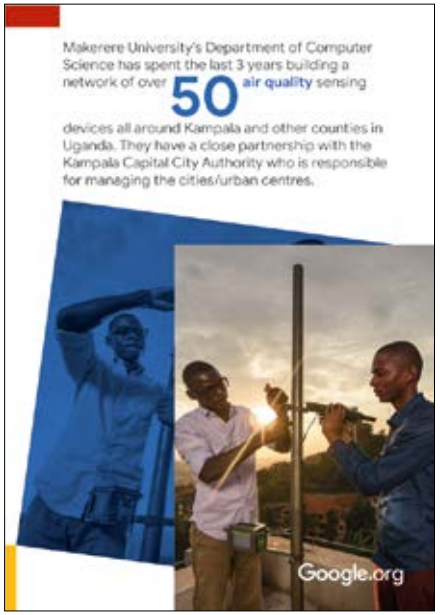
Immediate relief support to people in Texas and Gulf Coast affected by Hurricane Harvey

Google.org

Google.org initially granted the American Red Cross $250,000 to support immediate disaster relief and launched an employee matching campaign, through which Google matched over $100,000 in donations to ARC.

Hurricane Harvey continues to bring devastating amounts of rain and flooding to the Gulf Coast, affecting millions of people.

Early concepts, used textual content alongside the imagery, to highlight the benefits of the system.



Facebook

Facebook Trust campaign
Campaign and Design Direction

The challenge

To win-back consumer confidence and help to restore credibility back to the Facebook brand.

The approach

Looking at effective ways to highlight the credibility behind the Facebook brand and its products. Two initial campaign directions were explored looking at ways to highlight, that independent ad-viewers, (actual humans), verify all adverts on their platforms and not internet robots.

Initial Campaign Directions and Concepts

The 'captcha' concept, was playful and used inspiration from 'captcha' examples to create advert taglines that highlighted the point that all adverts are viewed by humans. These adverts demanded a typographically impactful concept.

Working closely with the Creative Director to bring the initial idea into a concept that would answer the client's brief.

An image based concept that simply and honestly highlighted the fact that the independent partners, (are human!) and verified adverts.

Final campaign

The final chosen concept was developed along with the Creative Director and applied to all campaign assets; editorial advertisements, online banner adverts and short online social media clips.

Google

Google G-Suite Brand Consumer Awareness and Marketing Strategy

The challenge

Creating awareness of the Google G-Suite collection of business tools, as an alternative to Microsoft product suites.

The approach

A set of personalised business cards that give IT Decision Makers, (ITDMs), a glimpse of what their future could be like with G-Suite.
By engaging with the 'Door Opener' and arranging a sales call, the ITDM is then sent a Google Home Mini in the UK or Chromecast in Europe.

The concept

The ITDM receives a simple beautifully crafted box with a personalised letter/leaflet, highlighting the product suite benefits.

Mark Chattelier
Lord of Time

+44 79 2278 9291
Company Name

"How can I save documents from perishing in cyberspace?"

Stream smart with Chromecast

Book a chat with us and get your Chromecast at g.co/getcloudnow

Mark Chattelier
Lord of Time

+44 79 2278 9291
Company Name

Google Calendar allows businesses to master work days, holidays and meetings effortlessly.

Learn more at gsuite.google.com/intl/es

Mark Chattelier
Lord of Time

+44 79 2278 9291
Company Name

Quiz your own Google Home Mini about the future of work.

Book a chat with us and get your Google Home Mini at g.co/getcloudnow

"OK Google, is it safe, is it secret?"

Mark Chattelier
Lord of Time

+44 79 2278 9291
Company Name

"I challenge you to make emails smarter and speedier"

Involved in the initial campaign concept development, design direction of all graphic elements, the packaging structural concepts and final material finishes. The end-user experience was developed in-line with the Google brand and the current packaging range. I was also an active contributor at meetings with the client.

As a result of the teams effort, this campaign was highly successful and resulted in the project being extended to other European countries.

THANK YOU!

art

JAZZ PANESAR

creative

design

direction

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