

# GURVINDER PHULL CREATIVE DESIGNER

## PROFILE

I would describe myself as an innovative and motivated Designer with solid experience of both Art Direction and Artworking. I enjoy all aspects of my role from concept development right through to implementation. I'm passionate about design and thrive upon keeping up to speed with new media.

## DISCIPLINES

Advertising	Print Design	Filmmaking
Branding	Illustration	Photography
Digital Design	Packaging Design	Wordpress

## CAREER HISTORY

### Senior Designer, Publications UK - present

Currently freelancing at Publications UK and designing a range of publications from B2B, Savile Row Style Magazine, Guards Polo and Tengoal.

### Designer, SGW Global - 4 Month contract

Producing POS, packaging and product campaign for wireless consumer products brands included Motorola and Suncorp.

### Graphic Designer, Eaglemoss Publications - 1 year contract

Working with a number of brands ranging from Marvel, Disney and BBC and producing marketing material for exclusive magazine and figurines. From retail to consumer, my job is to push the subscription module with eye catching and informative design.

### Freelance Artworker, Hogarth Worldwide - 4 Month contract

Freelanced as an artworker and looking after the HTC mobile account from layouts to transcreations.

### Freelance Designer, videographer - present

Currently freelancing and producing short promo's for businesses and filming weddings.

### Baymedia July 2011 - October 2012 Creative Artworker

Responsible for the creative and pre-production process of advertising banners. Clients include London Olympics 2012, Samsung, P&G and DFS

### Mediareach Nov 2008 - Feb 2010 Senior Designer

Responsible for the development of new campaigns for brands such as Elephant Atta (owned by Hovis), RAF and NHS.

### Sound Performance Nov 2007 - May 2008 Middleweight Designer

Developed the branding for Disturbing London Records and Tinie Tempah. My role involved working closely with the label and artists to develop logos, websites and branding for different genres of music

### Lidl Feb 2007 - July 2007 Middleweight Designer (6 month contract)

Worked with food photography and developed advertising campaigns for national and local press

### Dynamic Entertainment July 2006 - Jan 2007 Middleweight Designer

Responsible in designing CD covers and POS packaging for the company.

## TECHNICAL SKILLS

Adobe Creative Suite Expert level	Mac & PC Platforms Expert level	Quark Xpress Expert level	Final Cut Pro X Expert level	Canon 7D/5D MK III Expert level	Sony A Series/ Panasonic GH4 Expert level
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## EDUCATION

**University of the Arts London**  
BA Hons Graphic Design FT Year 1,  
Central St Martins

**University of the Arts London**  
BA Hons Graphic Design PT Year 2,3,  
Camberwell

**Chelsea School of Arts**  
Art Foundation

## INTERESTS

I am a keen runner and have completed five marathons raising over £7000 for Spinal Research and Asthma UK.

I have a passion for cinematography and film making. I have filmed a number of weddings and celebrations over the past 5 years. My recent work can be viewed on [vimeo.com/jashnfilms](http://vimeo.com/jashnfilms)

I have combined my love of food with creativity to produce a number of bespoke novelty cakes.

**References** Available upon request

# CASE STUDIES

## CLIENT: HTC ONE

**Brief**  
To design, layout and deliver a worldwide launch of the flagship HTC One mobile phone.

**Solution**  
Developed the campaign into 52 languages and re-laid the design in many formats for a worldwide launch.

**Outputs:**  
Layout  
Transcreations  
Formats

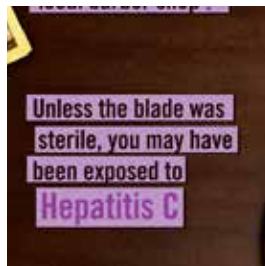


## CLIENT: NHS HEP-C

**Brief**  
To increase the awareness of hepatitis C within the multicultural community.

**Solution**  
I developed this campaign showcasing ethnically familiar scenarios that people could easily relate to and prompt them to take action.

**Outputs:**  
Concept  
Photo retouching  
Artwork



## CLIENT: RAF

**Brief**  
To show in variety of mediums the stories of multi-ethnicity recruits in the RAF and entice new recruits.

**Solution**  
I produced advertorials in the form of "a day in the life of" actual recruits. These were placed in national magazines.

**Outputs:**  
Concept  
Photo retouching  
Artwork  
Web banner



## CASE STUDIES

### CLIENT: HOVIS

**Brief**  
Elephant atta decided to promote a new price drop offer.

**Solution**  
With a range of recipe cards I designed a simple step by step recipe cards for south asian flat bread and asian dishes. Also designed print and POS designs for use in and around UK grocery stores.

**Output:**  
Concept  
Artwork



### EMPLOYER: EAGLEMOSS

**Brief**  
To gain more readership and subscribers from retail to consumer.

**Solution**  
Designed striking, informative layouts to promote the exclusivity in the special gifts and subscription offers.

**Output:**  
Concept  
Artwork  
Format



### CLIENT: BISS

**Brief**  
To create and design the campaign for the Government's new scheme for minimum wage.

**Solution**  
With existing brand guidelines, I designed a campaign for a helpline and service the government were offering.

**Output:**  
Artwork



# CASE STUDIES

## CLIENT: VIRGIN AIRLINES

**Brief**  
To design a promotional campaign for the new flight service from Virgin Airlines.

**Solution**  
A direct mail campaign, targeted at the UK frequent flyers to delhi. I developed the concept, incorporating the traditional air mail letter and wedding invitation.

**Outputs:**  
Concept  
Logo  
Artwork



## CLIENT: LIDL

**Brief**  
To design a campaign for the awareness of eating five a day and an offer for the Lidl stores. To also design a brochure that would promote the world of wines.

**Solution**  
I worked with in house photographers and designed the campaign which was used nationally.

**Outputs:**  
Photo retouching  
Artwork



## CLIENT: JAGUAR

**Overview**  
To promote the new Jaguar X type within magazines and direct mail campaign.

**Solution**  
Using brand guidelines from Jaguar I developed a layout within Indesign to showcase the new car. I retouched supplied images and designed a layout in national magazines.

**Output:**  
Photo retouching  
Layout



WORK SAMPLES



One of your five-a-day helping to keep the doctor and bank manager away.  
Up to **70% off** all Fruit and Vegetables. Starts Monday, May 14th.

Italy

...and passionate reds

Drabetti Rosso **3.99** Montepulciano d'Abruzzo Rosso **3.78**



Recipes with Tandoori and Pity Bread



Home MILK AND SUGARS AUDIO VIDEO GALLERY LIVE DATES DOWNLOADS MEMBERS AREA

**Tinie** TEMPAH

Tinie Tempah: Video Diary 1

Urban

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How to get there




NATIONAL TV

Bring to light a timeless tradition and celebrate the **BIG FAMILY SAVER OFFER**

**ELEPHANT ATTA**



Ham & High **BROADWAY** 50p

Deputy mayor: My years of sexual abuse

**FIREPLACES**

