



# Jatinder Singh Lalli

-----((((((( DESIGNER & MAKER  
- MOVER & SHAKER ))))))-----  
--- ((((((((((( ASPIRING DESIGN  
DIRECTOR )))))))))))) ---

📍 Brighton, UK

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## Links

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## Languages

English (Fluent)

## About

20+YEARS EXPERIENCE IN GRAPHIC DESIGN / ART DIRECTION / CREATIVE on print & digital projects for various brands: Rimmel London, Bourjois, Clairol & Wella Haircare, TheGelBottle, Peacci, Playtex, Wonderbra, PepsiCo, BMW/Mini, West Ham + many more.

- Brand conception, creation, development and implementation
- POS / Instore Takeovers
- Packaging - Seasonal Gifting design including Pack and Label Design
- Design for Social Media & Email Campaigns for launches and sale & promotional needs
- Designing for E-commerce / Landing pages & Banners / Apps
- Design and overseeing Exhibition builds / Experiential / Festivals / Screen Presentations / Animation
- Mood-Boards / Concept Generation / Look Books & Style Guides / Magazine and Editorial Design
- Art Directing Photoshoots / Video Storyboarding, Shooting & Editing footage
- Sound Design / Electronic Music Composition and Edit

### BRANDS WORKED WITH

- 5Squirrels Ltd
- Beacon Marketing
- Coty Full-Time
- DUALIT LTD
- John Guest Ltd. Full-Time
- Niche Communications
- the Gelbottle Inc Full-Time

## Experience

- **Creative**  
| Mar 2023 - Now  
Various contracts and brands
- **Graphic Designer**  
5Squirrels Ltd | Apr 2021 - Oct 2021  
Creating skincare brands from the ground up for some of the most respected skincare clinics in the UK, in a fresh and collaborative way with skincare professionals.
  - Overhaul of 5 Squirrels company brand identity
  - Designing various large spaces within the company's office to reflect the new identity
  - Logos & brand identity for 9 clients, including design of brand toolkits and product rollout for labels on skincare products, choosing bottle aesthetic and design of finished outer packaging
- **Senior Graphic Designer**  
the Gelbottle Inc Full-Time | Jul 2019 - Jun 2020  
Brand direction  
Photography art direction  
Email Campaigns  
Seasonal Campaigns  
Packaging

Retouching  
NPD Launch 360 Campaign Design

● **Senior Designer**

Coty Full-Time | Jul 2010 - Jun 2019

Retail POS design for some of UK's largest retailers. Scamp- ing and concept work, literature and marketing collateral in- cluding some online. Briefing suppliers and art directing pho- toshoots. Managing and mentoring a small group of 3- in the Design team when I worked on Rimmel London.

Brands: Rimmel London, Bourjois

● **Graphic Designer**

Niche Communications | Jun 2009 - Nov 2009

Print collateral and online design for small and large brands in Leisure, Property and Automotive sectors.

● **Graphic Designer**

Beacon Marketing | Nov 2006 - Apr 2009

Art direction, branding, brochures, packaging, e-marketing, front end web-design & visualisation.

● **Graphic Designer**

John Guest Ltd. Full-Time | Sep 2000 - Nov 2007

Designing brochures - maintaining image libraries, commissioning pho- to-shoots. Exhibition Design and overseeing build at various show grounds. Creating graphic concept artwork for new products.

● **SENIOR GRAPHIC DESIGNER**

DUALIT LTD | Mar 2022 - Mar 2023

1 YR FTC for Luxury homeware brand - Dualit, based in West Sussex. Famous for their High-End Toasters and Kettles.

- Managing a busy Graphics department including 2 Designers
- Adhering to process driven timelines, delivering quality design work, on time and on budget for maximum gain of profit and market-share.
- Ensuring brand guidelines are adhered to by internal and external teams.
- Concepts generation and mood-boards for NPD photoshoots
- Managing the creative design process across all products and artwork from initial concept to production - including the scope of the entire project including product photoshoot, marketing campaign & ecomm.

KEY ACHIEVEMENTS:

Delivering a successful Christmas Campaign 2022

● **Creative Designer**

| Oct 2021 - Mar 2022

Freelance and looking for next long-term challenge

## Education & Training

1997 - 2000

● **Middlesex University**

BA Hons, Visual Communication Design

1996 - 1997

● **University of the Arts London**

HND Diploma, Foundation Art & Design