

HARDEEP SINGH PANASER

GRAPHIC DESIGNER

WEST LONDON

07958 699 666
hello@panaser.com
panaser.com

QUALIFICATIONS

BA (Hons) Visual
Communication Design
(Illustration)
Middlesex University

CORE COMPETENCIES

Graphic Design |
Illustration |
Advertising Campaigns |
Logo Design |
Branding |
Animation |
Video |
Web Design |
Artworking |
Retouching |
Typography |
Artwork Proofing |
Project Management |
Problem Solving |
Troubleshooting |
Budgeting |
Team Collaboration |
Scheduling |
Streamlining |
Retail Design |
Exhibition Graphics |
POS & Packaging |
HTML / CSS |
Interactive Design |
E-pubs |
Accessibility |

KEY SOFTWARE

Apple Mac OS |
Adobe InDesign |
Adobe Illustrator |
Adobe Photoshop |
Adobe After Effects |
Adobe XD |
Final Cut Pro |
WordPress |
Dreamweaver |
Microsoft 365 |

Dynamic, multidisciplinary, solutions based creative design professional with over 20 years of experience delivering projects. Equipped with a strong background and proven success driving full life cycle of graphic design projects on time, within budget, and in alignment with top quality standards as well as in-house style guidelines.



PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

Brunel University London

JANUARY 2022 – PRESENT

Employed to oversee design throughout the university, producing a variety of collateral whilst streamlining, enhancing and managing work loads and practices.

Key achievements:

- Created and implemented the 2024 student recruitment campaign 'Brilliant Brunel'.
 - » Saving in excess of £100k of agency fees.
 - » Google Max | 23.79% CT, significantly above the 3.58% channel benchmark.
 - » TikTok | 1,857 clicks | +180% impressions yoy.
 - » Google Search | 25.42% TR (above the 6.73% average benchmark).
 - » 1.961K users visiting the Brilliant Brunel Web page - 1.2K of new visits.
- Brand guardian and implementing new styles.
- Mentored Junior Designer and Placement students.
- Departmental awards - *Best Newcomer* and *Creative Flair/Innovator*

FREELANCE DESIGNER

Beardboy Design Limited

JANUARY 2016 – JANUARY 2022

Working within fast-pace and time sensitive environments.

- Achieved a number of project completions for various companies, such as Hasbro Games.
- Created for start ups - logo, branding, graphics, packaging, advert design and web design.

GRAPHIC DESIGNER

John Guest Speedfit Limited

MARCH 2007 – OCTOBER 2015

Led on design within print, digital, exhibitions, animation and photography projects, working closely with marketing. Projects undertook from concept development to final artwork implementation.

Key achievements:

- Fuelled sales leads by 80% in the first year through implementation of advert design changes.
- Created advertising campaign to strengthen brand and increased sales.
- Designed exhibition stand for NHBR, nominated for an award.
- Introduced new brand guidelines and redesigned company website, creating a micro site resulting in excess of £13k savings.

FREELANCE DESIGNER

OCTOBER 2006 - MARCH 2007

- Orchestrated projects for various companies, including Aigo Ltd and Ted Baker London.

JUNIOR GRAPHIC DESIGNER

WD&P Design Ltd

MARCH 2005 – SEPTEMBER 2006

- Collaborated with Creative Director within this design agency, developing strong knowledge of business operations and full project life cycles. Liaising with clients and suppliers to produce projects that were on time and on budget

PERSONAL INTERESTS

- Play Harmonium and Tabla and currently taking classical Indian music classes.
- Stand-up comic since 2008 performing across the UK, on TV and national tours.
- Comedy writing for various shows including the Lenny Henry Show on BBC radio.
- Hosted community radio shows between 2000 and 2008, developing and producing content.
- Participated in a record-breaking event of 300 drummers (DHOL) playing in unison.
- Volunteered to teach young adults a workshop on DJing and MCing. Have performed at a number of event, clubs and bars around the UK and abroad.

References available on request.



BRILLIANT BRUNEL

Brunel University London

2024 STUDENT RECRUITMENT CAMPAIGN

BRILLIANT HEADLINE

Based on a dictionary definition styling.

Brilliant

[bryl-e-ant] *adjective*

PRONUNCIATION & PART OF SPEECH

This is to continue the dictionary layout styling.
Using a hyphen instead of bullet points.

be bold, be brave, be you

DEFINITION

This section used for the tag line with the top line for separation.
This could be altered based on the particular message that
needed to be push.



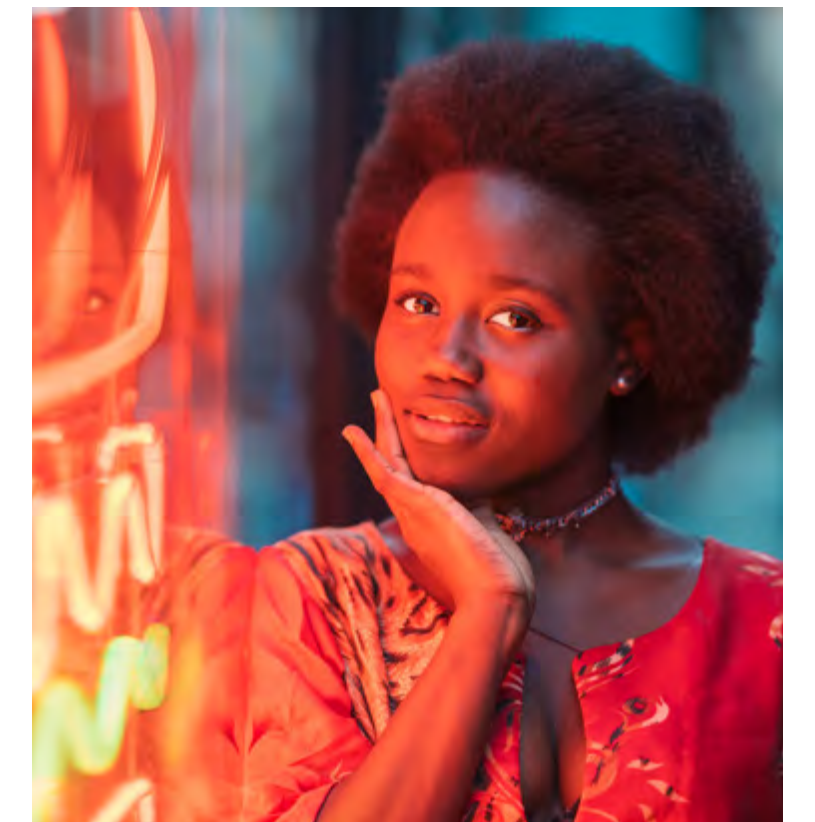
BRAND HEROES

Created from images composited together. Each hero represented a different view point. Three based on campus and one in a London scene. They all face the camera looking straight down the lens to create drama and draw the viewer in. Photography comprised of real models with stock imagery.



IMAGE STYLES AND COLOUR PALETTE

Image styles that were incorporated into the campaign. Using bright, 'brilliant' colours that also had a warm earthy feel. These were accessibility checked for web use. Secondary models were a mixture of looking direct to camera and away, upwards towards the right to denote movement and looking forward.





BRILLIANT BRUNEL
Brunel University London
2024 STUDENT RECRUITMENT CAMPAIGN

Brunel
University
London

Brilliant
[bryl-e-ant] adjective

be bold, be brave, be you

UNDERGRADUATE
PROSPECTUS 2024

BRILLIANT BRUNEL

Founder, Antana Magazine
Supporting those in need in Afghanistan. Winner of the Young Entrepreneur of the Year Award, West London Business Awards 2022.

Basketball World Champion
Part of Great Britain's Under 25 basketball team and competed in the World Championships in Thailand where the team won bronze.

Studying MSc Sustainable Development in Practice at UWE
Support from the Brunel Global Opportunities Fund opens the door to study practice building in Kosovo.

Stress Engineer at Airbus Formula 1 Team
Focused on the structural design and analysis of a wide range of F1 car components.

Founder, Key for Change
Built a team of experienced therapists helping people to resolve emotional and psychological challenges.

Law alumna receives Vice Chancellor's and Law School award
Award winner for best contribution to diversity, inclusion and charitable work and for her motivational speeches at corporate charity events and lectures to break down distinct views.

Environmental & reproductive epidemiology PhD researcher
Investigating potential impact of the environment on breast milk and subsequent early life development at Imperial College London.

Summer placement at the Royal Brompton Hospital
Developed lab skills in DNA extraction and knowledge of cancer down to cellular level.

Founder, Mark Mitchell Design
Established a leading UK luxury brand at the age of 24, supplying Tumblr and fighting to art galleries.

Founder, Making Mum Proud
Set up a bereavement support charity, providing funds and resources for students to finish their degree.

Professional Mentoring Programme 2022
A rewarding way of expanding and developing your skills to become a Brunel Volunteer.

2022 UPREACH STUDENT SOCIAL MOBILITY OF THE YEAR AWARD
A rewarding way of expanding and developing your skills to become a Brunel Volunteer.

Law alumna receives Vice Chancellor's and Law School award
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Brilliant
be bold, be brave, be you

YOUR FUTURE AWAITS

Getting a job can be a full-time job. But at Brunel that work starts the day you arrive. Over 95% of our courses offer a placement, giving you the opportunity to gain invaluable, real-life work experience.

Better still, 100% of our students have access to first-class coaching, mentoring and networking, which continues for up to three years after graduation.

Our subject-specific career consultants offer their industry insight and experience to help you explore your options and make yourself a recruiter. Also, our Entrepreneur Hub is on hand to help start-ups and freelancers to develop their entrepreneurial skills.

For further information visit brunel.ac.uk/jdc

Learn a new language
Brunel is one of the few UK universities to offer free foreign language courses. You can choose to study up to nine different languages, on a part-time basis, completely free, opening up a whole range of international opportunities.

Start a business or go freelance
If you have an exciting business idea our Entrepreneur Hub can help you turn your vision into reality. We provide support and advice for start-ups and freelancers, throughout every stage of the journey.

Meet employers
Our career fairs, sector-specific events and webinars are a great way to meet informally with future employers. We have links with over 1,500 companies across all sectors, who regularly engage with students, offer opportunities and provide insight into different industries.

Skills Programmes and Awards
There are a number of exciting initiatives you can take part in to complement your studies, such as Brunel's award-winning personal development programme that recognises the skills and experience you develop beyond your studies.

NUE AWARDS 2022
Best University Placement Service

STUDENT SOCIAL MOBILITY AWARDS
Professional Mentoring Programme 2022

2022 UPREACH STUDENT SOCIAL MOBILITY OF THE YEAR AWARD
Professional Career Mentoring Programme (Winner)

NUE AWARDS
Best Widening Participation Initiative 2020 (Winner)

NATIONAL GRADUATE RECRUITMENT AWARDS
Best HE Careers Professional of the Year 2022

Brilliant
be bold, be brave, be you

ALL IN ONE PLACE

You'll find everything you need on site. From world-class sports facilities and great eating spots, to industry leading technical facilities and amazing student support services.

Accommodation, Engineering, Medical Centre, Library, Canteen, Subway, Student Shop, Arts & Social Sciences, Pharmacy, More Accommodation, Food Court, Students' Union, Life Sciences, Medical School, Student Bar, Caffe, Sports Centre, Lecture Centre, Arts Centre, Health Sciences, Indoor Athletics Centre, Cafe, Reception, Business School, Main Entrance.

Come and take a look around brunel.ac.uk/virtualltour

ROUTE TO BRUNEL

Brunel is in Uxbridge, within the London Borough of Hillingdon which is in west London. We're easy to reach by bus, rail or road. You'll find us just a short walk from Uxbridge Underground Station, which is on the Metropolitan and Piccadilly lines. Our local rail station is West Drayton, with direct trains running to Reading or London Paddington on the Great Western line and to Reading or across London to the east on the new Elizabeth line. Buses stop outside the main entrance to campus and we're just a short drive from the M25, M4 and M40. Car parking is available on the campus via permit or pay and display machines.

45 MINUTES INTO CENTRAL LONDON

40 MINUTES BY TRAIN INTO WINDSOR

15 MINUTES FROM HEATHROW AIRPORT

10 MINUTES FROM UXBRIDGE

BE PART OF OUR VIBRANT COMMUNITY

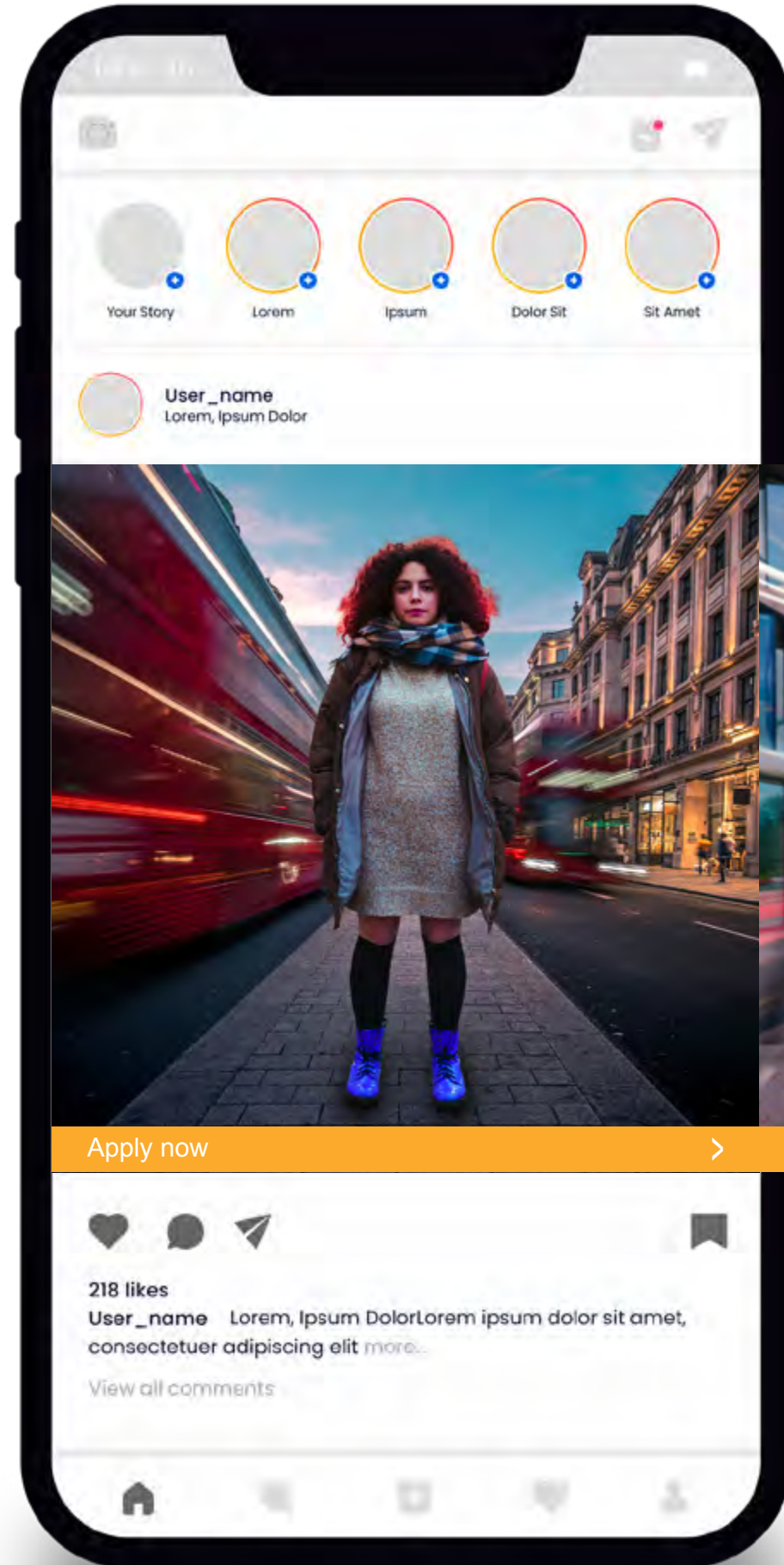
The world's students call Brunel home. Something we're extremely proud of. In fact, over 150 of the world's countries are represented at Brunel, which gives you the opportunity to live and study as part of a diverse, international community.

But don't take our word for it. Visit our single-site campus. Walk about. Stop and listen. You'll hear a multitude of languages, see an array of cultures and witness a truly cosmopolitan environment. No wonder Brunel is ranked in the top 20 universities in the world for international students.

*Times Higher Education World University Rankings 2023



BRILLIANT BRUNEL
 Brunel University London
 2024 STUDENT RECRUITMENT CAMPAIGN



Brilliant

[bryl-e-ant] *adjective*
 be bold, be brave, be you

BRUNEL OPEN DAY

Saturday 25 March

Get ready to see your subject in a whole new light
 Learn from brilliant minds and develop the skills and confidence you need to take on the jobs of tomorrow. Rankings show our graduates to be amongst the world's most employable.

Join our vibrant community
 We've got one of the most diverse student populations in London, so you'll live, study and make friends with brilliant people from around the world.

Explore our campus
 You'll find that at Brunel, with guaranteed accommodation on campus.

Come and find out for yourself at our Open Day on 25 March.

Meet our students, chat to lecturers about your chosen subject and explore our campus.

[BOOK MY PLACE](#)

Bring your brilliant to Brunel

+44 (0)1895 265 265 enquiries@brunel.ac.uk

brunel.ac.uk

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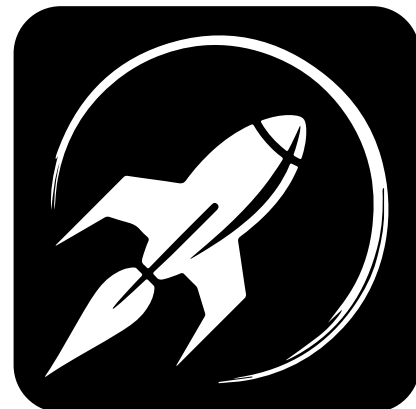


SKYLARK SPIRITS
LOGO & MARKETING COLLATERAL





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LOGO & MARKETING COLLATERAL

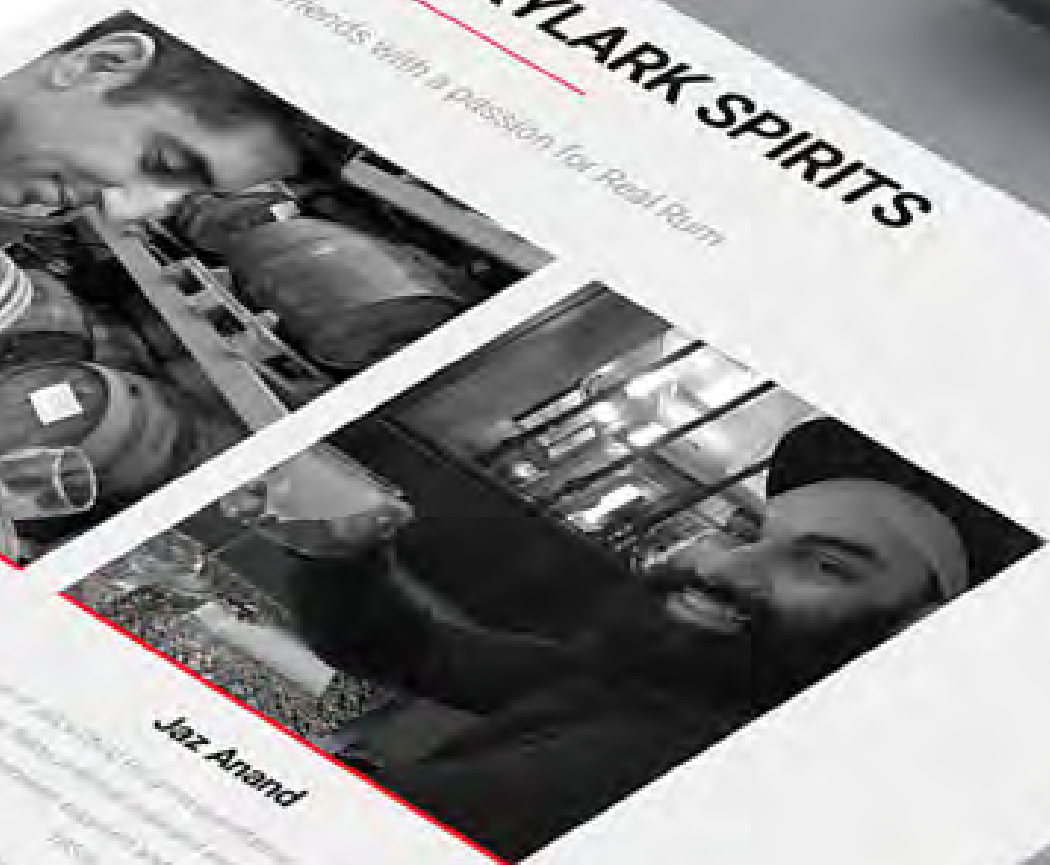


Get in contact if you
+44 7793 976 572
96 Gurnersbury Avenue, Ealing, London, W5 4HD
info@skylarkspirits.com
www.skylarkspirits.com



WHO ARE SKYLARK SPIRITS

Childhood friends with a passion for Real Rum



Jaz Anand

OUR PRODUCTS

We are constantly searching for some of the finest cane spirits from around the world – Please check out our current unique collection.

ADVENT CALENDAR

CLIFTON ESTATE

COMPAÑERO

OLD MAN RUM

S.B.S

WILLIAMS



COMPAÑERO RON ELI...

OUR PRO...

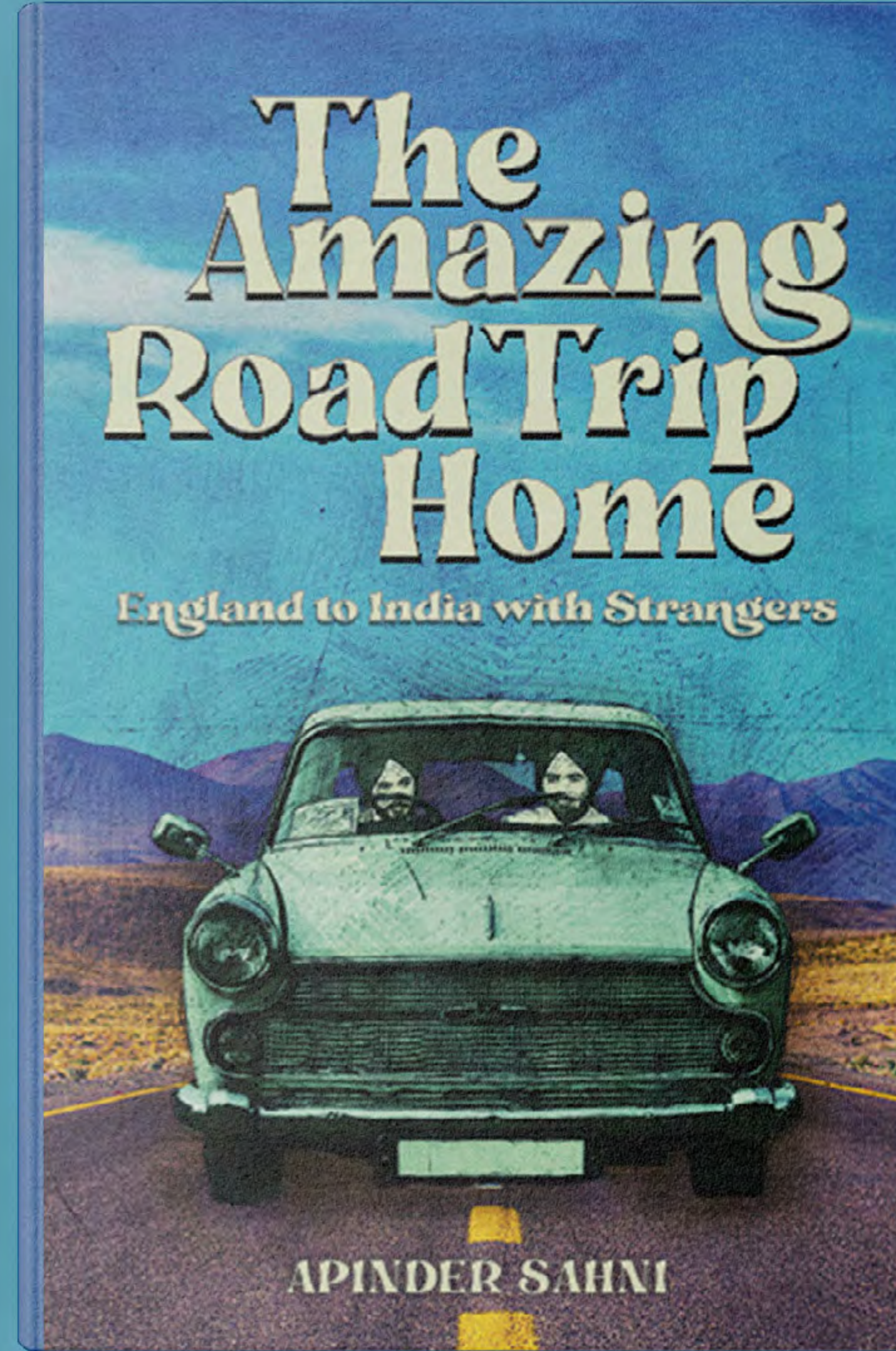
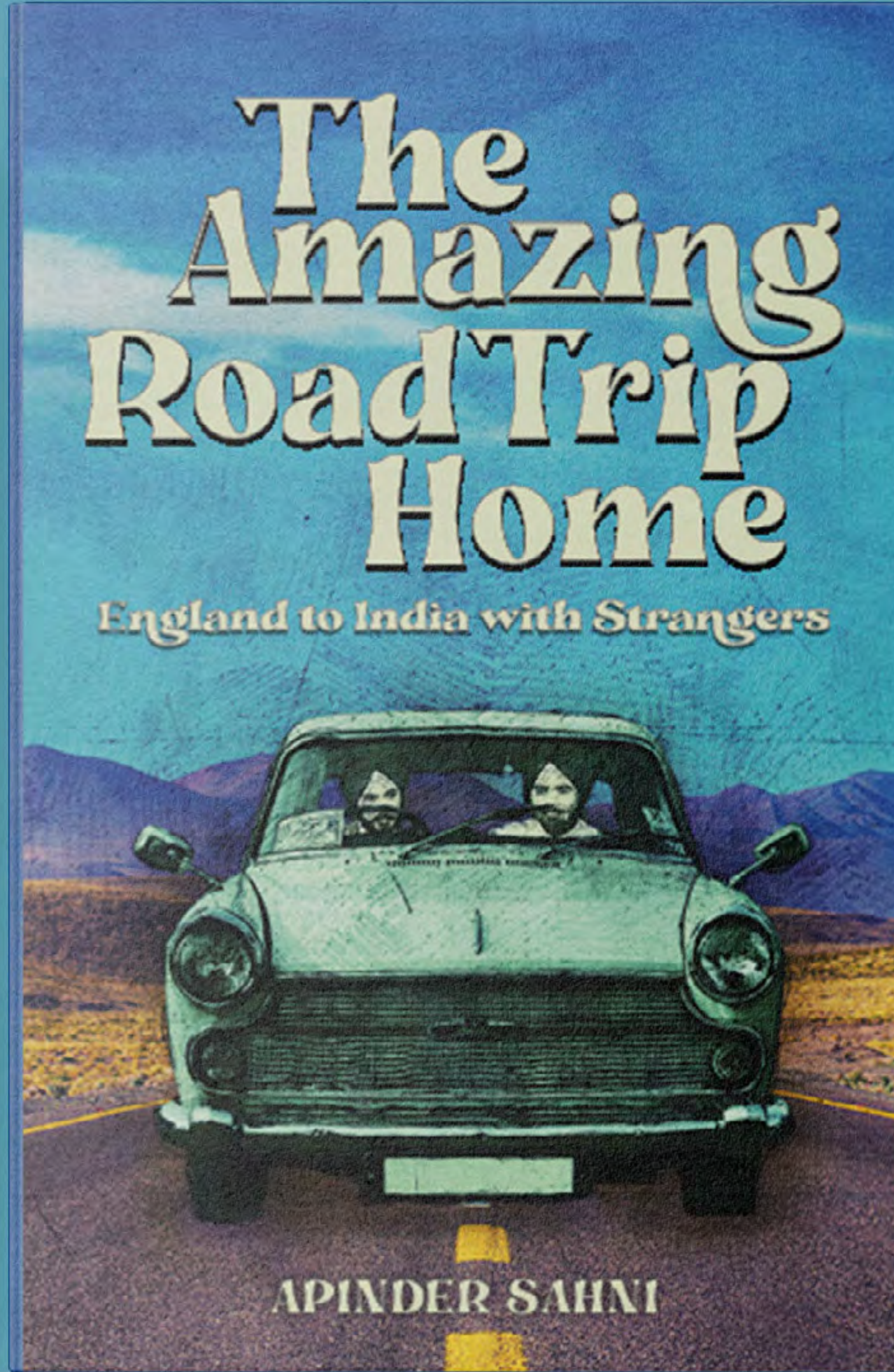
...our collection



THE AMAZING ROAD TRIP HOME

Apinder Sahni

BOOK COVER DESIGN





THE AMAZING ROAD TRIP HOME

Apinder Sahni

BOOK COVER DESIGN

