

Global Head of Design  
Travelex

Senior Digital Designer  
Moonfruit

Senior Digital Designer  
Harrods

Senior Designer  
Quintessentially

Freelance Designer  
Sky Creative

Middleweight Designer  
Williams Lea (Tag)

Freelance  
Channel 4 Creative

Channel 4 Design Award

Work Placement  
Maidstone Studios  
D&AD

Central Saint Martins  
MA - Communication Design  
1st Class Masters Degree

D&AD Sliver Award

De Montfort University  
Bsc (Hons) Multimedia Design  
1st Class Degree

Junior Designer  
Brannon Publications

Coventry Technical College  
2000 BTEC - Graphic Design  
2000 A-Level Art

1998 GCSE 8 A's 2 B's

2014/18

2010/13

2008/09

2006/07

2005

2004

2003

2002

2001



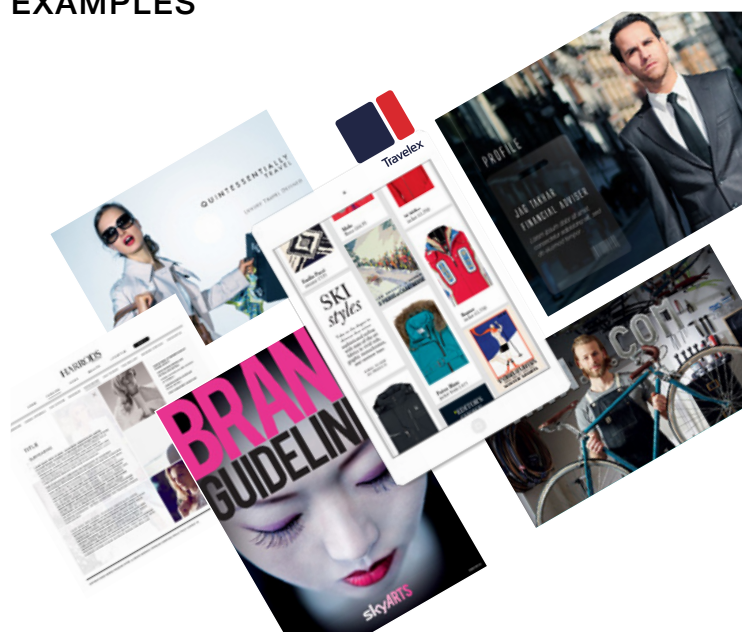
www.jtakhar.com

✉ 07881470646

## J TAKHAR

Creative, confident and resourceful. This industry experienced designer has proven ability to understand client needs and requirements, whilst delivering these within rigid timelines. Skilled at prioritising workloads and developing ideas and concepts which meet budget and client requirements.

## EXAMPLES



## THE SKILLS

Photoshop	After Effects	UI Design
Indesign	Premiere	CSS
Illustrator	Sketch	HTML 5

## INTERESTS & HOBBIES

I'm part of the Bafta Film Awards judging process (Round 1) since 2013 with Maidstone Studios.

I love learning all about the myths and legends behind Asian Art, collecting vinyls with unusual and striking graphics. As well as black and white photography.

## EMPLOYMENT HISTORY

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### **TRAVELEX GLOBAL HEAD OF DESIGN** JAN 15 - PRESENT

In-house creative, working closely with Marketing and Product team on some major advertising campaigns, launch of Supercard card/app, MasterCard Travel Money Card and Travelex Wire - Money transfer. Creating multi-channel designs for digital and printed materials, art directing a team of copywriters and designers. Developing and maintain the Travelex's brand guidelines which will be launched this year.

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### **MOONFRUIT SENIOR DESIGNER** DEC 13 - JAN 15

Work across multiple digital platforms. Responsible for creating compelling campaign ideas that seamlessly work across all channels and designing engaging rich media interfaces for all digital platforms (including desktop, mobile and emerging connected TV experiences, newsletters, blog posts, banner ads, competitions, social media content).

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### **HARRODS SENIOR DESIGNER** MAY 13 - DEC 13

Producing wireframes / user journeys and user interface designs for new features on the Harrods Magazine app and website. Working with brands to help develop and manage assets for advertising slots. Ensure assets are delivered to technical agency on time, on budget, and on brief. Mentoring members of the design team to improve the level of design and interaction within Harrods Magazine app and website and any spin offs to ensure that the platforms ultimately drives sales within store.

### **QUINTESSENTIALLY SENIOR DESIGNER** DEC 09 - JAN 13

Rebranded "Quintessentially Lifestyle" globally, constructed brand guidelines, supervised all work created by design teams in 5 countries managing a team of 9 designers, oversaw quarterly magazine publications as well as brand development for all Sister businesses. Clients included Coutts, Ferrari, BMW, and Johnnie Walker.

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### **SKY DESIGNER** OCT 08 - NOV 09

Providing creative and conceptual solutions for all off air materials required by in-house business areas. Responsibilities for all assigned projects including taking a lead role in brand related projects.

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### **WILLIAMS LEA MIDDLEWEIGHT** JAN 08 - NOV 08

Working independently and in a team within a corporate creative environment alongside other designers brainstorming ideas; liaise closely with clients in defining projects; design and producing original pitch-winning concepts for print, web and interactive media.

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### **CHANNEL 4 DESIGNER** MAY 07 - NOV 08

Skins - Channel 4 drove positive word-of-mouth by building an online community through exclusive deals with key media partners, rather than relying on traditional TV and print ads. A three-minute version of the party trailer achieved 250,000 unique views and more than 20,000 signed up prior to the show.