



JASNEEL NAGI

INTEGRATED ART DIRECTOR / DESIGNER

BIO: Canadian born, British, East African asian.
Confused? So am I. But the multicultural background
has helped inspire me through all aspects of my work.
Take a look.





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PERSONAL PROFILE / KEY ACHIEVEMENTS

I have a multidisciplinary background which stems from traditional graphic design, typography and multimedia. With over twenty years of industry experience, I have worked with leading agencies including Mother, Droga5, TBWA, Ogilvy, Adam & Eve DDB, and VCCP.

My work has contributed into winning pitches for credible brands and awards for notable campaigns. With this experience I have helped build / cofound startup brands in the tech space, understanding audiences, and taking digital products and experiences from concept to market.

I have a fascination with human interaction and am always looking to break and innovate aesthetic barriers. I am conceptual thinker, strategically driven into building brands and experiences that stand out and provide value and ROI.

AD AGENCY EXPERIENCE

Adam & Eve DDB, Anomaly, BETC, Droga5, Joint, McCann, Mother, Publicis, Ogilvy, TBWA, VCCP, Vice, Wunderman, Y&R VML

BRAND EXPERIENCE

Amazon, Adidas, ASOS, Bacardi, Becks, Boots, Budweiser, Colemans, Coca-Cola, Danone, Diageo, Disney, eBay, Ford, Google, Gucci, Heineken, HP, HTC, Huawei, Ikea, In-bev, Jack Daniels, King, Land Rover, Lego, Mcdonalds, Microsoft, Mini, Money Supermarket, Mulberry, Natwest, Nescafe, PG Tips, Premier League, Ralph Lauren, Rimmel, Samsung, Sky, Sony, Stella Artois, Tanqueray, TSB, Unilever, VW, Xbox, YouTube.

EDUCATION & QUALIFICATIONS

10 GCSE's: Grades A - C

4 A-Level's: Grades B - E

BA (Hons) Multimedia & Graphic Design

SKILLS PROFILE

Experienced in UI/UX design / art direction, and digital animation.

Graphic Design: Adobe Photoshop, Illustrator, InDesign.

Digital Design: Sketch, Adobe XD, Invision, After Effects.

Understanding and knowledge of CSS/ HTML.

Swatch

Social and digital activations for Swatch 2019 campaign

Come Alive



The Glow Collection



Every vibe inside. Has a Swatch outside.

swatch+
SWISS MADE



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JASNEEL NAGI DESIGN & ART DIRECTION

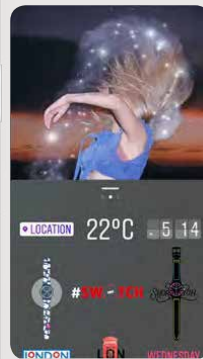
Swatch

Social and digital activation design for Swatch 2019 campaign.



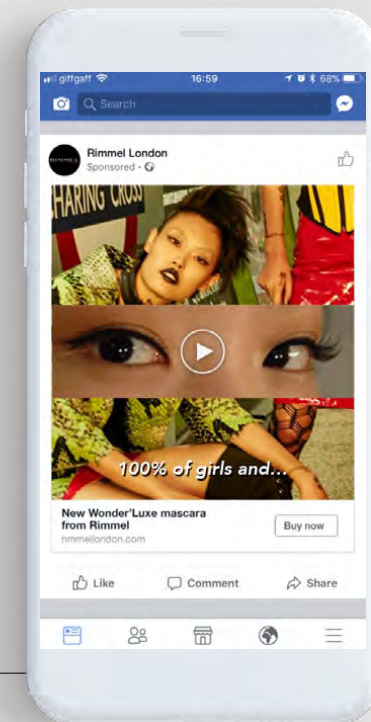
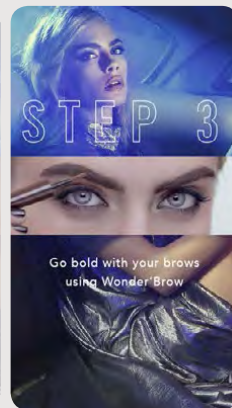
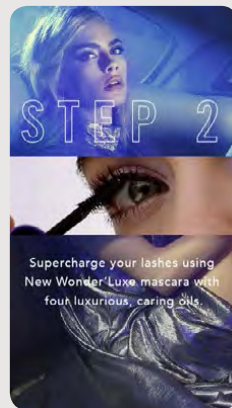
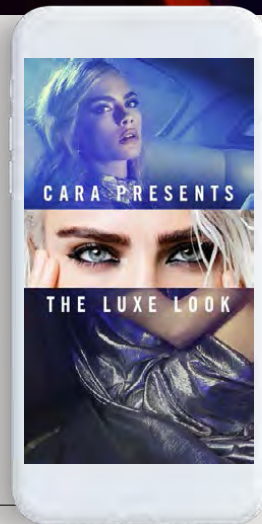
The world is watching. #SwatchThis

swatch
SWISS MADE



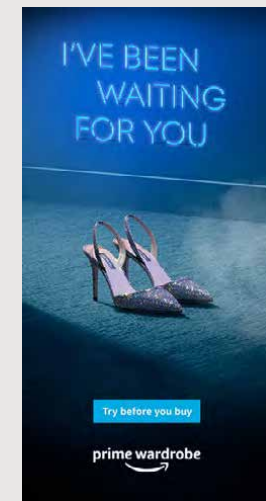
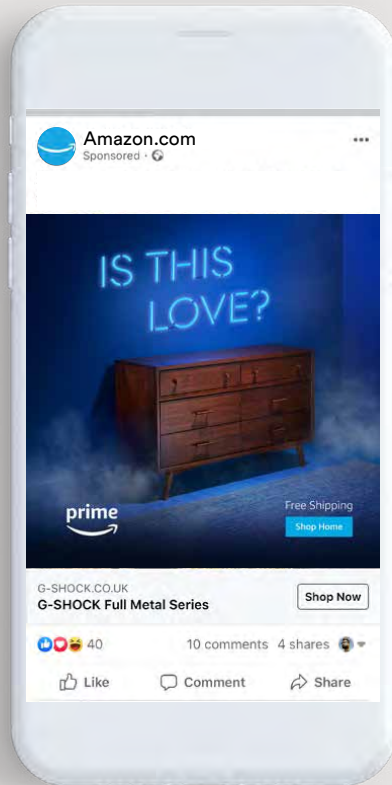
Rimmel

Design for Rimmel's 2019 product campaign, with social activation.



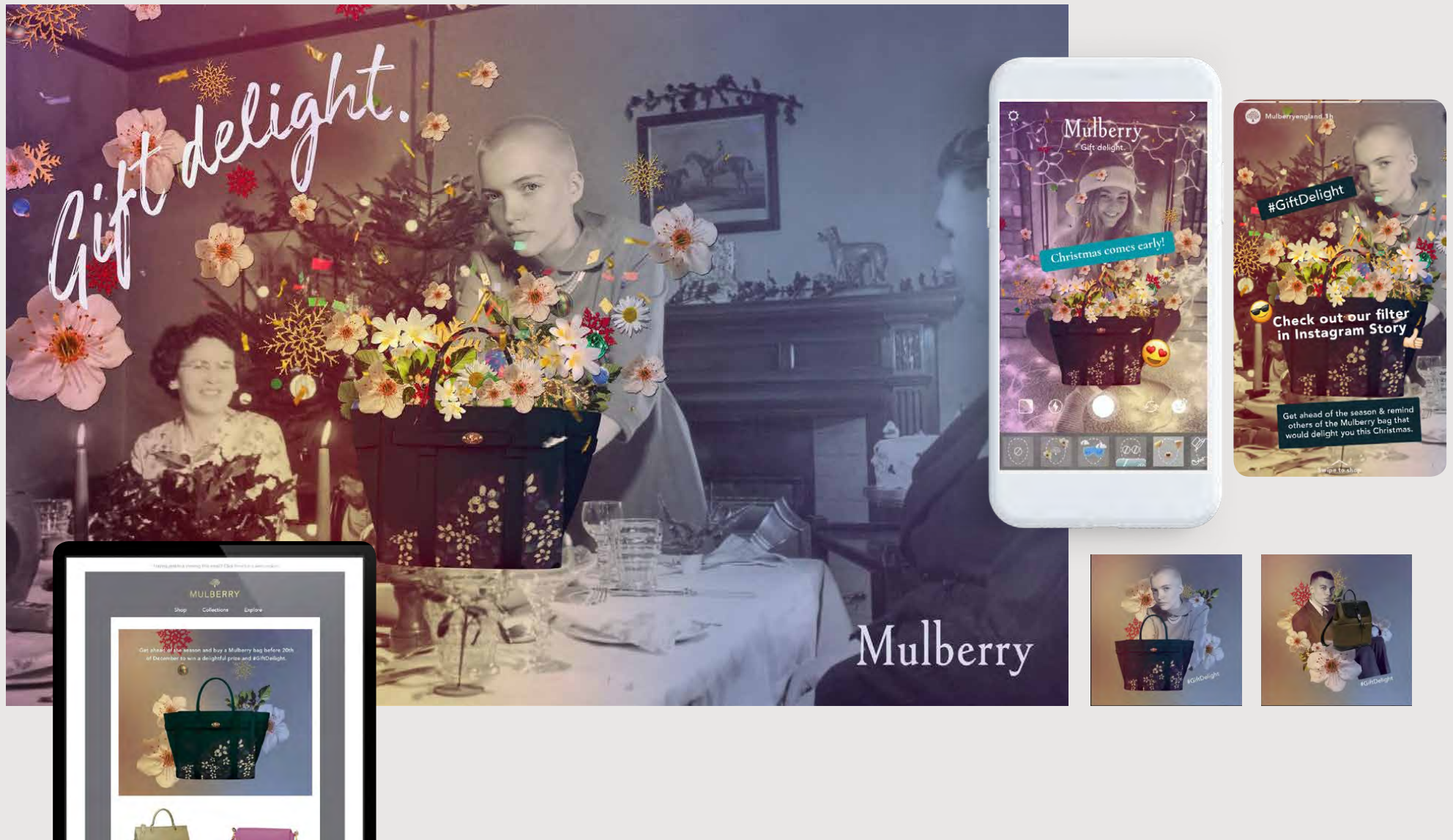
Amazon

Design for Amazon's 2019 digital campaign.



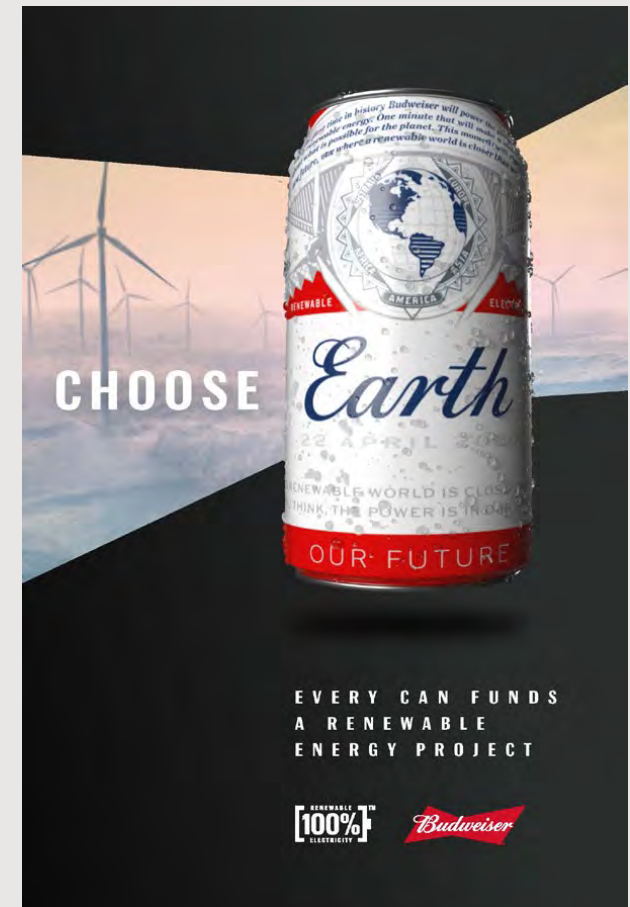
Mulberry

Design for Mulberry digital and social activation pitch.



Budweiser

Art direction for Budweiser's 2020 Earth day campaign.



Sport Convo

Brand identity, UI / UX design, and art direction for start up tech sports platform, backed by Gareth Bale and Virat Kohli.

SPORT CONVO

LAUNCHING SOON

DAYS HRS MINS SECS
31 : 23 : 25 : 04

ENTER DETAILS TO PRE-REGISTER

NAME

COUNTRY

EMAIL

REGISTER



SPORT
CONVO

SIGN IN JOIN

EMAIL

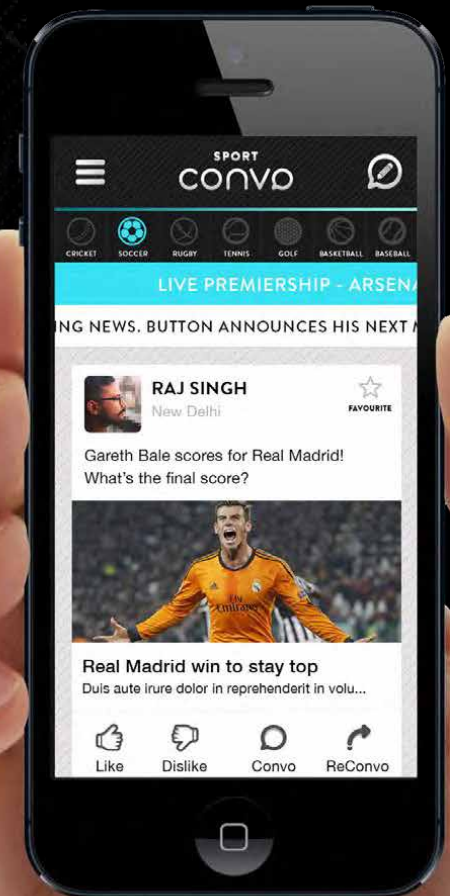
PASSWORD

SIGN IN

FORGOT PASSWORD?

SIGN IN WITH:

f



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JASNEEL NAGI DESIGN & ART DIRECTION

Kingston Christmas Lights Campaign

Creative direction / illustration for Kingston Christmas lights campaign.



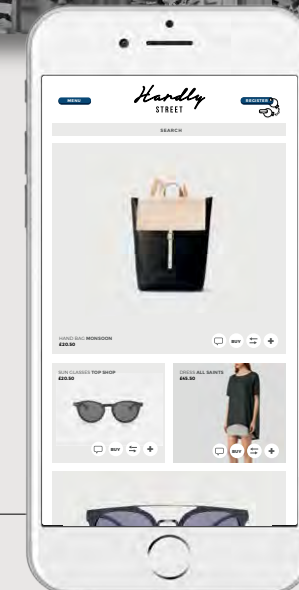
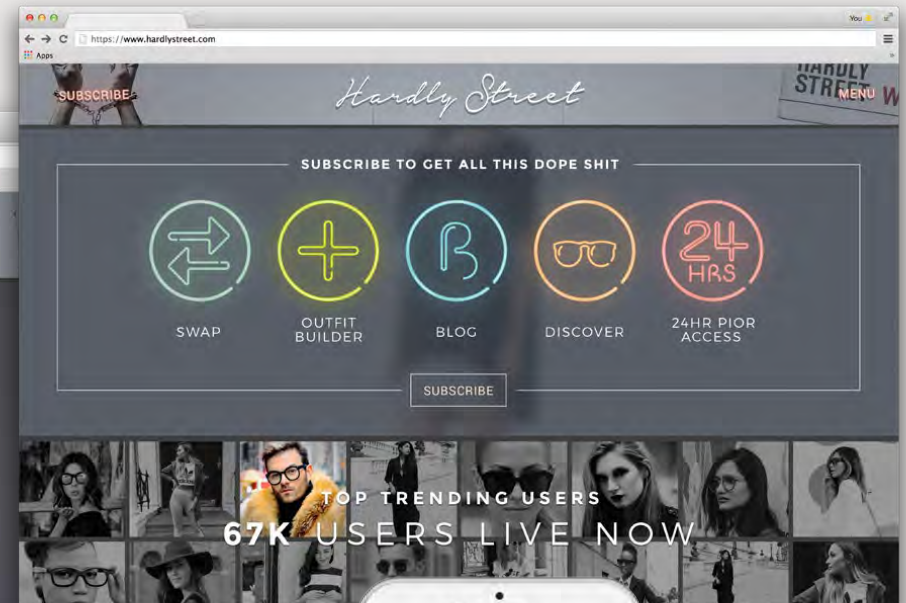
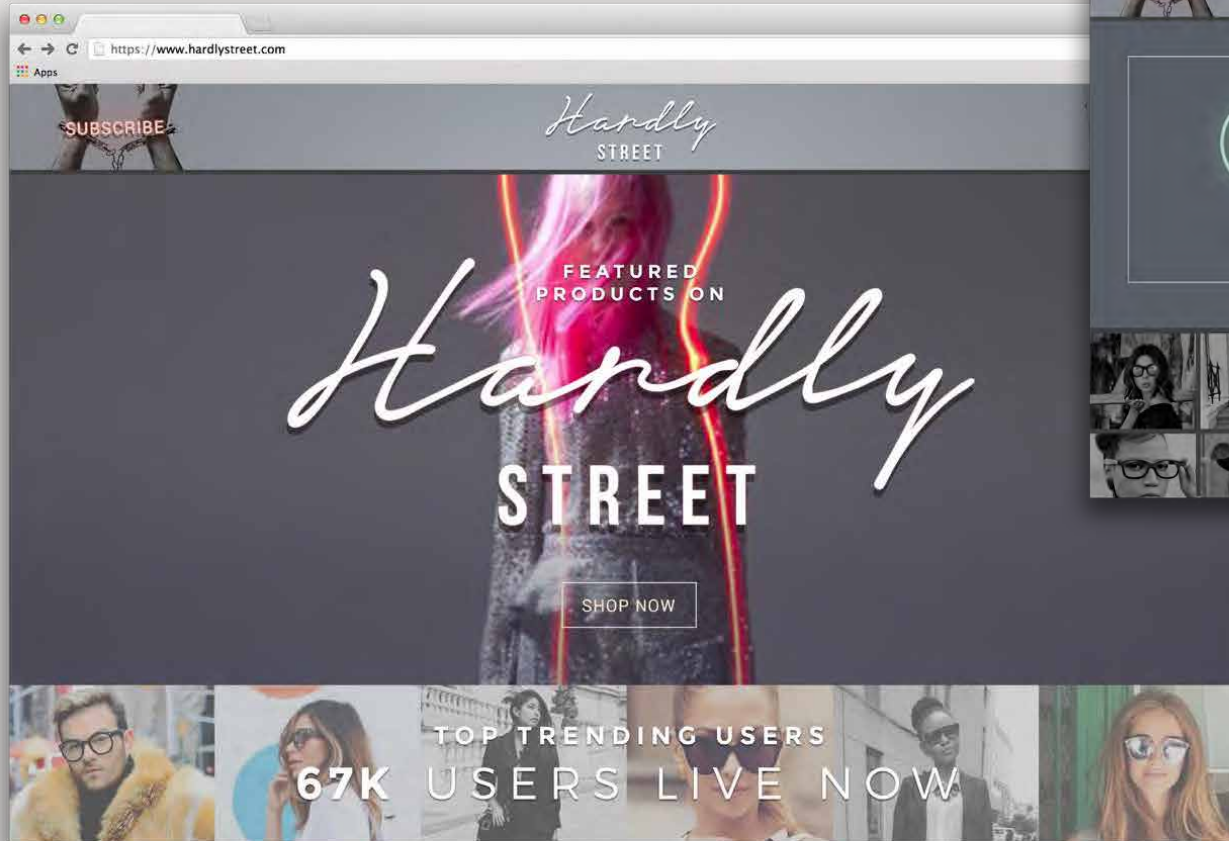
Old El Paso

Logo lock-up for Old El Paso's 'Bringing families together' campaign.



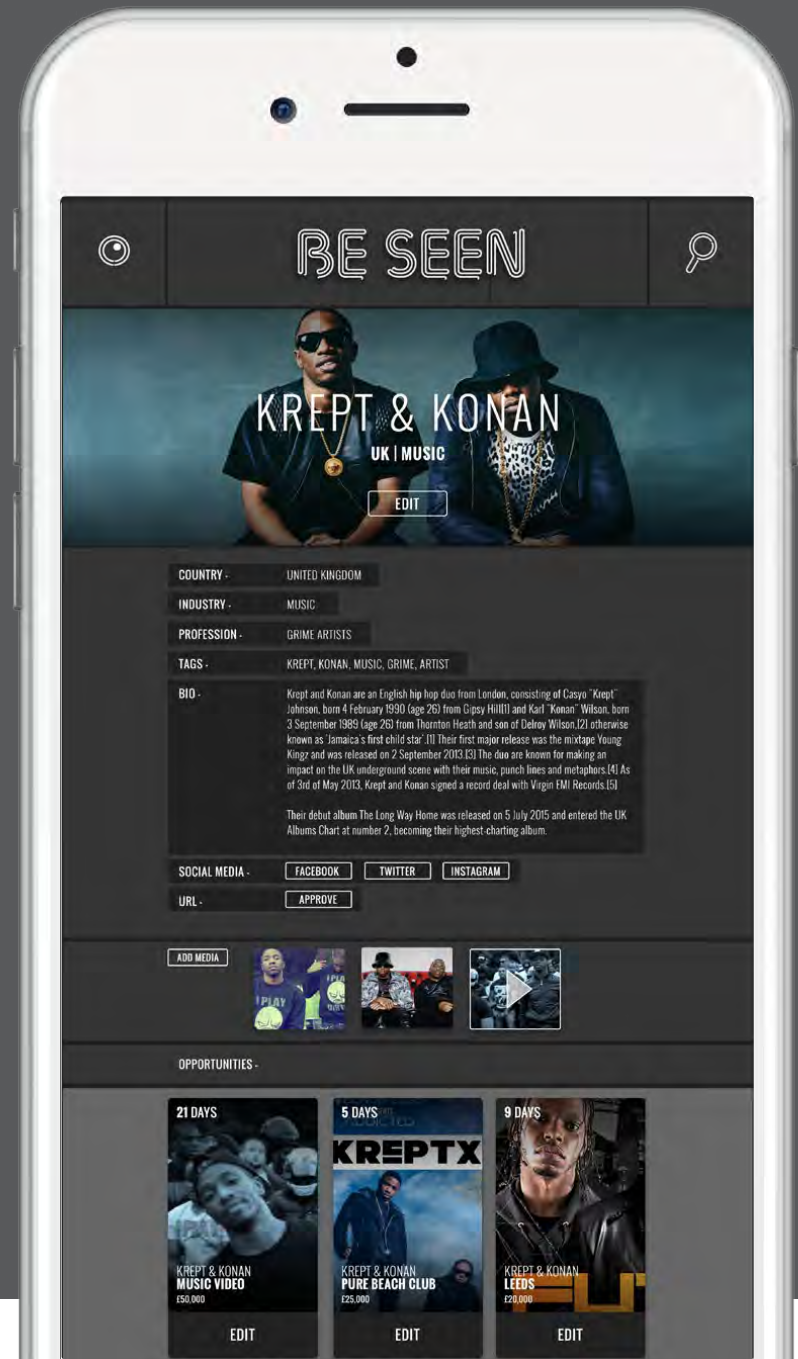
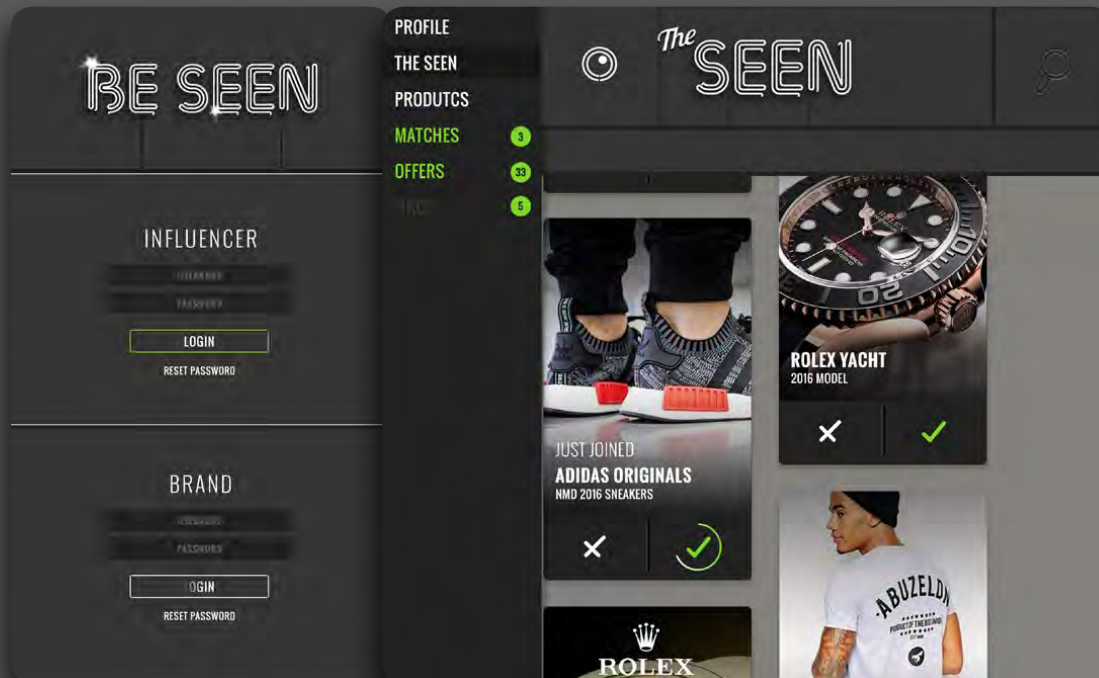
Hardly Street

Branding, art direction, UI and interactive design for fashion exchange platform.



Be Seen

UX/UI, branding, art direction, for start up influencer engagement platform.



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Design and layout for OOH, Tanqueray gin global campaign.



Stella Artois – Buy A Lady A Drink Campaign

Design for integrated campaign, and illustration of the customised Chalice.



Buy a Lady a Drink

*One chalice equals five years
of clean drinking water.*



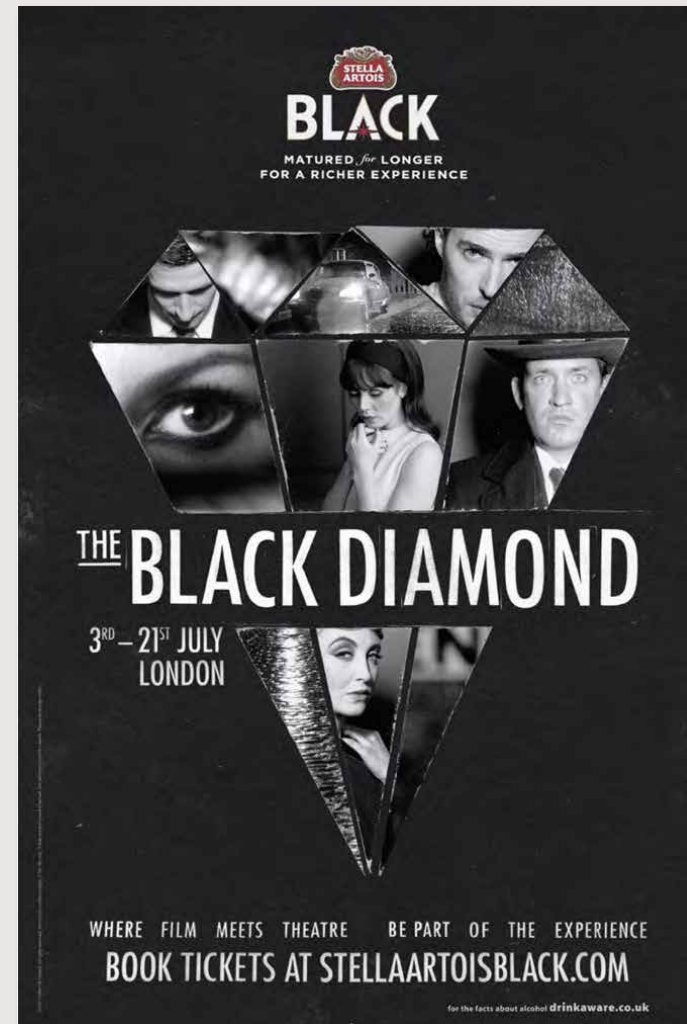
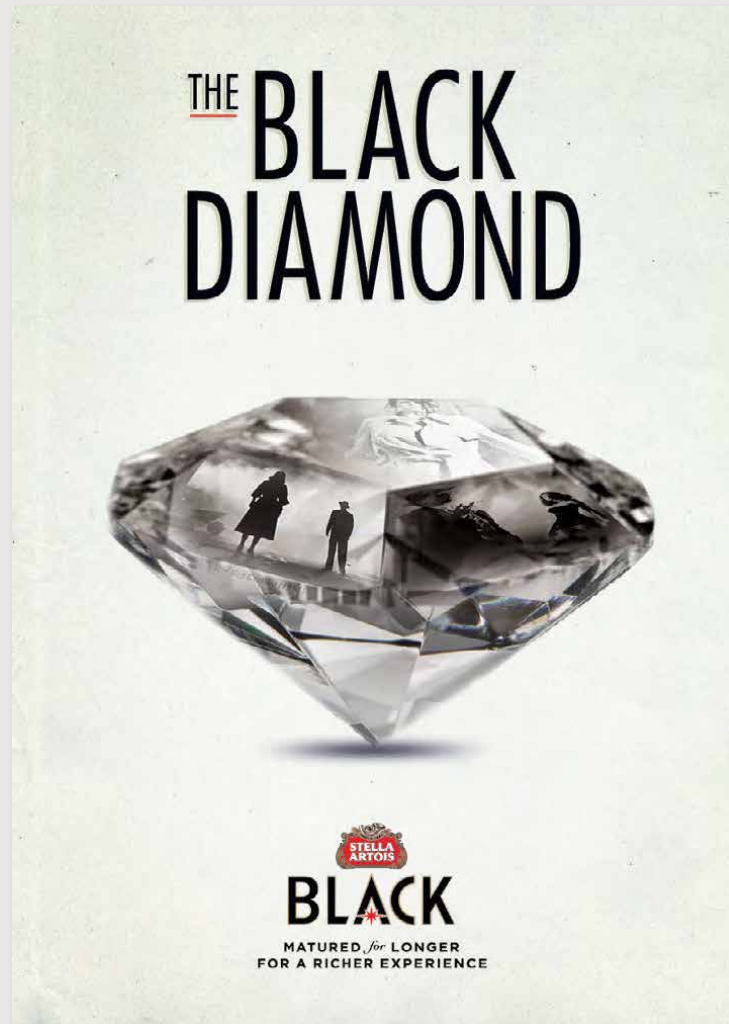
Acer Digital

Digital art direction for Acer experiential event.



Stella Artois – Black Poster Design

In-bar sales promotion for launch of Stella Artois Black premium larger.



Talk Talk Brighter Broadband Campaign
Press posters and OOH to promote brighter broadband from Talk Talk.



Digital Pattern - Contiguous Abstract



Digital Pattern - Go Bananas

HIP Pop Portraits

90s Hip Hop inspired illustrations.



The Henna Den Logo Design

The logo for 'THE HENNA DEN' is presented in a clean, sans-serif, uppercase font. The text is arranged in three lines: 'THE' on the top line, 'HENNA' on the middle line, and 'DEN' on the bottom line. The letters are a solid orange-brown color. Behind the text, there are wispy, smoke-like or henna-stain-like patterns in a lighter shade of the same color, creating a layered and artistic effect. The background is a light, neutral gray.

THE
HENNA
DEN

faab
FLY WITH US