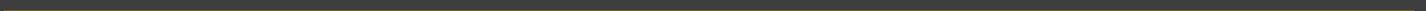




HELLO!

I'm Aadil Mughal.

**I create purpose
driven brands
and campaigns.**



Brand experience



AON



Thomas
Cook

Casillero
del
Diablo

pepsi

MUTV
We are United



TURKISH
AIRLINES



St.
GEORGE'S
PARK

Continental
The Future in Motion

Hilton
HOTELS & RESORTS



THG



Nintendo

Neutral

IWOOT

HONDA
POWER EQUIPMENT

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Design skills



BRANDING



CONCEPT
DEVELOPMENT



EDITORIAL
DESIGN



DIGITAL
DESIGN



LOGO
DESIGN



ART
DIRECTION



MOTION, FILM
& EDITING



RETOUCHING

Profile

A multidisciplinary creative lead, specialising in brand development, strategy, and communication. An accomplished conceptual thinker, creating well crafted, innovative, ideas across print and digital. Proficient in art direction, typography and editorial design with a profound need for continued personal development. A strong leader, with a highly positive attitude and a desire to develop others.

Ambitious and goal orientated with a focus on developing customer-centric ideas from ideation through to exceptional final execution. A team player with the strategic awareness and decisive confidence to lead people and projects. Able to take ownership of individual projects, creating work with a strong sense of purpose and consideration for brand equity. Maintaining a proactive approach in order to constantly excel in delivery; such as developing brand copy alongside copywriters, creating straplines and social media content, and ensuring a complete brand experience.

Possessing an assured and level-headed approach, enabling work to be produced to the highest standards whilst meeting deadlines and budgets. A strong communicator with the ability to convey ideas clearly to clients. An effective project manager with strong organisational skills that enable objectives to be achieved successfully.

Software skills

INDESIGN	● ● ● ● ●	DREAMWEAVER	● ● ● ○ ○
PHOTOSHOP	● ● ● ● ●	WORDPRESS	● ● ● ○ ○
ILLUSTRATOR	● ● ● ● ●	PREMIERE PRO	● ● ● ○ ○
SKETCH	● ● ● ● ●	G SUITE/OFFICE	● ● ● ● ●
AFTER EFFECTS	● ● ● ○ ○	KEYNOTE	● ● ● ● ○

Education

Nottingham Trent University
2007 - 2009

BA (Hons.) Graphic Design
2nd Class - 1st Division (2:1)

Derby College
2004 - 2007

B-Tec National Diploma in Graphic Design
Triple Grade Distinction (3 A's)

AS Level - Graphic Design, ICT, Chemistry

Littleover Community School
1998 - 2004

GCSE - 3 A's, 3 B's, 4 C's

Additional training

Negotiation Skills

D&AD

Brand Building

Sound Advice - Michel A. Jouveaux

**Advanced Project Management
and Handling Difficult People**

The-Centre

HTML (Including CSS and XHTML)

Media Training

**Managing & Influencing People,
Selling Creative Work and Getting
Better Briefs out of Clients**

Mousell Training

Awards/recognition

2006

The Peak Award For Visual Arts
Derby College

2011

Highly commended - Best new scheme
National Payroll Giving Awards

2013

Employee of the Month - May
Manchester United Football Club

2014

The FA Reward and Recognition
For England DNA Project

UNiDAYS

Creative Lead

04.2018 - Present

Creative Lead at Nottingham based, global leading student affinity network UNiDAYS. Responsible for overseeing brand initiatives, implementing an insights-driven global rebrand whilst continuing to oversee campaigns.

Pivotal in the formation and brand development of UNiDAYS' internal innovation lab, including the definition of a robust brand strategy and design process that underpins all decisions. Leading the ideation process, development, and delivery of the labs brand across digital touchpoints and the physical space.

Responsible for providing creative direction and guidance on a variety of projects, empowering and enabling the creative team, and ensuring high standards of output. Collaborating with, briefing and directing copywriters to achieve impact and resonance with the Gen-Z audience, whilst maintaining the brand tone-of-voice across all touchpoints.

Direct line management of four team members of the wider creative team; providing mentoring and coaching, development plans, guidance on goal-setting and performing appraisals. Tasked with defining new starter onboarding plans and involved in graduate recruitment sessions.

Involved in global collaborations with the Sydney and New York creative teams on localised campaigns, and with the UX team and the UNiDAYS innovation lab on product improvement initiatives across web and app platforms.

Tasked with writing creative briefs that inspire the design team, leading on ideation sessions with the wider team to develop concepts, working with the Creative Directors to shape campaign direction and presenting ideation and design pitch documents to stakeholders. Scoping project delivery plans, managing projects and defining print specification. Quality controlling and approving digital and print artwork.



INTOWARE

Senior Brand Designer

04.2017 - 04.2018

Senior Brand Designer at Nottingham based mobile and wearable-tech software development startup, Intoware. Leading on a rebrand of Intoware's corporate identity to invigorate the company's presence, to position Intoware as a progressive and innovative technology company. Responsible for defining Intoware's brand values and character to establish a new tone of voice across all touch points, delivering new materials across print and digital formats. These include corporate documents, stationery, onboarding materials, recruitment booklets, investment documents, presentations, office signage, branded items, staff apparel, web and social media.

Responsible for initiating a rebrand of Intoware's primary software, WorkfloPlus, after identifying the limitations of the existing brand. Creator of a new bespoke logo and logotype, introducing a dynamic colour palette and producing new materials across print and digital. These include proposal documents, sales materials, product brochures, presentations, stationery, event materials, email, software UI, web and social media.

Involved in the design and improvement of the UX and UI of Intoware's software solutions, scoping software developments, wire-framing and outlining feature developments across mobile and web apps.

Project management, defining working procedures, briefing processes, development handover, implementing website testing procedures, print management including organising event materials and exhibition stands. Managing and art directing external resources in the creation of animated videos.

Presenting brand strategy developments to colleagues, including c-level executives. Defining a product renaming strategy and facilitating company-wide product development workshops. Pivotal in the relaunch of Intoware's social media and email communication presence across multiple channels.

THG

Head of Design

06.2016 - 02.2017

Divisional Head of Design for global tech, retail, and distribution giant, The Hut Group, leading a team of six designers. Tasked with developing a team to support all corporate brand and design requests, and external platform clients.

Responsible for the creative output and workflow of the team. Defining creative execution and brand strategy across multiple brands. Establishing scope, specifications, and requirements of projects. Detailing briefs to support team members and defining concepts. Ensuring all creative deadlines are met, estimating completion time and managing client relationships.

Outlining team growth strategy and defining team structure with data driven-insights. Establishing team development plans, individual staff objectives and completing performance reviews. Ensuring that staff follow processes and communicate effectively with stakeholders, approving artwork, leading on pitch presentations, liaising with external suppliers and actively improving team performance. Managing large projects across various parts of the business, coordinating multiple departments to ensure projects are delivered effectively.

Integral in THG corporate brand development; establishing new brand elements, photography, videography and coordinating the design, build and launch of a new corporate website. Defining corporate brand equity, tone of voice and purpose. Developing internal materials for HR, staff communication, events, graduate recruitment initiatives and internal departments such THG Academy, Customer Science and THG Platform.

Art Direction, storyboarding and briefing the photography and videography department to ensure project visions are adhered to. Redefining corporate presentation style and delivering multiple client pitch presentations.



Creative Lead

10.2013 - 06.2016

Creative lead for The Football Association, based at the National Football Centre, St. George's Park.

Tasked with developing innovative creative identities for the England DNA project, the Cerebral Palsy Football World Championships, the various FA coaching clubs and FA national courses. Implementing bespoke brand identities for a variety of conferences, events, dinners and award ceremonies held at St. George's Park.

Established a new creative execution for The FA's coaching membership scheme, and developed other supporting materials, including a design overhaul of The FA magazine, The Boot Room. Creating advertising campaigns for FA products and pivotal in the redesign of 66 FA coaching resources.

Establishing brand identities, presenting creative concepts, client management, project management, job scheduling, supporting corporate sponsor requests, print buying and specification, website and email campaign design.

Collaborating with an external agency on the rebrand of St. George's Park and responsible for executing the initial phase of the rebrand, whilst leading on the delivery of a brand execution for the St. George's Park local hub projects. Including print, online, social and ambient venue branding for three state-of-the-art FA football centres.



Graphic Designer

06.2010 - 10.2013

Creating innovative concepts and campaigns for Manchester United's sponsorship partners, such as Aon, DHL, Conha Y Toro, and Nike, in a variety of print and digital formats.

Responsible for all areas of design and art direction for the Manchester United Foundation, including the launch of a new identity and brand guidelines.

Involved in MU Finance campaigns, MUTV print and digital adverts, and the club's social media strategy.

Art direction, copywriting, image retouching, and artworking. Filming and video editing and photography for player appearances, oversea fan events, MU Foundation projects and commercial partner events.

Working with the various marketing teams and commercial partners, presenting project proposals and creative concepts.



Thank you for your time.

Please contact me if you have any questions or if you would like some samples of work.

