

Manpreet Singh

designer

Auckland-based creator, breathing life into brands with imaginative identities, meticulous detail, agile thinking, and a passion for creative experimentation.

+64 276148617

manpreetgrafix@gmail.com

★ masters in advertising

branding

graphic design

creative direction

art direction

social media

typography

post production

front end design

photography

Skills Group
Design Lead
Full Time
Mar 2023 - Present

As the Design Lead of Skills Group, managing 8 sub-brands and creating logos, brand identity, and brand expression for the umbrella brand involves several key responsibilities and strategies. Here's a comprehensive approach to handle this complex role:

Responsibilities:

Brand Strategy Development:

- **Research and Analysis:** Understand the market, target audience, and competitors for each sub-brand.
- **Vision and Mission Alignment:** Ensure each sub-brand aligns with the overarching vision and mission of the Skills Group.

Design and Identity Creation:

- **Logo Design:** Create unique and memorable logos for each sub-brand that fit within the overall aesthetic of the Skills Group.
- **Visual Identity Systems:** Develop comprehensive visual identity guidelines for each sub-brand, including color palettes, typography, and imagery styles.

Brand Expression:

- **Consistent Messaging:** Ensure all branding materials convey a consistent message that aligns with the brand's values and objectives.
- **Innovative Concepts:** Develop creative concepts that enhance brand storytelling and engagement.

Team Management:

- **Collaboration:** Work closely with marketing, product, and management teams to ensure cohesive brand strategies.
- **Mentorship:** Guide and mentor junior designers and creative team members.

Strategies:

Unified Brand Framework:

- **Central Theme:** Develop a central theme or concept that all sub-brands adhere to, creating a sense of unity.
- **Flexible Guidelines:** Create flexible branding guidelines that allow each sub-brand to express its unique identity while maintaining consistency.

Technology and Tools:

- **Design Software:** Utilize industry-standard design software Adobe Creative Suite for creating and managing brand assets.
- **Project Management Tools:** Implement project management tools which are page proof and sharepoint to track progress and collaborate effectively.

Trend Analysis and Adaptation:

- **Market Trends:** Stay updated with the latest design and market trends to keep the brands relevant.
- **Innovation:** Encourage innovative approaches and experimentation within the design team.

Raydar
Senior Designer
Full Time
Oct 2021 - Aug 2022

Responsibilities:

- **Creative Leadership:** Managed and directed creative projects, including brand identity, key visuals, press ads, packaging, store collaterals, and magazine ads.
- **Brand Development:** Developed cohesive brand identities and visual strategies for a diverse portfolio of brands.
- **Advertising Excellence:** Created compelling advertisements across various media to ensure consistent and engaging brand messaging.

Brands Worked With:
Woolworths, New World, Tiptop Bread, Bluebird, Heineken, Frucor Suntory, DB Breweries, Johnny Walker, AO Gordons Mazda, Cadbury, Spark and Fidelity Life.

Fisher & Paykel Technologies
Digital / Graphic Designer
Contract
Sep 2021 - Oct 2021

Campaign: **June 365 campaign**
Location: New Zealand market
Status: Currently used by various organizations

Responsibilities:
Marketing Advertising for F&P Technologies

eDMs, Web banners, Animated digital display banners, Social media campaigns and Brochures.

Tools Used:
Figma, Webflow, Adobe Creative Cloud.

Colenso BBDO / Spark
Digital Marketing Designer
Contract
Mar 2021 - Sep 2021

Responsible for managing and executing a broad range of Digital Marketing Advertising initiatives for Spark NZ.

This role encompasses:
eDMs, Web Banners, Animated Digital Display Banners, Social Media Campaigns, HTML5 Coding, Packaging, Leaflets, Icon Design, Proactive Ideas & Illustrations.

Additional Responsibilities: This role also involves staying up-to-date with the latest digital marketing trends, tools, and technologies, collaborating with cross-functional teams, and continually refining strategies based on performance data and market feedback.

justONE - Colenso BBDO
Senior Designer
Freelance
Jan 2021 - Feb 2021

Vehicle Signage Design:

Created visually appealing and brand-consistent vehicle signage for Pink® Batts® and PinkFit® vehicles.

This involved understanding brand guidelines, working on design concepts, and applying them to vehicle templates to ensure effective and eye-catching promotional graphics.

Coordinated with production teams to ensure accurate application of designs on vehicles, maintaining high-quality standards and brand integrity.

Federation
Digital / Graphic Designer
Contract
Dec 2020

Christmas and Boxing Day Digital Creatives for Farmers and L'Oréal.

For the Christmas and Boxing Day campaigns, I developed various digital creatives for Farmers and L'Oréal, including Landing Pages, Home Page, EDMs, Digital Lockups, Invitation Cards and Product Cards. These efforts were focused on enhancing user engagement and driving sales during the festive season.



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VMLY&R

Digital Designer

Contract

Nov 2020

Assisted the creative team in various aspects of pitch work and design, contributing to the development of impactful presentations and visual assets for branding and promotional purposes.

Presentations, Logos, Billboards, Store Branding, Typography, Posters and Digital Assets.

Air New Zealand

Graphic Designer

Contract

Oct 2019

Worked independently as a graphic designer to create comprehensive visual materials, including brand guidelines and various promotional assets, ensuring cohesive and impactful branding across multiple channels.

Brand Guidelines, Brochures, Invitations, Outdoor Advertising, Event Collaterals, Airtime and Air Posters, Web Banners, Web Collaterals and Final Artworks.

BC&F Dentsu

Senior Designer

Contract

Sep 2019

Led the conceptual development and design of brand guidelines for Comvita Honey, creating a cohesive new look for the product hero and its sub-products, with distinct variations in color and design.

Conceptual Development, Brand Guidelines, Product Hero, Color Variations, Design Variations and Sub-Product Branding.

Stanley St.

Senior Designer

Contract

Aug 2019

Developed innovative conceptual packaging for the Vype ePod, combining aesthetic appeal with functional design. Additionally, designed a user-friendly manual to enhance the customer experience, ensuring both visual coherence and practicality in the product presentation.

Flexi Group

Digital / Graphic Designer

Contract

July 2019

Executed comprehensive design projects for various digital and print materials to support marketing and branding initiatives.

Digital Campaigns, Corporate Stationery, Web Banners, Email Direct Marketing (EDMs), Social Media Posts.

The Warehouse Group

Art Director

Full Time

Sep 2018 - Jun 2019

Led the development of brand communication and 360-degree campaigns for The Warehouse Group brands, collaborating closely with the Creative Director. Managed the creative team to deliver impactful designs and successful campaign launches across The Warehouse, The Warehouse Stationery, Noel Leeming, and Torpedo 7.

Campaign Development:

- **360-Degree Campaigns:** Executed comprehensive campaigns integrating various marketing channels.
- **Carbon Neutral Campaign:** Successfully launched a campaign promoting sustainability initiatives.
- **SMEG in New Zealand:** Introduced the Italian brand SMEG to the New Zealand market through Noel Leeming stores.

Creative Direction:

- **Modern Designs:** Created innovative and modern designs for brand promotions.
- **Art Direction for TVCs:** Directed television commercials for SMEG.

Team Management:

- **Studio Leadership:** Managed Mac Operators and junior designers, ensuring high-quality output and adherence to project timelines.

True Limited

Graphic Designer

Contract

May 2018 - Sep 2018

Executed a diverse range of graphic design projects for prominent clients including Z Petroleum, Air New Zealand, HamiltonJet, Manuka Honey, and Zillo. Delivered creative solutions across multiple platforms, enhancing brand identity and communication.

Logo Design, Branding, Packaging Design, Invitation Cards, Brochures and Flyers, Illustrations and Icons, Presentations, Booklets and Exhibition Collaterals.

Indian work experience

D & H Blurb

Creative Director

Full Time

Jul 2017 - Jan 2018

CHEIL India

Creative Supervisor

Full Time

Jun 2014 - May 2015

DDB Mudra

Group Head

Full Time

Mar 2016 - Jun 2017

D & H Blurb

Senior Art Director

Full Time

Aug 2012 - Jun 2014

Bang in the middle

ACD

Full Time

Jun 2015 - Dec 2015

