



**HELLO!**

**I'm a multidisciplinary  
senior graphic designer.**

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

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**Aadil Mughal**

Brand experience



AON



Thomas  
Cook

Casillero  
del  
Diablo

pepsi

MUTV  
We are United



TURKISH  
AIRLINES



St.  
GEORGE'S  
PARK

Continental  
The Future in Motion



THEHUT<sup>®</sup>  
GROUP



Neutral<sup>®</sup>

IWOOT<sup>™</sup>



# Aadil Mughal

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d.o.b. 21.02.1987



## Design skills



**BRANDING**



**CONCEPT DEVELOPMENT**



**EDITORIAL DESIGN**



**DIGITAL DESIGN**



**LOGO DESIGN**



**ART DIRECTION**



**MOTION, FILM & EDITING**



**RETOUCHING**

## Profile

A multidisciplinary senior graphic designer, specialising in brand development/strategy, concept development, advertising, art direction, typography, layout and editorial design. Proficient in print and web design with a profound need for continued personal development to gain a greater understanding of all aspects of design, marketing, and business/brand development.

Highly ambitious and goal orientated with a solid academic background, with the ability to develop well crafted, customer centric ideas from initial formation through to exceptional final executions. Possessing the ability to work collaboratively as part of a team, with the strategic awareness to lead projects and teams. Able to take ownership of individual projects, with a decisive confidence to create work with a strong sense of purpose and consideration for brand equity/brand strategy. An accomplished conceptual thinker that is able to develop brand copy and straplines to ensure a complete brand experience. Driven by a desire to help brands/clients communicate more effectively through exceptional design.

Possessing a mature understanding and approach, enabling work to be produced to the highest standards whilst meeting deadlines and working within a budget. Experienced in a multitude of design software whilst maintaining practical skills. Excellent communication and interpersonal skills enabling confident presentations and accomplished written and verbal English. An effective project manager with strong organisational skills, that enables objectives to be achieved successfully. A strong leader, with mentoring skills and desire to pass on knowledge to develop others.

## Software skills

<b>INDESIGN</b>	● ● ● ● ●	<b>DREAMWEAVER</b>	● ● ● ○ ○
<b>PHOTOSHOP</b>	● ● ● ● ●	<b>WORDPRESS</b>	● ● ● ○ ○
<b>ILLUSTRATOR</b>	● ● ● ● ●	<b>SKETCH</b>	● ● ○ ○ ○
<b>FINAL CUT PRO</b>	● ● ● ○ ○	<b>MS OFFICE</b>	● ● ● ● ●
<b>AFTER EFFECTS</b>	● ● ● ○ ○	<b>KEYNOTE</b>	● ● ● ● ○

## 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

## 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

## References

Available on request.

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## Employment history

### MUFC

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 on-line 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 web adverts, and the Club's Social Network strategy.

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

Liaising with the various marketing teams and commercial partners to present project proposals and concepts.

### Harlequin Football Club

Freelance Graphic Designer  
06.2013 - Present



Tasked with invigorating the Harlequins Football Club Seasonal Hospitality and Meetings & Events collateral with dynamic creative campaigns for both areas of the Club. Including creation of relevant sales materials, implementation of new copy lines and execution of visual treatments.

Visualisation of stadium and training ground branding opportunities for sponsorship proposals documents. Development of the Harlequins Business Network brand identity.

### The Football Association

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 licenced clubs and FA national courses promotional materials. Implementing bespoke brand identities for a variety of conferences, events, dinners and awards nights held at St. George's Park.

Established a new creative execution for The FA Licensed Coaches' Club membership scheme, and developing other supporting materials, including a design overhaul of The FA magazine, The Boot Room. Creating advertising campaigns for the various FA products, involved in promotional creative for St. George's Park, and pivotal in the redesign of 66 FA Learning coaching course resources.

Establishing brand identities, presenting creative concepts, client management, project management, job scheduling, creating assets for other departments, supporting corporate sponsors requests, print buying and specification, email and web asset 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 new FA football centres.

### The Hut Group

Head of Design  
06.2016 - 01.2017



Tasked with recruiting and developing a team to support all corporate design requests and third party brands; including Preloved, Neutral, Elizabeth Arden, Honda [Power Equipment], My Mail Rewards, Nectar and Nintendo.

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/execution. 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 The Hut Group 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 The Hut Group Academy, Customer Science and THG Platform.

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

Supporting third party clients and Hale Country Club on brand positioning, campaign messaging, copy writing and creative execution.



# Thank you for your time.

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

Click below to find out more.

