

Simrit Brar / Creative Direction

INTEGRATED BRANDING PROGRAMS:

*Identity systems /
Print / Packaging/
Retail / Web*

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Simrit Brar's work has spanned the diverse markets of the US and India for well over a decade. She has helped bring success to brands in a vast range of industries. Most recently, she has been consulting for Herbalife Global HQ, part of Worldwide Marketing, and various Los Angeles based agencies including Siegel + Gale and Troika.

Simrit was the Sr. Design Director till end '09 at CO-OP, a New York based branding agency. She also spent three years at Smart Design, a multi disciplinary design consultancy on a range of projects including packaging, interface design, in-house promotion and branding. Prior to that, she earned her Masters in Design and Technology at Parsons The New School for Design in New York where she was also an adjunct faculty.

Simrit is also credited with bringing a new sensibility to key art in India, while creating the print promotional campaigns for nearly 50 Bollywood features in India. Her work has been featured in several publications and is part of the permanent collection of the Victoria & Albert Museum in London.

At JWT's first Indian design studio Design Sutra, Mumbai, Simrit managed the design team from '97 to '00. She began her career with Ray+Kesavan, now Brand Union, one of the world's leading branding agencies.

clients Herbalife, Microsoft, Johnson & Johnson, Loews Hotels, New York Observer, OXO, Prudential ICICI, Hewlett Packard, Forest City Ratner, MTV, Cadbury, National Cinemedia, TCM, HBO Films, Discovery Times, Benetton, Sterling properties, Maesa, Stribling, Wells Wood-work, BFC Partners, Tfal, Cheshire LLC, ACE group, Iriver, Think Map, Omron, Acco, Smart Design, Baby Tata, AIGA, ADC NY, BPL Mobile, Shoppers' Stop, Bombay Ad Club, Kotak Mahindra, Raheja Builders, Asian Paints, HDFC Bank, Outlook, Escorts, National Gallery of Modern Art-New Delhi, Neeru Kumar, TVS Girling, Menon Impex, Aamir Khan, Ashutosh Gowariker, Rakeysh O. Mehra, Sanjay Gupta, Karan Johar, Farhan Akhtar, Nuclear Mango, Split Image, Activor, Aditya Birla Group, UTI, Karen Anand, Lakeeren art gallery, Silverpoint, ABN Amro Bank, Daewoo, Star Plus, Star News and Zee TV India.

work experience

- mar '11– present HERBALIFE**, Senior Designer at the Global HQ, part of Worldwide Marketing. Working on the Herbalife brand generating material for 79 countries providing solutions across media -predominantly packaging systems, as well as collateral, video graphics, web, events, identity and advertising.
- oct '09– dec '10 CONSULTANT:** Siegel + Gale, BLT, Troika, Version X. Projects include: Packaging for a professional hair care line, a skin care line and a global oil brand for hair care; key art, rebranding for Discovery, NBC Olympics, and rebranding for a Microsoft health product. FLYING SQUIRREL, Los Angeles– Founder / Creative Director
- may '07– sept '09 CO-OP**, New York– Sr. Design Director. Guiding the creative team in all aspects of integrated branding programs including naming, identity, websites, advertising, sales/ leasing offices and brochures/collaterals for real estate, hospitality, beauty and entertainment brands. From strategy to execution. Tasks also included supervising work on the CO-OP brand and various forms of outreach. **Key projects**– The rebranding and guidelines for the Loews Hotel group in the US/ Canada including the Santa Monica beach resort. The sales campaign across multiple media and the branding of the Skidmore Owings and Merrill tower- 'Toren'. The rebranding of the French global beauty house 'Maesa'. The entire launch campaign for Forest City Ratner's flagship Brooklyn rental 'DKLB BKLN'.
- sept '04 - may '07 SMART DESIGN**, New York– Sr. Communication Designer. Design of packaging systems, interface design of products, branding and marketing materials for the in-house brand. **Key Projects**– Complete packaging system and guidelines for the Quartet brand of boards. Interface design for Hewlett Packard's first touch screen camera. Packaging systems for the various US brands owned by Tfal France, HP and Microsoft. Helped revamp the New York taxi graphics- modernized the checker pattern on every New York taxi cab.
- may - jul '04 TROLLBÄCK & CO.**, New York– Part time. Story boards for motion graphics, corporate identity, print design.
- jan - may '04 NAILGUN**, New York– Part time. Story boards for motion graphics.
- dec '00 - jul '03 BOLLYWOOD**, Mumbai– Design Consultant. Strategizing entire print campaigns for nearly 50 Indian feature films. Including supervision of all photo shoots, pre-press direction, proofing, design of logos, posters, kiosks, lobby cards, brochures, press ads, billboards, merchandise and consultation for web and titling. **Key projects**– 'LAGAAN'-Nominated at the Oscars for Best foreign film 2002, Indian campaign for 'Anita and Me' UK's highest grosser in 2003. **Other key projects**– Rebranding of 50 year old Indian institution UTI mutual funds. Campaigns for TV shows for Star TV, Star news . Book design for Popular Prakashan.
- sep '97 - dec '00 J WALTER THOMPSON** (Contract Advertising), Mumbai– Head of specialist design division Design Sutra. Design of packaging systems, corporate identity, calendars, exhibitions, direct mailers, collaterals, newsletters and retail environments. **Key projects**– ABN Amro Bank – Led the team on the adaptation of its identity for launch of retail branches in India. AdAsia - India's winning bid to host the Asian advertising meet in India in 2003- design of thematic stall, collaterals and implementation on site. In-Orbit (Raheja Group) – Design of corporate identity for India's largest shopping mall.
- jul '95 - sep '96 VYAS GIANNETTI CREATIVE**, Mumbai. **ENTERPRISE-LOWE**, New Delhi.
- jun '94 - jul '95 BRAND UNION (RAY+KESAVAN)**, New Delhi. Logos, packaging, catalogs, posters, brochures.

education

Parsons The New School For Design New York, NY. MFA, Design & Technology

National Institute of Design Ahmedabad, India. Communication Design; Major: Graphic Design

languages & software

Proficient: Adobe Illustrator, Photoshop, Indesign, Microsoft Word, Microsoft Power Point.

Not so proficient: Adobe Flash, Dreamweaver, Final cut pro, After Effects.

Languages spoken/ written: English, Hindi, Punjabi.

teaching

- '05 Design Technologies, **Parsons New School of Design**, New York
- '06 Visual Organization and Information design, **Parsons New School of Design**, New York
- '99 One day workshop on Design for MBAs; part of Contract's 'Windows' program, JWT India
- '94 2 Day workshop for High School students on Design, Vasant Valley School, New Delhi, India

speaking engagements

- '06 **SAWCC**, New York- Presentation to SAWCC members (South Asian Women's Creative Collective) on Bollywood poster design, entitled 'Promoting Bollywood'
- '06 **Smart Design**- Company-wide presentation to New York and San Francisco offices entitled 'What's going on in India?'
- '02 **Cambrian College** (in affiliation with Cambrian College, Canada) Presentation of professional work to graphic design students

judging work

- '02 **Raheja College of Art, Mumbai** Part of professional jury to critique graduating students of Commercial Art projects
- '04 **Parsons New School of Design New York**, BootCamp critiques, MFA Design and Technology

awards & honors

- oct '09 **HOW magazine** Self Promotion Awards Annual: Client Promotions, Merit for Wells Woodwork identity. CO-OP, New York
- june '09 **Communication Arts** Toren tease campaign featured in online exhibit section. CO-OP, New York
- may '05 Selection and Screening of thesis film at the **Parsons Animation and DV festival**, New York
- dec '03 Selection and screening of short film 'The Font Revolution' at the **Remote Lounge**, New York
- '02 **Best Publicity Designer** at the Star-Screen Awards, Mumbai, India's highest film awards
- '02 **Maharashtra State Award** Best film poster for the film 'Astitva'
- '99 **CAG, Mumbai** Runner up: Corporate identity for ABN Amro Bank. JWT - Design Sutra, Mumbai
- '94 **A&M, New Delhi** Bronze: Mail/Typography Neeru Kumar's logo. Brand Union - Ray+Kesavan, New Delhi

museums & books

- dec '11 Loews and DKLB BKLN case studies chosen on home page of brandingserved.com (**Behance Network**).
- '09 **'Bollywood in Posters'** published by Om Books-five Bollywood film posters featured.
- '08 **Thames and Hudson** book entitled 'Bollywood posters' by Jerry Pinto and Sheena Sippy. Various film posters featured- 'Lagaan', 'Kaante', 'Kal Ho Naa Ho', 'Dil Chahta Hai'.
- jun - oct '07 **Powerhouse Museum**, Sydney, Australia. 'Lagaan' poster, part of exhibition.
- mar - may '07 **National Gallery of Victoria**, Melbourne, Australia. 'Lagaan' poster, part of exhibition.
- nov '06 - jan '07 **Ferens Art Gallery**, Hull, UK. 'Lagaan' poster, part of exhibition.
- dec '05 - feb '06 **Sunderland Museum and Winter Gardens**, Sunderland, UK. 'Lagaan' poster, part of exhibition.
- 2006 'Kaante' film poster part of the book on Bollywood posters, 'Living Pictures' published by **Open Editions**, UK.
- jul - nov '05 **New Walk Museum**, Leicester, UK. 'Lagaan' poster, part of exhibition.
- nov '04 - feb '05 **Birmingham Museum and Art Gallery**, Birmingham, UK. 'Lagaan' poster, part of exhibition.
- mar - jun '04 **Harris Museum and Art Gallery**, Preston, UK. 'Lagaan' poster, part of exhibition.
- jun - oct '02 **Victoria & Albert Museum, London** 'Cinema India, the art of Bollywood' -The 'Lagaan' film poster, is featured in the 'Global Perspective' section of the exhibit, and is part of the museum's permanent collection.

press articles/ interviews

- jul '01 - present **Kyoorius** magazine, <http://www.designwala.org>, India-DNA (Online & Print), CNBC Awaaz (TV), The Hindu, The New Indian Express, Hindustan Times, Times of India, Savvy, The Sunday Express: Eye, Screen-Online edition, Star News (TV), Complete Cinema, Outlook, Asian Age, Bombay Times, Star TV-Limelight (TV), Afternoon Despatch & Courier, Hindustan Times: Horizons, Filmfare, Sweden-Film International.