Jaspal Khalsa

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CAREER SUMMARY

- Design Director / Head of design with 15+ years of experience leading brand, campaign, and packaging design across FMCG, BFSI, and consumer brands
- Proven track record of delivering high-impact brand systems, integrated campaigns, and viral marketing ideas, driving measurable engagement and brand recall
- Strong expertise in concept development, storytelling, and visual identity systems, translating business and consumer insights into compelling creative solutions
- Experienced in leading large creative teams, influencing stakeholders, and managing multi-market campaigns across India and global regions
- Known for combining strategic thinking with hands-on execution, delivering ideas from concept to production

WORK EXPERIENCE

Head of Design – ID Fresh Food

Nov 2021 – Present

- Lead creative direction and brand storytelling across India, GCC, and global markets, managing **5 brands** and **18 campaigns** annually.
- Developed integrated campaigns and brand narratives across packaging, digital, and retail touchpoints, which increased brand recall by **22%** and engagement by **35%**.
- Owned 360° packaging and brand identity systems ensuring consistency across categories, which improved shelf visibility by **25%** and drove a sales uplift of **15%**.
- Led concept development and execution for new product launches, successfully launching **8 products** and achieving **15%** market penetration.
- Created viral marketing ideas and campaigns that achieved **40 million** impressions and a **4.8%** engagement rate.
- Built AI-led marketing concepts and digital-first storytelling approaches, improving campaign efficiency by **30%** and reducing cost per reach by **18%**.
- Directed experiential design, installations, and brand activations, increasing consumer interaction by **40%**.
- Collaborated with marketing, insights, and leadership teams to align creative direction with business objectives.

Senior Art Director – Team Rustic

Aug 2019 – Nov 2021

- Led creative campaigns for major brands including ICICI Bank, HDFC Life, and TATA AIG.
- Delivered **300+** digital campaigns and online events, increasing engagement by **25%** and improving reach by **30%**.
- Spearheaded the online campaign for major clients at EMMA, driving brand awareness.
- Developed concept-led campaign ideas driving brand storytelling and audience engagement.
- Played a key role in building innovative digital strategies positioning the agency competitively.
- Collaborated with cross-functional teams ensuring alignment between creative vision and execution.

Group Head – K Communication

Aug 2018 – Aug 2021

- Led team of **25** creatives delivering campaigns for brands including Coca-Cola, VIP, SIS Group, Amey Dental, DTSS, TRING, and Gratex.
- Developed brand campaigns and social media strategies, improving engagement by **20%** and increasing follower growth by **35%**.

- Directed creative execution across multiple channels ensuring high-quality output and brand consistency.
- Strengthened client relationships through impactful creative delivery, improving client retention by **18%**.

Art Director – Team Rustic
Jan 2016 – Sep 2018
- Led a team of 2 overseeing project timelines and led concept development and execution for BFSI campaigns for TATA AIG, Max Life, Edelweiss, and Ujjivan Small Finance Bank.
- Delivered high-impact creative campaigns, improving performance by **15%** and increasing CTR by **1.5%**.
- Managed multiple campaigns simultaneously ensuring quality and timely delivery.

Senior Visualizer Designer – Kcresst Communication
Sep 2012 – Dec 2015
- Designed brand identity systems and visual communication strategies.
- Developed campaigns across print, digital, and experiential mediums, improving brand recall by **12%**.
- Created UI/UX experiences for digital platforms.
- Authored brand ideation manuals that guided the creative process.

Senior Graphic Designer – Smart Park India
Jan 2009 – Sep 2012
- Designed immersive visual experiences for international ecological park.
- Created 3D models (using Maya), animations, and campaigns, increasing visitor engagement by **30%** and footfall by **20%**.

Earlier Experience
2007 – 2008
- Delivered video editing and design projects for Indian Oil and Reliance, collaborating at Film Clinic.
- Produced award-winning creative content for documentaries.

CORE COMPETENCIES
- Creative Direction & Campaign Ideation
- Brand Identity & Visual Systems
- Packaging Design & NPD
- Integrated Campaigns (Digital + Offline)
- Storytelling & Concept Development
- Experiential & Spatial Design
- AI-led Creative & Innovation
- Team Leadership & Client Management

EDUCATION
- Diploma: Digital Animation (NIIT) | 2006 to 2008
- HSC (12th): Mumbai
- SSC (10th): Mumbai