



**JAVED** SHEIKH  
PORTFOLIO

*"Creativity is just connecting things."*

# PROFILE

**Javed Sheikh | Creative Consultant**

*Sydney, Australia*

I am a Sydney-based storyteller and creative professional with expertise in mainstream advertising, branded content, and both long-form and short-form content creation. Combining skills in copywriting, art direction, and brand design, I am passionate about crafting impactful narratives that connect brands with their audiences.

Throughout my career, I have collaborated with leading global agencies including Ogilvy, McCann, Saatchi & Saatchi, Publicis Groupe, Havas, Mullen Lowe, TBWA, Grey Worldwide, and VML, delivering campaigns for iconic brands such as Forbes, Hyundai, Marico, Skoda, Oppo, Vivo, Renault, Vodafone, and Warner Bros. Discovery.

My experience spans diverse industries like lifestyle, retail, FMCG, automobiles, wellness, and technology, blending creativity with strategic thinking. I also integrate innovative tools like Generative AI and Gamification to optimise workflows and explore new creative frontiers.

Notable achievements include *Emission Impossible—a collaboration between Discovery and Hyundai Kona Electric*, which earned a **Guinness World Record** at *Mount Everest Base Camp*—and a health-focused film for *ITC Savlon* that won Silver at the **London International Awards (LIA)** and four **Effie Awards**. Over the years, I have garnered more than **40 accolades** for excellence in rebranding, communication, and brand design identity, including **Promax BDA, Kyoorius, Apollo Asia Image Awards**, and **Business Council India**.

In addition to campaigns, I am deeply passionate about storytelling through short documentaries and creative projects that prioritise human connection and explore meaningful themes. I look forward to bringing my expertise in advertising, content creation, and design to a team that values innovation, collaboration, and purpose-driven storytelling.

## SIZZLE

*/DIRECTOR\_***JAVED***SHEIKH .*

- *Profile*
- *Expertise*
- *Showreel links*
- *Awards & Accolades*
- *Branded Content*
- *TVC & Digital Films*
- *Branding & Identity*
- *Prints*

<https://youtu.be/YsB11EQwv5s?si=P0iQXXHTgmoyyzI8>

# EXPERTISE

## **Immersive Branded Content:**

Crafting tailored narratives that build authentic connections.

## **Digital Transformation:**

Leveraging Generative AI and gamification to enhance interactivity and streamline content creation.

## **360° Campaign Strategy:**

Developing end-to-end branding and identity solutions that resonate across diverse demographics.

## **Audience Engagement:**

Creating high-impact storytelling that maximises engagement and business growth.



Instagram sizzle

<https://www.instagram.com/reel/Cq1437ro7NX/?igshid=YmMyMTA2M2Y=>

Showreel sizzle

<https://youtu.be/YsB11EQwv5s>

TVC / Digital Films

[https://www.youtube.com/playlist?list=PLIOphJ0RQaZ-wuj1sXAnPTNLsm\\_cmfrZu](https://www.youtube.com/playlist?list=PLIOphJ0RQaZ-wuj1sXAnPTNLsm_cmfrZu)

YouTube channel

<https://www.youtube.com/@jaaveds/videos>

Insta handle

[https://instagram.com/javedsheikh\\_director](https://instagram.com/javedsheikh_director)

# SHOWREEL

Branded Content

[https://www.youtube.com/playlist?list=PLIOphJ0RQaZ97d7a\\_sG-9MiBIIOoo1V5i](https://www.youtube.com/playlist?list=PLIOphJ0RQaZ97d7a_sG-9MiBIIOoo1V5i)

Automobile reel

<https://www.instagram.com/tv/CYI8tHNKn3j/?igshid=YmMyMTA2M2Y=>

Website

[www.sheikhjaved.com](http://www.sheikhjaved.com)

Below is just a partial list of some of my other highlights:

**LONDON INTERNATIONAL AWARDS (LIA):**

Silver for ITC Savlon, "Dharavi" Health and Wellness Film

**INDIAN BUSINESS COUNCIL**

The National Marketing Excellence Awards  
Hyundai Kona Electric

**PROMAX BDA AWARDS:**

Multiple Gold & Silver across New York, India, and Singapore

**EFFIE AWARDS:**

Silver & Bronze for ITC Savlon, Health and Wellness Campaign

# ACHIEVEMENTS

**GUINNESS WORLD RECORD**

for Emission Impossible, a collaboration with Discovery and Hyundai, achieving the first-ever electric vehicle ascent to Mount Everest Basecamp with the Hyundai KONA Electric.

**KYOORIUS AWARDS**

&Flix, &Prive and Zee Cafe

**APOLLO ASIA IMAGE AWARDS GOLD (SINGAPORE)**

Times Of India (Zoom Television)





# **BRANDED**CONTENT

HYUNDAI KONA

FOOD FOOD

GOODRICKE TEA

MAKAIBARI TEA

RENAULT KIGER

VODAFONE

VIVO

LIVING FOODZ

ITC SAVLON HANDWASH

OPPO RENO

INCREDIBLE INDIA

BAJAJ DOMINAR

ITC CLASSMATE BOOKS

ITC MANGALDEEP AGARBATTI

**HYUNDAI**KONA



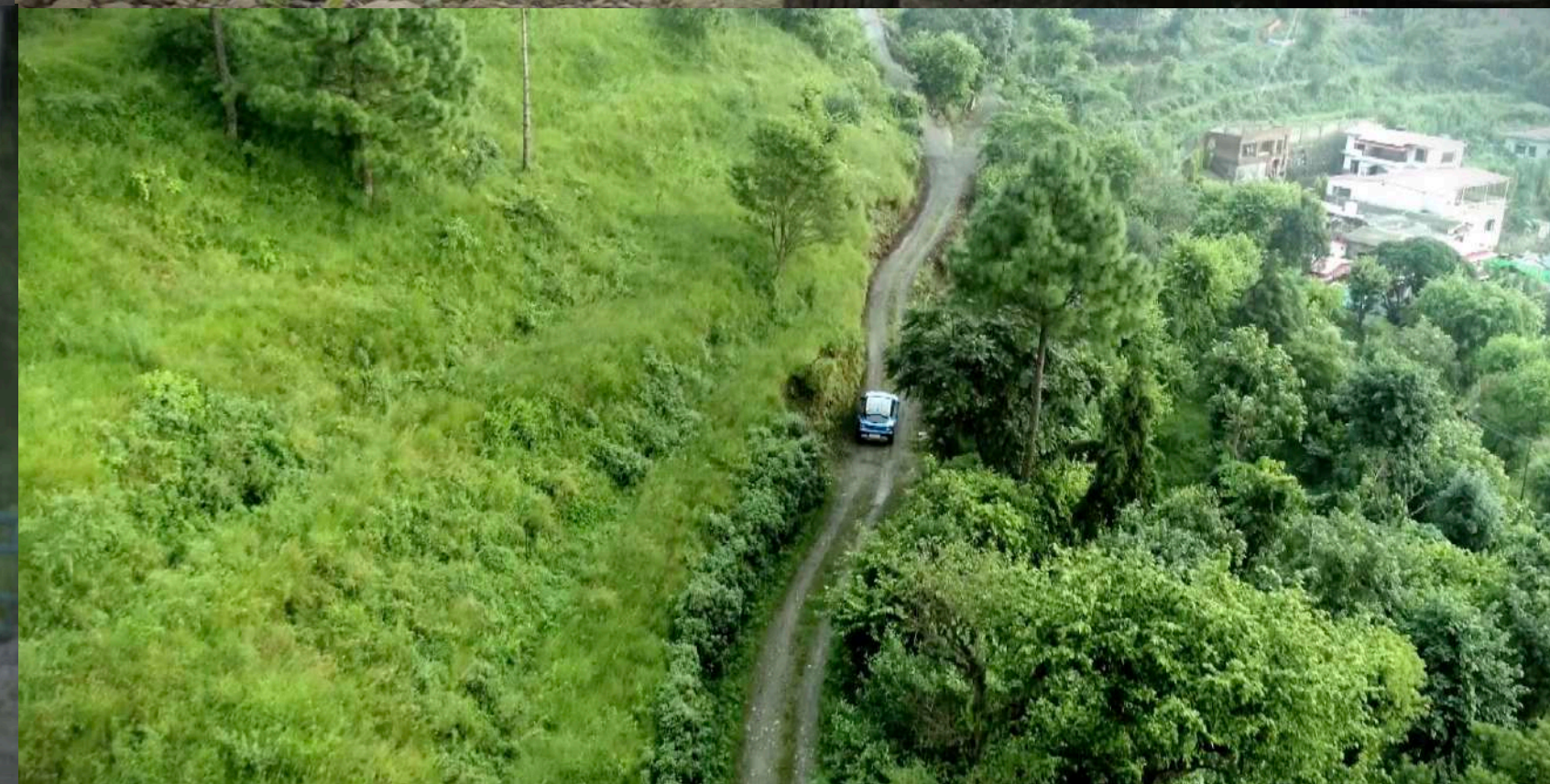
**EMISSION**IMPOSSIBLE

<https://youtu.be/ADF5zx8GUQA>

<https://youtu.be/2Rmuj6haXsI>



**RENAULT**KIGER



**FEELING**ALIVE

<https://youtu.be/KNVHjLaOr04>

**OPPO**RENO



[https://youtu.be/ABSv\\_H9K95o](https://youtu.be/ABSv_H9K95o)

**LIFEUNSCENE**

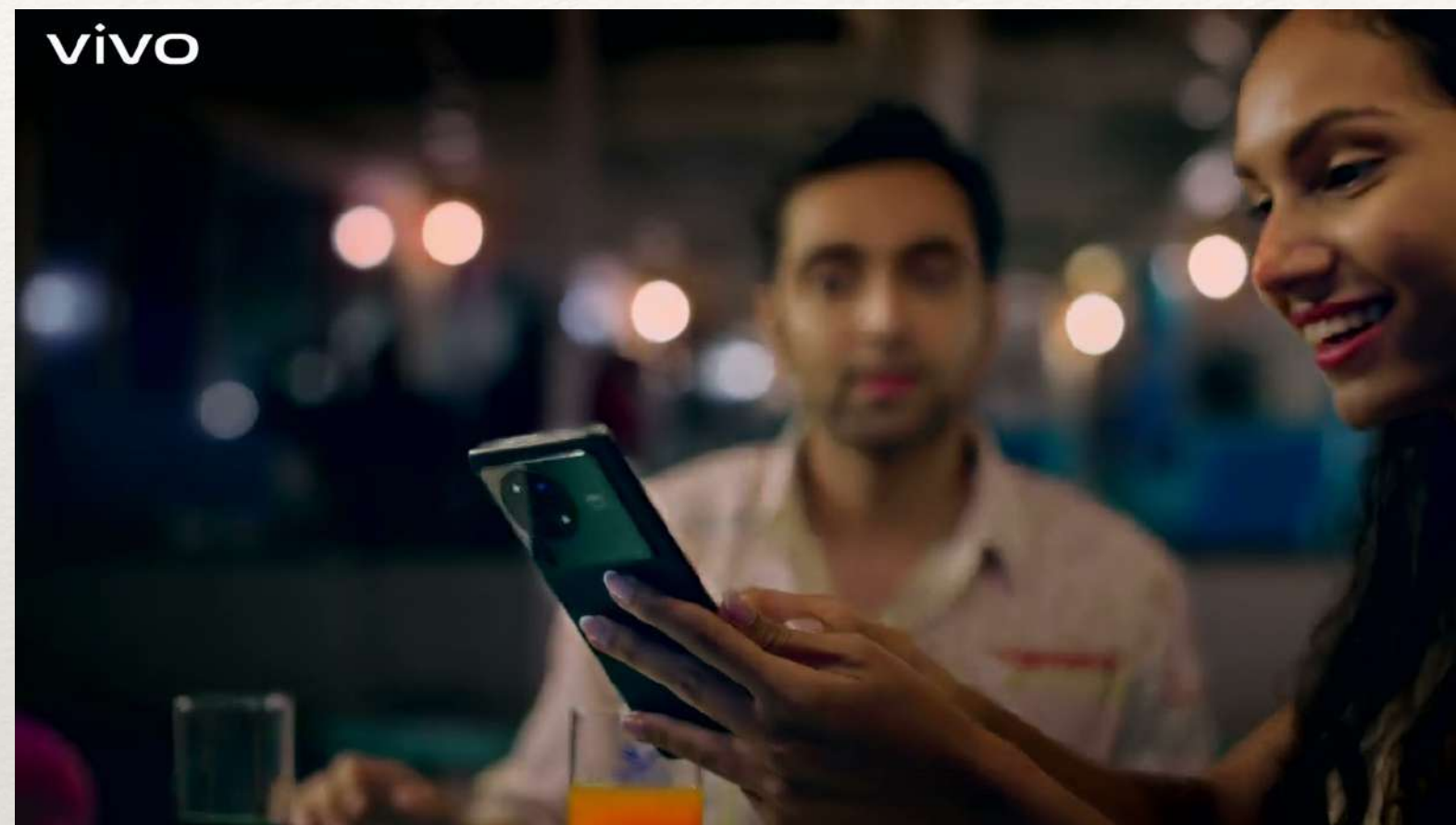
# BAJAJ DOMINAR



<https://youtu.be/FEhwf45NBI8>

**FEELIN**ALIVE

**VIVO**





# **TVC**DIGITAL**FILMS**

## **PLAYLIST**

[https://www.youtube.com/playlist?list=PLlOphJ0RQaZ-wuj1sXAnPTNLsm\\_cmfrZu](https://www.youtube.com/playlist?list=PLlOphJ0RQaZ-wuj1sXAnPTNLsm_cmfrZu)

# RMKV SAREES



[https://youtu.be/ROlAprU\\_mKI](https://youtu.be/ROlAprU_mKI)

<https://youtu.be/q7Ne0EUFhvg>

# EUMEBRAND

# FINANCEPEER

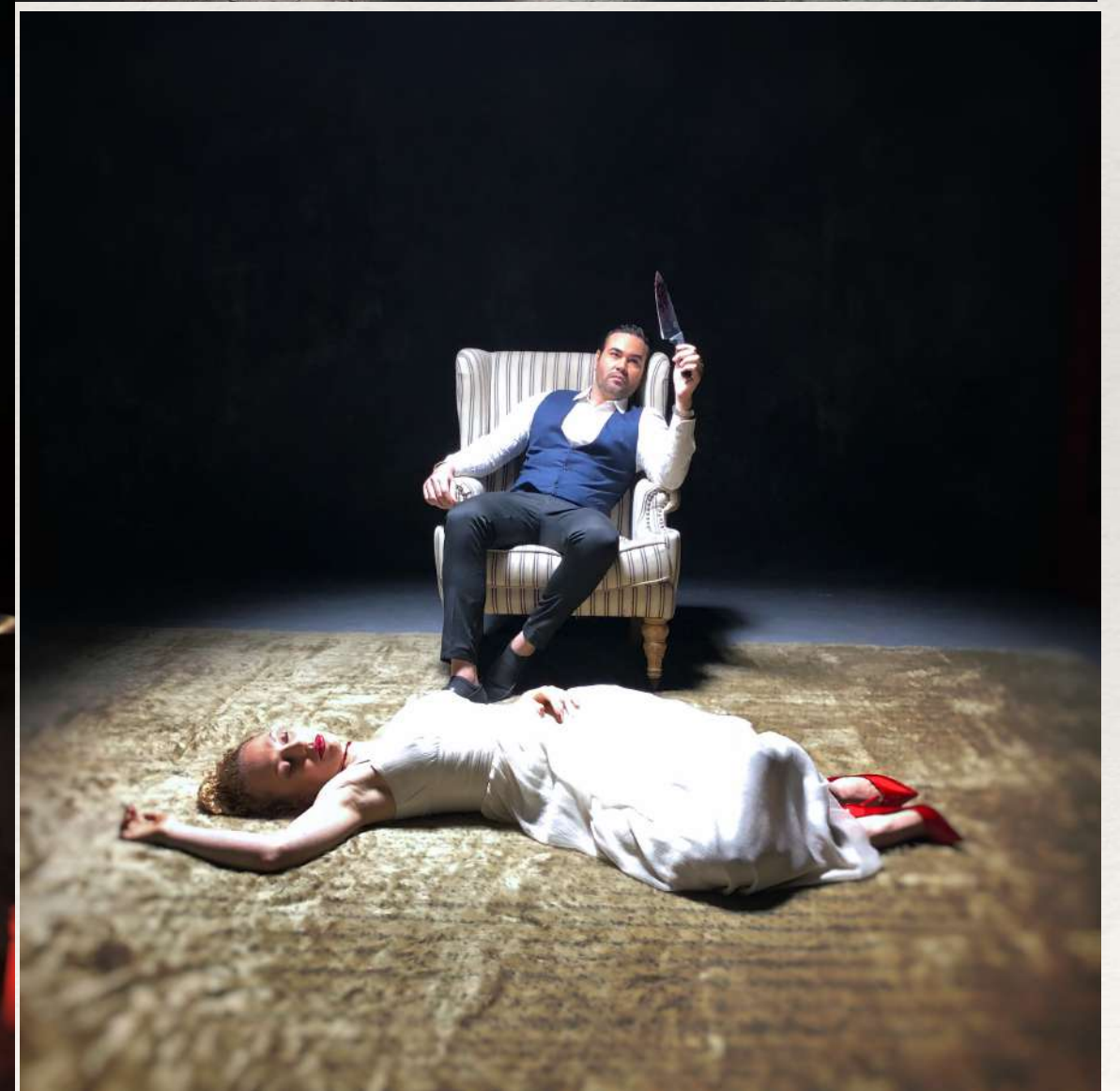


# IMARAFILM





**BBCONE**



**ALCISFILM**



Goodricke Tea  
Piramal Reality  
Poker Masterclass

Eume  
Finance Peers  
Alcis Sportswear

Zee Entertainment television

- & Flix HD
- & Prive HD
- Zee Cafe HD
- Living Foodz
- BBC Brand

NEWS CORPS INDIA

INCREDIBLE INDIA

# BRANDING & IDENTITY

Reliance Big Broadcasting

- Big Magic

Marico

- Saffola Rebranding

Outsiders Films

Taapsi Pannu

MOKSHA WINES

Sony Pictures

- Sony Max
- Sony Entertainment

The Walt Disney Company

- Utv Stars
- Utv Bindass
- World Movies
- Utv Action

Times Of India

- Zoom Television
- Ananda Wellness Channel

Star India

- Star Pravah
- Channel V

TAJ GROUP OF HOTELS

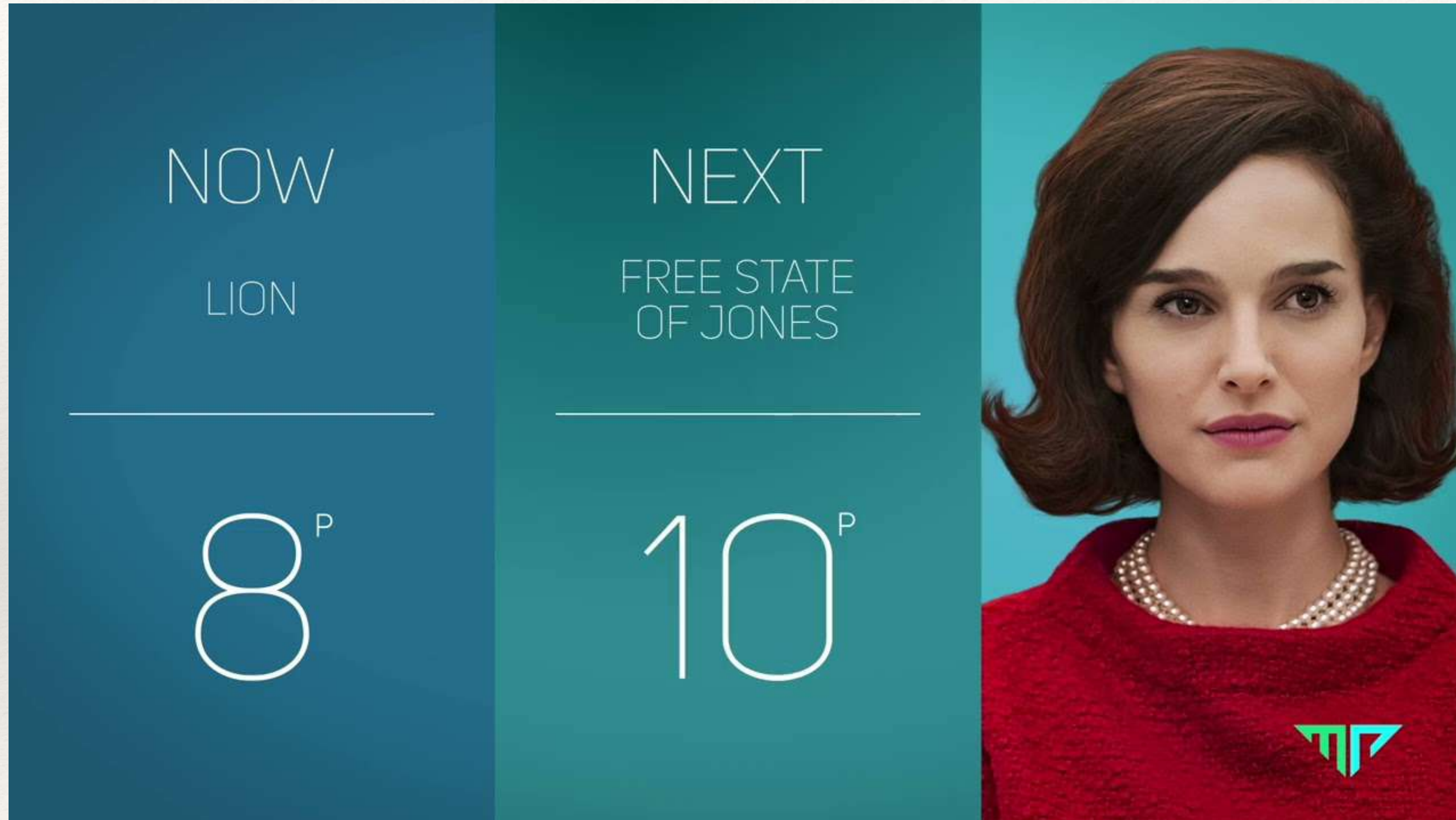
Astro Malaysia

- Food Food television channel

## PLAYLIST

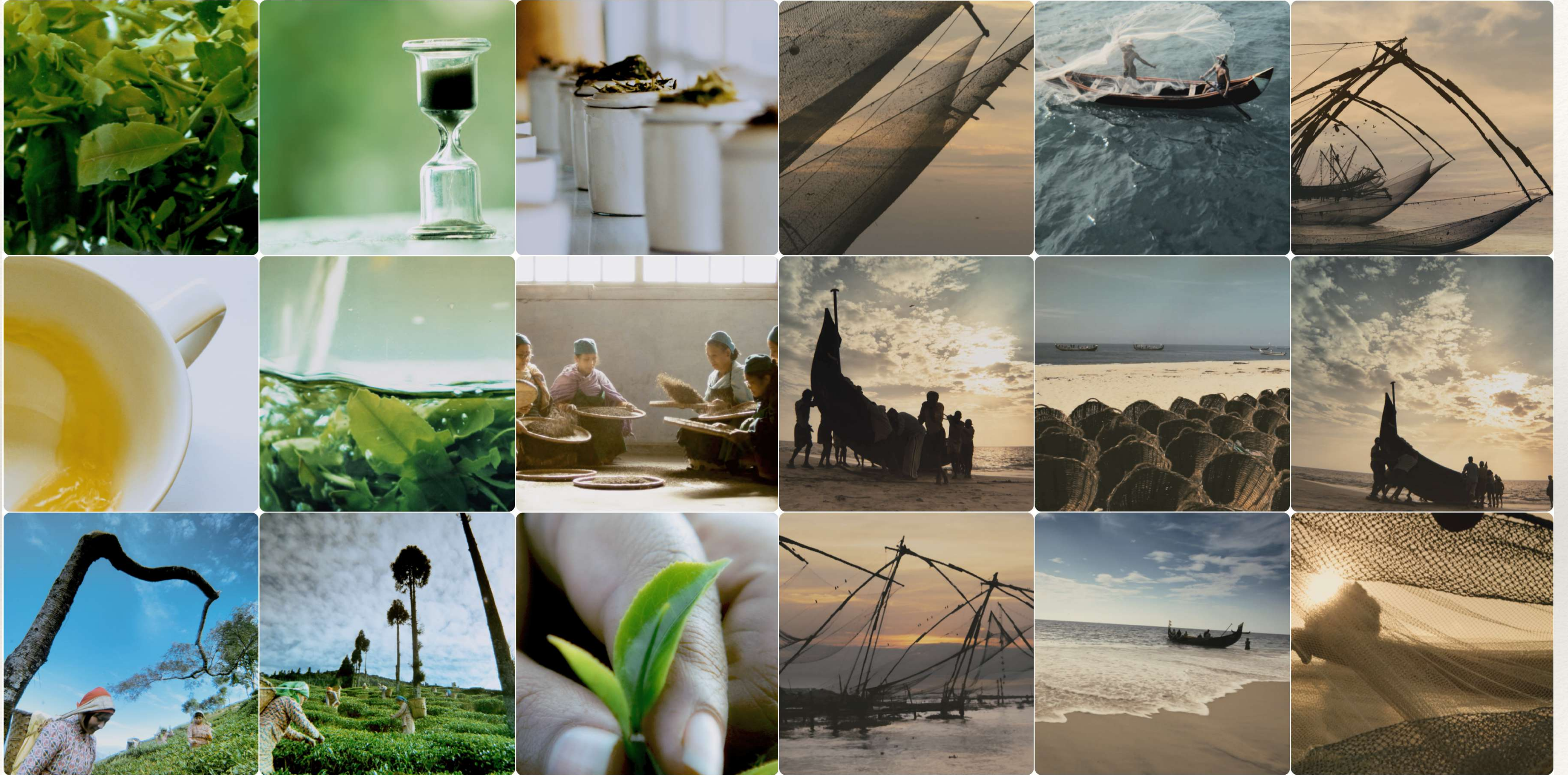
<https://youtu.be/ohnnBduNCyc?si=yxd4nSdW3-8OUZnp>

## BRANDING&IDENTITY



<https://youtu.be/ohnnBduNCyc?si=yxd4nSdW3-8OUZnp>

# FOODFOOD



<https://youtu.be/mLIVKU6NSkU>

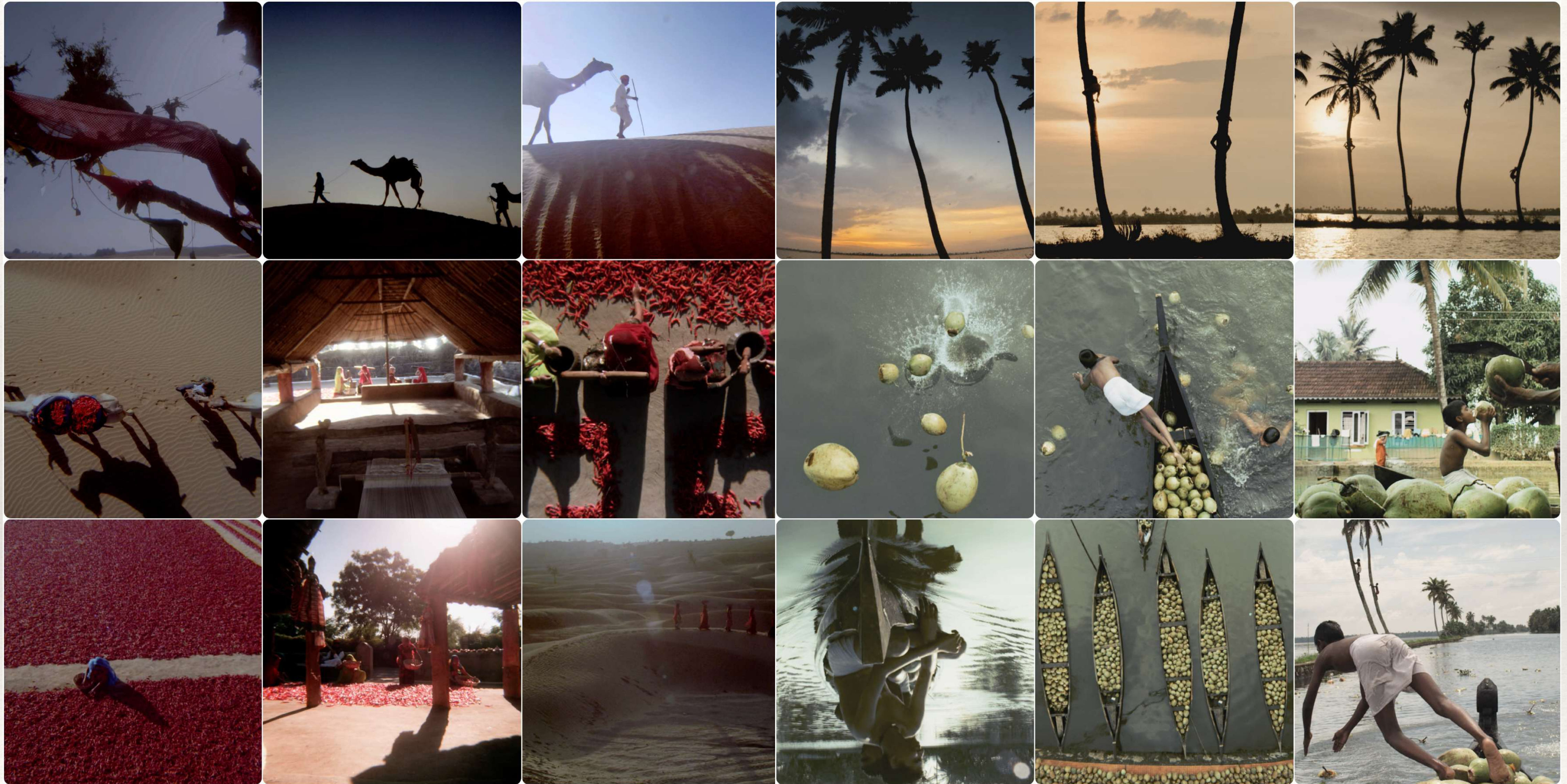
<https://youtu.be/2uBZ186Rwtw>

# LIVINGFOODZ



<https://youtu.be/BilpYrxAdI>

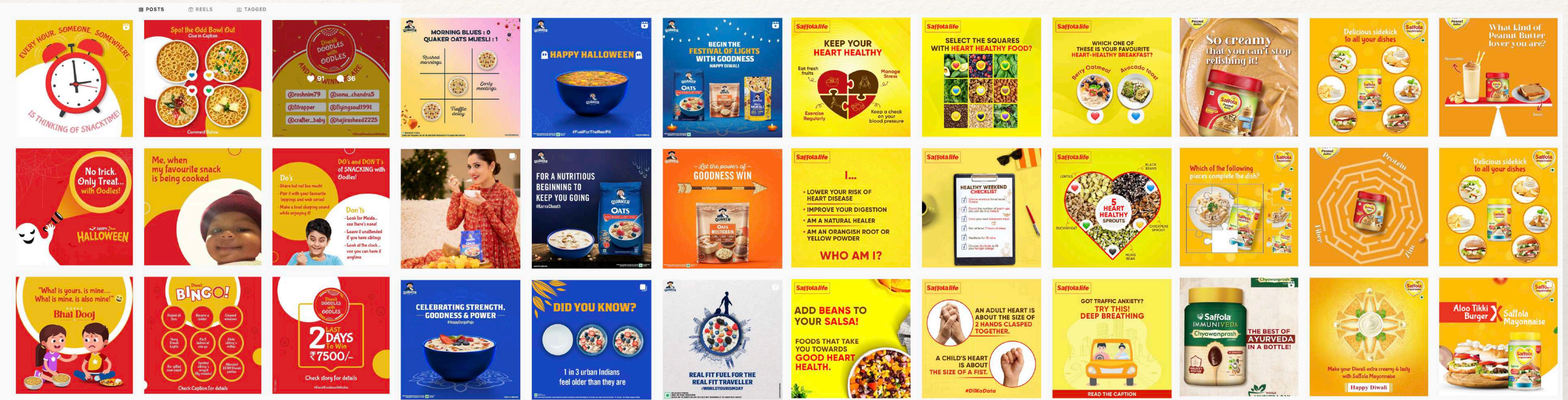
# FOODFOOD



<https://youtu.be/u-FHoe6WYfA>

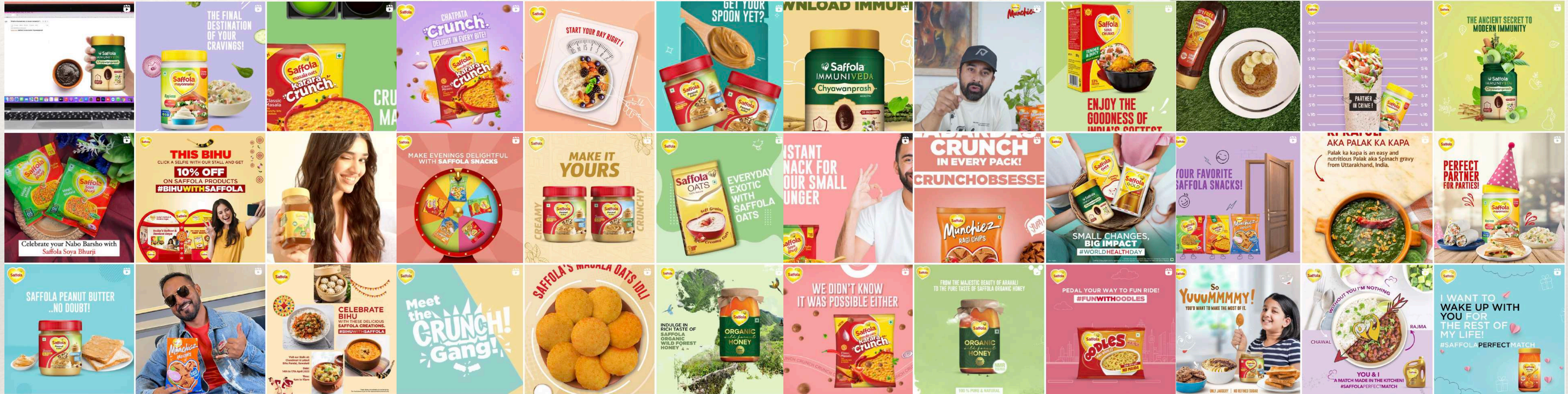
<https://youtu.be/dJMaKxmaQGg>

# MARICO SAFFOLA - BEFORE





# MARICOSAFFOLA - AFTER





## LOGO DESIGN



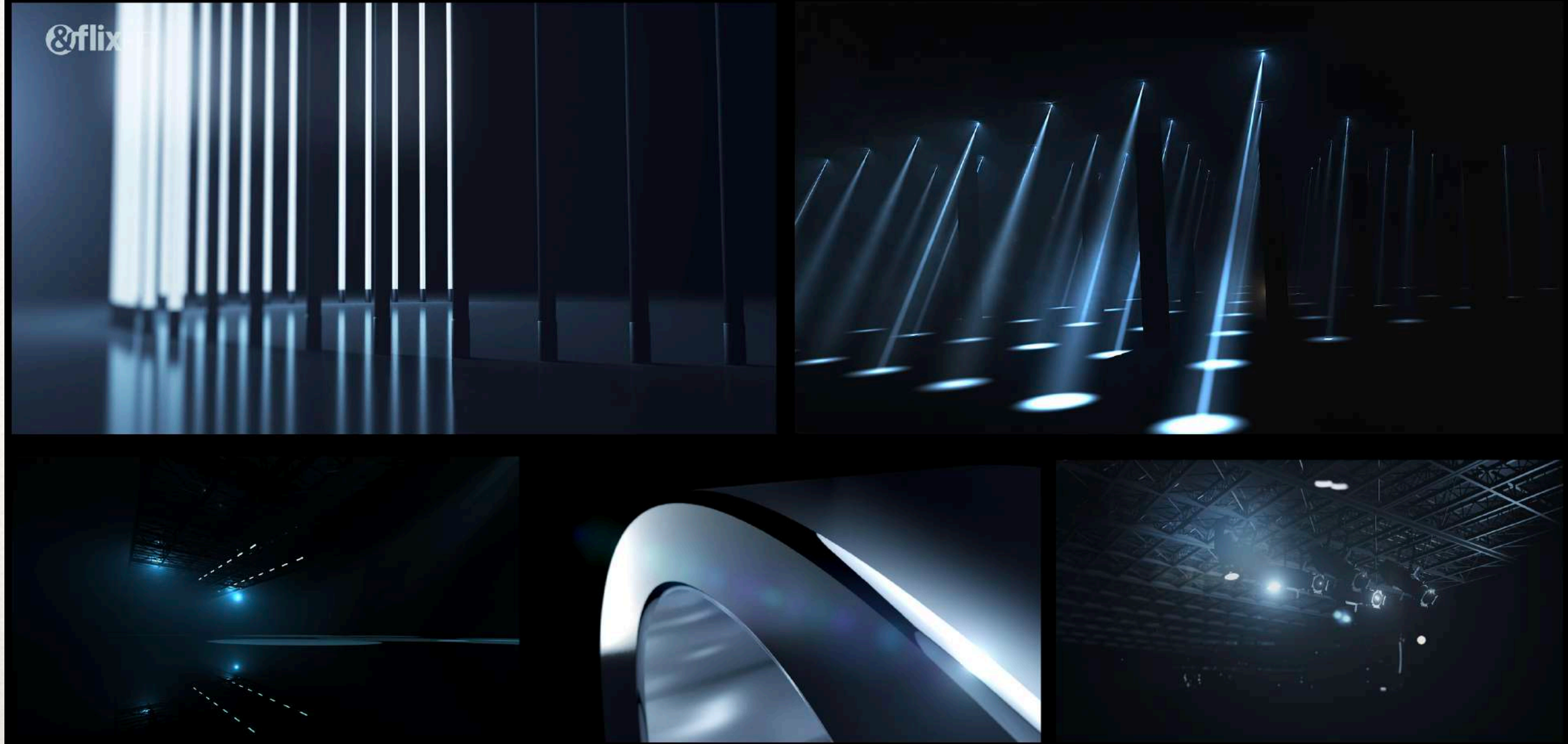
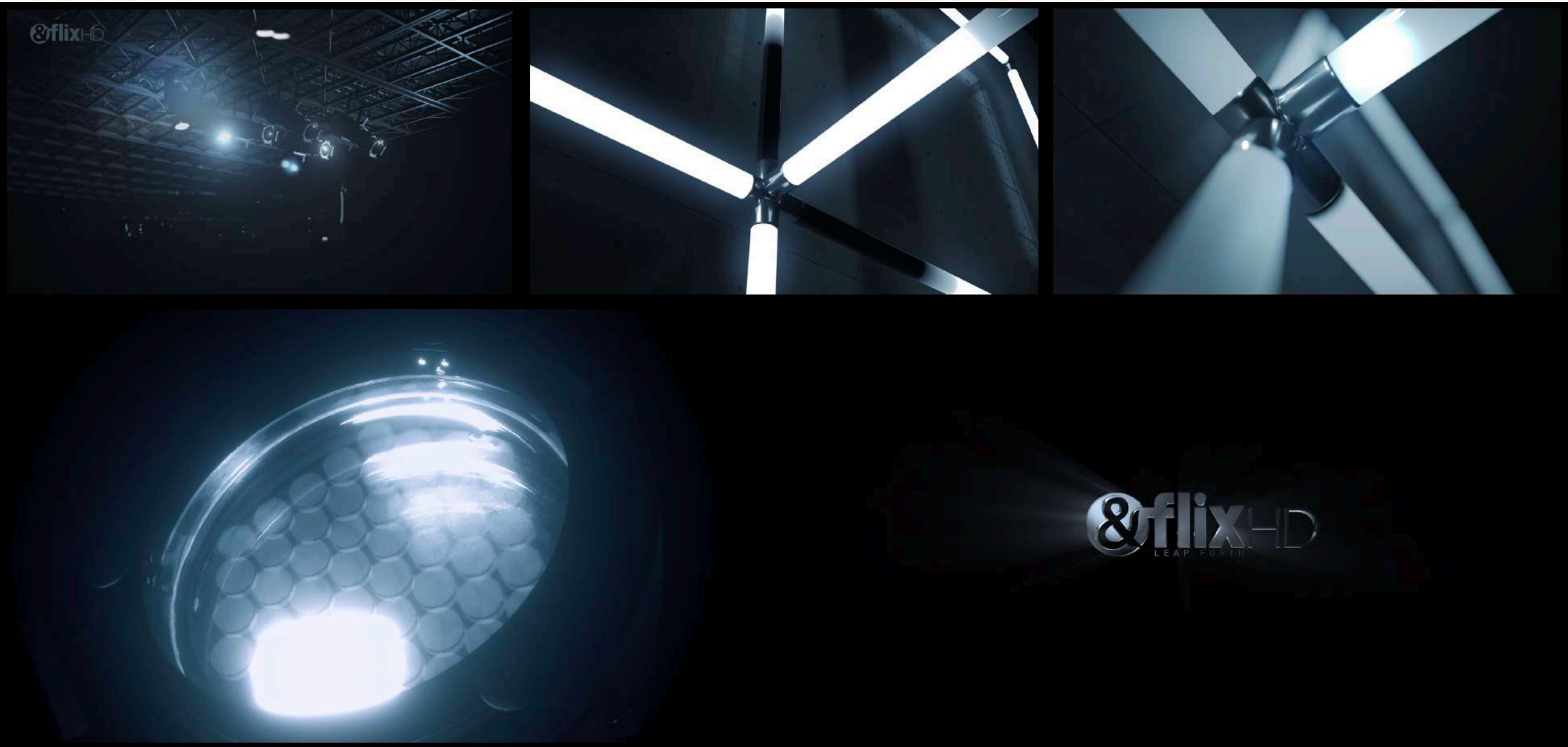
**Outsiders**  
FILMS

The logo is set against a solid black background. The word "Outsiders" is written in a white, bold, sans-serif font. The letter "O" is a large orange circle with a white dot in the center. Below "Outsiders", the word "FILMS" is written in a smaller, white, all-caps, sans-serif font.

**Outsiders**  
FILMS

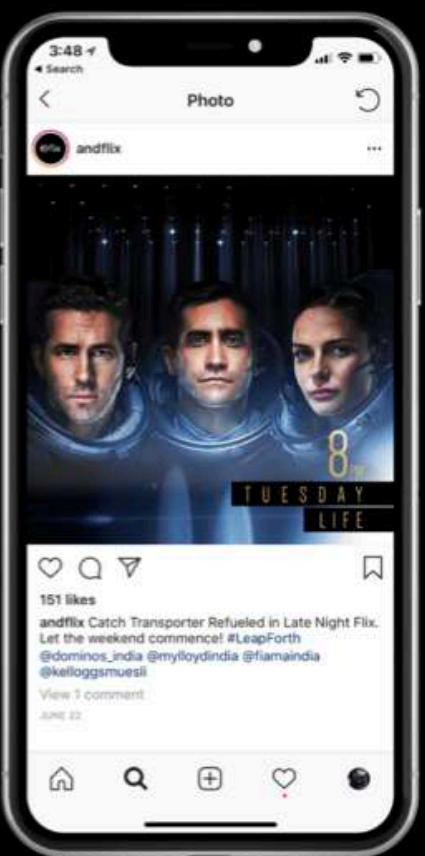
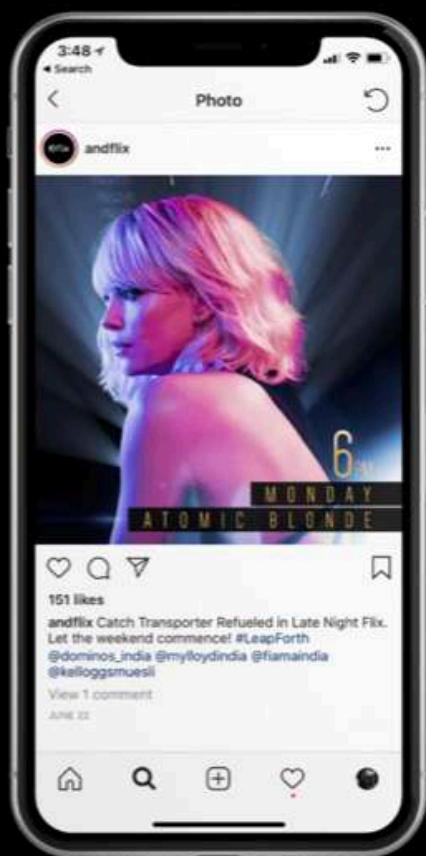
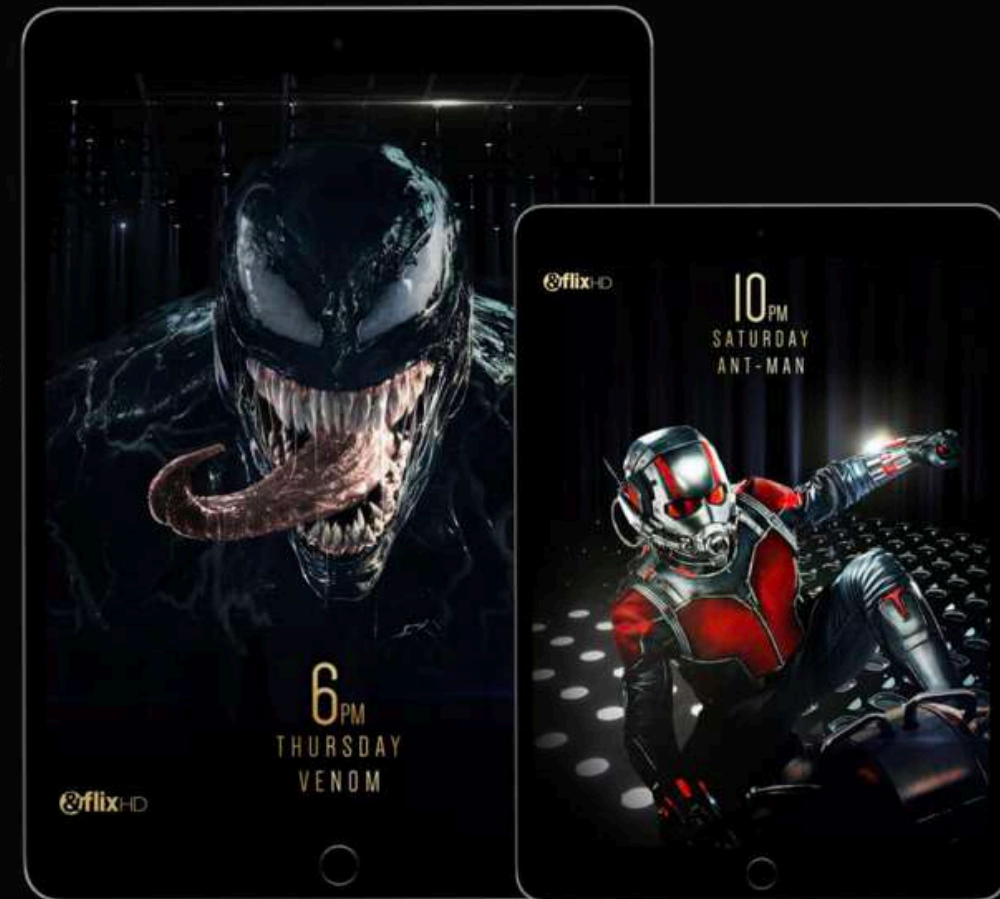
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# LAYOUT DESIGN



# SOCIAL MEDIA

# BROADCAST MEDIA



**INTRODUCTION**

**BEING IN THE SPOTLIGHT**

The design of the &flix channel revolves around the idea of a big Hollywood production. The sophistication and elegance of the cinematic space works as a backdrop to promote the blockbuster movies that are featured on &flix.

The Brand's design is built on spotlight, a Hollywood cinematic mood, and the contrast between light and shadow.

A general &flix content team tend to rely the relevant information (movie play times, dates, etc.) as a guide related to the film being shown, spotlights on other lighting features and interplay between light and shadow. Lines and light rays are used to create a cinematic atmosphere.

Check the elements shared for each with lots of grid and guidelines to ensure that the lighting. Also, a large part of the brand apply to all elements to make them look like they belong.

**NON FULL FRAME DESIGN**

These images are good examples of the elements that will control the whole screen, the colors and light. The full frame elements are usually occupying 70-80% of the design elements are centered within the design.

**NON FULL FRAME EXAMPLES**

**LOGO**

**LOGO LOCKUP**

**FULL FRAME EXAMPLES**

**FULL FRAME BREAKDOWN**

**NON FULL FRAME BREAKDOWN**

**BRAND MISUSE**

There are some general guidelines that apply to all &flix designs. The following are some of the rules that should never be broken when designing for &flix.

**COLOR PALETTE**

We use a tight color palette, dominated by black.

**COLOR USAGE**

Black has a primary priority, which then gold and black. Also, the golden color with the light golden glow. Most spotlight backgrounds have blue tone in them. Here are a few examples of the correct and wrong color usage.

**PRIMARY / SECONDARY TYPEFACES**

**DENSE FONT USAGE**

**DENSE**

**AVENIR**

**AVENIR**

**DENSE**

1234567890  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
SMOKEY JUMPED OVER THE ELEPHANT

**AVENIR FONT USAGE**

**AVENIR FONT USAGE**

**AVENIR FONT USAGE**

**AVENIR FONT USAGE**

**LOREM IPSUM**

LOREM IPSUM  
DANISH SESAME SNAPS CROSSANT  
CHOCOLATE CASE MILKUM POWDER  
SESAME SNAPS BONBON CASE ICE  
CREAM CHOCOLATE BAR TRAMISU PIL.

**LOREM IPSUM**

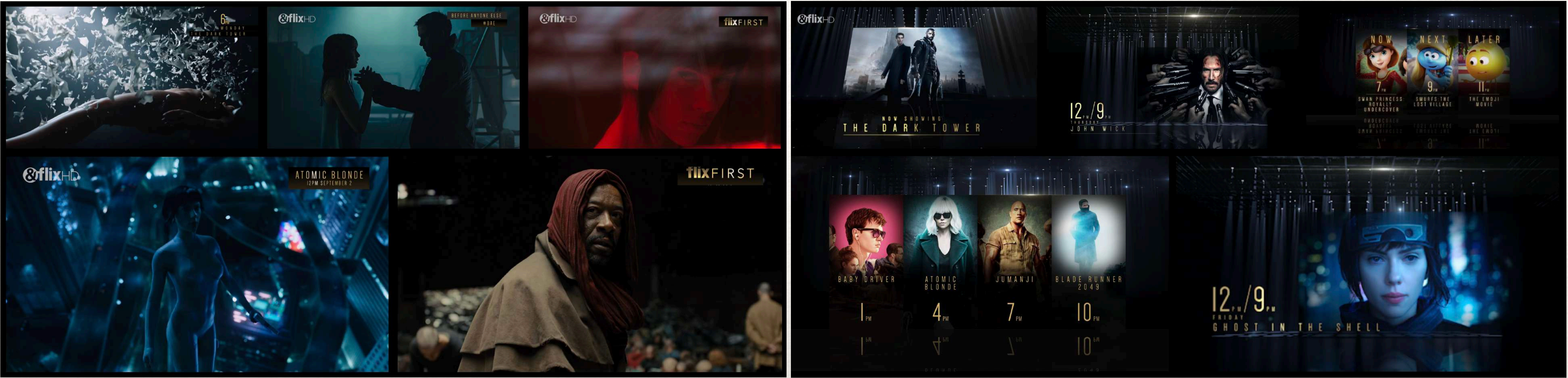
LOREM IPSUM  
DANISH SESAME SNAPS CROSSANT  
CHOCOLATE CASE MILKUM POWDER  
SESAME SNAPS BONBON CASE ICE  
CREAM CHOCOLATE BAR TRAMISU PIL.

**ANIMATION STYLE**

The animation style for &flix is very smooth, but not too fast. Most of the time, the animation is done in a very subtle way. The animation speed should always be smooth, as these elements tend to contain a lot of information about the upcoming movie, such as the genre. Full frame elements, on the other hand, usually animate faster in order to create an impactful movie promotion. The use of light, focus and quick moves helps the channel appear exciting and cinematic.

cubic-bezier(0.4, 0.7, 0.3, 0.9)

# COMMUNICATION DESIGN





**PRINT**CAMPAIGN

# MOKSSH



**mokssh**<sup>TM</sup>  
LIFEBEYOND  
LIVING LIQUIDZ<sup>TM</sup>





# MOKSHA

IN THE INDIAN WINE MARKET SINCE 1999  
GROWING AT 50% EVERY YEAR FROM 2002 - 2006  
ESTIMATED AT 7,50,000 CASES IN 2006  
BY 2010  
EQUivalent OF THE ENTIRE U.S. POPULATION



our world



our strength

RAPIDLY EXPANDING THE LIVING LIQUIDS BRAND IN MAJOR CITIES OF INDIA

MODERN TRADE PARTNERS WITH  
DOOR STEP DELIVERY WITH  
A FIRST IN THE LIQUOR TRADE INDUSTRY

FOR CUSTOMERS  
DELIVERIES EVERY DAY

FROM  
FRANCE, ITALY, ARGENTINA, SPAIN, PORTUGAL,  
CHILE, SOUTH AFRICA, NEW ZEALAND, AUSTRALIA,  
CYPRUS, BULGARIA, SERBIA, AND CHINA

CONCEPT AT HYPERMARKETS,  
SUPERMARKETS AND LIFESTYLE STORES

TO  
FLOOR SPACES FROM  
AN OPTIMAL WINE STORAGE ENVIRONMENT



Vine to me  
is passion.  
To my family and  
ends. Its warmth  
of heart and generosity  
of spirit. Wine is  
the essence of  
civilization and  
the art of living.



our strength



Spiking on standard  
collection of wine, liquor  
and spirit, Living Liquids has  
customer satisfaction  
request to cover  
available in their present  
range.

OUR WALKER SELECT  
SPECIALTY



TAJVILLAS



# FORBES

The ed-tech industry is undergoing massive shifts, and students today want to learn through engaging and interactive methods.

There is an opportunity to work on a strong Indian brand which is facing formidable global competition. I see the industry (media) at an inflection point where I think it will take off with digitalisation.

During his 26-year career with the Tata group, he has held various responsibilities across the chemical, automotive and hospitality sectors of the group.



**BVU RAVEENDRAN**  
Founder of Byju's



**RAJESH JEJURIKAR**  
President of Mahindra Tractor Wheelers



**R. MUKUNDAN**  
Managing Director and CEO, Tata Chemicals

**Forbes INDIA ONE CEO CLUB**

IN PARTNERSHIP WITH

**Google Cloud**

EXCLUSIVE TELECAST ON

**CNBC TV18**

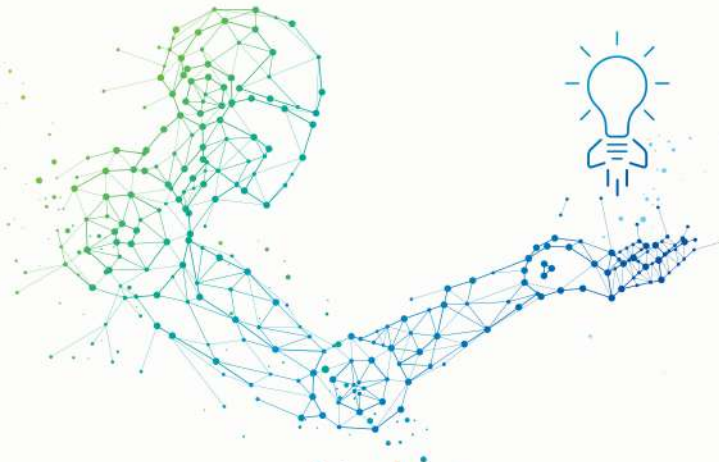
ON XX AND XX/XX/XXXX AT 0900 TIME

**Forbes INDIA INNOVATION DIALOGUES**

POWERED BY **NUTANIX**  
YOUR ENTERPRISE CLOUD

**INNOVATIVE TECHNOLOGY TRANSFORMING LIVES**


Forbes India, presents 'Innovation Dialogues' to help us understand the challenges and opportunities the new digital technology brings to expand different business.



**Icons**

HONOURING THE ICONIC TORCHBEARERS OF TOMORROW.

The premier Forbes India Tycoons of Tomorrow, presented by Facebook, felicitates the unstoppable icons of Indian entrepreneurship. Forbes India honours the 'Gen-Next' visionaries mapping India's future and lining up tomorrow with their ideas.



PRESENTED BY **facebook**

HOSPITALITY PARTNER **FOUR SEASONS** Puri Residences

DÉCOR PARTNER **florista**

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**Forbes INDIA TYCOONS of TOMORROW**


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**JAVED** SHEIKH  
CHEERS