JAYDEEP SOMPURA

CREATIVE LEAD

Creative Lead with over 16 years of experience in design leadership, product UI/UX strategy, and digital brand development. Expert in Figma, Photoshop, Illustrator, Adobe Creative Cloud, and AI-powered design tools. Proven ability to drive design excellence, mentor high-performing teams, and deliver compelling visual narratives that elevate user experience and brand engagement. Deep experience across tech, retail, and lifestyle brands, with a strong command of social media marketing and cross-platform creative strategy.

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WORK EXPERIENCE

IDEAZ ADVERTISING
2009 – 2011 | MUMBAI

Graphic Designer

- Executed brand identity, landing pages, and social templates with a focus on conversion.
- Specialized in Adobe CC suite – Photoshop, Illustrator, and InDesign.
- Collaborated closely with devs and marketers for seamless creative delivery.

HIH (HOME INDIA HOME)
2011 – 2013 | MUMBAI

Head of Design

- Oversaw visual direction of all client projects, leading a 12-member creative team.
- Delivered UI/UX for large-scale platforms with 1M+ users.
- Championed the shift to Figma for collaborative workflow and faster iteration.
- Led content and design strategy for high-performing digital ads and brand campaigns.

B&F
2013 – 2015 | MUMBAI

Senior Visual Designer

- Shoulder the responsibility of the quality and completion of all work projects assigned to members of the creative team
- Participate in and provide regular opportunities for professional development and growth to team
- Report progress of projects at major stages of their conception, creation, and execution
- Ensure designs and content reflect consistently and positively the brand image and company ideals
- Work with internal and external strategic partners to create products using the most current industry best practices

ID123
2015-2021

Creative Lead

- Oversee all design projects.
- Design original pieces, including illustrations and infographics
- Refine images, fonts and layouts using graphic design software
- Apply typography techniques
- Generate ideas to portray concepts and advertise products/services
- Increase user friendliness in digital products
- Maintain brand consistency throughout all our marketing projects
- Liaise with marketing and design teams to ensure deadlines are met
- Stay up-to-date with industry developments and tools

CRIMSON
JAN 2021 – PRESENT

Creative Lead

- Led UI/UX for internatonal clients in China, Japan, London, USA
- Created scalable design systems in Figma for web and mobile platforms.
- Built and managed cross-functional teams of designers, writers, and developers.
- Directed performance-driven social media creatives across Meta, LinkedIn, and Pinterest.
- Trained 10+ junior designers on AI tools and creative automation.

CORE COMPETENCIES

- CREATIVE DIRECTION & ART STRATEGY
- UI/UX RESEARCH & WIREFRAMING
- TEAM LEADERSHIP & DESIGN REVIEWS
- AI-DRIVEN VISUAL GENERATION
- FIGMA MASTERY & DESIGN SYSTEMS
- ADOBE PHOTOSHOP, ILLUSTRATOR, INDESIGN
- WEB & APP UI DESIGN (MOBILE-FIRST)
- SOCIAL MEDIA CAMPAIGNS & CREATIVES
- BRANDING & VISUAL IDENTITY
- CROSS-FUNCTIONAL TEAM COLLABORATION

TOOLS & TECH STACK

Design: Figma, Adobe XD, Photoshop, Illustrator, InDesign
AI Tools: Midjourney, Chatgpt
Marketing Tools: Meta Business Suite, Canva, Mailchimp

SKILLS

- Creativity
- Critical Thinking
- Management Skills
- Leadership
- Digital Marketing

EDUCATION

THANE COLLEGE   **2005-2007**
HSC

B.D.SOMANI   **2007- 2009**
BACHELORS IN COMMERCIAL ARTS

KEY ACHIEVEMENTS

- Successfully led UI/UX design for a ID123 app with over **2 million downloads**
- Increased social engagement for D2C clients by **80% in 6 months via design revamp**
- 10+ Ai driven campaign with **3x ROAS**
- Mentored 25+ designers into senior roles