Jaydeep Sompura

CREATIVE LEAD

Contact Details

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Core Competencies

Great ideation skills.

Leading Ui/Ux designs since 6 years

Photoshop expert

Skills and Abilities

- Excellent verbal communication skills
- Familiarity with a variety of software programs, such as Photoshop, Illustrator and Corel Draw
- Knowledge of how to develop brand identities through multi-channel marketing
- Good comfort level interacting with high-profile clients and industry professionals
- Evidence of participation in ongoing professional development opportunities in the areas of graphic design or social media
- Recent hands-on experience with applying design, or web best practices
- Professional business skills, such as negotiation, project management, and leadership
- Web design experience an advantage, especially using WordPress
- Talent in presenting information concisely and accurately, with keen attention to detail
- Complete knowledge in accessibility tasks
- Worked with USA clients.
- Worked for Japan/China/Uk clients on UI/UX & Digital platforms.

Work Experience

2009
Ideaz Advertising

As a branding and creative marketing company, we work towards nurturing and enabling organisations to achieve strategic advantages and growth for their brands.

Roles
• working with clients, briefing and advising them with regard to design style, format, print production and timescales
• developing concepts, graphics and layouts for product illustrations, company logos and websites

2011
Hih (HOME INDIA HOME)
A real estate advisory startup, advise people in buying residential apartments in new project.

Roles
• Design web pages, brochures, logos, signs, books, magazine covers, annual reports, advertisements, and other communication materials.

2013
BOCH & FERNSCH INC

Boch & Fernsh, a leading advertising agency in mumbai known to create effective campaigns driven by research, design thinking, insights and compelling storytelling.

Roles
• 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

2016
Skycore / id123 technology

ID123 Inc. is a digital identity solutions company, founded in 2017 in Waltham, MA to change how institutions issue identity credentials. We believe that identity credentials should be digital and accessible to everyone with a mobile device. Identity verification should be fast, convenient, and secure. And there is no better way to achieve that than with digital ID cards.

Roles:

• 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

2021
Crimson Interactive (Contract based Design Lead)

Crimson technology-driven scientific communications & localization company. Crimson offers a robust ecosystem of services with cutting-edge AI and learning products for researchers, publishers, societies, universities, and government research bodies worldwide.

Roles
- Analyse research findings to inform design directions.
- Analyse results of feasibility tests through regular project reviews.
- Communicate research findings to help stakeholders make informed decision making.
- Develop cohesive design plans, concepts and prototypes in collaboration with stakeholders.
- Develop schedules, timeline and budgets for projects.
- Evaluate new design ideas or concepts.
- Initiate research activities based on project requirements.
- Plan objectives and agendas for design workshops.
- Present design recommendations, proposals and options to stakeholders.
- Provide feedback to direct reports and junior team members.
- Provide on-the-job training to direct reports and junior team members.
- Review research reports before circulation to stakeholders.
- Troubleshoot issues during project implementation.

Handled Multiple company projects of UI/UX & Pitchdecks