



DESIGN MANGER

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Thane, Maharashtra

EDUCATION

HSC

Thane College

2005 - 2007

FOUNDATION

J.J.school of arts

2006

BACHELORS IN COMMERCIAL ARTS

B. D. Somani

2007 - 2009

EXPERTISE

- Design Leadership & Team Building
- UI/UX Strategy
- Product Thinking
- Customer Experience Design
- AI-Driven Creative Workflows
- Design Systems
- Stakeholder Management
- Conversion-Focused Design
- Brand + Digital Integration
- Cross-Functional Collaboration
- Mentoring & Hiring Designers

PROFILE STATEMENT

Design leader with **17+ years of experience** shaping high-impact digital experiences and **brand ecosystems for MNCs, FMCG organizations**, and high-growth businesses. Proven track record of translating complex business challenges into intuitive, scalable design solutions that improve customer engagement, accelerate conversion, and strengthen brand equity.

Currently **leading cross-functional creative teams**, driving design strategy, and integrating **AI-powered workflows** to enhance speed, innovation, and operational efficiency.

Recognized for **building high-performing teams**, influencing executive stakeholders, and aligning design with measurable business outcomes.

Core Strength: Bridging design, technology, and business strategy to unlock product growth.

WORK EXPERIENCE

Ideaz Advertising | 2009 - 2011

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 communication | 2011 - 2013

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.

LEADERSHIP HIGHLIGHTS

- **17+ years** in design with progressive leadership responsibilities
- Experience working with **global teams / large enterprises**
- Trusted partner to product and business stakeholders
- Known for combining creativity with strategic thinking
- Passionate about mentoring the next generation of designers

TOOLS & EXPERTISE

- Figma
- Adobe Creative Suite
- Design Systems
- AI Design Tools
- UX Research
- Prototyping
- Interaction Design

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
- Reduced **drop-offs by 35%**
- **Accelerated design** cycles by **40%**

WORK EXPERIENCE

B&F Advertising | 2013 - 2015

GRAPHIC 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 - 20021

CREATIVE LEAD

- Oversee all design projects.
- Design original pieces, including illustrations and infographics
- Refine images, fonts and layouts using graphic design software
- Generate ideas to portray concepts and advertise products/services
- Liaise with marketing and design teams to ensure deadlines are met
- Stay up-to-date with industry developments and tools

Crimson Interactive | 2021 - 2025

CREATIVE LEAD

- Led UI/UX for international 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.

Progenesis - Present

HEAD- DESIGN MANAGER

- Lead and mentor a team of 20 designers across product, marketing, and brand, fostering a culture of innovation and design excellence.
- Defined and implemented design strategy aligned with business goals, improving overall customer experience across digital touchpoints.
- Partner closely with product, engineering, and leadership teams to influence roadmap decisions and deliver user-centric solutions.
- Introduced AI-enabled design processes that increased team productivity by ~30-40% and accelerated project delivery timelines.
- Standardized design systems to ensure scalability, consistency, and faster go-to-market execution.
- Spearheaded end-to-end redesign initiatives that strengthened engagement and improved user journeys.