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## Souban Mandayappuram, Creative Director

Creative Director with over 9 years of experience crafting compelling brand narratives and driving digital innovation across the creative industry. Expert in graphic design, UI/UX, and motion graphics, with a proven track record of leading multidisciplinary teams to develop award-winning campaigns that boost user engagement and brand visibility.

### Links

[Portfolio Website](#)

[My LinkedIn](#)

### Skills

- |   |  |
|---|--|
| <input type="radio"/> Creative Vision             | <input type="radio"/> Leadership         |
| <input type="radio"/> Project Management          | <input type="radio"/> Brand Strategy     |
| <input type="radio"/> Design Software Proficiency | <input type="radio"/> Trend Awareness    |
| <input type="radio"/> Client Collaboration        | <input type="radio"/> Strategic Thinking |

### Employment History

#### Creative Director at Compliance Innovation Pvt Ltd (Satchel US), Remote

November 2023 — Present

- Spearhead innovative **creative strategies for integrated marketing campaigns**, enhancing brand recognition and audience engagement across digital platforms.
- Orchestrate **comprehensive brand identity systems**, ensuring visual cohesion across web, print, and social media assets.
- Produce compelling visual storytelling through **infographics and motion graphics** to simplify complex information and boost content engagement.
- Pioneer **adoption of emerging design trends**, ensuring all creative outputs remain at the cutting edge of **visual communication**.
- Foster **cross-functional collaboration** to deliver high-impact creative projects while maintaining **brand integrity**.
- Mentor junior designers, cultivating a culture of creative excellence and innovation.
- Manage **multiple design initiatives** concurrently, balancing quality with agile project delivery.
- Provide strategic **creative direction to C-level executives**, aligning visual communication with organizational objectives.

#### Creative Head at Winds E Pvt Ltd, Bengaluru

June 2022 — September 2023

- Conceptualized and executed omnichannel creative designs for **e-commerce, print, and digital marketing campaigns**, with a focus on seasonal promotions and key sales events.

- Designed intuitive and visually appealing **UI/UX for the WINDS APP**, ensuring seamless user journeys and increased app engagement.
- Spearheaded the **UX/UI design** and development of WindsCart **e-commerce** platform using **Shopify**, optimizing for conversion and user retention.
- Crafted **high-impact motion graphic assets** that drove significant increases in engagement rates across paid media channels.
- Produced immersive **in-app onboarding experiences** through motion graphics and animation, enhancing user adoption and satisfaction.
- Cultivated strategic partnerships with influencers, managing content creation for impactful promotional videos.
- Led a **cross-functional design team**, fostering a collaborative environment and ensuring consistent delivery of **high-quality creative assets**.

## Creative Head at Gaames Merchandise Pvt Ltd (Smart Cricket Global UK), India

February 2022 — May 2022

- Directed **real-time visual content production** for live broadcast of BPL 2023, enhancing viewer engagement through dynamic graphics and animations.
- Engineered **intuitive and engaging UI/UX** for the SmartCricket App, focusing on user-centric design to boost app adoption and retention.
- Developed responsive **web designs and e-commerce solutions** for the Bangladesh Cricket Board's **Shopify** store, optimizing for **mobile-first experiences**.
- Solely managed **end-to-end creative direction** for Abu Dhabi T10 Season 6 **social media campaigns**, overseeing all visual assets and real-time event coverage across multiple platforms.
- Executed **data-driven social media strategies**, significantly amplifying brand presence and engagement during major sporting events.
- Collaborated with **high-profile athletes and sports influencers** to create **viral video content**, aligning with brand objectives and increasing audience reach.

## Senior Visual Designer at Gaames Merchandise Pvt Ltd (Smart Cricket Global UK), India

February 2021 — February 2022

- **ICC WTC 2021** - Designed merchandise, web, and print materials, as well as creatives for social media and web, leading to winning multiple additional projects for ICC.
- Contributed to merchandise and web designs for the **ICC T20 World Cup**.
- Crafted **creative content and video montages for every game** during SmartCricket's participation in **Abu Dhabi T10 S5** and **BPL 2022**
- Created **Emailer Designs** and Managed the Mailchimp Platform
- Designed artworks & videos for the **world's first Cricket NFT Platform (CricketCrazy)**.
- Created and managed a series of **200+ videos by Boria Majumdar, distributed across blogs, YouTube**, and various social media platforms.
- Conceptualized and executed a comprehensive **rebranding** initiative for the company's **entire portfolio, featuring a new logo, web design and captivating artworks**.
- Used **motion design to create engaging animation** that improved user engagement.
- Collaborated with cross-functional teams to align design solutions with goals and user needs, using **high-fidelity mockups to convey concepts** to clients and stakeholders.

## Web and Graphic Designer/Co-founder at CreativHeads (Agency), India

July 2017 — February 2021

- **Collaborated with clients spanning over 10 countries**, including the United States, UK, New Zealand, Australia, Qatar, Kuwait, Singapore, Saudi Arabia, India, and UAE.

- **Designed 30+ websites** and crafted a **multitude of creative logos** spanning various countries and industries.
- Crafted captivating **social media posts**, adaptable content, **print collateral**, **motion pictures**, **brochures**, and engaging Keynote and PowerPoint **presentations**.
- Led the design of **innovative UI/UX experiences** and provided direction for custom **Mobile Apps and Web-App projects**.
- Managed **Instagram and Facebook Pages**, and Google Ads Services.
- Implemented my understanding of design principles, including **typography**, **layout**, **illustration**, **color theory**, and **branding** in various brands.

## Freelance Creative Professional at Upwork, Remote

October 2015 — July 2017

- Produced a wide array of creative assets, including logos, posters, brochures, web banners, print collateral, and ad campaigns.
- Proficiently used web development tools like **Dreamweaver** and **WordPress**.
- Achieved significant milestones, with **website traffic peaking at 5000 daily visitors** and consistent top-5 search engine rankings for common keywords.
- Led a highly successful social campaign for FIMS Canvas - National Management Fest, 2016, **'Save Water Campaign at The Crown Theatre, Calicut,' resulting in 10 million+ viral views**.
- Proficiently utilized Final Cut Pro to create visually appealing **online vlogging** content for **The Future Phase Australia**, including thumbnails, intros, outros, and subtitles.
- Additionally, leveraged cloud services like **Vimeo** for content distribution and management.

## Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator, After Effects, and Premiere Pro)
- UI/UX Design Tools (Figma and Sketch)
- Web Design (HTML/CSS basics, WordPress, and Shopify)
- Motion Graphics and Video Editing
- Digital Marketing Platforms (Meta business suite, LinkedIn Page)
- Project Management Tools (Asana and Invision)

## Education

### MBA, Farook Institute of Management Studies, Calicut, India

2015 — 2017

### B.com, University of Calicut, Calicut, India

2011 — 2014

## Languages

- |  |   |
|--|---|
| <input checked="" type="radio"/> <b>English</b> Native speaker   | <input checked="" type="radio"/> <b>Hindi</b> Highly proficient |
| <input checked="" type="radio"/> <b>Malayalam</b> Native speaker | <input type="radio"/> <b>Arabic</b> A1                          |