



I use behavioral psychology to influence the state of mind and decision-making of my target audience. My drive to work is vision-oriented, and my focus remains on building an environment for my teams to perform with purpose. I aim to help them understand the root problem statement, learn the necessary skills or knowledge to address it, and implement design thinking to arrive at a conclusive and objective approach.

**CONTACT :**[www.behance.net/soorajss](http://www.behance.net/soorajss)[soorajhema@gmail.com](mailto:soorajhema@gmail.com)

+91 8281357547 / 8848966121

**EXPERIENCE :****Urban Ladder | Bangalore | November 2023 - Present****Head of Creative & Brand**

- Leading all creative and brand requirements for Urban Ladder across social, retail, and online platforms.
- Executed 5+ campaigns with a focus on sales, events, and awareness.
- Redefined the brand perception in Tier I cities through the "Discover the New" campaign.
- Led the website revamp initiative for Urban Ladder, improving the navigation and user experience. The new website will feature easier discoverability and better communicate the brand essence.
- Redefined the in-store experience and communication to encourage higher purchase behaviors.

**ReshaMandi | Bangalore | January 2022 - August 2023****Experience & Design Manager**

- Acted as the SPOC for all marketing and branding requirements.
- Conceptualized art direction and planning for D2C and B2B campaigns.
- Collaborated with vendors and designers to create event layouts showcasing the natural fibre capabilities of ReshaMandi at 25+ events, including TexWorld Paris, LFW, IATF and IHGF.
- Executed D2C campaigns, improving the bounce rate by 15% and average session duration by 32%.
- Conducted UI audits and released new features for the ReshaMandi app and website. Developed collaterals for various user flows, actively checking user experience, reducing the uninstall rate by 34%.
- Designed investor pitch decks, corporate communications, and learning modules.
- Led a team of 5 designers, overseeing management, recruitment, and performance reviews.

**LIDO Learning | Mumbai | April 2020 - December 2021****Senior Creative Manager - Design & Content**

- Standardized design language, templates, and art style as per subject and age group within K12.
- Implemented a project tracking system across different departments using JIRA boards for task visibility.
- Eliminated the usage of articulate, reducing the production timeline by 50%.
- Guided animators and illustrators in creating reusable assets, reducing the timeline by 25%.
- Mentored a team of 20+ designers, establishing new processes for review and quality check.

**Replenish Earth | Remote | April 2019 - September 2019****Project Lead**

- Executed pitch decks, documents, and collaterals for various summits and events.
- Redefined the branding by developing brand book, collaterals and marketing material.
- Created space design and gamification for the lab with 10 R principles.

**EDUCATION :****National Institute of Design (N.I.D) | Ahmedabad, Gujarat | June 2014 - January 2019****Bachelor of Design - Product Design****Holon Institute of Technology (H.I.T) | Holon, Israel | November 2016 - March 2017****Exchange Semester - Product Design**

## OTHER PROJECTS :

*Sarkaar Board Game | Remote*

**Lead Designer - Branding & Collaterals**

Directed art, illustrations, and branding for a political strategy board game based on Indian politics.

<https://sarkaar.in>

*SketchNote | Remote*

**Visual Designer & Illustrator**

Developed a collection of custom illustrations comprising 11 Templates for the SketchNote project management tool. <https://sketchnote.co>

*The PARC- Psychotherapy Advanced Resource Center | Remote*

**Visual Designer & Illustrator**

Conceptualized branding and illustrations of psycho-education tools used for MBT therapy.

<https://theparc.in>

*Fold Labs | New Delhi*

**Instructional Designer & Illustrator**

Collaborated with Quest Alliance to generate vocational learning material through illustrated assets and engaging storylines on Articulate 360.

## ACHIEVEMENTS :

**Best Customer Retention Campaign - CX Excellence Awards '23**

Won the best customer retention initiative of the year award for the Valentine's Letters Campaign for Reshamandi, resulting in a 21% increase in engagement and a 26% increase in total revenue.

**Viral Social Campaign - Monalisa Across India**

Led the viral social media campaign about Monalisa in ReshaWeaves Saree, increasing reach by 703%.

**Ace Award - LIDO LEARNING**

Achieved the Ace Award for forging new systems, processes, and exceptional performance.

**Published Paper on Correlative Learning - Universal Design Conference III, Italy**

Presented and published a paper on learning through correlative understanding as part of the Designing for Inclusive Learning Experience Conference.

**Ford Foundation Scholarship - National Institute of Design**

Received funding for a self-initiated project on Redefining repair for products and the right to repair.

## SKILL SETS :

Adobe suite, Figma, Jira, Miro, MidJourney, Dall-E, Procreate, Autocad, Rhinoceros 3D, Articulate 360, Design Management, User Experience, Illustration, Space Design, Branding, Packaging, Online & Offline Marketing

