



Creative Art Director with 20+ years of experience in branding, digital campaigns, and marketing content. Proven ability to lead teams, create compelling visuals, and deliver results across web, print, and social media. Successfully worked with brands like Bacardi, Canon, Red Hat, GE, Infosys, and Bosch. Skilled at translating ideas into impactful design that enhances brand recognition and customer engagement.

www.deepaksanthanam.com

WORK EXPERIENCE

OMNICOM MEDIA GROUP (INDIA) / CREATIVE MANAGER

January 2023 - Present

- ▶ Led a creative team of 15+ to deliver multi-format content across digital, social, and print.
- ▶ Partnered with BBDO New York to launch campaigns for Bacardi, Bombay Sapphire, and Tequila Cazadores, improving online engagement and brand consistency.
- ▶ Produced over 100 branded assets for J&J and GE, supporting global rollout initiatives.
- ▶ Designed internal event kits that improved employee participation and communication across five company-wide initiatives.

MOBILISE AGENCY / HEAD OF DESIGN

June 2021 - January 2023

- ▶ Directed campaign visuals for Red Hat, CAT, Salesforce, Canon, and GE, enhancing brand storytelling.
- ▶ Delivered 50+ creative assets across social, print, and digital to support product and brand launches.
- ▶ Created rollout kits and branded assets that strengthened communication and aligned messaging across teams.
- ▶ Contributed to the visual strategy for 6+ product launches.

DISHA COMMUNICATION / CREATIVE SUPERVISOR

April 2019 - June 2021

- ▶ Managed visual branding for 25+ campaigns for Canara Bank, Bank of India, and tourism boards.
- ▶ Designed product packaging and promotional content for FMCG brands like Tropical Dew and Mystic Splash.
- ▶ Created the identity and branding for Infiniquemall.com, supporting its online launch.
- ▶ Developed regional campaigns using cultural insights to enhance relevance and audience connection.

SAATCHI & SAATCHI / CREATIVE SUPERVISOR

May 2015 - March 2019

- ▶ Delivered design content for Bosch, Infosys, Novartis, and Dr. Reddy's across B2B and healthcare verticals.
- ▶ Produced 200+ emailers, pitch decks, and brochures to support client marketing efforts.
- ▶ Oversaw project timelines and final delivery under strict turnaround requirements.

FISHEYE CREATIVE / SENIOR ART DIRECTOR

May 2011 - April 2015

- ▶ Led the branding and campaign launch for Phoenix MarketCity Mall and Barbeque Nation.
- ▶ Built identity systems and marketing campaigns for Imara, WROGN, and Paperboat. Used visual storytelling to align messaging & boost brand recognition.
- ▶ Oversaw project timelines and final delivery under strict turnaround requirements.

OTHER AGENCIES:

- **Pepercorn Communications** - November 2009 to April 2011
- **Brand-Comm** - April 2007 to October 2009
- **D&Z** - September 2003 to March 2007
- **WoC** - June 2001 to August 2003

KEY SKILLS AND COMPETENCIES:

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|--------------------------------|----------------------------|
| Creative Direction | Creative Brief Development |
| Branding & Campaign Design | Team Collaboration |
| Social Media (Static & Motion) | Brand Consistency |
| Typography & Layout | |

CONTACT

Location:

Obel Banjara A Block, 201,
CRP Enclave, Banjara Orchards,
Horamavu Post, Bangalore - 43.

Email:

deepaksanthanam10@gmail.com

Call:

+91 9900 875 961

Portfolio:

www.deepaksanthanam.com

EDUCATION

CCC

Crafting Creative & Communication

Mudra Institute of Communication (MICA),
2008 – 2009

B.Sc. Visual Communication

S.R.M Arts & Science College,
1998 – 2001

CERTIFICATIONS

- **Generative AI**
Foundations Certificate –
July 2025

TOOLS & PLATFORMS

- **Adobe Suite:** Photoshop, Illustrator, InDesign, XD
- **AI Tools:** MidJourney, Adobe Firefly
- **Video:** After Effects (Basic), Premiere Pro (Basic)
- **Presentation:** PowerPoint, Google Slides
- **UI/UX:** Figma

ACHIEVEMENTS

- Gold Medalist in MICA - 2009
- Big Bang Awards - 2016, 2017
- Maddys - 2016, 2017
- Pepper Awards - 2017

PERSONAL

Nationality: Indian

D.O.B: 30 October 1980

Languages: English, Tamil

Hobbies: Outdoors, TV shows.
Anime and music