



24+ YEARS OF BUILDING BRANDS. LEADING TEAMS. MAKING IDEAS MATTER.

Award-winning Creative Director with global experience across advertising, digital, social, and brand communications. I help brands connect, engage, and grow through strategic creativity and strong design leadership.

MICA Gold Medallist. Published author. Creative leader exploring the intersection of storytelling and AI.

www.deepaksohananam.com

CREATIVE DIRECTOR • BRAND BUILDER • AUTHOR • AI EXPLORER

CORE EXPERTISE

Creative Direction Digital & Social Content
Brand Strategy AI-Assisted Creativity
Team Leadership Brand Identity
Creative Operations Motion & Film
Integrated Campaigns
Visual Storytelling

PROFESSIONAL EXPERIENCE

OMNICOM MEDIA GROUP (INDIA) / ASSOCIATE CREATIVE DIRECTOR
January 2023 - Present

Lead multidisciplinary creative teams delivering digital, social, presentation, motion, and integrated communication solutions for global brands and internal business functions.

Key Contributions

- Lead and mentor a team of 15+ creative professionals
- Partnered with BBDO New York to deliver global campaigns for Bacardi, Bombay Sapphire, Dewar's, Martini, and Tequila Cazadores.
- Drive creative excellence and brand consistency across multiple international projects
- Deliver integrated communication programs spanning digital, social, print, motion, and presentations
- Developed internal engagement, learning, and culture-building initiatives adopted across the organization
- Introduced AI-assisted creative workflows using MidJourney, Firefly, Runway, and ElevenLabs

MOBILISE AGENCY / HEAD OF DESIGN
June 2021 – January 2023

Led creative strategy and integrated campaigns across technology, enterprise, industrial, and B2B sectors

- Directed integrated campaigns across digital, print, and social platforms
- Led launch campaigns, branding systems, and communication frameworks
- Collaborated with marketing stakeholders to align creative solutions with business goals

DISHA COMMUNICATION / CREATIVE SUPERVISOR
April 2019 – June 2021

Led brand strategy, integrated campaigns, and visual identity systems, helping organizations strengthen market presence and audience engagement.

SAATCHI & SAATCHI / CREATIVE SUPERVISOR
May 2015 – March 2019

Partnered with global brands to deliver integrated communication programs across healthcare, technology, and enterprise sectors.

FISHEYE CREATIVE / SENIOR ART DIRECTOR
May 2011 – April 2015

Led brand launches and integrated campaigns for retail, hospitality, and lifestyle brands.

EARLIER EXPERIENCE:

- 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

CREATIVE LEADERSHIP

- Published author on creativity, branding, and personal growth
- Active advocate for AI-assisted creative workflows
- Creator of AiMade, an experimental platform exploring AI and storytelling
- Mentor and creative leader focused on developing future talent
- Regular contributor to discussions around branding, advertising, and creative innovation

CONTACT

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EDUCATION

CCC
Crafting Creative & Communication
MICA, Ahmedabad
2008 – 2009

B.Sc. Visual Communication
S.R.M Arts & Science College,
1998 – 2001

CERTIFICATIONS

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

TOOLS & PLATFORMS

- **Adobe Suite:** Photoshop, Illustrator, InDesign, XD
- **AI Tools:** Midjourney, Adobe Firefly, Runway, ElevenLabs, Higgsfield
- **Presentation:** PowerPoint, Google Slides
- **UI/UX:** Figma

ACHIEVEMENTS

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

PUBLISHED BOOKS

I Am the Idea That Sells
A manifesto on ideas that shape brands and culture.

The Man Who Spoke to Himself
Reflections on creativity, life, and personal growth.

When the AI Cried
A story about intelligence, emotion, and being human.

The Parallel You
A journey through choices, possibilities, and alternate lives.