

CREATIVE DIRECTOR

JAY SANGOI

Based in Mumbai

Engineer turned self-taught marketer, currently managing projects at **22 Feet, Omnicom**. Skilled at creating insightful design solutions that connect brand and consumer, while leading creative teams and sometimes, even making the logo bigger!

- 11+ YEARS OF EXPERIENCE
- 25+ BRANDS WORKED FOR
- 35+ CREATIVES HIRED AND MENTORED

CORE CAPABILITIES



AI Integration

Generative AI across the process, from ideation to production.



Creative Direction

Setting and holding the creative vision across film, digital, social and print.



Design Systems

Building brand identity and design languages that scale consistently across platforms.



Campaign Development

360° platforms built to travel across every screen and format.



Team Leadership

Building and mentoring multidisciplinary creative teams that ship at pace.

WORK EXPERIENCE

Creative Director 22 Feet, Omnicom Feb 2024 - Present



- Led creative for Volkswagen, Flipkart, RuPay and Safari across film, digital, social, OOH and on-ground, while building visual identities and design systems across brands.
- Integrated AI into design workflows, improving creative efficiency enabling AI-led films, KVs and social content.
- Built and mentored a 15-member design team, establishing stronger creative workflows and output.
- Contributed to 5+ successful pitches, helping win new business and expand client portfolios.

Creative Director VML - WPP Feb 2023 - Jan 2024



Led creative output for beauty brands such as Titan Skinn, Lakme, Vaseline. Managed a team of 15 creative partners across the portfolio.

Creative - Marketing Maddock Films Feb 2022 - Dec 2022



- Ran the marketing content pipeline for film campaigns across digital, theatrical and on-ground.
- Managed shoots, talent and agency partnerships for film promotions as lead point of contact.

Associate Creative Head Flux@TheGlitch Mar 2020 - Feb 2022



Managed a 15-person multidisciplinary creative team; grew the client portfolio building new-age content marketing offerings.

Associate Creative Head



Art Director



Senior Graphic/ Motion Designer



Graphic/ Motion Designer



Junior Designer



Netflix India @ The Glitch - WPP Jun 2015 - Mar 2020

- Grew Netflix India's Instagram from launch to 1M+ followers, building its editorial design and motion language.
- Led design for originals and campaigns; built the team and the process behind it.

CLIENTS

