

# JAY SANGOI

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I am an engineer turned self-taught, passionate Advertiser/Marketeer/Designer currently managing projects and teams as a **Creative Director @ 22Feet, DDB**. Skilled at creating insightful digital experiences and design solutions that bridge the gap between brand and its online consumer, but even more adept at managing teams of creative minds, keeping pace with the dynamism in the space and sometimes, even making the logo bigger!

## /// Work Experience More than 9 yrs

### Creative Director



February 2024 – Present  
22 Feet, DDB

Experienced team leader for impactful advertising campaigns. Skilled in creative direction, client collaboration, and designer mentoring. Strategic thinker, stays updated on industry trends

### Creative Director



June 2023 – February 2024  
VMLY&R – WPP

– Leading creative output for multiple beauty brands. Collaborated with Titan Skinn, Lakme, Vaseline, and others  
– Managing a team of 15 creative partners

### Creative – Marketing



February 2022 – November 2022  
Maddock Films

Ideation, conceptualization, and creation of designs to help drive marketing campaigns and running the content pipeline overall by evaluating synopses, ideas, content pitches shared by creators/ agencies

### Associate Creative Head



March 2020 – Present  
Flux@TheGlitch | WPP

Directing and managing a multi-disciplinary team of 15 comprising of Art directors, Graphic designers, Illustrators and Animators

### Associate Creative Head



April 2019 – March 2020  
Netflix | The Glitch – WPP

– Led design for Netflix's Editorial segment and Campaigns for Indian originals.  
– Built Key Visuals for original shows and movies streaming on the service.  
– Supervised a team of 7 Designers

### Art Director



April 2018 – March 2019  
Netflix | The Glitch – WPP

– Created Efficient working processes for quick turn-around times on projects  
– Animated graphics for video edits and trailers

### Senior Graphic/Motion Designer



April 2017 – March 2018  
Netflix | The Glitch – WPP

Instrumental in boosting Netflix India's Instagram following from its launch in 2016 to over 1 million by 2018

### Graphic/Motion Designer



April 2016 – March 2017  
Netflix | The Glitch – WPP

Created engaging and hyper-local social media content for Netflix India

### Junior Graphic Designer



June 2015 – March 2016  
The Glitch

Created Designs for social media for brands such as HiCare and Lakme

# /// Education

## 2010 – 2013

Bachelor in Electronics Engineering

Fr. Conceicao Rodrigues College of Engineering | Mumbai University

## 2007 – 2010

Diploma in Electronics & Telecom Engineering

Shah & Anchor Kuttchi Engineering College | Mumbai University

## 2007

S.S.C

St. Josephs High School  
Maharashtra State Board

# /// Software Skills

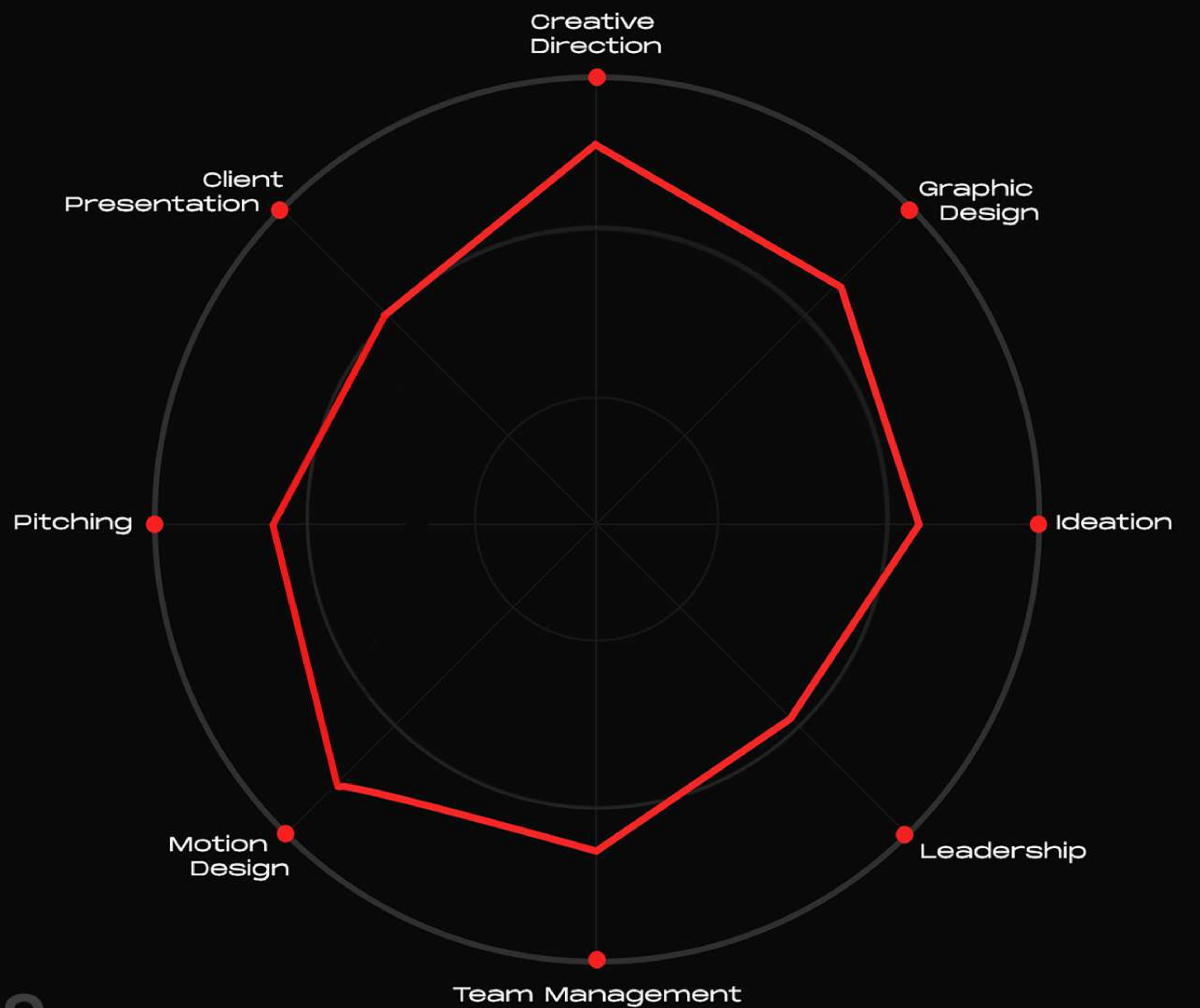


# /// Recognitions

- In-book winners for the entry "The apps have Spoken" for 2019 Kyoorius Young Blood Awards
- Shortlisted & Finalist for 2019 Cannes Young Lions India
- Shortlisted & Finalist for 2019 Young Spikes Asia India



# /// Specialities



# /// Brands I've worked with

