



SONIYA SUMAN

Brand Strategist

Portfolio soniyasuman.netlify.app

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[Behance](#) | [LinkedIn](#)

ABOUT

I think about brands the way a writer thinks about characters — they need a clear voice, a point of view, and a reason to exist beyond just selling something. My path into brand strategy came through fashion, design research, and years of watching what happens when a brand loses its thread. I've built visual identities, developed content systems, researched audiences, and led teams — and the through-line in all of it has been a belief that a strong brand isn't just a logo or a palette. It's a feeling people trust. I work best at the intersection of story, strategy, and culture — where good research meets a gut that knows what resonates.

CORE SKILLS & COMPETENCIES

Brand Strategy & Identity · Visual Storytelling · Content Strategy · Design Research · Trend Forecasting · Consumer Insight · Systems Thinking · Campaign Planning · Service Design · SEO Content · Social Media Strategy · Team Leadership · Cross-functional Collaboration · Project Management

PROFESSIONAL EXPERIENCE

Creative Lead · Millenium Marbles · Bengaluru

Sep 2025 – Present

- Lead the creative vision and execution for Millenium Marbles, overseeing brand identity, content strategy, and marketing initiatives.
- Manage and mentor a multidisciplinary team of designers, photographers, and content creators.
- Built strong relationships with clients, resulting in repeat business and long-term partnerships.
- Led cross-functional teams to execute high-quality creative projects within tight deadlines.

Communication Designer · Foundation for Innovation and Action · Remote · Freelance

Oct 2025 – Present

- Developing the PRAGATI visual style guide while designing teacher curriculum layouts, visual storytelling, and low-tech learning artefacts using a systems-thinking approach.
- Managing multiple design projects simultaneously, ensuring timely delivery within budget constraints.
- Analysing user behaviour and feedback to optimise design and user experience.

Content Writer · SOMA.XY · Freelance

Nov 2025 – Present

- Strategise and create research-driven editorial content for SOMA.xy, focusing on fabric science and niche men's apparel to enhance brand authority and consumer education.
- Complete thorough research into assigned topics and craft SEO-friendly content for websites and blog posts to increase organic traffic.

Design Researcher · Lindström · Delhi

Jan 2025 – May 2025

- Led research to identify dust-related challenges across industries and develop preventive, design-led solutions.
- Created a strategic sales toolkit, whitepaper, and documentary to drive client engagement and solution adoption.
- Collaborated cross-functionally to translate research insights into actionable strategies.
- Conducted practical, informative, and lean research.

Research Design Intern · Sam & Mi · Ahmedabad

Jun 2024 – Nov 2024

- Conducted in-depth research and created detailed user personas to inform product design and marketing strategies.
- Designed engaging educational tools and developed research-based content for brochures, parent guides, newsletters, and blogs.
- Contributed to The Great Writer, a children's book promoting creativity and writing, aligned with the brand's mission.

- Led user research and literature review for a whitepaper on empathy in early childhood.

Trendspotter · **VisioNxt** · *Freelance*

Aug 2023 – Feb 2024

- Actively engaged in trendspotting activities to stay updated on industry developments and consumer preferences.
- Analysed fashion cycles and provided insights for upcoming seasonal collections.

Fashion Design & Styling · **Suneja Fashion Fabrics & Lifestyle** · *Surat*

Feb 2022 – May 2022

- Styled the new collection, ensuring cohesive looks that aligned with current market trends.
- Collaborated with the supply chain team to oversee fabric checking and ensure materials met quality standards.

Fashion Design & Styling · **Neeta Bhargava** · *Delhi*

Sep 2021 – Oct 2021

- Led the development of the entire 'Surkh' collection from concept to final production, including fabric selection, pattern making, and detailing.
- Managed the costing process for new designs, ensuring the collection was developed within budget.
- Contributed to social media strategy and content creation to promote the collection and increase visibility.

E D U C A T I O N

- 2025 **Master of Design – User Experience Design**
National Institute of Fashion Technology (NIFT), Gandhinagar
Meritorious Award – Rank 1
- 2022 **Bachelor of Fashion Design**
Amity University, Raipur
- 2018 **Diploma in Fashion Design**
Institute of Innovative Designs & Tech, Nagpur

A C C O M P L I S H M E N T S

- SAGE Senior Ambassadors Program 2025 – Selected among top candidates from 12 countries for a research-based sustainability fellowship focused on waste segregation and building local responsibility in municipal communities.
- NIFT Meritorious Award – Recognised for outstanding academic performance, design excellence, and leadership potential.

L A N G U A G E S

Hindi · English · Marathi