



SONIYA SUMAN

Creative Lead

Portfolio soniyasuman.netlify.app

9511779273 | sumansoniya350@gmail.com | Bengaluru, KA 560025

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

ABOUT

I grew up thinking design was about making things look good. Then I realised it's about making people feel something. My work as a creative lead sits at the intersection of research, storytelling, and visual craft — I care deeply about the "why" behind every creative decision, not just the aesthetic outcome. I've built brand identities, directed teams, written for niche publications, and once led an entire fashion collection from concept to the floor. What ties it all together is a belief that good creative work isn't decoration — it earns attention, builds trust, and leaves people with something they remember.

CORE SKILLS & COMPETENCIES

Creative Direction · Brand Identity & Strategy · Visual Storytelling · Content Strategy · Team Leadership & Mentoring · Design Research · Campaign Planning · Systems Thinking · UI/UX Design · Social Media Strategy · Trend Forecasting · Project Management · Cross-functional Collaboration · SEO Content

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