

Vishwal Roy Dsouza

Creative Strategy & AI Innovation Lead

Senior Multimedia Designer | Creative Team Lead

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Creative Leadership · Campaign Planning · Performance Creative · Creative Operations · AI Product Development

Creative Team Lead reflects functional day-to-day leadership responsibility; official employment title is Senior Multimedia Designer.

PROFESSIONAL SUMMARY

Creative strategy and multimedia professional with 10+ years of experience across e-commerce, campaign planning, performance creative and digital content production. Currently lead a five-member creative team at BFL Group, overseeing campaign planning, workload allocation, creative quality and cross-functional delivery across web, app, CRM, social and paid-media channels. Independently developing AI-enabled and workflow-management products that address real creative-production challenges. Combines strategic planning, people leadership, multimedia expertise and product thinking to build scalable creative systems.

CORE EXPERTISE

Creative Strategy · Campaign Planning · Creative Leadership · Team Allocation · Creative Operations · Performance Creative · Multimedia Direction · E-commerce Design · CRM and App Design · Motion Graphics · AI Product Development · Workflow Automation · Stakeholder Management · Quality Governance · Cross-functional Delivery

EXPERIENCE

Senior Multimedia Designer | Creative Team Lead

BFL Group | Dubai, UAE | February 2025–Present

- Led a five-member creative team across planning, workload allocation, mentoring, quality review and cross-functional campaign delivery.
- Own creative planning from brief interpretation through allocation, production, quality review and final delivery.
- Translate commercial objectives into campaign identities, channel plans and creative-production requirements.
- Plan capacity, prioritise workload and manage deadlines across a varying commercial calendar.
- Coordinate with marketing, performance marketing, CRM, e-commerce, merchandising, operations and brand stakeholders.
- Plan and direct major campaigns, photoshoots, videos, motion and paid-media creative.
- Review production quality and provide mentoring and feedback across the team.
- Independently conceived and currently developing an internal AI-assisted e-commerce image-production platform.
- Developed a creative workload-management application for capacity, deadline and allocation planning.
- Introduce AI-assisted workflows to improve consistency, scalability and production efficiency.

Graphic Designer

BFL Group | Dubai, UAE | November 2023–January 2025

- Produced campaign assets across web, app, CRM, social and paid-media channels.
- Designed e-commerce landing pages, promotional banners and app engagement experiences.
- Created motion, video and performance-marketing creative for Meta and Google.
- Developed campaign visual systems across multiple digital touchpoints.

SELECTED AI AND CREATIVE-TECHNOLOGY PROJECTS

BFL AI Studio — Product Owner & Independent Builder

Independently conceived and building an internal AI-assisted platform for e-commerce image production covering upload, generation, review and approval. Currently a working prototype progressing toward internal beta validation.

Creative Workload Platform — Product Owner & Builder

Designed and developed an internal planning product for creative demand, capacity, utilisation, deadline pressure and workload visibility. Currently a working internal prototype used for planning and evaluation.

EARLIER EXPERIENCE

Senior Graphic Designer | SESA Care

Mumbai, India | November 2022–November 2023

Packaging, e-commerce creative, social media, video and consumer-product communication.

Multimedia Designer | AFK Gaming

Mumbai, India | January 2021–October 2022

Content planning, multimedia production, digital engagement and cross-functional collaboration.

Senior Graphic Designer | Syspree Digital

Mumbai, India | 2020–2021

Client creative planning, e-commerce design, presentations and stakeholder coordination.

Freelance Graphic & Multimedia Designer | Freelance / Self-employed

India | 2018–2020

Branding, social media, marketing materials, retail concepts and independent project ownership.

Graphic Designer | Syspree Solutions

Mumbai, India | 2015–2018

Social media, web/UI, company profiles, landing pages and client collateral.

RECOGNITION

Unflinching Commitment recognition — BFL Group

Commitment, reliability and contribution to HR Operations and cross-functional delivery.

TECHNOLOGY AND TOOLS

Adobe Creative Cloud · Figma · Canva · AI Image and Video Workflows · Generative AI Prototyping · ComfyUI · Supabase · Docker · Jira · Microsoft Power Automate · Shopify Liquid · Creatopy · ROI Hunter · HTML Email Design · Blender

INDUSTRIES

E-commerce · Retail · Personal care · Wellness · Digital media · Esports · Food · Hospitality · Agency