

# Saurabh Kakade

I turn emerging technology into products that help people.

Creative Director & Strategist · Meta Creative Shop · San Francisco

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## 01 PROFILE

For a decade I've taken an emerging technology and invented a product that helps people — the LiDAR in every phone as free “eyes” for the blind, AI that makes braille translation free, a public blockchain as a safe house for censored journalism. Most were built idea-to-launch by small teams on lean budgets, where I both originated the idea and made it real — recruiting and aligning the design and engineering partners who built it. The method behind all of it: spot a human problem, repurpose an existing technology as a new primitive, de-risk it cheaply, and ship the proof.

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## 02 SELECTED INVENTIONS idea-to-launch · mostly 3–4 person teams · lean budgets

### **Dot Go** 2021

Turned the LiDAR sensor in every iPhone into a customizable, free accessibility tool for the blind — an “if-this-then-that” object→action engine with community-shared presets.

Cannes Lions Bronze x2 · Red Dot Gold · NYF Gold

### **Dot Translate** 2019

A free, AI-based English-to-braille translator, replacing software that cost up to \$700.

Red Dot Grand Prix · Cresta Grand Prix x3 · Ad Stars Grand Prix · NYF Grand Prix

### **The Truth Wins** 2022

Archived censored journalism onto a public blockchain (Ethereum + IPFS) to make it uncensorable, for Reporters Without Borders.

Covered by The New York Times · Adweek · Campaign US

### **Made in Fukushima** 2019

A 296-page book milled from rice straw grown in decontaminated Fukushima fields — so the artifact is itself proof of safety.

ADC Grand Prix · One Show Gold · Red Dot Best of the Best · iF Design Gold

### **Meltdown Flags** 2020

Encoded glacier retreat (1995→2050) into national flags via a custom variable font; adopted by climate movements as a protest object.

Cannes Lions Silver · Webby Gold · ADC Gold · D&AD

### **Fittle** 2018

3D-printed braille puzzles where each piece forms both the word and the object; distributed free through 176 centers in India.

Cannes Lions Bronze · D&AD · Eurobest Bronze · ADC Global Silver

## Freedom Grams

2022

Cannabis packaged in gram sizes calibrated to real prison sentences, funding the Last Prisoner Project.

Clio Health Grand Prix · Webby Gold · Cannes Lions Bronze · D&AD x3

Earlier — TrueColours (2016): first browser-extension warning system for hidden risks in online T&Cs · Featuring Alexa (2018): first song co-written with an AI voice.

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### 03 EXPERIENCE

#### Meta — Creative Shop · Creative Director & Strategist

2022 – present

- Work at the intersection of creative practice and AI; partner with global advertisers on creative strategy across Meta’s apps and services.
- Originated a ground-up initiative bringing creative-strategy expertise into AI model development — building “creative intelligence” datasets and pipelines now used to improve model quality.
- Two-time winner of global internal hackathons; named inventor on filed patents.

#### Hyperinteractive Studio · Creative Lead

2021 – 2022

- Led concept and UX on large-scale interactive livestream platforms (Billie Eilish, Twenty One Pilots) — 3.6M sessions across 202 countries; “the rare livestream done right” (Rolling Stone).

#### Serviceplan — Innovation · Multidisciplinary Creative

2017 – 2020

- The innovation engine behind most of the inventions above. Repurposed emerging technologies (LiDAR, AI, material science, variable fonts, 3D printing) into first-of-their-kind products with a social-good motive — recruiting and aligning external partners to ship testable MVPs on lean budgets.

#### Jung von Matt · Art Director Y&R / Ogilvy · Art Director (intern)

2014 – 2017

Art-direction foundations across leading European studios — Hamburg · Berlin · Prague · Paris.

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### 04 RECOGNITION

13 Cannes Lions · 11 Grand Prix · 250+ awards across ADC Deutschland, D&AD, The One Show, Red Dot, Webby, Clio, Cresta, Ad Stars & NYF. Top 6 Creative Art Director, ADC Germany Ranking (2020).

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### 05 JURY & SPEAKING

**Jury** — Cannes Lions · NYF · Eurobest · The One Club Portfolio Review (mentor) · PHNX · Ad Black Sea.

**Speaking** — OMR Festival (main stage, 2023 & 2025) · Meta Festival · ADC Europe Creative Express.

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### 06 CAPABILITIES

Idea origination & creative judgment · 0-to-1 product invention · emerging-tech fluency (AI, LiDAR/AR, blockchain, 3D printing, XR, generative) · rapid prototyping incl. AI-assisted · coalition-building & partner recruitment · creative & art direction · strategy.

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### 07 EDUCATION

Leadership Academy — Rare with Google (2020) · Diploma, Art Direction — Miami Ad School Europe, Hamburg (2014) · BA, Applied Arts — Abhinav Kala Mahavidyalaya, Pune (2012) · Foundation, Fine Art — Bharati Vidyapeeth’s College of Fine Arts, Pune (2008).