KHAN WALEED

Graphic Designer / UI Designer

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Experience

Graphic Designer/ UI Designer   IslamiCity (Los Angeles Remote) 2023 - Present

- Produced designs for web, social media, and print, including banners, infographics, and advertisements, achieving growth in audience interaction on digital platforms.
- Supported brand development initiatives, contributing to the visual consistency of all marketing assets and ensuring brand alignment with target audience expectations.
- Created custom illustrations, icons, and layouts for client projects, enhancing the visual appeal of deliverables and aligning with client brand standards.
- Assisted in the development and implementation of design guidelines, ensuring consistent application of brand elements across all assets.

UI Designer   BigLife Marketing (New York, Remote) 2022 - 2023

- Designed and developed branding assets for digital and print media, maintaining a cohesive visual identity across all channels and increasing brand consistency (Primarily for Company Clients)
- Collaborated closely with the marketing and creative teams to deliver visually appealing designs that align with the brand's objectives, contributing to an increase in audience engagement on social media.
- Utilized Figma and Adobe Creative Suite to create engaging graphics for social media, email campaigns, web layouts, and marketing collateral.
- Managed multiple design projects simultaneously, consistently meeting deadlines and achieving high-quality standards.
- Led design efforts for seasonal and promotional campaigns, enhancing brand recognition and contributing to sales growth.

Junior Graphic Designer   ADINITY (Lahore, Pakistan) 2021 - 2022

- Provided design support for a range of digital and print projects, including email graphics, social media content, and website elements.
- Worked under the supervision of senior designers to develop an understanding of branding and layout best practices, contributing to project quality and client satisfaction.
- Contributed to brainstorming sessions and concept development, adding fresh ideas and perspectives to the creative process.

Freelance Web Designer   2019 - 2021

- Developed custom branding packages for various clients, including logo design, color schemes, and typography, creating memorable and cohesive brand identities.
- Designed high-quality visuals for digital marketing campaigns, such as social media graphics, email headers, and ad creatives, resulting in increased engagement and improved click-through rates.
- Collaborated with clients across diverse industries to understand their vision and translate it into effective, visually compelling designs, maintaining a high client satisfaction rate.

Summary

Creative and detail-oriented Graphic Designer with 3+ years of experience in branding, digital, and print design. Proficient in Figma and Adobe Creative Suite, with a proven track record of creating visually compelling designs that enhance brand identity and engage target audiences. Known for strong collaborative skills, attention to detail, and the ability to manage multiple projects in a fast-paced environment. Passionate about developing innovative design solutions that align with brand objectives.

Skills

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Adobe XD)

Design Fundamentals: Branding, Typography, Color Theory, Layout Design

Communication & Collaboration: Microsoft Teams, Slack, Asana, G-Suite

Programming: HTML, CSS, Python, Javascript

Education

Forman Christian College University
Government College University

Courses & Certificates

- Adobe Graphic Designer Professional Certificate
- UI Design ~ Google
- Digital Marketing ~ Google