

# Sohaib Elahi

Designer, Developer, Strategist

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## ABOUT ME

I am a creative and out of the box thinking person who can present anything in the most creative way possible. Experienced designer specializing in eCommerce, Amazon content, and Shopify store design. Expert in creating visually engaging email designs that drive conversions. Dedicated to delivering designs that combine style, clarity, and sales impact.

## EDUCATION

### BACHELORS IN ARTIFICIAL INTELLIGENCE

Institution: Karachi Institute of Technology & Economics

September 2021 – July 2025



### INTERMEDIATE IN COMPUTER SCIENCE

Institution: Pakistan Shipowner College

May 2018 – May 2020



## SKILL

- Brand Design (5 years)
- Marketing Design (5 years)
- Email Design (4 years)
- UI/UX Design (3 years)
- Listings Design (3 Years)
- Development (3 Years)



## TOOLS

- Adobe Photoshop (5 Years)
- Adobe Illustrator (5 Years)
- Wordpress (4 Years)
- HTML / CSS (4 Years)
- Figma (4 years)
- Shopify (3 Years)
- Python (2 Years)



## WORK EXPERIENCE

### Brand Email Designer

SEP 2025 – CURRENT

The JAQ Group (Remote UK)

- Responsible for designing visually attractive and high-sales performing email for brand marketing usually for fragrances.

### Amazon Brand Designer

DEC 2024- AUG 2025

Petrabrands – Reely – Swiftstart (Remote)

- Collaborated with international teams and clients across the US, Philippines, Canada, China, and Pakistan. Led end-to-end brand and product design for Amazon listings and marketing assets, delivering visually compelling, high-CTR designs.

### Senior Brand Designer

2022- Jan 2025

FIGO Homes – (Remote for US Based Startup)

- Solo designer responsible for all brand design assets, including Amazon listings, packaging, Shopify website visuals, marketing creatives, and high-converting email designs, ensuring consistent branding and strong market presence.

### Senior Graphics & Web Designer

2021 - 2024

Brandliners – Karachi, Pakistan

- Joined Brandliners in 2021 as Senior Graphics & Web Designer, contributing to building the agency from the ground up. Created designs for private labels, product images, email campaigns, marketing creatives, and developed WordPress & Shopify websites.

### Senior Graphic Designer

2021 - 2022

Dequanis – Karachi, Pakistan

- Started agency career at Dequanis in 2021, working with international clients on WordPress websites, marketing creatives, and packaging designs. Built skills in teamwork, client communication, and delivering quality work on time.