

HUDA KHAN

SENIOR COMMUNICATION DESIGNER

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WORK EXPERIENCE

SENIOR BRAND DESIGNER

(2023 - Present)

Bazaar Technologies

- Spearhead end-to-end brand design processes, ensuring cohesive visual identity across all company verticals and marketing channels.
- Lead and mentor a team of 4 designers, cultivating a high-performing creative culture and ensuring timely project delivery.
- Orchestrate the design and packaging for flagship products, contributing to a 300M revenue milestone for a detergent brand.
- Drive creative strategy for digital and print campaigns, including Bazaar Industrial, expos, and corporate projects, to elevate market presence.
- Launch 360-degree design campaigns for new business verticals, leveraging multi-channel approaches to maximize brand impact.
- Facilitate cross-functional brainstorming sessions, fostering collaboration and innovation to address complex design challenges.
- Streamline design workflows and mentored junior designers, enhancing overall team efficiency and creativity.

BRAND DESIGNER- II

(2022 - 2023)

Bazaar Technologies

- Conducted in-depth linguistic research to enhance regional marketing efforts, increasing user engagement by 38% within a quarter.
- Played a pivotal role in the success of Easy Khata, contributing to 3M+ app downloads and significantly reducing acquisition costs.
- Designed performance-driven ads and creative assets, aligning with broader marketing strategies to boost customer retention by 27%.
- Developed and monitored OKRs for the design team, aligning creative output with strategic company objectives.
- Oversaw the production of multimedia content, from concept to execution, including animations, videos, and motion graphics

BRAND DESIGNER - I

(2021 - 2022)

Bazaar Technologies

- Collaborated with the commercial team to develop visually appealing promotional materials, driving engagement on the retail app.
- Partnered with sales and growth teams to execute internal campaigns, increasing agent productivity and sales figures.
- Produced high-quality multimedia content, including animations, videos, and promotional graphics, for diverse verticals.
- Designed compelling visual assets for marketing initiatives, ensuring consistency with brand guidelines and messaging.
- Contributed to the refinement of the company's visual identity, strengthening its presence across digital and offline platforms.
- Supported team-wide adoption of design best practices, enabling more cohesive and impactful project outcomes.

EDUCATION AND CERTIFICATION

BACHELOR OF DESIGN, COMMUNICATION DESIGN

(2017 - 2020)

University of Karachi

FLEX (FOUNDATION LEADERSHIP EXCELLENCE)

(2023)

PROFESSIONAL SKILLS

Product Design

User Experience Design (UED)

Creative Ideation

Team Leadership

Figma

Design Management

Design Thinking

Multimedia Content Creation

Adobe Creative Suite

Brand Strategy

Cross-Functional Collaboration

Packaging Design