

Zeeshan Ali Khan

Art Evangelist with 7+ years of experience in Design, Branding, UI & Marketing Campaigns

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(Islamabad)

EDUCATION

Bachelor's Degree (Fine Arts)

Islamabad, PAK

Areas of Interest: Design, Marketing, Entrepreneurship, Branding

8/2016

WORK EXPERIENCE

LamikaPay

UK-Remote

Art Director

September 2022-Present

- Led the development and execution of creative concepts across multiple mediums, including print, digital, and experiential, resulting in increased brand recognition and revenue growth
- Directed and managed a team of designers, copywriters, and creatives to produce high-quality visual and storytelling content on time and within budget Developed and maintained brand standards and guidelines to ensure consistency across all marketing channels
- Collaborated with cross-functional teams, including marketing, product, and sales, to ensure that design and messaging aligned with business objectives and met customer needs
- Managed multiple projects simultaneously, prioritizing tasks and allocating resources effectively to meet deadlines and exceed client expectations Conceptualized and executed design solutions for a range of mediums, including advertising, packaging, collateral, and web design
- Provided art direction and guidance to designers and photographers to ensure visual storytelling was cohesive and aligned with brand voice

One Eleven Group

UAE, Remote

Creative Manager

February 2021-August 2022

- Led the development and execution of creative concepts for print, digital, and social media campaigns resulting in a 30% increase in brand recognition
- Directed and managed a team of designers, copywriters, and photographers to produce high-quality visual content on time and within budget
- Developed and maintained brand standards and guidelines to ensure consistency across all marketing channels
- Collaborated with cross-functional teams, including marketing, product, and engineering, to ensure that design and messaging aligned with business objectives
- Managed multiple projects simultaneously, prioritizing tasks and allocating resources effectively to meet deadlines and exceed client expectations
- Conceptualized and executed design solutions for a range of mediums, including advertising, packaging, collateral, and web design
- Provided art direction and guidance to designers and photographers to ensure visual storytelling was cohesive and aligned with brand voice
- Conducted market research and competitive analysis to stay abreast of industry trends and identify opportunities for innovation

- Developed and presented creative pitches and proposals to clients, resulting in increased revenue and expanded partnerships

ACE Money Transfer

UK-Remote

Team Lead Design

August 2018- September/2021

- Produced high-quality design solutions for a variety of mediums, including print, digital, and social media, using Adobe Creative Suite and other industry-standard tools
- Collaborated with cross-functional teams to develop and execute creative concepts that aligned with brand strategy and business objectives
- Managed multiple projects simultaneously, prioritizing tasks and allocating resources effectively to meet deadlines and exceed client expectations
- Provided mentorship and guidance to junior designers, helping to develop their skills and advance their careers
- Developed and maintained brand standards and guidelines to ensure consistency across all marketing channels
- Conducted market research and competitive analysis to stay abreast of industry trends and identify opportunities for innovation
- Created and presented design concepts and solutions to clients, leveraging strong communication and interpersonal skills to build trust and establish long-term partnerships
- Worked closely with vendors and external partners to ensure that design and production processes were executed flawlessly
- Contributed to the development of design best practices and standard operating procedures to improve team efficiency and quality of output

EMMAR GROUP

UAE, Remote

Design Team Lead

May 2018-July 2020

- Produced high-quality design solutions for a variety of mediums, including print, digital, and social media, using Adobe Creative Suite and other industry-standard tools
- Collaborated with cross-functional teams to develop and execute creative concepts that aligned with brand strategy and business objectives
- Managed multiple projects simultaneously, prioritizing tasks and allocating resources effectively to meet deadlines and exceed client expectations
- Developed and maintained brand standards and guidelines to ensure consistency across all marketing channels

SELTEQ SOFTWARE SOLUTIONS

Islamabad, PAK

Design Team Lead

January 2016-April 2018

- Produced high-quality design solutions for a variety of mediums, including print, digital, and social media, using Adobe Creative Suite and other industry-standard tools
- Collaborated with cross-functional teams to develop and execute creative concepts that aligned with brand strategy and business objectives
- Managed multiple projects simultaneously, prioritizing tasks and allocating resources effectively to meet deadlines and exceed client expectations
- Developed and maintained brand standards and guidelines to ensure consistency across all marketing channels

LEADERSHIP EXPERIENCE

Pakistan Skill Enhancement Program

LHR, PAK

Joint Secretary

2014-present

- Provided 40k students free career consultation and taught 20k students Graphic design as Freelance Trainer

CERTIFICATIONS

Adobe Certified, Experience Designer, UI/UX Expert, Digital Media Designer, Branding Expert

SKILLS & INTERESTS

Skills: Adobe Photoshop, Adobe Illustrator , Adobe XD , Adobe Figma , Adobe After effects , Coral Draw

Interests: Entrepreneurship, Management, Growth, Workplace, Community Services, Cricket