

Haseeb S Khan

VISUAL & UI/UX DESIGNER

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WORK EXPERIENCE

SUMMARY: In my six plus year design career, I've led major initiatives in branding, product development, and digital marketing. My work has spanned from increasing exhibition engagement at Unit London to launching successful products and digital campaigns for Mytype.store, improving client satisfaction through strategic marketing and agile methods at 9lines.

UNIT LONDON

Senior Designer

May 2023 - Dec 2023

Full-time

- Conceptualized and implemented robust print and digital marketing campaigns for over 15+ exhibitions, both locally and globally, achieving a **5% increase in exhibition visibility and a 8% expansion in audience** engagement on social media channels.
- Led the creative strategy and circulation of our weekly email newsletter, capturing the attention of a **65,000-strong subscriber base, which resulted in a 3.5% improvement** in our digital engagement and outreach metrics.
- Spearheaded the branding campaign and merchandise design for the gallery's 10th-anniversary celebration, which was instrumental in **executing a highly successful launch**. This pivotal initiative was met with a **substantial uplift in sales**, marking a triumph for the gallery's milestone event.

MYTYPE.STORE

Founder

Jan 2021 - Mar 2023

Entrepreneurial venture

- Designed & launched over 20 products, while **maintaining stable conversion rates of 3-4%** and successfully **increased the return on ad spend (ROAS) to 8** by strategically optimizing our digital advertising campaigns and tailoring our messaging to resonate with brands's target audience.
- Redesigned our packaging for journals to make it more eco-friendly. This change was a win-win, **cutting down on damaged goods by 48% and saving us money** on shipping at the same time.
- Amplified our rate of **returning customers by over 27.53% in the first year** by capitalizing on organic growth via offline marketing channels, leading to significant reduction in our digital marketing expense.

9LINES DESIGN AGENCY

Lead Designer & Photographer

Sept 2017 - Mar 2023

Full-time

- Led the creation and execution of diverse marketing campaigns from start to finish of over **30+ successful print and digital marketing campaigns**, tailoring strategies to meet client goals and achieving exceptional results from inception to completion.
- My proactive integration of the latest design trends and technologies into our creative processes significantly enhanced our clients' positioning within the industry, **boosting our agency's competitive edge and leading to a notable rise in new client acquisitions**.
- Leveraged **photography skills to produce high-quality images** for use in digital marketing campaigns, social media content, and client branding materials, enhancing visual storytelling and contributing to the cohesive and impactful brand identities.

Hsk Studios

Visual Designer

May 2016 - Sep 2017

Freelance

- Collaborated directly with over 100 clients on a wide range of freelance projects, including **packaging design, website development, branding, photography and digital campaigns**, ensuring impactful and tailored outcomes for each project.

PORTFOLIO

www.haseebskhan.com

TOOLS

Figma	EXPERT	Adobe Photoshop	EXPERT
Adobe XD		Adobe Illustrator	EXPERT
Miro		Adobe InDesign	EXPERT
Sketch		Adobe Premiere	

EXPERTISE

TECHNICAL PROFICIENCY

Brand identity development
Typography & layout
Maintaining design systems
HTML & CSS understanding
Packaging design
Graphic design
Product design
Photography & post-processing

UI/UX DESIGN

Information architecture & design
Wireframing & prototyping
Usability analysis & testing
A/B testing

STRATEGIC & ANALYTICAL SKILLS

User research
Competitor analysis
Conceptual thinking & problem solving

PROJECT MANAGEMENT

Managing design projects
Delivering within timelines and budgets

COLLABORATION & COMMUNICATION

Working with cross-functional teams
Presenting creative concepts
Collaboration with external partners and suppliers

EDUCATION

2020

Beaconhouse National University

Masters with Distinction in Art Education

3.7 GPA

2016

Beaconhouse National University

Bachelors with Distinction in Visual Comm. Design

3.67 GPA