

# Haseeb S Khan

VISUAL DESIGNER • PRODUCT DESIGNER

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Multi-disciplinary visual and product designer with 6+ years of experience in visual and product design, combining design acumen, research insights, and product development to create solutions that address complex business challenges and meet user needs in their specific environments.

I prioritize user-centric design, infusing creativity and empathy into my process. My approach involves deep understanding of user needs, crafting user-friendly solutions with wireframes and prototypes, and refining designs based on feedback and testing.

## portfolio

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## tools

- Figma

EXPERT
- Adobe Photoshop

EXPERT
- Adobe XD
- Adobe Illustrator

EXPERT
- Miro
- Adobe InDesign

EXPERT
- Sketch
- Adobe Premiere

## expertise

- Information architecture & design
- Wireframing & prototyping
- Usability analysis & testing
- A/B testing
- Visual design
- High-fidelity prototyping
- Maintaining design systems
- User persona mapping
- Journey mapping

## education

2018 - 2020  
**Beaconhouse National University**  
Masters with Distinction in Art Education | 3.7 GPA

2012 - 2016  
**Beaconhouse National University**  
Bachelors with Distinction in Visual Communication Design  
3.67 GPA

## work experience

### Unit London

May 2023 - Dec 2023  
Full-time

### Senior Designer

- As the lead designer for our email newsletter, I oversaw the design and distribution of this communication channel, reaching out to an extensive subscriber base of over 65,000+ recipients.
- Designed and executed print and digital marketing campaigns for 15+ exhibitions locally and internationally.
- Worked alongside the internal sales team, I focused on creating graphics with a keen focus on conversion rates as a key performance indicator, while maintaining attention to crucial design elements.

### Mytype.Store

Jan 2021 - Mar 2023  
Entrepreneurial venture

### Founder

- Integrated creative aesthetics with user functionality in designs, playing a key role in developing a strong, customer-focused brand identity.
- Successfully initiated and managed the full product cycle for over 20 products, while spearheading design-centric marketing initiatives that resulted in an impressive 34% increase in repeat customer engagement during the second year.
- Strategically designed marketing collateral for new product launches, encompassing newsletters, product pages, and digital/print campaigns, leading to a remarkable surge in both sales and brand visibility.

### 9Lines Design Agency

Sept 2017 - Mar 2023  
Full-time

### Lead Designer & Photographer

- Led the development and management of an extensive portfolio of marketing campaigns, guiding projects from initial concept through to successful execution, and fostering client relationships to ensure tailored outcomes.
- Collaborated with cross-functional teams to deliver cohesive and impactful graphic solutions across print and digital mediums.
- Proactively researched emerging design trends and technologies, integrating innovative approaches into the agency's creative process to keep client offerings at the forefront of the industry.

### Hsk Studios

May 2016 - Sep 2017  
Freelance

### Visual Designer

- Collaborated directly with over 100 clients on a wide range of freelance projects, including packaging design, website creation, branding, photography and digital campaigns, delivering tailored and impactful design solutions.