

## ALEENA KHAN, VISUAL DESIGNER

My name is Aleena Khan and I'm a Boston based visual designer. For the past four years, I've worked in-house and agency-side with a wide range of clients from national brands to small non-profits. Beyond aesthetics, I work to make user interfaces simpler, easier, and better for business.

## EXPERIENCE

### DARUL QASIM | ATLANTA, GA

June 2015 – December 2016

### ROLE

Visual Designer

I was a designer for Darul Qasim's marketing team. I was responsible for designing and illustrating marketing and internal communications for Darul Qasim, a leading seminary in Chicago.

- Led the website redesign project and designed a responsive website that works
- Improved website performance: decreased bounce rate by 28% and increased page views by 41%
- Created environmental graphics for conferences
- Designed marketing campaigns and landing pages for new courses
- Improved course registration processes from a UX perspective
- Designed various marketing materials that included book covers, publications, posters, and event branding

### IQ AGENCY | ATLANTA, GA

February 2014 – May 2015

### ROLE

Jr. Designer

- Creative ideation and execution across multiple channels, including social media
- Contributed at all stages of the creative process to produce effective user experiences
- Designed responsive websites for a variety of clients from the ground up
- Presented creative concepts to internal and client partner teams
- Produced illustrations to translate complex concepts, like 401(k), Roth IRA, and home buying into easy to understand visuals

## CONTACT INFORMATION

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770-815-0692

## EDUCATION

Graphic Design Certificate  
The Creative Circus  
Atlanta, GA  
December 2013

## SKILLS

Adobe Creative Suite  
User Interface Design  
Illustration  
Typography  
Brand Identity  
Iconography  
Print Collateral  
Responsive Web