ALEENA KHAN, VISUAL DESIGNER

My name is Aleena Khan and I'm a Maryland 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.

WORK EXPERIENCE

Visual Designer at Price Intelligently
February 2017 – March 2018 | Boston, MA

As one-half of the design team at a SaaS startup that was growing quickly, I worked on almost every facet of design including marketing, sales, and product design.

- Designed and implemented branding, swag, and marketing for the annual conference
- Created concepts and wireframes with the Product Manager to implement new features for a SaaS analytics dashboard
- Worked with sales team to redesign pitch decks for better storytelling
- Redesigned the blog as a magazine and content network to optimize for inbound sales traffic
- Worked with marketing team and delivered new assets weekly for Google ads, retargeted landing pages, and custom mailers to potential clients

Graphic Designer at Darul Qasim
June 2015 – December 2016 | Atlanta, GA

Working with the 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 and seminars
- Improved course registration processes from a UX perspective

CONTACT INFO

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EDUCATION

Graphic Design Certificate
The Creative Circus
Atlanta, GA
December 2013

AS in Business Administration
Georgia Perimeter College
Atlanta, GA
May 2011

SKILLS

Adobe Creative Suite
Sketch
Invision
UI Design
Responsive Web
Typography
Iconography
Branding

Junior Graphic Designer at IQ Agency
February 2014 – May 2015 | Atlanta, GA

As a designer for an integrated advertising agency, I worked on social media posts, website design projects, and e-mail campaigns for clients.

- Creative ideation and execution across multiple channels, including social media
- Contributed at all stages of the creative process to produce effective user experiences alongside UX researchers
- Designed responsive websites for clients in finance, banking, insurance, and high-end consumer retail products
- 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 and infographics.