

# Sultana Khan

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## CAREER PROFILE

Creative graphic designer with innovative ideas that inspire, inform and appeal to consumers. More than ten years of experience developing designs for print media, online websites and advertising. Solid understanding of marketing principles and advertising techniques applying them to logo design, page layout to giant traffic-stopping billboards. Great attention to detail and a talent for creating memorable visual designs. Enthusiastic team player who is committed to delivering top results on time. Passion for keeping clients and stakeholders satisfied with each project.

## CORE SKILLS

- High level of computer skills in software such as Adobe Creative Suite: InDesign, Illustrator, Photoshop; and Microsoft Office Suite
- Meticulous branding integrity and consistency maintained throughout my design work
- Ability to translate briefs from concept to campaign implementation, and effectively engage with colleagues and clients throughout all stages of a project
- Equally capable of working independently or in a team, and able to confidently liaise with clients, stakeholders, suppliers and colleagues with a high level of professional conduct
- Exceptional written, verbal and visual communication skills
- Excellent level of literacy with a concern for detail and accuracy, with close attention to correct spelling and grammar
- Highly organised, with time management and work prioritisation skills, and the ability to manage multiple and varied tasks concurrently
- Committed to timely, accurate and efficient production of high quality work

## DESIGN EDUCATION

2006 - 2009

**Bachelor of Arts in Communication Design**  
Indus Valley School Of Art & Architecture

- Third year of course as industry-based learning at Impact BBDO Dubai

July - September 2021

**Certificate in Web Development**  
General Assembly

## RECENT EMPLOYMENT

**Graphic Designer at Smile Solutions**  
**January 2017 - Present**

[smilesolutions.com.au](http://smilesolutions.com.au)

- Create and produce graphic design solutions for all Smile Solutions brands across a range of marketing channels including but not limited to digital, social, EDM and print media
- Liaising with in-house editors, journalists, marketing professionals, sales staff, and production managers throughout the design/production process
- Print design of a number of industry-specific magazines including creative concepts and spread layouts
- Effectively communicate with all relevant stakeholders across the business
- Work collaboratively with a suite of external creative agencies
- Working to strict production and print deadlines
- Image selection, enhancing and retouching
- Designing print and online advertisements
- Checking supplied advertisements meet professional print publication specifications
- Finished art, preparing files for print, checking proofs and liaising with printers

## Key Achievements

- ★ Designed and developed an extensive brochure showcasing the company's full range of services, which has increased face-to-face customer engagement
- ★ Created a new layout for the company's website which has eased navigation and increased the click rate

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## Freelance Graphic Designer Aug 2016 - Dec 2016

- **Future Wealth Planners** - Created a series of print adverts to be featured in The West Australian
- **Capital Property Advisory** - Produced an E-book, web page and posts for Facebook
- **Dr.Najib & Associates** - Logo creation and stationary templates (business cards and letterheads)
- **The Marywood University** - Complete rebrand of the university newsletter (including logo, EDM templates, social media post templates and infographics)

## Graphic Designer at Blackburne Property Group, Perth March 2015 - July 2016

- Maintaining active understanding of brand's guidelines, goals and core value propositions
- Developing thematic graphic content for marketing purposes as per projects' requirements
- Generating graphics using Adobe InDesign, Illustrator and Photoshop to create aesthetically appealing visual content
- Assisting the sales team to create charts, graphs and infographics using Microsoft Excel and Adobe Illustrator to insert in their PowerPoint presentations and corporate documents
- Reviewing all content and assets prior to delivery for quality, alignment with brief and visual brand guidelines
- Updating the corporate website's content via Microsoft CRM
- Designed and produced various web-banners, responsive EDM's and landing pages
- Developed logos, poster layouts and commercial content as instructed
- Collaborating with the team and stakeholders to develop individual concepts
- Preparing designs for print or digital publication and signage
- Prioritizing assignments and workflow in a heavy workload and in a multi-tasking environment using Microsoft Outlook and Google Calendar

### Key Achievement

- ★ Created vibrant and stunning visuals for property displays that increased customer engagement

## Graphic Designer at Crawford Property Group, Perth May 2013 - February 2015

- Designing creative marketing material across multiple mediums including brochures, flyers, print advertisements, microsites, company website and online ads

- Updating company websites and social media platforms with new information and blog posts
- Responsible for the production and re-purposing of text/graphic/audio content on main website via Rex
- Pro-actively recommended creative communications for marketing proposals
- Contributing to a major re-brand and managing all creative output
- Designed and produced exclusive Microsoft PowerPoint presentations to assist internal stakeholders

### Key Achievement

- ★ Developed layout and assisted with UI/UX design for the company app which helped users and customers navigate with ease

## Multimedia Designer at Immersive Technologies, Perth July 2011 - November 2012

- Providing design services to the sales team that assisted products, services and training programs to meet their agreed deliverables
- Designed information heavy content and numerical data into visually appealing infographics
- Managing the ongoing development/enhancement of the company website
- Ensuring signage and marketing material are up to current standards
- Create, record, edit, and animate videos for clients and for internal marketing projects
- Assisted in developing product release strategies
- Analyzing monthly web statistics via Google Analytics
- Planning and reporting monthly marketing plans, media bookings, campaign reviews
- Photography of products for publications, website, promotional materials, employee portraits
- Assisting in the scheduling and cost estimations of graphic design elements
- Established and maintained copyright records and ensured copyright issues were addressed
- Maintained a Microsoft CRM database of customer details and mailing lists

### Key Achievement

- ★ Designed flyers for the full range of simulator products from start to finish, comprising of content writing, product photography, layout and print

## REFERENCES

Available on Request