

ZORAIZ KHAN

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GRAPHIC DESIGN/CONTENT CREATOR

A results-driven graphic designer with over 4 years of experience specializing in branding, short-form content, and marketing collateral. Proficient in industry-standard tools such as Illustrator, Photoshop, Figma, Canva, and video editing software, I create tailored designs for social media, advertisements, eBooks, and more. Recognized for delivering innovative, high-quality visuals on time, I excel at enhancing brand identity and driving audience engagement through strategic, detail-oriented design solutions.

PROFESSIONAL EXPERIENCE

Content Creator/Designer | iComplai (Germany)

- Worked at an AI and Food Safety company to enhance traffic and business visibility.
- Designed marketing collateral including videos, reels, carousels, blog post designs, and website blog management.
- Conducted in-depth research to inform creative strategies.

Ebook Designer | Freelance

- Created and designed professional Ebooks for various international businesses and clients across the US.

Video/Reels/Content Creator | World Economic Forum

- Produced short-form video content and reels for social media platforms in alignment with brand guidelines and style standards.

LinkedIn Brand Specialist | Ohana Cloud

- Developed LinkedIn content strategy and designed marketing collateral for a Salesforce-focused company.

Video Ads Designer | CE Innovators (Seattle, US)

- Designed video advertisements primarily for Meta platforms to support marketing campaigns.

Email Designer | ZHS Ecom

- Designed and developed email templates using Figma for an Ecommerce-focused company.
- Converted Figma designs to Canva for streamlined marketing processes.

Social Media Manager | Salesforce

- Managed social media platforms and executed content strategies to enhance brand engagement and growth.

Brand Identity Developer | Peptide Insights & Masculine Medicine

- Developed brand identity for a fitness and supplement brand.
 - Designed social media infographics to increase traffic and overall reach.
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EDUCATION & CERTIFICATIONS

Bachelor of Business Administration

Majors: Supply Chain Management
Ginyard International Co.

Master's in Project Management

Szabist International Islamabad

Primary Education

IGCSE O/A Levels (Business Studies)

CERTIFICATIONS

- Trello Essential Training
- Introduction to Graphic Design: Concepts
- Figma Essential Training
- Canva Teacher Essentials
- Canva Graphic Design Essentials
- Figma for UX Design
- Brand Strategy for Designers