



Phone : +91 903 260 4803

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LinkedIn: </in/saifalikhan8/>

Portfolio : maidesigner.com

SOFTWARE SKILLS

Photoshop

Illustrator

InDesign

Office 365

TECHNICAL SKILLS

Html & CSS

Bootstrap

WordPress

WebSphere (CMS)

Bloomreach (CMS)

Adobe Target

SVN Tortoise

Web Dam Management

Adobe Asset Management

Workfront & Jira

EDUCATIONAL

Sri Vivekananda Degree College
B.COM - 2013-2016

Sri Venkateswara Jr College
PUC - 2011-2013

Jawahar Bharathi School
SCC - 2011

I'm Saif Ali Khan, Sr.Digital Designer

Dedicated and creative designer with 9+ years of experience in designing visually appealing and user-friendly websites. Proficient in the latest web design trends, front-end development, and graphic design. Seeking an opportunity to leverage my skills and expertise to create engaging online experiences for clients.

EXPERIENCE

Sr Digital Designer

element14 (an Avnet company) - Bangalore

Sep 2019 - Present

- Designed & developed user-friendly landing page design concepts for the supplier campaigns, ensuring that stakeholder's/suppliers requirements were met and brand guidelines were followed.
- Designed creative ads for various platforms including Google AdWords, social media platforms, Premium ads, email, exhibition stands and magazines.
- Creating and maintaining the homepage carousel, eSpot & merchandising marketing banners.
- Setting up Adobe Target Activities for A/B testing campaign's.
- Versioning webpages in over 30+ languages, ensuring consistent and accurate.
- Handsome experience using CMS platforms such as WebSphere, WordPress, Bloomreach.
- Performing QA check process to ensure the website's flawless before its final deployment on production support & production staging.
- Responsible for creating presentations PPT, Product labels and flyers.
- Managed the process of uploading final assets into Adobe Asset Management and Webdam.
- Optimizing Webpages fast on all devices by using Google lighthouse.
- Collaborated with upper functional teams in agile environment to deliver on-time

Web Designer/Developer & Digital Marketing Specialist

Lechat Nails, Biotouch & Brunson Nail - Dubai

Jan 2018 - Dec 2018

- Build and maintained WordPress website for Lechat Nails, Biotouch & Brunson Nail.
- Created and optimized landing pages for promotions, improving lead generation and conversions.
- Designed banners, product labels, and promotional graphics for websites, social media, and email campaigns using Adobe Creative Suite.
- Developed branding materials, including flyers and event stand backgrounds, maintaining a consistent brand presence.
- Implemented on-page SEO strategies, boosting organic traffic.
- Managed Google Ads & Email campaigns.

Web Designer

Site-Global - Dubai

Jul 2017 - Jan 2018

- Managed website updates and maintenance.
- Designed and maintained visually appealing and user-friendly website.
- Integrated SEO best practices to improve website visibility and search engine ranking.

Web Designer & Digital Marketing Executive

Art Plus, Tenaui - Dubai

Oct 2016 - Jul 2017

- Developed and maintained WordPress websites for Art Plus and Tenaui.
- Managed digital marketing campaigns, including SEO, SMM & Google Ads for Leads generation and brand visibility.

Web/Graphic Designer

SEOINUAE - Dubai

Nov 2015 - Oct 2016

- Developed 40+ WordPress Websites for client's online presence.
- Designed creative ads for various platforms including Google AdWords, social media platforms, Premium ads, email, exhibition stands and magazines.