

ZAIN ALI KHAN

Creative Designer | Web Developer

CONTACT

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Apartment No. 2, Second Floor, Tooba Arcades, Dubba Road, Old Sukkur, Sukkur, Sindh

EDUCATION

MCS

Virtual University
Continue

BS(CS)

S.A.L.U Khairpur
2nd Division
2022

Intermediate

B.I.S.E Sukkur
C Grade
2017

Matriculation

B.I.S.E Sukkur
A Grade
2015

PERSONAL PROFILE

Date of Birth

28-August-1999

Marital Status

Married

PROFILE

Multi-skilled Graphic Designer, Web Developer, and Digital Systems Specialist with extensive experience in Graphics, WordPress development, and end-to-end digital ecosystem management. Proven ability to build brands from ground zero, develop e-commerce platforms, and implement custom business solutions including CRM, LMS, and order management systems. Experienced in leading IT departments, managing teams, and delivering both creative and technical solutions across education, retail, and commercial sectors. Strong background in social media marketing, campaign execution, and performance-driven digital growth. Known for combining creative design thinking with practical development and system-level problem solving to deliver measurable business impact.

WORK EXPERIENCE

Graphic Designer & Web Developer

ICON by Ghouri's

Oct 2023 – Till Date

- Designed marketing campaigns, social media creatives, and branding materials for retail and commercial projects.
- Developed and maintained responsive WordPress websites with focus on UI/UX performance.
- Created visual identities and promotional content that significantly increased brand engagement and digital reach.
- Executed data-driven social media strategy that grew followers from **2K to 24K within 6 months**, and achieved up to **1.5M views on top-performing reels (from average 80 views)** in targeted campaigns.
- Collaborated with marketing teams to execute sales-driven digital campaigns that improved brand visibility and customer interaction.

Graphic Designer & Web Developer

Khan Realtors

May 2022 – Aug 2023

- Managed complete digital operations including branding, social media campaigns, reels, promotional videos, and project awareness content for real estate developments.
- Developed and maintained company website while optimizing user experience, performance, and lead conversion, along with CRM system setup and workflow management for lead tracking and client handling.
- Created and executed targeted marketing strategies in coordination with sales teams to improve visibility, engagement, and lead generation across multiple property projects

SKILLS

Adobe Photoshop



Adobe Illustrator



Adobe After Effects



Adobe Fresco



Blender



WordPress



HTML 5



CSS 3



UI/UX Design



Website Management



cPanel Administration



N8n



HOBBIES

Chess

Books

Body Building

Sim Racing

REFERENCES

Available on demand

PORTFOLIO [\(Click to view\)](#)



WORK EXPERIENCE

(CONTINUED)

Graphic Designer & Web Developer

Everfit Outfits

| Oct 2021 – Apr 2022

- Built the brand from ground zero including complete visual identity (logo, branding system, packaging, T-shirt print designs, product tags, cartons, zipper bags, and customer packaging materials) ensuring a consistent end-to-end brand experience.
- Designed, developed, and managed the **full e-commerce website** and digital infrastructure for online sales and brand operations along with managing full social media and digital marketing campaigns.
- Developed a custom **wholesaler/distributor order booking application** with dynamic pricing per distributor, sales tracking, and target vs achievement dashboard.

Graphic Designer

Pukaar Mart

| May 2021 – Oct 2021

- Designed social media posts, promotional creatives, and marketing materials aligned with brand identity and campaign goals.
- Created engaging short-form videos and visual content to support product promotion and audience engagement across digital platforms.
- Developed consistent visual assets for marketing campaigns to strengthen brand presence and improve customer reach.

I.T Department Head

Holy City Institute of Skills & Academy

| Jun 2018 – Apr 2021

- Led and managed the complete IT department including teaching Graphic Design, Web Development, and other technical subjects while supervising a team of 8–10 staff members and ensuring smooth academic and operational delivery.
- Planned and executed institutional marketing campaigns, seminars, master coach sessions, joint ventures with external organizations, and managed internships, certifications, course structures, SLOs, timetables, and academic planning systems.
- Designed and developed the institute's full digital ecosystem including official website, Student Management System (SMS), and LMS with modules for attendance, fees, transportation, syllabus tracking, teacher attendance, payroll, and administrative/accounting operations.

Computer Instructor

Zenith Academy of Information Technology

| Jan 2015 – Dec 2017

- Delivered structured Computer Science and IT training sessions by teaching core and advanced concepts, conducting assessments and performance evaluations, and integrating modern technologies with co-curricular activities to enhance practical learning, student engagement, and skill development.