



RAHIL KHAN

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I am a multi-talented graphic designer with over 10 years experience in both in-house and agency. Possess an underlining passion in delivering highly creative and strategically defined design solutions. Specialist in branding, packaging and print design. A dynamic and flexible team player with excellent communication skills and a positive attitude in meeting clients expectations and budget requirements.

KEY ATTRIBUTES

- Comprehensive understanding in the design process from design concept through to final production
- Versatility in designing across multiple design disciplines from Print to Digital assets
- Outstanding attention to detail
- Highly proficient in Adobe Creative Suite (Adobe Illustrator, Photoshop and InDesign) and Microsoft productivity suite (Word, Excel etc) across Mac and PC platforms
- Exceptional eye for Typography, Layout and Colour
- Excellent interpersonal skills with well-developed written and oral communication
- Ability to think about design strategically and aware of current design trends
- Accustomed to working in high pressure and deadline driven environments
- Friendly and approachable with a 'can-do' attitude
- Flexible and organised work flow
- Capable of working as part of team or on own initiative
- An understanding of UI best practices for online/digital marketing and basic knowledge of HTML, CSS and CMS systems
- Maintaining relationships with third-party production partners and creatives within budget requirements to achieve results

DISCIPLINES

Branding	Packaging
Information Design	User Experience
Print	Artwork
Web	Marketing

EDUCATION

University of Westminster (2000 - 2003)
BA Hons Graphic Information Design (2:1)

University of Hertfordshire (1999 - 2000)
BTEC Art & Design Foundation Course (Merit)

Mill Hill County High School (1992 - 1999)
A-Levels (Design, Media Studies and Art) and
8 GCSE's A to C

EXPERIENCE

FREELANCE DESIGNER - (Nov 2012 - Present)

- Offering strategic consultancy and wide range of design services to startups and SME companies in UK
- Logo and Brand Identity design
- Producing social media assets such as youtube banners and twitter headers
- Brochure, web and marketing design services

GRAPHIC DESIGNER - Easylife Ltd (Jan 2014 - Feb 2018)

Direct mailing company which specialises in innovative and everyday product solutions targeted at 65+ market.

- Designed a wide variety of branded and co-branded catalogues ranging from 32-84 pagination
- Developed product categorisation and brand mapping
- Complete redesign of the flagship catalogue which resulted in a 40% increase in sales
- Created artwork and print-ready files for brand packaging
- Proofreading and editing with meticulous attention to detail
- Generation of USP illustrations/mnemonics
- Photography retouching and colour correction
- Ensured consistent brand application and usage across marketing and digital material
- Design of brand packaging, instruction pamphlets and promotional banners for use on social media and web
- Support the marketing team in the creation of Press Ads, Reader Offers and Supplement activity for major newspaper partners such as Daily Express, Star and Mirror.
- Produced various in-house and ad-hoc client presentations, brand proposals, POS and marketing material to raise brand awareness and company profile

STRATEGY LEADER AND CREATIVE DESIGNER -

Evolve Creative Ltd (Oct 2006 - Nov 2012)

Branding and Packaging Design Agency for emerging markets such as India, Middle-East, UK and Europe. Clients include Eveready Industries, Kohinoor Foods, Emami Group, CavinKare, UKTI (UK Trade and Investment) L'Oréal and Nevada Bob's Golf

- Worked across diverse sectors which included FMCG, Personal Care, Food and Drink and Energy
- Creation of brand packaging design concepts
- Name generation and corporate/brand identity design
- Strategic marketing research and analysis
- Brand mapping and product categorisation
- Construct and attend client presentations and create cost proposals
- Generation of print-ready artwork files
- Project and team management skills
- Administrative duties