

# NIGEL JASON KHAN

## SENIOR GRAPHIC DESIGNER

### Contact

www.nigelkhan.com  
905-439-2287  
nigel.khan@gmail.com

### Skills

Graphic Design  
Creative Direction  
Branding  
Marketing Communications  
Social Communications  
  
Project Management  
Stakeholder Collaboration  
Account Management  
Training/Coaching  
  
Video Editing / Motion Graphics  
Photography  
  
Mac/Windows  
Adobe CC  
Microsoft Office  
Content Management Systems  
WordPress  
Asana/Wrike  
Slack  
  
Social Committee  
Marketing/Coordinating  
Golf Tournament  
Holiday Celebration

### Professional Summary

Creative and accomplished Senior Marketing Graphic Designer with a proven track record of delivering impactful design solutions for global brands. Adept at creating visually compelling print, web, and multimedia campaigns that resonate with diverse audiences. With over 7 years of successful remote work experience, I bring a unique blend of creativity and adaptability to collaborative teams. My passion for driving growth through innovative design strategies has been honed through years of managing design teams and executing brand redesign initiatives.

### Experience

#### Sr. Marketing Graphic Designer - Remote

2021 to Present

*Fonolo, Toronto, ON*

Fonolo is a leader in call center innovation, providing cloud-based call-back solutions that prioritize customer satisfaction and streamline operations globally. By offering callers the option to receive a call-back rather than waiting on hold, Fonolo enhances efficiency and improves the overall customer experience.

- Led the creation of print, web, video editing, motion graphics, email, and social media campaigns for domestic and international markets, with a 20% increase in engagement.
- Collaborated with the growth marketing team, contributing to a 15% growth in conversion rates through the development of highly relevant collateral.

#### Sr. Marketing Graphic Designer - Remote

2018 to 2021

*insightsoftware, Raleigh, NC*

insightsoftware is a trailblazer in financial reporting and enterprise performance management solutions, empowering businesses with actionable insights and streamlined processes. Their cutting-edge software enhances decision-making and efficiency across industries, setting a new standard for financial management excellence.

- Provide design support to a global team of over 45 marketers
  - Creating everything from email hero images, HTML5 Ads, whitepapers, social posts, website/blog images, infographics, video editing, motion graphics, tradeshow virtual & physical booth designs, PowerPoint decks, and the list goes on....
- Provide design support to the sales enablement team
  - Sell sheets, data sheets, software overview videos, pitch deck and webinar support
- Executed brand redesign to ensure consistency across all touch-points
- Collaborate with stakeholders of all levels from across the organization

#### Graphic Designer

2016 to 2017

*DAC Group, Toronto, ON*

DAC Group is a pioneering force in digital marketing, specializing in location-based advertising and customer experience solutions. Their innovative approach helps businesses reach their target audience effectively, driving engagement and growth in an ever-evolving digital landscape.

- Designed and built internet banner ads with high-conversion rates
- Designed landing pages to support conversions

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### Experience Continued

#### Graphic Design Consultant

2009 to 2015

*Yellow Media Inc., Toronto, ON*

Yellow Media Inc. has long been a beacon in the advertising industry, bridging businesses and consumers through its iconic Yellow Pages directories. Evolving with the digital age, Yellow Media Inc. continues to innovate, offering comprehensive digital marketing solutions that help businesses thrive in today's competitive marketplace while maintaining its legacy as a trusted source for local business information.

- Consulted with customers, optimizing the effectiveness of online and print advertising campaigns, leading to a 15% increase in customer satisfaction
- Collaborated with web developers to implement redesigned websites, contributing to a 30% increase in revenue on the digital side of the business
- Retained "at-risk" accounts, resulting in a 20% reduction in customer churn

#### Sr. Graphic Designer

2002 to 2009

*Yellow Media Inc., Toronto, ON*

- Led and developed a team of over 30 designers, achieving a 23% improvement in design team efficiency
- Managed daily production workflow, meeting SLA targets consistently with a 98% success rate
- Worked with sales managers to grow revenue with existing high-value clients

#### Graphic Designer

1999 to 2002

*Yellow Media Inc., Toronto, ON*

- Achieved "top performer" status in production and quality, with a 97% accuracy rate
- Trained and coached new hires, achieving a 20% improvement in onboarding efficiency
- Created fresh layouts, logos, and artwork in a high-volume production environment

### Education

#### Graphic Design Diploma

*Centennial College, School of Communications, Media, Arts and Design, Toronto, ON*

#### Continuing Education

*Lynda.com / LinkedIn Learning*

*EnvatoTuts+*

*YouTube.com*