

# JAFFER SHAIKH

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## SUMMARY

I am a skilled graphic designer with a strong passion for creating visually appealing designs. My expertise includes crafting social media layouts, editing, illustrations, poster designs, and developing marketing materials that effectively convey my client's message. With nearly 10 years of industry experience, I have mastered design tools such as Adobe Creative Suite to bring my ideas to life. My primary goal is to design materials that not only look outstanding but also fulfill their intended purpose.

## SKILLS & TOOLS

- Graphic design & Project management
- Brand development & Digital marketing
- Creative problem solving & Team leadership
- Client relationship management & Content strategy
- Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects (basic), CorelDRAW, Canva Pro, Capcut, VN

## EXPERIENCE

- 04/2019 to Current

Senior Graphic Designer (TEAM LEAD)

ImpactGuru.com - Mumbai, India

  - Spearheaded the design strategy and creative execution for crowdfunding campaigns, social media assets, emailers, landing pages, and digital ads, contributing to a **45% increase in campaign visibility and donor engagement**.
  - Designed and optimized 1,200+ digital creatives monthly, achieving an **average click-through rate (CTR) of 4.2%** (against an industry average of 2.5%) across performance marketing channels.
  - Led a team of designers to deliver high-quality visual assets with a **turnaround time (TAT) of under 24 hours for 85% of priority creatives**, supporting real-time campaign scalability.
  - Collaborated with performance marketing, content, and tech teams to create high-conversion visual journeys, directly contributing to **20M+ impressions and 1.5M+ clicks across digital fundraising campaigns**.
  - Implemented A/B testing frameworks for creative performance, resulting in **30% higher conversion rates and a 22% lower cost per acquisition (CPA)** across meta and Google ad campaigns.
  - Maintained strong visual storytelling aligned with the sensitivity of medical and humanitarian causes, while ensuring brand consistency across all touchpoints.
  - Developed templates and visual guidelines to empower non-design teams and reduce design dependency for recurring formats, increasing internal efficiency by **35%**.
  - Mentored and upskilled a 5-member design team, fostering a culture of creative excellence and data-driven design decisions.

01/2017 to 04/2019

Graphics Designer

Print Jack (print media agency) - Mumbai, India

- **End-to-End Print Media Management:** Handled complete lifecycle of print collaterals from design to final output across formats like brochures, business cards, hoardings, standees, vinyls, ID cards, and packaging.
- **Corporate Design Customization:** Created tailored print designs for high-profile clients such as Uber, Tata TCS, Daniel Wellington, LIC, Federal Bank, and Shapoorji Pallonji.
- **Print Machine Operation & Maintenance:** Konica Minolta Bizhub PRESS C6501, Canon iPF8410SE (Large Format Printer), Canon iR5055, Epson L805 (Photo Printing)
- **File Preparation & DTP:** Prepared print-ready files with proper bleed, trim, resolution, and color profile setup (CMYK). Proficient in Adobe Illustrator, Photoshop, CorelDRAW, and PDF workflows.
- **Quality Control & Timely Delivery:** Ensured color accuracy, alignment, and media suitability for each job. Coordinated dispatch of high-volume print jobs on tight deadlines.

05/2015 to 05/2017

Junior Graphic Designer

A1 ID cards - Mumbai, India

- Designed ID cards and collaterals (letterheads, lanyards, etc.) for Seva Sadan College, Ulhasnagar using CorelDraw.
- Delivered 98% error-free print-ready files, ensuring quality and consistency.
- Met daily print deadlines through close coordination with the print team.
- Implemented client feedback promptly, achieving high satisfaction levels.

## ACHIEVEMENTS

**Led a High-Performance Creative Team**  
Managed a design team to deliver 2,000+ marketing assets across BTL, digital, CRM, and branding, consistently meeting deadlines and quality benchmarks.

**Executed High-Impact Campaigns**  
Drove two major fundraising campaigns, delivering 512 creative assets that helped generate ₹6.64 Cr+ GMV in just two months.

**Delivered Brand-Defining Visibility**  
Designed and rolled out 189 branding assets featured in the 2023 Press Highlight, strengthening visual identity and brand recall.

**Boosted Multi-Channel Growth**  
Produced 1,392+ assets for DMP, WhatsApp CRM, and retention campaigns, supporting RTB GMV of ₹40L+ and improving engagement across channels.

**Optimized CRM Campaign Performance**  
Crafted high-conversion creatives for GEM and retention, achieving 0.91% CTR and 1.12% conversion—aligned with user behavior insights.

**Nurtured Creative Talent**  
Mentored junior designers, fostering a culture of creativity, precision, and teamwork.

**Upheld Creative Excellence**  
Maintained top-tier design quality through structured reviews, balancing speed with accuracy.

**Streamlined Project Delivery**  
Efficiently allocated tasks for timely execution of campaigns, conferences, and sub-brand launches.

**Drove Cross-Functional Collaboration**  
Served as a bridge between design and leadership, resolving issues proactively and enhancing team alignment.

**Modelled Leadership and Culture**  
Led by example with professionalism, punctuality, and a collaborative mindset—elevating team morale and output.

EDUCATION

2016	A Bachelor of Commerce (B.Com) <b>Maharashtra Board</b> - Mumbai
2014	Computer Course in Advance Computer Arts <b>KK Design Classes</b> - Mumbai
2013	Graphic Designing Gandhi Institute <b>Bhavans College (Charni Road)</b>
2012	Higher Secondary Certificate (HSC) <b>Siddharth College - Commerce (Fort)</b>
2010	Secondary School Certificate (SSC) <b>Holy Name High School</b> - Mumbai