

Aisha Khan

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SUMMARY

Creative and detail-oriented Content Designer with over 5 years of experience in crafting user-centered content for digital products. Proven ability to collaborate with cross-functional teams to deliver high-quality content that enhances user experience and drives engagement.

EXPERIENCE

Senior Content Designer

Jan 2022 - Present

Tech Innovations Inc., Austin, TX

- Revamped the onboarding process, resulting in a 30% decrease in user drop-off rates within the first month.
- Collaborated with UX/UI teams to create a content strategy that increased user engagement by 25% over six months.
- Utilized tools like Figma and Sketch to create wireframes and prototypes, enhancing content layout and user flow.

Content Designer

Jun 2018 - Dec 2021

Creative Solutions LLC, San Francisco, CA

- Designed and implemented content for a mobile app that increased user retention by 40% year-over-year.
- Conducted A/B testing for content variations, leading to a 15% increase in conversion rates.
- Coordinated with marketing teams to align content with brand messaging, improving overall brand consistency.

Junior Content Designer

Aug 2016 - May 2018

Digital Media Corp., Los Angeles, CA

- Assisted in the development of content for over 50 web pages, improving SEO performance and increasing traffic by 20%.
- Created user personas and journey maps that guided content decisions, enhancing user satisfaction scores by 15%.

EDUCATION

Bachelor of Science in Communication Design

May 2018

University of Texas, Austin, TX • GPA: 3.7

SKILLS

Technical Skills: Content Strategy, User Research, SEO Optimization, A/B Testing

Tools & Frameworks: Figma, Sketch, Adobe Creative Suite, HTML/CSS