

CONTACT

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<https://shabina.in>

Malad, Mumbai

EDUCATION

B.E. CoE | 2013 – 2017

Theem College of Engineering,
Mumbai University

H.S.C. (SCIENCE) | 2011 – 2013

Wilson College, Maharashtra
Board

S.S.C. | 2000 – 2011

Anjuman-I-Islam Girls High
School, Maharashtra Board

EXPERTISE

HTML5 — *Expert*

Tailwind CSS — *Expert*

CSS3 — *Expert*

JavaScript — *Proficient*

jQuery — *Proficient*

Media Queries — *Expert*

Bootstrap — *Expert*

PHP/MySQL — *Expert*

Webflow — *Proficient*

Photoshop — *Advanced*

Figma — *Advanced*

CorelDRAW — *Proficient*

Adobe Illustrator — *Proficient*

Technical SEO — *Advanced*

SharePoint — *Proficient*

Wireframing — *Proficient*

User Research — *Expert*

SHABINA KHAN

SENIOR WEB & GRAPHIC DESIGNER



Scan to view portfolio

ABOUT ME

Senior Web Designer & Front-End Developer with 7+ years of experience delivering high-impact UI/UX solutions and responsive web applications. Proven expertise in bridging the gap between creative design and technical implementation, specializing in user-centric digital experiences for Pharma, Corporate Intranets, and CSR domains.

CAREER EXPERIENCE

MANAGER WEB & GRAPHIC DESIGNER

Aadhyam ICS

08/2021 – Present

- **UI/UX & Web Development:** Lead the end-to-end design and development of responsive websites, ensuring 100% mobile compatibility and cross-browser performance.
- **Visual Identity & Prototyping:** Conceptualize and execute comprehensive branding materials and digital assets using Adobe Creative Suite. Develop high-fidelity interactive prototypes specifically within Figma to streamline user testing and developer handoff.
- **Email Marketing Design:** Design high-converting, responsive email marketing layouts and promotional landing pages tailored for brand consistency and user engagement across all devices.
- **Project Leadership & Domain Expertise:** Managed the full project lifecycle for 15+ high-impact web projects across diverse domains, including Pharma, Corporate Intranets, CSR, and Events. Acted as the primary liaison for client communication, translating complex business requirements into functional wireframes and design specifications.
- **Website Maintenance & Optimization:** Updating, troubleshooting, and enhancing website performance.
- **Technical SEO:** Strategies (meta tagging, site indexing, and structure optimization) to ensure search engine visibility and site health.

WEB DEVELOPER

Ajmera Group of Companies

01/2019 – 07/2021

- **Front-End Engineering:** Developed clean, modular code using HTML5, CSS3, and JavaScript/jQuery to create interactive web components.

WCAG Compliance — *Expert*

Web Accessibility — *Expert*

AI-Driven Design Workflows —
Advanced

Generative AI Assets — *Expert*

Prompt Engineering for
Design — *Expert*

LANGUAGES

English

Hindi

Marathi

Urdu

CERTIFICATIONS

Generative AI Mastermind
Outskill | 2025

- **Creative Assets:** Produced diverse graphic design projects including brochures, social media kits, and corporate presentations.

- **Strategic Marketing:** Collaborated with the marketing team to design automated email newsletters and promotional web banners.

WEB DEVELOPER AND DESIGNER

Taare & Sitare Pvt. Ltd.

06/2017 – 01/2021

- **Web Architecture:** Built and maintained user-friendly websites with a focus on intuitive navigation and information architecture.

- **Collaboration:** Worked closely with stakeholders to iterate on designs based on user feedback and usability testing.

- **Performance Tuning:** Perform regular website maintenance and SEO audits to improve site speed and search engine rankings.