

# Falak Khaliq

Marketing Designer & Visual Designer | Graphic & Web Designer

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## PROFESSIONAL SUMMARY

Marketing and Visual Designer with experience creating digital, print, web, and email campaigns for nonprofits, startups, and B2B organizations. Skilled in brand identity, marketing collateral, WordPress, and campaign design. Experienced collaborating with marketing teams to deliver high-volume creative work under tight deadlines.

## WORK EXPERIENCE

### YWCA Montreal | Webmaster & Graphic Designer

Sep 2023 - Present

- Designed digital, print, and environmental marketing materials supporting community outreach and fundraising initiatives.
- Built and maintained WordPress pages focused on accessibility and user experience.
- Created email marketing campaigns in Mailchimp and digital assets for web and social media.
- Produced event collateral including posters, roll-ups, white papers, and promotional materials.
- Collaborated with internal teams to improve engagement through user-focused design.

### NinNova | Visual Designer and Brand Identity Lead

Nov 2024 – Jun 2025

- Led development of brand identity for a sustainable urban development project targeting 10,000 homes in Quebec.
- Designed logo, visual identity system, brand guidelines, and marketing collateral.
- Created investor and stakeholder presentation decks.
- Collaborated with architects, stakeholders, and external web partners to maintain brand consistency.

### George Courey Inc. | Marketing Designer

May 2023 – Feb 2024

- Designed and produced digital magazines, product launch booklets, catalogues, and media kits supporting marketing campaigns for healthcare product lines.
- Created Amazon listing visuals that contributed to organic sales growth.
- Developed social media assets, HubSpot email campaigns, and campaign landing pages.
- Retouched product photography for print and digital channels.
- Collaborated with marketing team using Trello to deliver projects on tight deadlines.

### Freelance | Marketing and Graphic Designer

2021 – Present

- Design brand identities, logos, and visual systems for startups, working closely with founders through full creative development cycles
- Create websites, landing pages, and digital marketing assets for small businesses with end-to-end project ownership
- Produce and edit long and short-form video content and motion assets for YouTube, Instagram and other social media channels, focused on engagement and storytelling

## SKILLS AND TOOLS

**Design:** Adobe Illustrator, Photoshop, InDesign, Figma, Canva

**Marketing:** Brand Identity, Campaign Design, Email Marketing, Social Media, Content Creation

**Web:** WordPress, Wix, Elementor, UX/UI, Landing Pages, Accessibility, HTML, CSS, SEO

**Tools:** HubSpot, Mailchimp, GA4, Trello, Asana

**Additional:** Video Editing, Presentation Design, Creative Strategy

**Languages:** English, French, Urdu

## EDUCATION

### AEC Graphic & Web Design

John Abbott College, Sainte-Anne-de-Bellevue, QC

### Bachelor of Science, Computer Science

National University of Computer and Emerging Sciences, Islamabad, Pakistan