

Ishrat Tuly Jahan
Senior Designer

itulyj.com
itulyj@gmail.com @
linkedin.com/in/ituly @



Experience

Jan. 2022
Current

Transfr Senior Designer

- Lead planning and execution of new website for Transfrinc.com, collaborating with VP of Creative and team.
- Utilize Elementor and work with developer to create custom modules.
- Maintain and update Transfr's website content for accuracy and relevance.
- Conduct user testing, collect feedback, and implement updates for accessibility standards working along side with EqualEntry.com
- Assist Marketing Director in enhancing website performance through SEO, A/B testing, optimize site performance.
- Devise strategies to enhance content interaction and expand digital media marketing opportunities.
- Develop Transfr's social media design, marketing materials, including newsletters, landing pages, email templates, blogs, and digital stories.
- Initiate self-starter experimental projects from concept to execution.

Feb. 2022
June 2023

Kriya Collective Freelance Senior Designer

- Create social graphics for different clients.
- Helped tested different social graphics.
- Created blog header images.
- Worked closely with CEO to research and create client case studies layout pages.

Aug. 2021
Nov. 2021

Bookkeep Visual Designer

- Created and managed design for visual identity and brand imagery.
- Conducted research on various product and user experience aspects.
- Collected and analyzed user behavior through surveys, benchmark studies, server logs, and A/B testing.
- Developed design concepts and layouts based on provided project requirements.
- Collaborated closely with head of marketing to create collateral for digital assets.
- Created compelling content guideline for the website to drive conversion.
- Created illustrations, edited web videos and animations.

Dec. 2018
Aug. 2021

Correlation One UX/UI Designer

- Translated complex ideas into user friendly visuals, collaborated with product team, engineering team, and design team to validated UX designs.
- Created the following for effective communication of the user experience: journey maps, storyboards, wireframes, flow diagrams, mockups, prototypes, and/or high fidelity interfaces.
- Worked with Game Designer to create game element mock-ups and other visual assets.
- Worked with CEOs to create proposals and assets for sponsor outreach.
- Worked closely with Head of Design and Marketing director to create brand design guidelines, designed assets for campaigns, such as landing pages, whitepapers, email templates, and social ads and posts.
- Created a library of graphic assets for the marketing and sales teams to use in client-facing collateral.
- Provided branding guidance, branding support, and actively updated out-of-brand materials.

Skills & Software

Figma
Photoshop
Illustrator
Indesign

Elementor
Javascript
HTML/CSS
PHP/MYSQL

Other:

Microsoft Word, Powerpoint, Excel, Google Docs, Wordpress, Hubspot, Squarespace, Google analytics, Abstract and Slack

Education

CUNY New York City College of Technology
Bachelor of Science