Usfund Khan
[portfolio](#) · [linkedin](#) · [gmail](#)

Design-led Creative Ops and Ecommerce Growth leader with 10+ years across brand, proposals, presentations, digital, and print. Advanced in Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects), including long-form RFPs, executive decks, and vendor-ready production files. Built end-to-end Shopify experiences and ran lifecycle email and campaign execution driving $491K in 90 days. Known for systems thinking, automation, and scalable templates that cut rework and align Shopify, CRM, and Airtable.

PTC International   2024 - 2026

Creative Director & Marketing Manager

- Owned end-to-end ecommerce growth across Shopify and lifecycle marketing, generating **$491K in total sales ($461K net) in 90 days** (Sep–Nov 2025) by running high-performing campaigns, optimizing onsite conversion, and scaling revenue through email and retention programs.

- **Built and launched the entire Shopify website** from the ground up, including store architecture, theme setup and customization, navigation, collections, product pages, landing pages, merchandising, and conversion-focused UX improvements.

- Planned and executed major seasonal and event revenue pushes including Senior Night, Homecoming, and Black Friday by **building repeatable campaign frameworks, offer strategy, and coordinated onsite and email launches.**

- **Ran a data-driven optimization loop** using Google Analytics, Shopify reporting, and email performance metrics to refine content, UX, segmentation, and campaign strategy week over week and consistently beat engagement and sales goals.

- Improved operational efficiency by auditing and standardizing workflows across Shopify, CRM, and Airtable, **reducing rework by 30%** through clearer handoffs, documentation, and repeatable SOPs.

MRA Global Sourcing   2024 - 2024

Senior Designer & Project Manager - Recruiting Operations

- **Designed executive-ready dashboards and branded weekly status templates**, then documented playbooks and SLA tracking to standardize delivery, reduce rework, and keep stakeholders aligned.

- **Built and optimized Loxo workflows** for candidate tracking, interview scheduling, outreach sequencing, and reporting, including automation that reduced manual touchpoints by 40% and increased pipeline throughput.

- **Led data-driven pipeline reviews** using Loxo analytics to identify bottlenecks, forecast hiring velocity, and guide capacity planning and resource allocation decisions.

- **Partnered with recruiters, hiring managers, and C-suite stakeholders** while serving as primary client liaison, aligning timelines and requirements, managing expectations, and resolving escalations to protect placement commitments.

CIVITAS Commercial Real Estate   2021 - 2024
Proposal Manager & Marketing Operations

- **Designed and managed long-form RFP responses and high-stakes pitch decks** for commercial real estate pursuits, translating broker strategy into persuasive visual narratives that strengthened win themes and credibility.

- Managed fast-moving, multi-stakeholder review cycles across brokers, leadership, and partners, protecting brand standards, message clarity, and on-time delivery under tight deadlines.

- **Produced campaign-ready marketing collatera**l for listings and development initiatives, including community-facing materials that aligned project positioning with local context and stakeholder needs.

- **Built and maintained organized project and contact datasets** to support targeting and reporting, validating exports with SQL when needed to ensure accuracy and clean segmentation.

ADDITIONAL EXPERIENCE

Senior Graphic Designer, NFL Players Association (2020–2021)

Senior Graphic Designer, Strategic Factory (2019–2020)

Interactive Designer (Lifecycle and CRM Campaigns), Wunderman Thompson (2018–2019)

Graphic Designer & Marketing Lead, Northrop Realty (2017–2018)

Freelance Designing, (2010–Present) Clients Include: National Speakers Association, Baltimore Orioles + More

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CORE SKILLS

- **Design and Web:** Adobe Creative Suite (InDesign, Photoshop, Premiere Pro, After Effects), HTML and CSS
- **Project Delivery:** Agile Scrum, Waterfall, hybrid delivery, sprint planning, backlog grooming, retros, requirements, risk and change, stakeholder management, resourcing and capacity
- **Platforms and Tools:** Jira, Asana, Airtable, Confluence, Smartsheet, MS Project, ServiceNow, Salesforce, Shopify, WordPress, Loxo ATS
- **Collaboration:** Google Workspace, Microsoft 365, Slack, Teams, Zoom, SharePoint, Webex
- **Systems and Ops:** CRM and ATS administration, workflow automation, system integration and migration, UAT, release management, vendor management
- **Analytics and Reporting:** Google Analytics, Hootsuite, Constant Contact, KPI dashboards, SLA tracking, executive status reporting

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University of Maryland, Baltimore County   2011 - 2014

- **Writing Fellow:** Reviewed and refined student documents for clarity, accuracy, and consistency, developing strong documentation and QA skills applicable to technical project deliverables.

- **Director of Outreach, SGA:** Led student engagement initiatives, managed event coordination and budgets, and served as primary liaison between SGA leadership and campus organizations