



Mehr Ali

Digital / UX Designer

📍 Birmingham, UK

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Languages

English

About

Proficient in UX methods, Graphic Design skills and industry standard softwares, I have experience in customer facing roles as well as design based jobs.

BRANDS WORKED WITH

ARKET

Shepherds

Experience

● Digital & Brand Manager

Shepherds | Jan 2020 - Now

- Utilising customer feedback into digital strategy.
- Designing and producing an aesthetically considered yet concise web-site with user-friendly information.
- Creating custom graphics for apparel, in store and social media use.
- Building strong relationships with internationally recognised brands.
- Curating social media content across Instagram, Mailchimp and web-site.
- Managing and expanding the brand e-commerce.

● Department Manager

ARKET | Jan 2018 - Jan 2020

- Scheduling and training a team of 20.
- Managing a department with an annual turnover of almost £1 million.
- Analysing KPIs to highlight sales strengths and areas for development. Visual merchandise according to these reports and follow brand guide-lines set by head office.

Education & Training

2022 - 2023

● Birmingham City University

Masters of Science, User Experience Design

2012 - 2016

● Birmingham City University

Bachelor of Arts, Graphic Design