



# PROFESSIONAL EXPERIENCE

## CONTACT

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## KEY SKILLS

- Leadership and Mentorship | Proficient in leading, mentoring, and streamlining workflows, with a talent for developing creative strategies that align efforts with company goals, driving growth, and positively impacting revenue and product value
- Process Optimisation | Improve efficiency and productivity, with a focus on quality improvement and continuous process enhancement
- Data Visualisation | Extensive knowledge and expertise in data analysis and creative data visualisation
- Project Management Software | Profound knowledge utilising SaaS project management tools such as Trello, CMS and Jira to efficiently manage and track tasks
- Creative Direction | Developing and implementing innovative strategies to align efforts with company goals, drive growth, and impact revenue
- Software | Adobe Creative Suite (InDesign, Illustrator, Photoshop) and Microsoft Office
- Time Management | Proficient in orchestrating tasks, projects, and schedules with precision, maximising productivity and efficiency
- Interpersonal | Proficient in building cohesive teams and skilfully navigating interpersonal dynamics to maintain a harmonious work environment
- Auditing | Experience in conducting comprehensive audits to uphold rigorous quality standards and ensure unwavering compliance with industry-specific regulations and best practices

## HEAD OF DIGITAL PUBLISHING

Mintel | London

In my role as the Head of Digital Publishing, I led Mintel's report production, overseeing global creative direction for the team alongside editors, copywriters, translators, and designers. I managed the entire content production process, from inception to completion, covering project planning, budget management, creative direction, data analysis, and team mentorship. I supervised the creation of over 1000 publications on Mintel.com across various sectors, providing translated content for a global audience. Utilising innovative technologies, I enhanced our publishing capabilities.

### Key Achievements

- Transformation and Global Expansion | Successfully transformed a small team into a global family of 40+ skilled professionals, introducing a comprehensive platform of translated content meticulously tailored for APAC, Brazil, and Germany. This expansion significantly deepened our lasting impact across the APAC, Americas, and EMEA regions
- Strategic Project Management and Budgeting | Demonstrated exceptional project management skills by effectively leading a global team, streamlining workflows, and introducing a CMS for improved performance and revenue, all while efficiently managing budgets, aligning departmental goals with broader business objectives, including risk assessment
- Innovative Technology Integration | Implemented advanced technologies like Monday.com and machine translation for optimisation, greatly enhancing the performance of departmental products
- Creative Direction | Innovated client offerings by introducing creative solutions such as a scrollable one-pager for syndicated content, elevating client engagement and satisfaction
- Effective Use of SaaS Tools | Skilfully employed Trello for task management and Jira for issue tracking, enhancing operational efficiency. Managed content publication on Mintel.com through a CMS for streamlined processes

11-2021 - 09-2023

## DESIGN MANAGER

Mintel | London

In this role, I led a global team of 14 talented graphic/motion designers. I fostered their growth through custom training programs and managed deadlines with precision through effective time management and delegation. Beyond traditional leadership, I consistently generated innovative design concepts and provided creative inspiration to the team.

### Key Achievements

- Team Management and Creative Leadership | Mentored and led a global team of 14 graphic/motion designers, driving efficiency and fostering innovation
- Deadline Management | Expertly managed project timelines using effective time management and planning
- Onboarding and Development | Designed and executed onboarding and development programs, promoting team growth
- Market Understanding | Maintained a strong grasp of global market dynamics, ensuring timely subscription delivery
- Content Creation | Led the creation of 400+ monthly infographics for global reports in various formats
- Data Enhancement | Collaborated with global analysts to transform complex reports into concise one-pagers through infographics

11-2010 - 11-2021

## PROJECT MANAGER | SENIOR DESIGNER

WebDesign UK | London

In this role, I specialised in crafting custom print and online design assets, offering innovative design solutions. Meticulously managed and nurtured client portfolios, translating their visions into reality through branding, email marketing, online campaigns, and UX/UI design.

11-2009 - 11-2010

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# 00

## ABOUT ME

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“

I'm truly passionate about cultivating vibrant workspaces, and I've spent over a decade stoking the fires of creativity, innovation, and leadership. My strength lies in steering creative direction and overseeing the entire production journey, from the very start to a successful finish. I'm dedicated to strategic planning, managing budgets, optimising workflows, and nurturing team growth. I take pride in consistently delivering top-notch results and fostering positive changes in dynamic work environments. Being skilled in creative direction lets me infuse my boundless enthusiasm for innovation into shaping transformative workplaces.

My work is driven by a passion for making information more accessible to different audiences. I've transformed teams, expanded into international markets, and collaborated with prestigious clients like Waitrose, Unilever, Nars, Media.com, Nike, and Samsung. Known for my positivity and innovative thinking, I thrive on embracing fresh challenges.

I'm deeply committed to charitable work and have organised successful events, such as delivering gifts to an orphanage and fundraising for causes like water wells in South Africa and homes in Syria. At work, I founded 'Intel Gives,' supporting local and global charities with impactful events. Additionally, I've contributed to initiatives promoting inclusivity and diversity.

Ready to lead and drive change, I blend creativity, strategic thinking, and a team-oriented approach. My focus extends beyond professional achievements, as I'm dedicated to using my skills to create a positive impact in our community and the world.

Sabina Shaikh

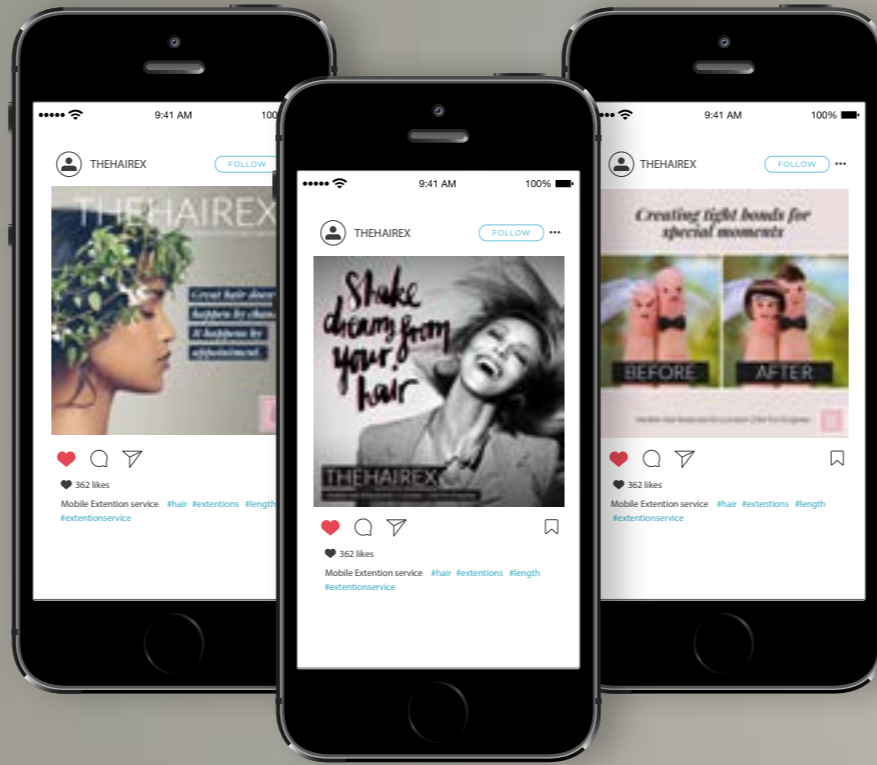
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# 01 THE HAIREX

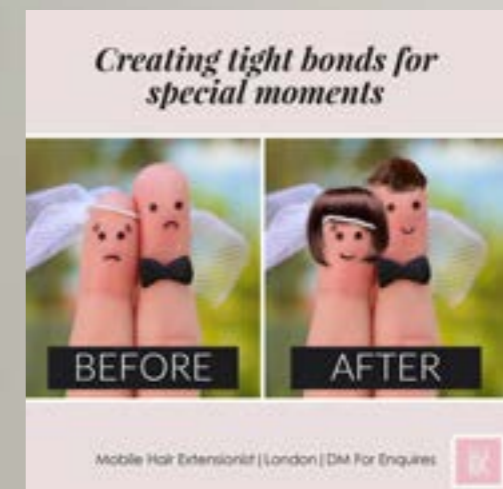
Hair Extension Company - #thehairex

## SOCIAL MEDIA CONTENT

The brand drives in clients through the use of social media. The aim was to create all the social media content including the brand logo and identity. Art work for the brand is created weekly.



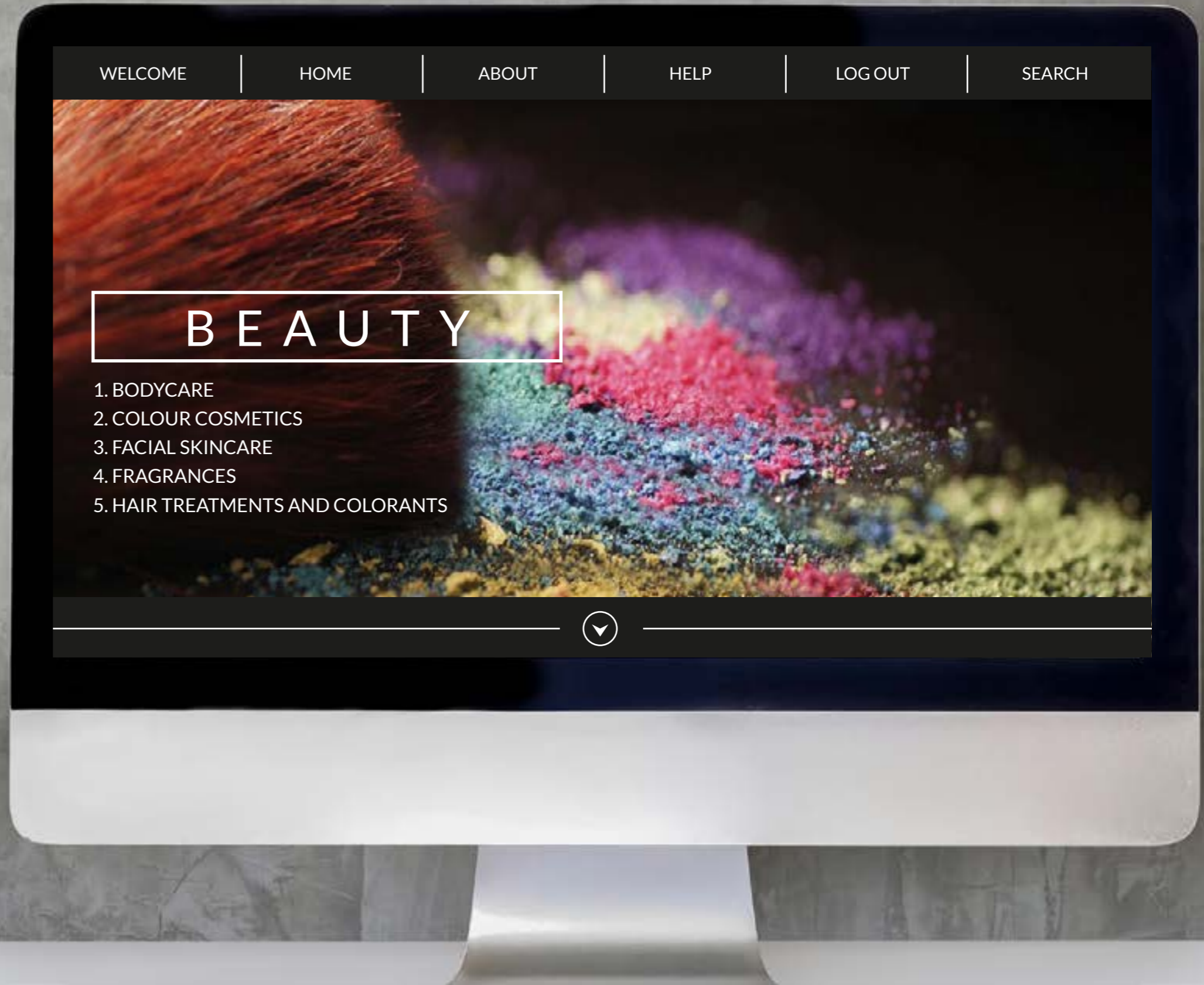
## INSTAGRAM POSTS



# 02

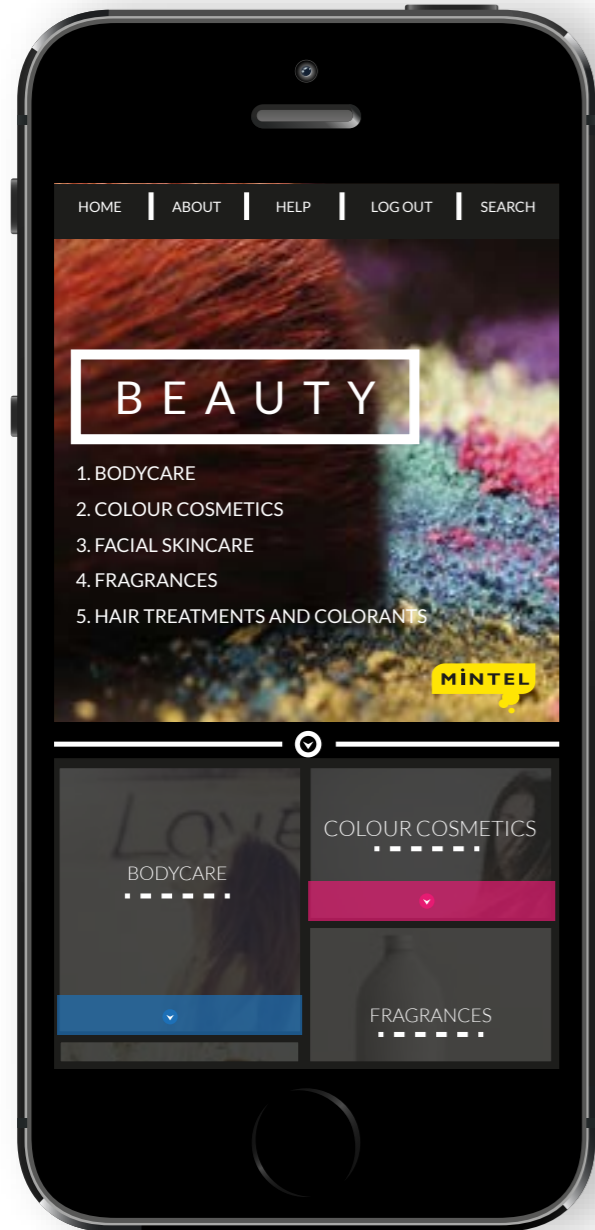
## BEAUTY INTERFACE DESIGN

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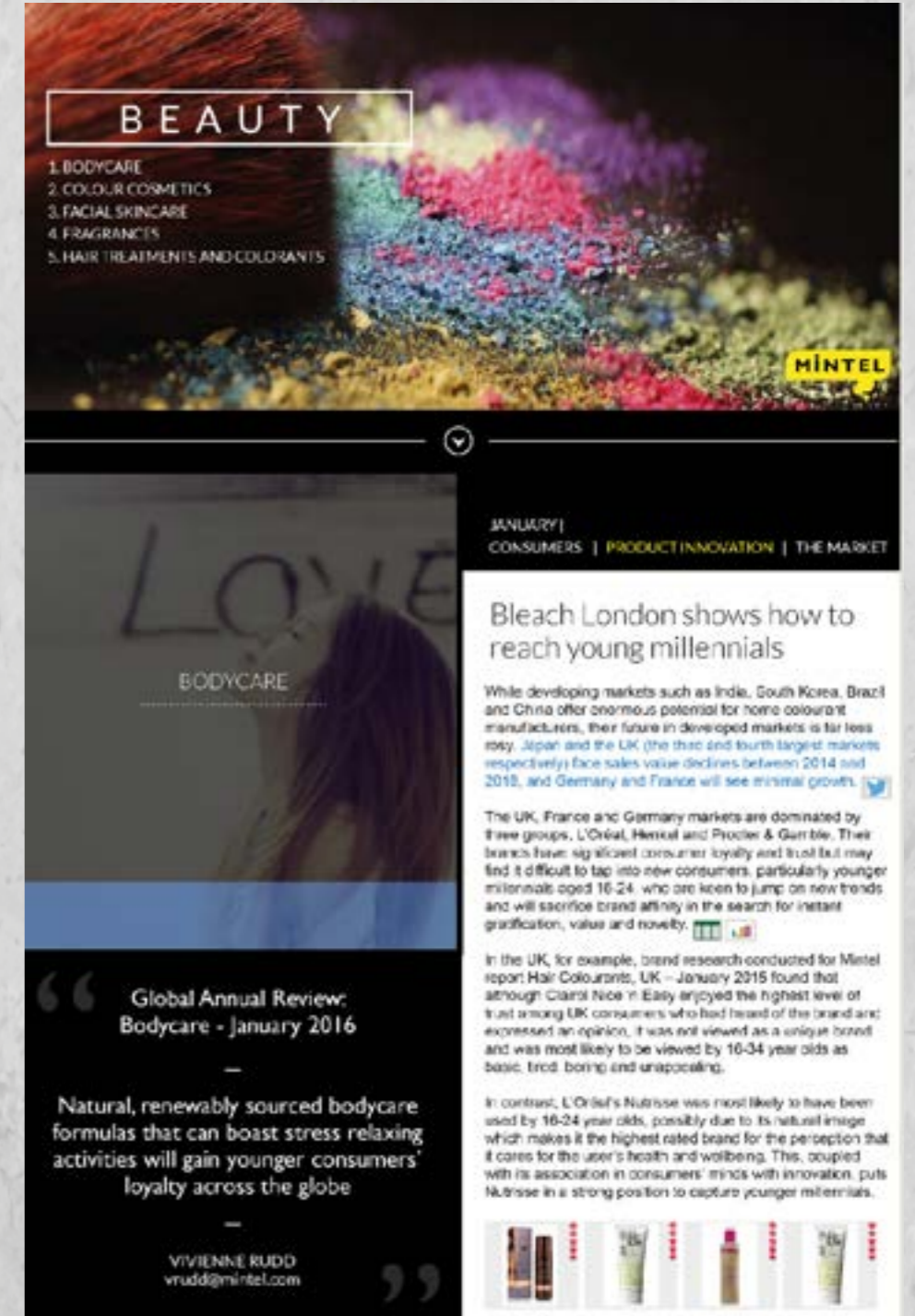
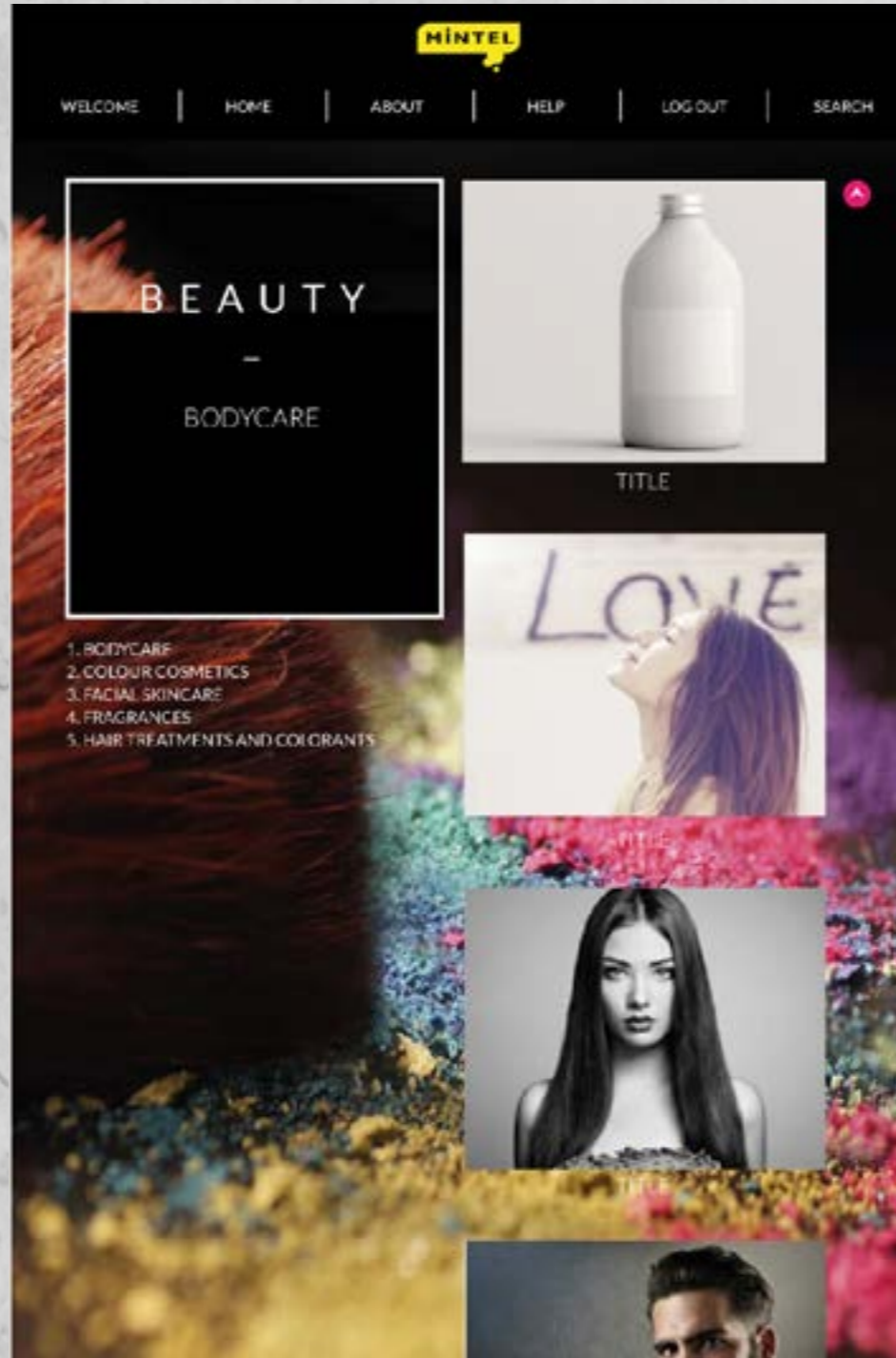
RESPONSIVE SITE

Creating a new UI design with old content.  
Finding ways to improve UX for the consumers.



INTERFACE DESIGN

Wireframe - Opening page, products and articles



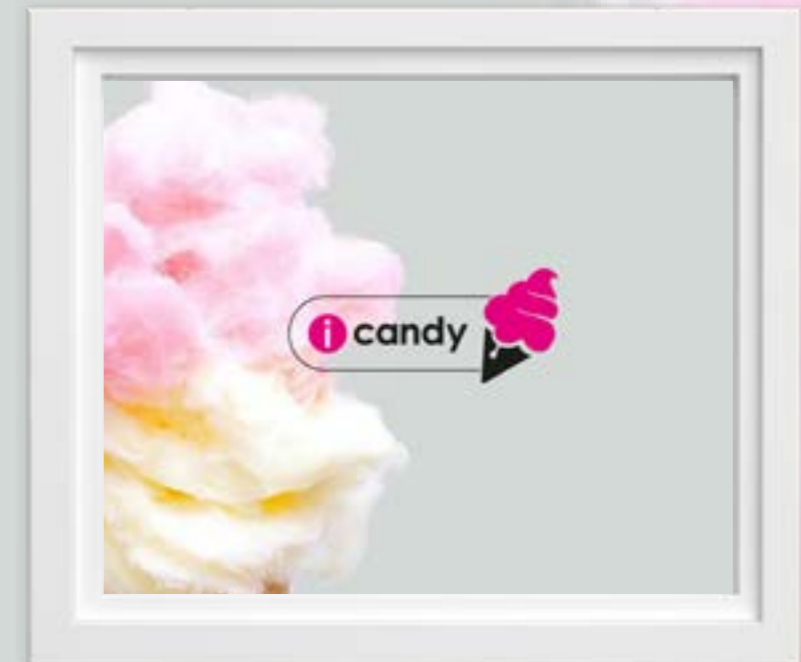
# 03

## ICANDY

ICANDY - Ice Cream / Sweet Shop

### ICANDY

Logo design plus additional artwork created to be used in store.



# 04

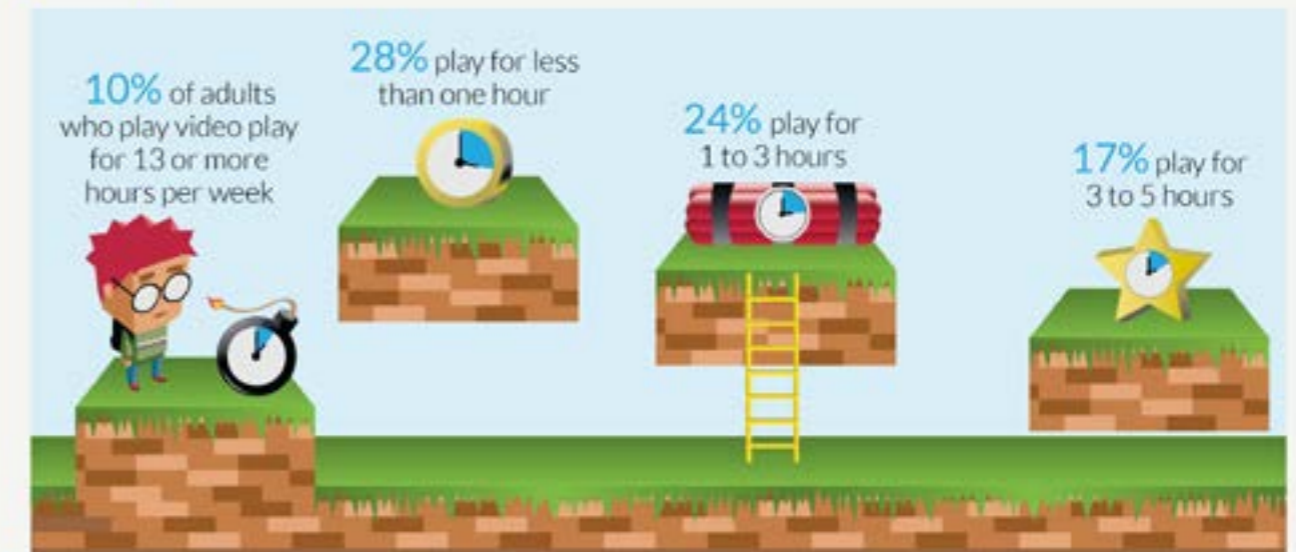
## ILLUSTRATIVE INFOGRAPHICS

Creative data visualisation

### ARTWORK

Creating click and grab bits of data for clients to use as a take away product. These pieces would be available on social media or for clients with a special subscription for the brand.

### MAJORITY OF GAMERS PLAY FOR 5 HOURS OR LESS



Most gamers dedicate a fairly limited amount of time toward gaming on a weekly basis – more than two-thirds play for 5 hours or less. Although younger consumers tend to play more frequently than older consumers, the mean weekly time spent playing for 18-24 year olds is just 5.35 hours.

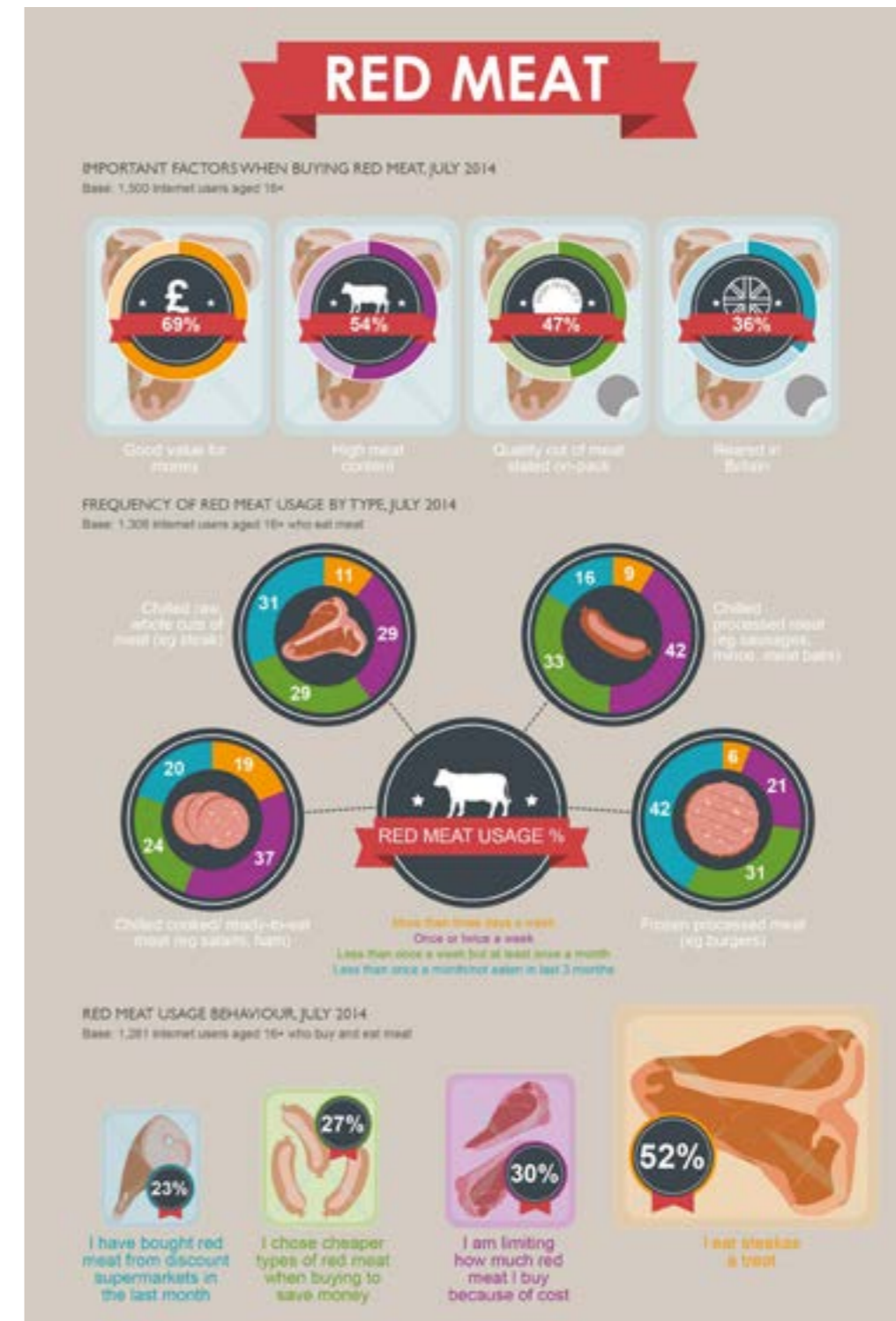
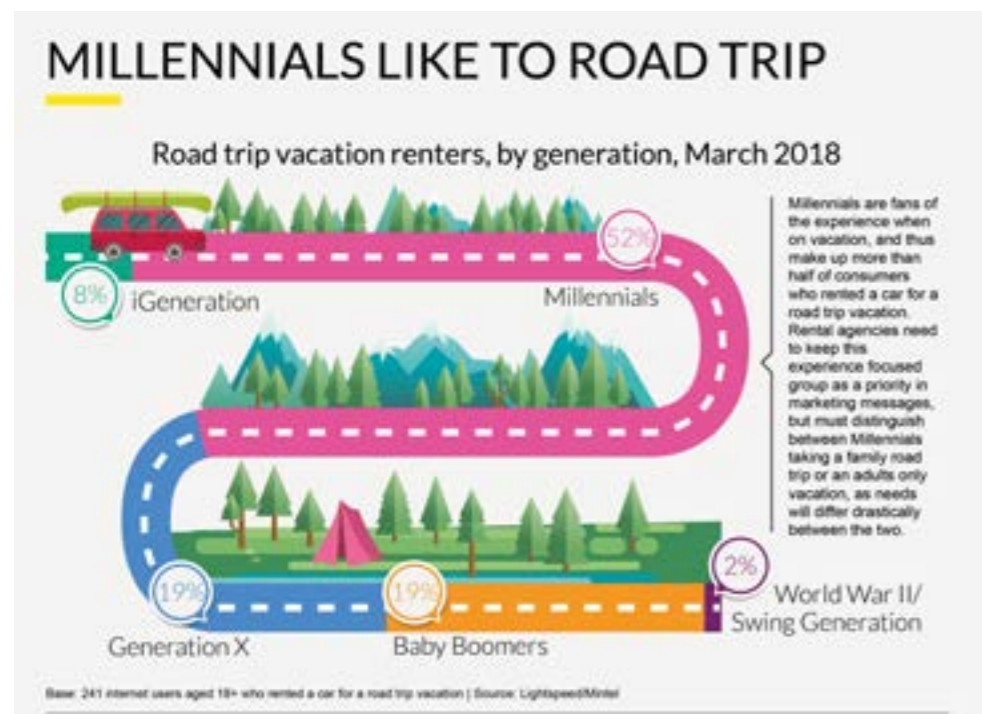
Base: 1,338 internet users aged 18+ who play video games | Source: Lightspeed GMI/Mintel





**BRAND**

Infographics created according to brand guidelines



**ONE PAGERS**

Snippets of data popped on a A4 page used for sales purposes to help sell reports and increase subscriptions.

# 05

## PHOTOGRAPHIC INFOGRAPHICS

Creative data visualisation

SOCIAL MEDIA

Artwork created to be used for social media channels.





CLICK AND GRAB

Creating click and grab bits of data for clients to use as a take away product.

# 06

## LOVE PUFF

—  
Mobile shop for cakes and other sweet  
treats

### TOTE BAG

Creating personalised  
merchandise for the brand.



## HAPPY SHOPPER

Creating recyclable packaging, which can be re-used by the consumer.



## BUSINESS CARDS

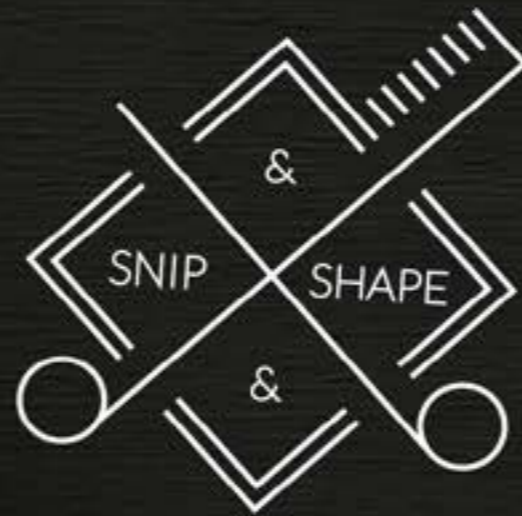
The brief was to have a clean minimalistic design.



# 07

## SNIP & SHAPE

Hairdressers for men and women





## BRANDING

This company required a re-brand, which consisted of a logo design, business cards, wall art and Interface design.



# 08 CHARITY WORK

My involvement with charity work

## CHARITY CAMPAIGNS

I choose at least two large charity projects a year to get involved with. I create artwork for each campaign and advertise through social media channels.

# WINTER APPEAL

“ Their call, their cries, our Response”

## Heres were I need your help!

I have nominated myself to put together 200 winter packs to distribute amongst Syrian camps. The convoy is due to leave on Sunday 14th Jan 2018. Each pack will contain a mixture of winter items listed below. Similar to my Eid Appeal, from earlier in the year, I will be accepting financial donations to help purchase these items. Alternatively, items can be purchased and dropped off to me. For more information on a drop-off point, please get in touch.



**DONATE TODAY | [paypal.me/sabinashaikh](https://paypal.me/sabinashaikh)**

For any queries contact Sabina on 07852840846

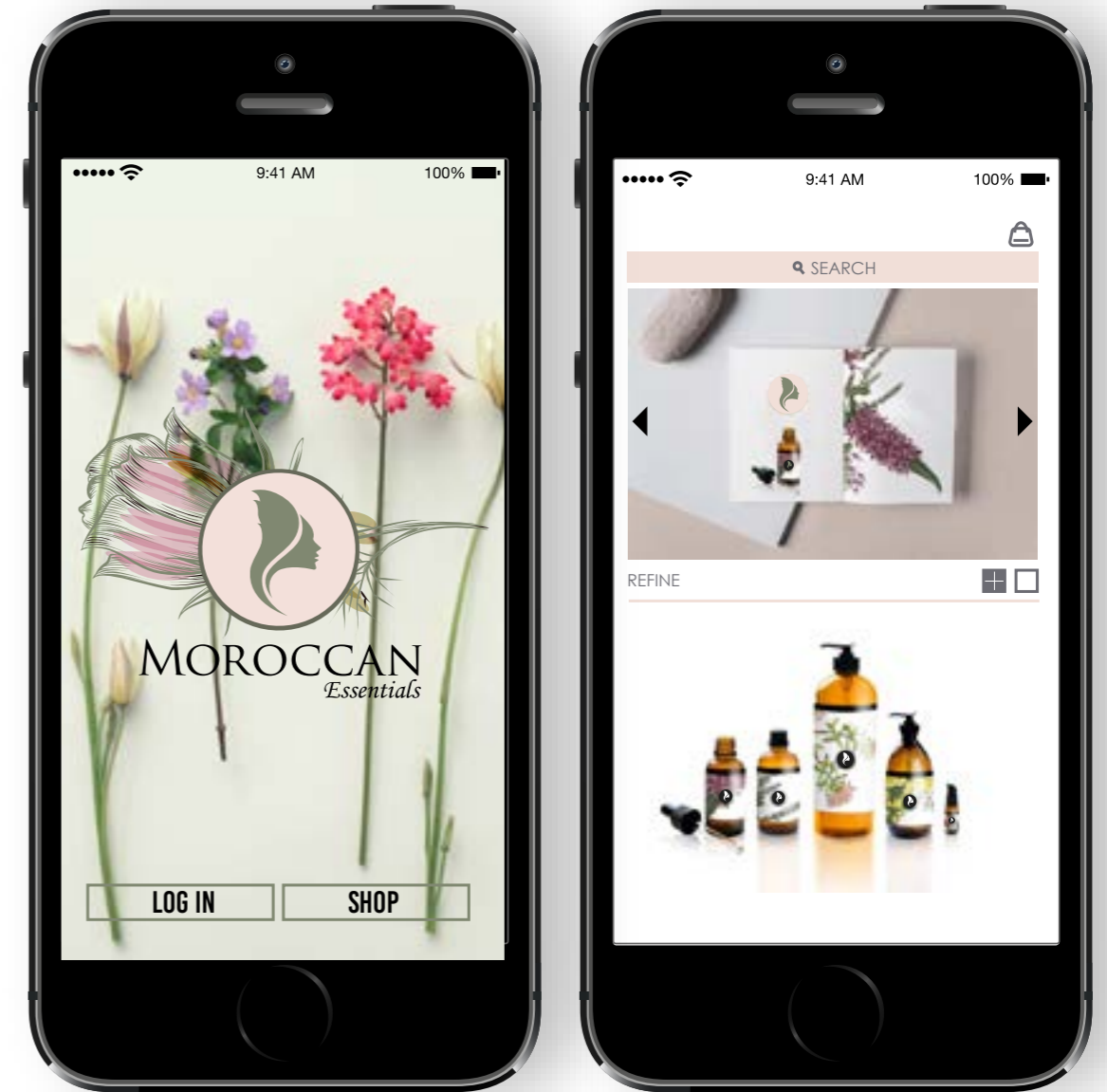


# 09

## MOROCCAN ESSENTIALS BEAUTY

—  
An organic skincare shop





## BRAND

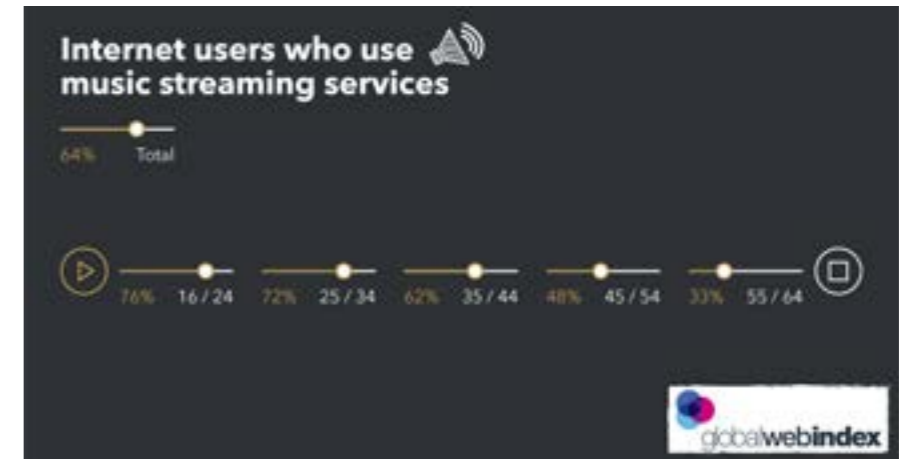
Logo design plus additional artwork created to be used in store, including leaflets and package labels along with creating a interface design.

# 10 GLOBAL WEBINDEX

GlobalWebIndex is a market research company that provides audience profiling data to publishers, media agencies and marketers around the world.

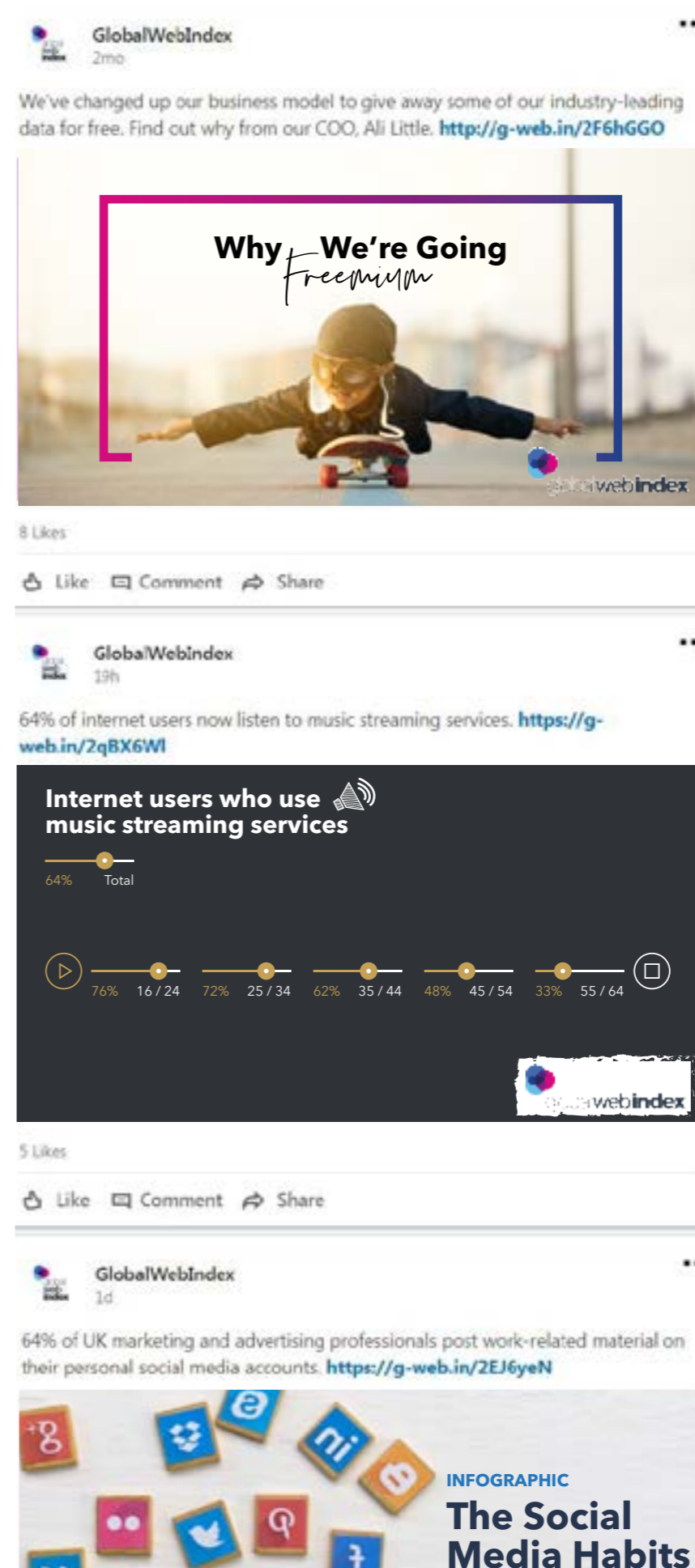
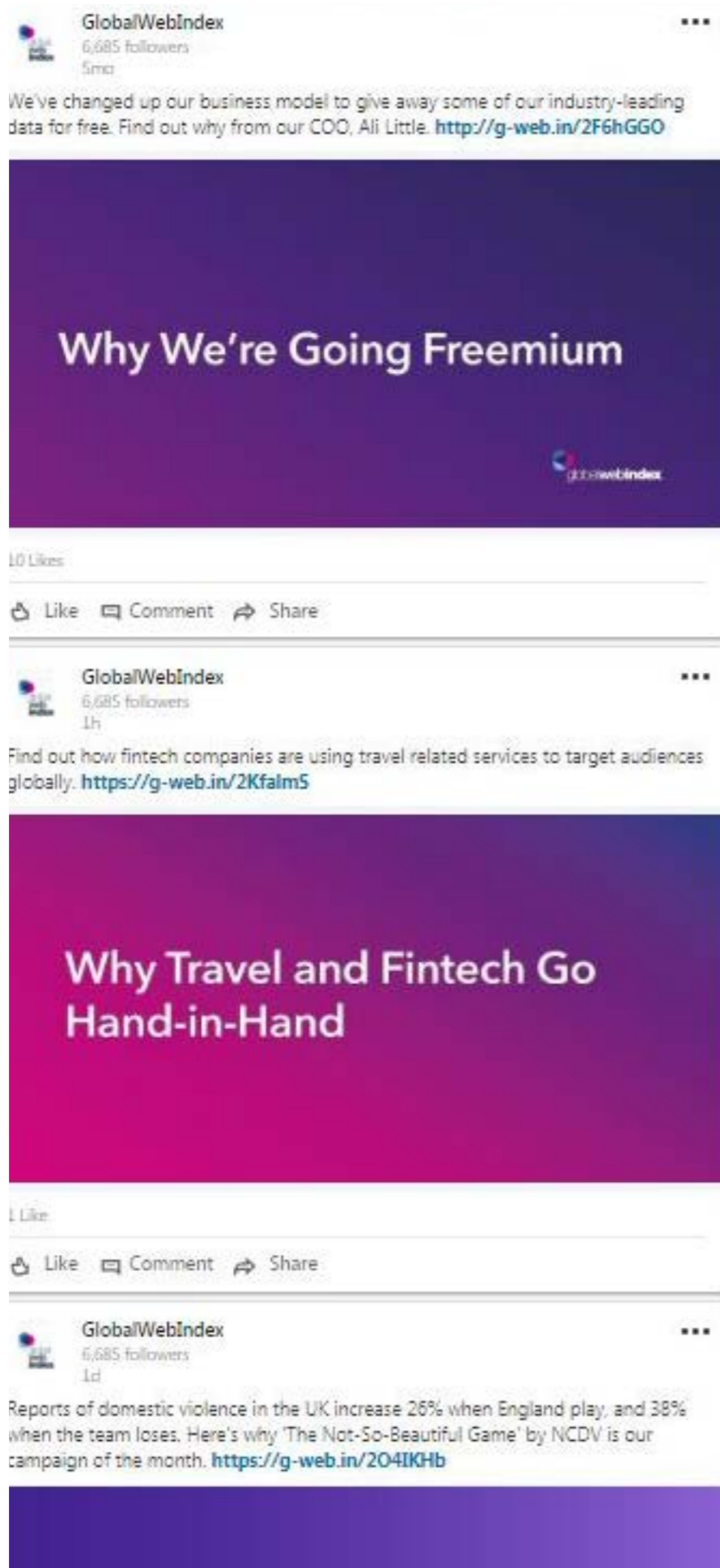
## SOCIAL MEDIA CONTENT

Looking at innovative ways to make their LinkedIn content more engaging for clients through re-creating existing content



LINKEDIN CONTENT

An insight into the current content.



REVAMP OF LINKEDIN CONTENT

Taking the existing content from LinkedIn and re-creating a page to express the impact that playing with the design layout, photography and typography can make to social media channels.



## SERVICES

Fulltime | Contract

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LOCATION | London

EMAIL |

sabina\_s@hotmail.co.uk

LINKEDIN |

<https://www.linkedin.com/in/sabina-shaikh-design/>