

Ali Akbar Chevalwala

DESIGN & MARKETING | CONVERSION, AUTOMATION & AI

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PROFILE

Design and marketing professional with experience across websites, campaigns, ecommerce and print. Combines visual design, customer experience and analytics to support clearer customer journeys and conversion. Uses AI-assisted implementation to build and refine digital products, with a growing focus on workflow automation to simplify repetitive marketing tasks.

CORE CAPABILITIES

Design: Brand identity, UX/UI, user flows, prototyping and production.

Marketing: Email campaigns, SEO, ecommerce and performance reporting.

Tools: Adobe Illustrator, Photoshop, InDesign, Figma, Shopify, EmailOctopus, Google Analytics, Semrush, HTML/CSS and GitHub.

PROFESSIONAL EXPERIENCE

Graphics and Marketing Manager

Classic Displays | Ontario, Canada | Feb 2023 - Present

- Lead website design updates, landing page layouts and product page improvements that support customer experience and inquiries.
- Develop creative assets for email campaigns, social media and paid promotions; use engagement and conversion reporting to refine the work.
- Design product catalogues, brochures, large-format graphics and custom client proposals, maintaining a consistent brand across channels.
- Collaborate with sales, product and fabrication teams, external vendors and production partners from concept through delivery.

Graphic Designer

Classic Displays | Mississauga, Ontario | Jul 2021 - Jan 2023

- Created layouts for brochures, signage and digital content across the company's product categories.
- Supported Christmas display artwork, client proposals, catalogue production and image editing while maintaining visual consistency.

Designer

Khaadi SMC Pvt. Ltd. | Karachi, Pakistan | Nov 2016 - Oct 2020

- Developed commercially focused design concepts and textile prints.
- Collaborated with other departments to deliver mockups and technical packs on schedule.

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Projects, education and selected training

SELECTED DIGITAL PROJECTS

Tune Hustle

Product design and AI-assisted implementation | Beauty pricing tools

- Defined product scope, user flows and a mobile-first interface for beauty professionals calculating service pricing.
- Used AI-assisted implementation while retaining responsibility for product decisions, interface review, testing and refinement.
- The calculators recorded 2,190 active users during May 24 - August 21, 2026.

Qhareed

Ecommerce Designer & Store Co-manager | Live Shopify store

- Co-manage the store with Henna, shaping the storefront, customer experience, product presentation and merchandising.
- Maintain product listings and contribute to day-to-day store operations for a handcrafted bridal footwear brand.

Smart Repair

UX/UI Designer & Researcher | Concept project

- Used three exploratory interviews with out-of-warranty vehicle owners to inform research synthesis, user flows and a mobile prototype.
- Designed provider discovery and comparison flows, location filtering and saved options; refined the concept using prototype feedback.

EDUCATION

Certification in UX Design | BrainStation | Jul - Sep 2023

Diploma in Web Development | BrainStation | 2020

Web Development Course | Juno College of Technology | 2020

Bachelor's in Design | Indus Valley School of Art and Architecture | 2005 - 2008

Weaving, Print Design and Craft Intervention

SELECTED TRAINING

Udemy: Graphic Design Masterclass, completed 2021.

Semrush: On-page and technical SEO, keyword research, and advanced content marketing, completed 2024.

LANGUAGES

English, Hindi and Urdu