

# Mir Sohail Ali

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10 years of experience in Creative Direction and Digital Marketing with deep expertise in web and interactive media design, digital marketing operations & strategy, and brand development. Experienced in leading multidisciplinary creative teams, directing full-scale digital projects, and delivering measurable growth for clients through engaging content, user-centric design, and strategic marketing. Adept at guiding businesses from concept to execution, transforming creative strategy into scalable, results-driven solutions.

## Areas of Expertise

- Creative Direction, Art Direction
- UI/UX, Web & Interaction Design
- AI-powered Social media & Branding Design
- Graphic, Print media & Large-scale Design
- Digital, Email & Content Marketing
- AI Agents Marketing Automation
- PPC Campaign Management
- Video, Animation & Motion Graphics

## Experience

### H4S Enterprises O/A We Must

#### Senior Manager, Product & Marketing

Sept 2024 – Nov 2024

- Spearheaded scalable design system creation and maintenance, unifying UI/UX across platforms, reducing design-to-development time by 20%, and boosting user retention by 15% through integrated branding guidelines.
- Implemented a user-centered design strategy aligned with product goals resulting 25% improvement in task completion rate and iteration cycles.

### Rogers Cybersecure Catalyst, Toronto Metropolitan University

#### Lead, Design & Digital Marketing

Oct 2022 – Mar 2024

- Spearheaded the establishment of comprehensive design guidelines, standardized visual UI components and best practices, ensuring brand alignment and consistency across all initiatives, with tools like Figma and Adobe XD, increasing brand positioning and recognition by 20%.
- Directed the web design and development process, translating user requirements into logical user flows, storyboards, information architecture, and website mock-ups streamlining the deployment process by 25% and improving accessibility with WCAG 2.1 compliance with 30% reduced bounce rate. Implemented cross-platform responsive design, boosting mobile traffic by 40%.
- Integrated and deployed Google Analytics, SEMrush and Hotjar analyzing user behavior such as time-on-page and scroll depth and addressing pain points that lead to a 15% increase in task completion rates. Conducted A/B testing on design elements, achieving a 12% higher click-through rate on redesigned CTAs.
- Collaborated on drafting and developing funding proposals and pitches that resulted in investment commitments of \$15 million over 5 years from Rogers Communications, \$1 million from RBC and \$1 million from Mastercard, towards supporting Catalyst initiatives.

### Web, Interactive Media & Graphic Design Specialist

Oct 2019 – Sept 2022

- Oversaw the design and implementation of customer-facing chatbot and training materials, leading to a 32% increase in conversions and closing high-ticket sales (net \$5.5 million).
- Oversaw end-to-end planning, design, and delivery of communication products, including digital assets, reports, presentations, 2D and 3D animations and special effects for video applications, and advertisements, achieving a 34% improvement in user engagement across all platforms.
- Led content marketing initiatives, producing high-quality blog posts, articles, and multimedia content, leading to a 31% increase in website traffic, a 36% improvement in organic search rankings, a 25% increase in conversion rates and a 23% decrease in customer acquisition costs.

## Mir Sohail Ali Studios

### Creative Director & Digital Marketing Lead

Jan 2018 – Present

- Developed multi-channel creative frameworks aligning brand identity, advertising, and customer acquisition across digital ecosystems. Led brand transformation and digital modernization initiatives for SaaS, e-commerce, retail, tech, and not-for-profit clients, including Rogers Communications, Government of Ontario, Cybersecure Policy Exchange, Alkali Partners, Avasam, Battlebet, Clearmove, Immutable, My Motor, Northflank, X-Opia, Zavy 360, and FCBSix.
- Designed and launched 10+ responsive websites and 100+ conversion-optimized landing pages, implementing scalable UI/UX design systems, SEO architecture, and full-cycle web production. Increased conversion rates up to 47%, reduced bounce rates by 28%, and improved session duration by 22% through UX optimization and custom feature development in collaboration with engineering teams.
- Led brand identity development including logo design, typography systems, brand guidelines, messaging frameworks, and visual storytelling. Delivered comprehensive rebrands and brand system overhauls, improving brand consistency by 40% and strengthening market positioning across digital, social, print and paid media.
- Built and executed data-driven digital marketing strategies and AI marketing automations across Meta Ads, Google Ads, SEO, and lifecycle/email marketing, achieving 3x–5x ROAS. Implemented performance creative testing frameworks (A/B and multivariate) to reduce CPL, increase CTR, and drive up to 60% growth in lead generation through full-funnel marketing journeys.
- Produced and directed multimedia content including long- and short-form video, motion design, and interactive assets, generating 2.4M+ total views. Led end-to-end content production workflows from storyboarding and directing to editing and post-production, building scalable content libraries for ongoing campaigns.

## Seneca College

### Technologist & Course Instructor FYE 101

Jun 2018 – Aug 2019

- Directed the production and curation of print and digital advertisement content for FCAD, resulting in 20% increase in engagement and program applications. Mentored students on portfolio development, resulting in a 15% increase in placements post-graduation.

## Jessi Publications, Chennai IN

### Marketing & Design Lead

Oct 2016 – Dec 2017

- Led and managed a team of 10, including graphic, motion & interactive designers, artists, video editors and writers, offering guidance and feedback, and collaborated with subject matter experts to ensure timely delivery of high-quality design work. Ensured all educational materials met accessibility standards, making them suitable for a diverse range of learners and enhancing inclusivity increasing gross sales by 12%.

## Education & Certifications

- **B.A. Digital Media (Game Design) (Hons.), University of Wales, Cardiff**
- **HBS Online:** HBX Core: Business Analytics, Economics for Managers and Financial Accounting
- **Google certifications:** Google Analytics, DV 360, Search Ads 360, Campaign Manager 360
- **HubSpot certifications:** Content Marketing, Inbound Marketing, Email Marketing, Inbound Marketing Optimization, Digital Advertising, Marketing and Sales Hubs Software.

## Technical Skills

Adobe Creative Suite: InDesign, Illustrator, Premiere Pro, After Effects, Photoshop, XD, Figma, Sketch, Leonardo, MidJourney, Firefly, Framer, Canva, Adobe Experience Manager, Webflow, WIX, WordPress, HTML, CSS, JavaScript, WCAG 2.1, Google Analytics, Display & Video 360, Search Ads 360, Google Ad Manager, SemRush, Spyfu, Wordstream, Klavio, Google AI Studio, Zapier, N8N, Make, Jasper, Recraft, HubSpot, Salesforce, Zoho, Mailchimp, HootSuite, Marketo, Jira, MS Project, MS Office