

FARHA KHAN

SPECIALIZING IN
BRANDING & PACKAGING
FOR PREMIUM BEAUTY BRANDS

CONTACT & INFO

201.744.8003
k.farha@gmail.com
River Edge, NJ
www.farhakhan.com

EDUCATION

PARSONS

Bachelor of Fine Arts in
Communication Design

SKILLS

Excellent communication skills

Problem solving skills and strong
attention to detail

Proactive and independent, able
to effectively time-manage
projects

Ability to execute compelling
creative storytelling across print
and digital platforms

Partner closely with Marketing to
understand 360 campaign needs

Ensure the level of excellence in
all creative work designed and
executed

Solid understanding of design
procedures, print and package
production including engineering
processes

ABOUT ME

Innovative and proactive conceptual designer with extensive experience in branding, packaging, marketing collateral, social media and visual merchandising. Skilled in project management, guaranteeing compliance with specifications from inception to completion. Excellent understanding of competitive environments, marketing strategies and market trends.

EXPERIENCE

SKINCEUTICALS US, L'ORÉAL / NY

PART-TIME, INTEGRATED DESIGNER / 2022-2024

Worked alongside creative leadership to fulfill diverse creative needs across marketing and retail, ecommerce, PR and social media, education, sales, medical affairs, and internal projects. Produced visually compelling designs for a range of assets including product launch materials, promotions, kits, invitations, emails, websites, digital advertisements, sell sheets, and presentations. Maintained consistency in visual aesthetics across digital and print media, while upholding brand identity standards and ensuring a harmonious visual narrative across all touchpoints.

FARHA KHAN, LLC / NJ

DESIGN DIRECTOR / 2020-2022

Worked directly with clients through all phases of a project, offering strong conceptual ideas tailored to their needs. Ensured seamless transition from initial concepts to finalized print-ready production files, maintaining open communication and addressing feedback throughout the process.

LANCÔME, L'ORÉAL / NY

PART-TIME FREELANCE / 2018 - 2020

Collaborated closely with the Creative Director to manage the entire creative process for new product launches. Developed packaging, brand materials, and visual merchandising solutions for retail environments to meet rigorous professional standards, emphasizing quality, consistency, and meticulous attention to detail.

MATRIX, L'ORÉAL / NY

FULL-TIME FREELANCE / 2017 - 2018

Responsibilities included brand management for Biolage and Total Results. Worked on print, packaging and production for all seasonal promotional items and marketing collateral.

RALPH LAUREN FRAGRANCES, L'ORÉAL / NY

FULL-TIME FREELANCE / 2014 - 2016

Developed brand identity, package design, marketing collateral and visual merchandising for all fragrance launches by Ralph Lauren Fragrances. Worked directly with marketing, development and vendors to ensure costs, production parameters and design are all aligned.

LLOYD&CO / NY

SENIOR DESIGNER, FULL-TIME FREELANCE / 2013 - 2014

Clients: Bottega Veneta, Alexander McQueen, Calvin Klein, Narciso Rodriguez, Carolina Herrera, and Mikimoto

Collaborated closely with the Creative Director to strategize brand development and upkeep, as well as to craft impactful packaging designs and eye-catching point-of-purchase displays.

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CONTINUED

EXPERIENCE CONTINUED

PRINCIPESSA BEAUTY / VANCOUVER, BC

SENIOR DESIGNER / 2009 - 2013

Worked directly with marketing & development to create a comprehensive rebranding strategy, creating visual and typographic systems, brand identity design, package design, retail merchandising, point-of-purchase support, production, press checks, social media and ecommerce web design.

CHAD LAVIGNE, LLC / NY

SENIOR DESIGNER / 2005 - 2008

Clients: Michael Kors, Marc Jacobs, DKNY, Tommy Hilfiger, Bath & Body Works, American Eagle Outfitters, Aerie, Eddie Bauer, Vinita, Marc Jacobs, and Kenneth Cole

Responsibilities included conceptual development, brand identity design, package design, working with comp houses to produce fragrance bottle comps from 2d concepts, color management and production.

LANCASTER, COTY INC. / NY

JUNIOR PACKAGING DESIGNER / 2004 - 2005

Brands: Sarah Jessica Parker, Marc Jacobs, Kenneth Cole

Responsibilities encompassed conceptual development, branding, package design, color management, production oversight, and creating comps.