

Hello there! My name is

Afsheen Khan

Content Designer. Conversation Designer. UX
Writer. Content Manager. Content Strategist.



MY TOOL STACK

<div>CONTENT</div> <div></div>	<div>DESIGN / WIREFRAME</div> <div></div>	<div>EMAIL CAMPAIGN / CRM</div> <div></div>	<div>CONVERSATION DESIGN</div> <div></div>
<div>SEO</div> <div></div>	<div>SOCIAL MEDIA</div> <div></div>	<div>USER RESEARCH</div> <div></div>	<div>PROJECT MANAGEMENT</div> <div></div>

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UX Writing Wordlist

After thorough research, I’ve put together a set of words and guidelines designed to maintain a consistent brand personality across our mobile app, web app, and product communications.

Microcopy Samples

Check out some engaging examples of in-product microcopy, crafted according to the style guide I developed for error messages, empty states, and confirmation messages.

Product Writing Checklist

Created a product-specific checklist based on the Tone of Voice for reviewing, editing, and proofreading.

Work Portfolio



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Product Explainer Video

I created the story and wrote the script for a product explainer video, highlighting the innovative customer experience features of a SaaS company.

Content Design Product Glossary

I set up and managed a detailed content design glossary, focusing on user-friendly terms to ensure consistency across the product.

User Experience Writing Roadmap

I created a sample Content Design Roadmap in a quarterly planner format to clearly showcase a deep understanding of the processes.

Work Portfolio



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Email Messages

Developed a nurturing email campaign for a B2B SaaS product to engage and retain customers.

Thought Leadership Article

I planned, researched, wrote, and published a series of insightful articles to showcase expertise and drive industry conversations.

CX-Focused Product Landing Page Content

For Seekify, a B2B SaaS company, I wrote engaging content for their website and landing pages, focusing on their customer experience solutions.

Work Portfolio



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Social Media Strategy # 1

Social Media Strategy # 2

Developed content marketing strategies and managed an editorial calendar for B2B SaaS startups.

Content Marketing Report and Strategy

Designed a content marketing OKRs sheet to track progress and proposed a content strategy for a B2B SaaS startup. This strategy was focused on driving brand awareness, boosting engagement, and increasing conversions, with clear metrics to measure success.

Brand Identity Launch Video Script + Storyboard

I put together a brief and script for a B2B recruitment consulting firm revamping its online presence and brand identity. I also designed a storyboard on Canva to bring the vision to life.

Work Portfolio

LET'S STAY CONNECTED

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