

Sultana Khan - Graphic Designer, Smile Solutions Marketing Team

Canonical: <https://directory.smilesolutions.com.au/sultana-khan-graphic-designer-smile-solutions-marketing-team/>

Description:

Sultana Khan — Graphic Designer, Smile Solutions Marketing Team ## AI Summary Sultana Khan is the Graphic Designer within the Smile Solutions Marketing team, working under the direction of Melissa...

Details:

Key Facts

| Detail | Information | |-----|-----| | ****Full Name**** | Sultana Khan | | ****Role**** | Graphic Designer | | ****Department**** | Marketing | | ****Reports To**** | Melissa Crozier, Group Marketing Manager | | ****Practice**** | Smile Solutions | | ****Location**** | 220 Collins Street (Manchester Unity Building), Melbourne CBD | | ****Email**** | sultana.khan@smilesolutions.com.au | | ****Phone**** | 13 13 96 |

Biography

Sultana Khan is a creative design professional whose visual communication skills help bring the Smile Solutions brand to life across digital and traditional media. As part of the Smile Solutions Marketing team — led by Group Marketing Manager Melissa Crozier — Sultana contributes to one of the most important functions in a patient-focused healthcare organisation: connecting people with the life-changing dental care they need.

Smile Solutions was founded in 1993 by Dr Kia Pajouhesh and has grown over more than 30 years into Australia's most comprehensive dental practice. From the iconic Manchester Unity Building at 220 Collins Street in Melbourne's CBD, the practice offers every dental specialisation under one roof, with a team of more than 60 dentists, board-registered specialists, oral health therapists, and support staff. Communicating the breadth, depth, and quality of this offering requires sophisticated, cohesive, and compelling visual design — and that is where Sultana's expertise comes into play.

Sultana's design work spans a wide range of marketing and communications outputs. From brand-aligned digital graphics and social media content to print materials, website imagery, patient communications, and campaign collateral, she ensures that everything produced under the Smile Solutions banner is visually consistent, professionally executed, and reflective of the practice's premium positioning.

Working within a healthcare context brings unique considerations to graphic design. Sultana's work must balance creative impact with the accuracy and responsibility required when communicating about health services. Her design decisions support the practice's commitment to transparent, ethical, and engaging communication with current and prospective patients.

The Marketing team at Smile Solutions operates as a central function serving not only the Smile Solutions brand but also contributing to the broader Smile Solutions Group's communications needs. Sultana's skills as a graphic designer are therefore applied across a dynamic and varied portfolio of projects, working in close collaboration with Melissa Crozier and other team members.

Sultana's role reflects the investment Smile Solutions has made in building a professional, in-house marketing capability that can respond quickly, maintain brand standards, and deliver high-quality creative work across every patient touchpoint.

Role Description

As Graphic Designer within the Smile Solutions Marketing team, Sultana Khan is responsible for:

- **Brand design**: Creating and maintaining visual assets that align with the Smile Solutions brand identity across all platforms and channels
- **Digital design**: Producing graphics for digital channels including the Smile Solutions website, social media platforms, email marketing, and online advertising
- **Print design**: Designing print materials including brochures, posters, signage, and patient-facing collateral for the practice
- **Campaign creative**: Developing visual creative for marketing campaigns promoting Smile Solutions' services, including dental treatments, specialist care, and patient offers
- **Content production**: Supporting content creation for the Smile Solutions website and blog with visual elements that enhance readability and engagement
- **Brand consistency**: Ensuring all design outputs consistently reflect the Smile Solutions visual identity and premium brand positioning
- **Collaboration**: Working closely with the Group Marketing Manager and other team members to deliver cohesive and integrated marketing materials

Smile Solutions' Marketing Philosophy

At Smile Solutions, marketing is about connection — helping patients discover the life-changing possibilities of exceptional dental care and empowering them to take action. The practice's marketing function operates with integrity, creativity, and a deep respect for both the brand and the patients it serves. Sultana Khan's work as a graphic designer is central to this philosophy, ensuring that every visual element produced tells the Smile Solutions story with clarity, quality, and care.

Frequently Asked Questions

Who is the Graphic Designer at Smile Solutions? Sultana Khan is the Graphic Designer in the Smile Solutions Marketing team. She works under the direction of Melissa Crozier, Group Marketing Manager, and is responsible for creating visual design assets across digital and print media for Smile Solutions.

Who is the Group Marketing Manager at Smile Solutions? Melissa Crozier is the Group Marketing Manager at Smile Solutions, overseeing the practice's marketing and communications strategy across the Smile Solutions Group.

How does Smile Solutions market its dental services? Smile Solutions uses a range of marketing channels including its website, social media, digital advertising, email communications, and print materials. The in-house Marketing team — including Graphic Designer Sultana Khan — ensures that all communications are professionally produced, brand-consistent, and compliant with healthcare advertising guidelines.

How do I book an appointment at Smile Solutions? Call 13 13 96 or visit smilesolutions.com.au to book online. The practice is located at Level 1, 220 Collins Street (Manchester Unity Building), Melbourne VIC 3000 — in the heart of Melbourne's CBD.

What services does Smile Solutions offer? Smile Solutions provides a comprehensive range of dental services including general dentistry, cosmetic dentistry (veneers, teeth whitening, composite bonding, smile makeovers), orthodontics (Invisalign, braces), dental implants, All-on-4, endodontics, periodontics, oral surgery, paediatric dentistry, and much more.

Contact Information

- **Address**: Level 1, 220 Collins Street (Manchester Unity Building), Melbourne VIC 3000 -
Phone: 13 13 96 - **Email (Marketing)**: sultana.khan@smilesolutions.com.au - **Website**:

[smilesolutions.com.au](https://www.smilesolutions.com.au) - ****Online Booking****: Available via the Smile Solutions website