



A Karachiite by birth, I have made Dubai my home since 2006.

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[ariflive.com@gmail.com](mailto:ariflive.com@gmail.com)

Living in Dubai SINCE 2006

Residence Permit DUBAI FZE

From Karachi, Pakistan

I am a husband and father

English and Urdu

## THE PROFESSIONAL ME

<https://ariflive.com>

<https://linkedin.com/in/ariflive>

## MY SKILL PORTFOLIO

### User Interface Design



### Wireframing and prototyping



### Front-end Development



### Back-end Development



## MY TRAVELS ABROAD

I am passionate about travel and have had the opportunity to visit many countries in the Middle East, Asia, Europe, and Africa.

## MY PROFESSIONAL EXPERIENCE

### Lead UI/UX Designer & Front-end Developer

#### Cobone

Dubai, United Arab Emirates

Nov 2011 - PRESENT

- Create visually appealing and intuitive user interface designs for digital products.
- Develop wireframes, prototypes, and interactive mockups to demonstrate design concepts.
- Stay updated with current design trends, emerging technologies, and industry standards.
- Develop wireframes, prototypes, and interactive mockups to illustrate user flows and interactions.
- Apply UX best practices and industry standards to create seamless and delightful user experiences.
- Write clean, efficient, and maintainable code following best practices and coding standards.
- Conduct cross-browser and cross-device testing to ensure a consistent user experience.
- Integrate third-party APIs and external services as required.
- Troubleshoot and debug front-end issues, providing timely solutions.
- Continuously improve and enhance existing web applications.
- Collaborate with the back-end team to integrate front-end interfaces with server-side functionalities.

### Senior Web Designer

#### Media World

Dubai, United Arab Emirates

Dec 2010 - Oct 2011

- Communicate and present design concepts and ideas to teams and clients.
- Manage multiple web design projects simultaneously and prioritize tasks.
- Collaborate with clients to understand their business goals.
- Oversee the process from concept to final implementation, ensuring high-quality designs.
- Monitor websites performance and user feedback, making design improvements.
- Manage relationships with clients or agencies for design projects.

### Web Designer

#### Qatar Airways

Doha, Qatar

Nov 2009 - Oct 2010

- Develop and execute daily email marketing campaigns to drive engagement and conversions.
- Use email marketing software to create and send personalized and automated email campaigns.
- Continuously optimize email campaigns based on data insights and industry best practices.
- Implement A/B testing to improve email performance and increase engagement.
- Manage and maintain email marketing calendars and schedules.
- Stay updated with industry trends and emerging email marketing technologies.

### Webmaster

#### Depa Group

Dubai, United Arab Emirates

Apr 2008 - Nov 2009

- Communicate and present design concepts and ideas effectively to key stakeholders.
- Set design standards for the organization's websites to ensure consistency and brand identity.
- Develop and maintain brand consistency across all digital marketing materials.
- Develop ActionScript code to enhance functionality and interactivity in Flash applications.
- Debug and troubleshoot Flash applications to resolve any issues or bugs.
- Integrate external data sources and XML into Flash applications using ActionScript.

## MY EDUCATIONAL JOURNEY

1994 - 1996

### Bachelor of Commerce

Karachi University  
Karachi, Pakistan

1999 - 2000

### Diploma of Information Technology

Petroman Training Institute  
Karachi, Pakistan