



Arif Muhammad

UI/UX Designer & Front End Developer

I have been working as a UI/UX Designer at Cobone since 2011, Middle East's biggest daily deals website.

Call/Whatsapp: +971 50 340 3822

Email: ariflive.com@gmail.com

Website: <https://ariflive.com/>

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

Behance: <https://www.behance.net/ariflive>

Twitter: <https://twitter.com/ariflivecom>

Github: <https://github.com/ariflive>

Living in: **Dubai, United Arab Emirates**

Hometown: **Karachi, Pakistan**

Birthday: **September 1975**

Dependents: **I've wife and three kids**

Speak: **English & Urdu**

Skills & Work

UI/UX:

Photoshop • Illustrator • Sketch • XD • InVision • Flash • Dreamweaver • InDesign

Front End:

HTML5 • SASS • CSS3 • VueJS • jQuery • JavaScript • Bootstrap • NPM • ActionScript • AJAX • JSON • XML

Back End:

PHP • MySQL • Wordpress • RESTful Services & APIs • Git • GitHub • GitLab • Apache • XAMPP • MySQL Workbench • Jenkins • FileZilla

Others:

Jira • Visual Studio Code • Sublime Text • Search Console • A/B Testing • Analytics • Optimize

Recent Work:

Cobone - <https://www.cobone.com>

ExpatriotWoman - <https://www.expatriotwoman.com>

EWmoda - <https://www.expatriotwoman.com/ewmoda>

EWmums - <https://www.expatriotwoman.com/ewmums>

EWfood - <https://www.expatriotwoman.com/ewfood>

Croutique - <https://www.croutique.com>

Nina Iskandar - <https://www.ninaiskander.com>

Experience

Cobone / UI/UX Designer

Nov 2011 - **PRESENT**, Dubai

- Collaborate on user experience planning with the IT Director.
- Create mockups and prototypes on tight timelines.
- Develop complex front-end UX with JavaScript, HTML5, jQuery, CSS3 and Bootstrap.
- Implement web design principles to ensure that the company website renders well across multiple devices.
- Ensure technical feasibility of UI designs.
- Maintain graphic standards and branding throughout the product's interface.
- Optimize website for maximum speed and scalability.
- Provide website maintenance and enhancements.
- Stay up-to-date on emerging technologies.
- Working closely with back-end developers, business analysts to define & implement amazing web-delivered user experiences.

Media World / Senior Web Designer

Dec 2010 - Oct 2011, Dubai

- Design user interfaces to internet applications.
- Development of web applications for customer facing systems.
- Maintenance of MySQL databases for use in external and internal applications.
- Interacting with the client for requirement gathering and project reporting.
- Define site objectives by analyzing user requirements, envisioning system features and functionality.
- Develop web solutions in a variety of third party frameworks Wordpress and Drupal.
- Linux / Apache web server administration.
- Supporting, maintaining and upgrading existing live sites.

Qatar Airways / Web Designer

Nov 2009 - Oct 2010, Doha

- Oversee day-to-day execution of email campaigns from creative setup and html coding to testing and deployment via email service provider.
- Through campaign request form management, facilitate and monitor email campaign reporting
- Ensure that the brand experience integrated into all email campaigns in a way that is consistent with overall company brand objectives.
- Manage subscriber databases, including creating and updating lists, working with database partners, and segmenting data for targeted email campaigns.
- Implement quality assurance processes to ensure accurate and on-time campaign delivery of emails.
- Contributes to the design of email campaigns and programs to those specifications.

Depa Ltd / Webmaster

Apr 2008 - Nov 2009, Dubai

- Create web applications using ASP.NET, JavaScript, ActionScript and Visual Studio to increase staff effectiveness and performance.
- Ensure that the brand experience integrated into all campaigns in a way that is consistent with overall company brand objectives.
- Re-writing the web modules in ActionScript object oriented programming.
- Developing unit tests, integration tests and deployment scripts.
- Collaborate with team members to ensure web application is capable of meeting strategic aims of the core business.
- Troubleshoot and support live web applications to the end-users.
- Performing web server setup and deployment.

Sevdotcom Ltd. / Web Designer

Jul 2006 - Apr 2008, Dubai

- Develop and maintain company websites utilizing ASP/VbScript, Actionsript, CSS, Javascript and HTML.
- Develop web applications for clients using ActionScript and Object Oriented Programming.
- Define site objectives by analyzing user requirements, envisioning system features and functionality.
- Create multimedia applications.
- Perform quality control to include link checking and visual review.
- Review web applications developed outside of the team to ensure compliance with standards.

Education

Karachi University / Bachelor of Commerce

1994 - 1996, Karachi

Petroman Training Institute / Diploma of Information Technology

1999 - 2000, Karachi

BrainBench / Adobe Photoshop CS3 Certification

2008, United States

Travelled Abroad

Singapore • Malaysia • Thailand • Oman • Qatar • Saudi Arabia
Turkey • Georgia • Egypt • Sri Lanka • Spain • France