ARIF MUHAMMAD
Lead UI/UX Designer & Front-end Developer

As a design-driven front-end developer, I fuse my creative talents with technical expertise to forge digital experiences that are both visually enchanting and effortlessly user-friendly.

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

📞 +971 50 340 3822

⬤ https://wa.me/971503403822

✉️ 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

🧁 September 1975   BIRTHDAY

THE PROFESSIONAL ME

🌐 https://ariflive.com

in 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

Senior Webmaster
Dental Studio Group
Dubai, United Arab Emirates

Aug 2023 -   PRESENT

- Create user-friendly and visually appealing websites for the group.
- Craft clean, efficient, and maintainable code adhering to best practices and coding standards.
- Optimize website security and performance using Cloudflare.
- Boost search engine rankings and online visibility through effective SEO strategies.
- Create interactive design visualizations to showcase concepts.
- Develop and enforce corporate branding guidelines for consistent branding across digital platforms.
- Craft engaging email marketing campaigns and manage the subscriber database using MailChimp.
- Present compelling design concepts to senior management for approval.
- Create captivating digital content, including animated videos and other creative assets, to enhance the organization's online presence.
- Manage marketing project administration using tools like Smartsheets.

Lead UI/UX Designer & Front-end Developer
Cobone
Dubai, United Arab Emirates

Nov 2011 - Jul 2023

- Develop wireframes, prototypes, and interactive mockups to demonstrate design concepts.
- Apply UX best practices and industry standards to create seamless and delightful user experiences.
- Integrate third-party APIs and external services as required.
- 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

- Manage multiple web design projects simultaneously and prioritize tasks.
- 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.

Webmaster
Depa Group
Dubai, United Arab Emirates

Apr 2008 - Nov 2009

- Communicate and present design concepts and ideas effectively to key stakeholders.
- Develop ActionScript code to enhance functionality and interactivity in Flash applications.
- 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