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

As a lead UI/UX designer and front-end developer, I seamlessly blend creativity with technical expertise to craft visually stunning and highly functional digital experiences.

I have considered Dubai my home since 2006, with my hometown being Karachi, Pakistan.

- 📞 +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've wife and three kids
- English and Urdu

WORK & PROFILES

- https://ariflive.com
- https://linkedin.com/in/ariflive
- https://behance.net/ariflive
- https://github.com/ariflive

SKILLS

User Interface Design

Front-end Development
API JSON XML

Wireframing and prototyping

Back-end Development

TRAVELED ABROAD

I have had the opportunity to visit Singapore, Malaysia, Thailand, Oman, Qatar, Saudi Arabia, Turkey, Georgia, Egypt, Sri Lanka, France, and Spain.

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

Dec 2010 - Oct 2011

- 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

Dec 2010 - Oct 2011

- 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.

EDUCATION

1994 - 1996	1999 - 2000
Bachelor of Commerce	**Diploma of Information Technology**
Karachi University	Petroman Training Institute
Karachi, Pakistan	Karachi, Pakistan