AVAILABILITY
Yes, I'm immediately available for work and/or willing to relocate

CALL ME
+971 50 340 3822

LIVING IN
Dubai, United Arab Emirates

EMAIL
ariflive.com@gmail.com

WEB
https://ariflive.com

PORTFOLIO
https://www.behance.net/ariflive

BIRTHDAY
September 1975

DEPENDENTS
I've wife and three kids

CAN SPEAK
English & Urdu

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

Expertise

User Interface • User Experience • Branding

Photoshop • Illustrator • Animate • Dreamweaver

HTML5 • CSS3 • SCSS • SASS • LESS

JavaScript • jQuery • AngularJS • NodeJS

Wordpress • PHP • MySQL • phpMyAdmin

AJAX • JSON • RESTful API • Web Services • XML

Git • GitHub • GitLab • Apache • XAMPP • Jenkins

Arif Muhammad
UX Designer & Front-end Developer

I can handle a web or app from requirement gathering, project plan, logo design, branding, user interface, user experience, front-end and back-end development till the server deployment.

I'm flexible to learn any new technologies, adopt any trends, ready to face any challenges in different situations and have strong problem solving abilities.

Experience

Senior UX Designer @ Cobone
2011 - PRESENT
9+ years
Dubai, United Arab Emirates - https://www.cobone.com

• Collaborate on user experience planning with 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.

Web Designer & Developer @ Media World
2010 - 2011
Dubai, United Arab Emirates - https://www.mediaworld.ae

• 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.

Web Designer @ Qatar Airways
2009 - 2010
Doha, Qatar - https://www.qatarairways.com

• Oversee day-to-day execution of email campaigns from creative setup and html coding to testing and deployment via email service provider.
• Develop the JavaScript libraries and frameworks of public facing sites.
• 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 database, 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.

Web Master @ Depa United Group
2008 - 2009
Dubai, United Arab Emirates - https://depa.com

• 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 application to the end-users.
• Performing web server setup and deployment.

Knowledge

React • ECMAScript 6 • Vue • Backbone • Ember

ASP .NET • C# • Java • Grails • Groovy • Objective-C

OOP Concept • Algorithm • Compilers • Databases

Research • A/B Testing • Analytics • Optimize

InVision • Sketch • Adobe XD

Arif Muhammad
UX Designer & Front-end Developer

Brands

Recently working:

https://www.cobone.com
https://www.expatwoman.com/ewmoda
https://www.expatwoman.com/ewmums

https://www.expatwoman.com
https://www.croutique.com
https://www.expatwoman.com/ewfood

Worked on:

https://qatarairways.com
https://www.depa.com
http://cmsglobal.com
http://www.almeerathparts.com
http://www.emiconglobal.com
https://www.ufone.com
https://kalsoft.com
http://www.mass.com.pk

https://www.axiomtelecom.com
https://binhaideradvocates.com
https://partymood.ae
https://toolsforcake.com
https://www.ninaiskander.com
https://globalminds.co.in
https://creativechaos.co
https://appna.org

Education, Certification & Award

1st Price Winner, Cover & T-shirt Design   **2009**
APPNA, California, United States

Adobe Photoshop CS3 Certification   **2008**
Brain Bench, United States

Diploma of Information Technology   **2001**
Petromen, Karachi, Pakistan

Bachelor of Commerce   **1996**
Karachi University, Karachi, Pakistan

References

Mr. Hammad Khan
Group Marketing Head, Meraas Group
Dubai, United Arab Emirates
+971 56 378 9933

Mr. Xavier Fernandes
IT Director, Cobone
Dubai, United Arab Emirates
+971 55 954 7176