Arif Muhammad

UI/UX Designer at Cobone

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

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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 • InVision • Lunacy/Sketch • Flash • Dreamweaver • InDesign

Front End:
HTML5 • CSS3 • JavaScript • jQuery • Vue.js • Bootstrap • NPM • ActionScript • AJAX • JSON • XML • Cross-Browser Development

Back End:
PHP • MySQL • Wordpress • RESTful Services & APIs • Git • GitHub • Apache • XAMPP • MySQL Workbench • Jenkins • FileZilla

Others:
Visual Studio Code • Sublime Text • AMP • Search Console • A/B Testing • Analytics • Optimize

Recent Work:

Cobone - https://www.cobone.com
ExpatWoman - https://www.expatwoman.com
EWmoda - https://www.expatwoman.com/ewmoda
EWmums - https://www.expatwoman.com/ewmums
EWfood - https://www.expatwoman.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, Actionscript, 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