



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

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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>

SKILLS

User Interface Design



Front-end Development



Wireframing and prototyping



Back-end Development



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

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.
- 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

Apr 2008 - Nov 2009

- 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.

TRAVELED ABROAD

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

EDUCATION

1994 - 1996

Bachelor of Commerce

Karachi University
Karachi, Pakistan

1999 - 2000

Diploma of Information Technology

Petroman Training Institute
Karachi, Pakistan