

ASIF AMEER

UI UX Designer



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OBJECTIVE

my goal is to join a highly motivated team of UI UX and Web designers, which allows me to work with other inspiring designers, experiment, interact, and above all push myself to new extremes within design.

EXPERIENCE

ASPGulf

JUNE 2007 - TILL DATE

POSITION

UI/UX / Web Designer

Company overview

ASPGulf is the Pan-Arab region's well established and one of the most preferred managed service providers with multiple data centers within the UAE.

Responsibilities

- Design website, application and mobile interface with the goal of delivering a better user experience to customers.
- Prepare low- and high-fidelity rapid and dynamic prototypes.
- Develop various graphics pieces for projects.
- Conduct usability testing.
- Develop front-end code for various interfaces.
- Gather requirements from clients.
- Work independently, as well as a part of company teams.

Salsoft Technologies

MARCH 2004 to MARCH 2007

POSITION

Web Designer

Company overview

Salsoft Technologies is a dynamic multinational IT company. It was established in 2001.

Responsibilities

- Designed variety of websites including promo, ecommerce.
- Develop front-end code for various interfaces.
- Develop various graphics pieces for projects.
- Plan information structure for websites.
- Work independently, as well as a part of teams.

Warwick Web Visions

AUGUST 2002 to MARCH 2004

POSITION

Web Graphic Designer

Company overview

British based IT services provider company launched their operations in Karachi, Pakistan. Based on Multiple departments but their core business was Application Development Email Marketing and Web designing.

Responsibilities

- Design websites under supervision of Senior Designer.
- Flash website and animated presentations.
- Develop front-end code for various interfaces.
- Create logotypes, corporate identity for clients.

SUMMARY

Possess 14 years of professional experience in UI/UX web designing.

In depth Knowledge of current web designs techniques and best practice.

Front end web development skills.

Experience in developing cross browser, multiplatform solutions.

Possess good organizational and management skills.

PORTFOLIO [Behance Profile](#)

Recent Projects

● Website

- Citizen Watches
- HBZT
- Masader UAE
- Emdad
- Iraqi Airways
- Energia
- Road

● Web Applications

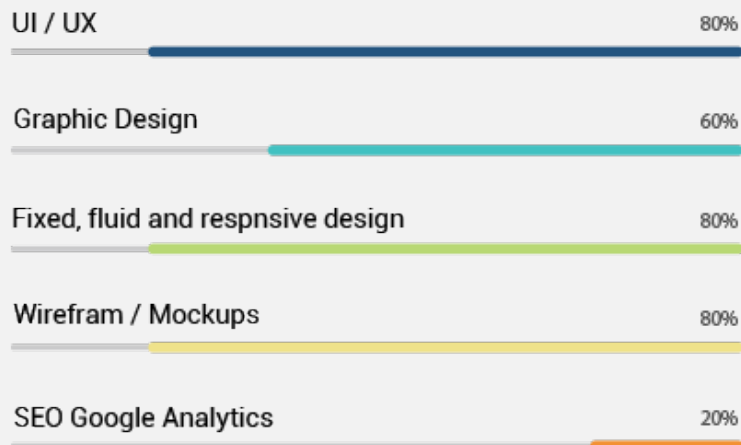
- Promag
- Road
- OSSM
- Imperial Tobacco
- Road 2
- Johnson Control

● Mobile Applications

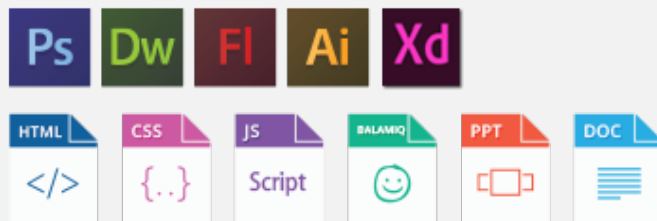
- Citizen
- Equate
- FCB
- Iraqi Airways
- Department of Transport
- Lexus
- Al Fahimi

TECHNICAL SKILLS

Practice Areas



Tools and Expertise



Knowledge in

Social Media Marketing, experience in search engine optimization, Google web analytics.

EDUCATION

Associate Degree in Web Design and Development VU, Pakistan, 2019

Higher Secondary Certificate, 2001
National College, Karachi, Pakistan

Secondary School Certificate, 1999
Gulistan School, Karachi, Pakistan

ACHIEVEMENTS

Citizen Watches

- E-Commerce UI Design and Front-end Development uae.citizenshop.me
- Dubai Mall Ad Campaign. Ad animation and compilation of ad in different dimensions.
- Kiosk Project. Adobe Flash Project with 1000s of products in kiosk machine.

WWF

- E-learning application for UAE/Qatar Schools. Project conversion from Adobe Flash to HTML/CSS, consisting of more than 200 pages learning course with characters.

Albawardi Group

- Long Service Award

Clients I have worked with

- Citizen Watches
- EWS WWF
- Iraqi Airways
- Emal / Emirates Aluminium Park
- Imperial Tobacco
- LG Event Mini Website
- HP Event Mini Website
- Al Ghurair Exchange
- Gargash Insurance
- Mani foods
- Aag.tv

PERSONAL PROFILE

Nationality : Pakistan
Date of Birth : 22.08.1982
Driving License and Car : Yes
Status: Married
Visa Status : Employment
Languages : English, Urdu

References available upon request.