



Atif Arshad

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Flat 111, Building 179, Street 9, Discovery Gardens, Dubai, UAE.

Atif Arshad is a graphic/UI designer, He spent a major part of his life from the dot to line, line to limit and limit to unlimited. That journey started from his first job in an internet magazine name **Netmag** as a graphic designer. After the completion of his graduation from **Allama Iqbal Open University** He joined a software house **Coeus Solutions** as a web designer mean while He did web designing professional studies from **Beaconhouse Informatics** and drawing course from **Alhamra Art Council**. He refined this art as a web designer in **Coeus Solutions** and a design house name **Jellyfish** in web designing as well as in desktop publishing after that he started working with **Express News** then started working with for **DuoFankaar** as a Design Head. Lastly working with **Impact Proximity BBDO UAE** as a Senior UI Designer.

Expertise



Others

HTML, DIV based slicing *(Responsive), CSS, Drawing and Painting.

Experience

Feb 2021 - Present Impact Proximity BBDO UAE (Senior UI Designer)

2017 - Feb 2021 - Duo Fankaar (Head of Design)

Jan 2007 - 2017 - Express News (Head of Design)

March 2004 - Jan 2007 - Coeus Solutions (Web Designer)

Jan 2002 - March 2004 - Netmag (Graphic Designer)

Portfolio

<https://2020.atifarshad.com>

<https://www.atifarshad.com/atif-2016/>

<https://www.atifarshad.com>

<https://dribbble.com/atifarshad>

<https://www.shutterstock.com/g/atif+arshad>

Roles and Responsibilities

Impact Proximity BBDO UAE (Senior UI Designer)

I am currently employed with a leading advertising agency, Impact Proximity BBDO UAE, specializing in a comprehensive range of advertising services, which includes print media, television commercials (TVC), social media campaigns, website design, and mobile application design and development. In this role, I have actively contributed to various UI design and mobile application projects.

DuoFankkar (Head of Design)

DuoFankkar is a design house in which I have done the role of UI designer/graphic designer. My responsibility was to take the brief from the client and then work on the flow and UX of the website with the team. I was supposed to work on its interface and also have an eye on the interactivity of the websites. Collecting the feedback from the client and uploading the product, worked with the back end developers and to fix the bug error was also my responsibility.

Express News (Head of Design)

As Head of Design at Express News, I designed the theme of TV screens for current affair news, stats and talk shows. I also designed the Chroma walls to replace green screen. I was also responsible to add or design any page of the website.

Coeus Solutions (Web Designer/UI Designer)

Coeus Solutions is a software house. Basically, I have started my career of web and mobile applications design from there. I got the details from the client services head or sometimes directly from the client, on its basis I made its UX then designed its UI.

Netmag (Graphic Designer)

I have worked for the magazine issued on monthly basis. I collect the articles from the writers and designed its layout, cover, titles and also made the print files.

Commands and Experiences

I have full command on Adobe suite and Figma. I have basic knowledge of HTML, CSS and there div base slicing. I also work on Bootstrap and always interested in learning latest trends.

2021 2024

Most recently, I have done projects of some most
reputed companies (UAE Based).



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