

Arif Samad

Product Designer / Trainer & Mentor

UX Designer with 10+ years of experience in design, I enjoy solving complex business problems with attractive and intuitive design solutions based on user needs and business goals. I design thoughtful digital experiences that are beautiful and enjoyable.

WORK EXPERIENCE

Product Designer / Design Lead • Airlift Technologies

September 2019 - Present

Beign a Product designer i set design requirements based on information from internal teams and user research. Perform research on product technologies and structures to implement into design concepts. I help business team to Identify product improvement opportunities. I work closely with product engineers to suggest improvements for products and processes and present product design ideas to cross-functional teams and senior leadership.

UI Strategist • Nebras Enterprise Business Solution

January 2017 - December 2017

As UI Strategist my core responsibility was to implement Hosted web based ERP User Experience. I did research based user experience and manage content adaptations. Help marketing team to developed/maintained brand identities/design concepts. I Design IA for NEBRAS and other Products.

Sr UI Designer • Good core soft (sdn, bhd)

May 2014 - December 2016 , August 2018 - June 2019

As UI Designer my responsibility was ito designWeb and mobile apps, including Saas apps and Internal Apps for Malaysian Govt. Ministries. Help marketing team to developed/main tained brand identities/design concepts. Manage Multiple projects at a time with different teams.

Lead UI/UX • LN Technologies

September 2013 - April 2014

As Lead Designer I was responsible to ensure the smooth transaction between design and development teams. Help marketing team to developed/maintained brand identities/design concepts. Manage Multiple projects at a time with different teams.

Sr. UI/UX • Salsoft Technologies

September 2012 - Aufust 2013

I was responsible to create intiatuve yet engaging UX for multiple projects including web and mobile apps. Worked on HTML4/5 and CSS2/3 as a UI Developer.

Sr. UI/UX • Thobson Technologies

November 2009- July 2012

I developed / maintained brand identities for 100s for brands. I also be the part of UI dev team to maintain responsive web layouts.

Web Deisgner • Rightclick

August 2008- July 2009



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TEACHING EXPERIENCE

Visiting Faculty in IVS - Indus Valley School of Art and Architecture

Present

Visiting Faculty in CEP - Sir Syed University of Engineering & Technology

September 2014 - March 2019

EDUCATION

Muhammad Ali Jinnah University

MBA - Marketing Management

SKILLS

Affinity Diagramming
Persona Development
Information Architecture
Sketching
Wireframing & Visual Design
Interactive Prototyping
Design Sprint

CETIFICATIONS

IBM Design Thinking

IBM

MCP (Microsoft Certified Professional)

Microsoft

ONLINE

www.arifsamad.com

www.behance.net/arifsamad

www.dribbble.com/arifsamad