

Attif Ali

UI / Product Designer

atthifali@gmail.com

+971 50 805 0035

www.coroflot.com/attifali

www.linkedin.com/in/attifali

UI/Product designer with over 17 years of experience, specializing in creating clean, user-centric, and meaningful designs. Expert in UI/Visual and Product Design, with a strong proficiency in Figma/Adobe XD and Adobe Creative Suite.

SKILLS

Design

UI Design
Product Design
App Design
User-centered Design
Wireframe
Prototype
Graphic Design

Others

Strong - UI Design, Mockups and Wireframing

Familiar - CMS Theme website updates

TOOLS

Pen & Paper
Figma
Invision
Adobe CC Suite

ACHIEVEMENTS

Exceptional Effort Award
ACE Hardware, March 2019

CNBC Arabia Property Award
Damac Website, March 2008

CNBC Arabia Property Award
Damac Website, March 2007

CNBC Arabia Property Award
Damac Website, March 2006

EDUCATION

Bachelor of Arts
University of Madras, 2004

Diploma in Web & Multimedia
Image Institute, 2004

UI/Visual Designer - Horizontal Digital

November 2024 - February 2025

- Developed user-friendly and effective UI design solutions by collaborating with cross-functional teams, internal stakeholders, and clients, leading to a increase in user engagement and improving project delivery efficiency.

UI/Product Designer - Like Digital & Partners

Aug 2021 - October 2024

- Designed visually appealing and effective user experiences aligned with brand guidelines for e-commerce platforms, commercial websites, and mobile apps, translating briefs into intuitive interfaces.
- Collaborated with project managers, development, content teams, and clients to deliver innovative UI/Design solutions, improving customer satisfaction.
- Designed email marketing campaign creatives aligned with brand visual standards, playing a key role in successful campaigns and promotional activities, leading to a increase in the audience engagement and a boost in conversion rates.

Digital Designer - Freelance Service

Dec 2020 - July 2021

- Delivered quality digital and graphic design services to clients, ensuring alignment with budget constraints and project goals while maintaining creativity and effectiveness.

UI/Graphic Designer - ACE Hardware, AI Futtaim

Mar 2016 - Nov 2020

- Designed engaging visuals, landing pages, and creative banners for the brand's e-commerce website, aligned with briefs to enhance user experience and drive conversions.
- Collaborated closely with internal teams, including marketing, content, merchandise, CRM, and development, to execute seamless design solutions that align with business goals, driving effective brand promotions.

DOMAINS THAT I HAVE WORKED ON:

- Retail
- E-Commerce
- Fashion
- Beauty & Cosmetics
- Hospitality
- Technology
- Electronics
- DIY & Home Improvement
- Real Estate
- Interior & Decor
- Travel & Tourism
- Government Sector

WHAT I LOVE APART FROM WORK

Travel

Travelling allows you to explore new places, experience different cultures, meet new people, and break away from routine. It's an adventure that broadens your perspective, teaches you about history and traditions, and even helps you discover more about yourself.

Movies

I'm a movie enthusiast because they let you experience different worlds, emotions, and stories in just a couple of hours. Whether it's an action-packed thriller, a thought-provoking drama, or a hilarious comedy, there's something for every mood.

Digital Designer - Freelance Service

Jan 2015 - Dec 2015

- Delivered quality digital and graphic design services to clients, ensuring alignment with budget constraints and project goals while maintaining creativity and effectiveness.

UI Designer - Heych

Mar 2012 - Sep 2014

- Designed user-centered, user-friendly websites and social media creatives, enhancing user engagement by collaborating with internal and cross-functional teams.
- Designed email marketing campaign creatives aligned with brand visual standards, playing a key role in successful campaigns and promotional activities, leading to a increase in the audience engagement and a boost in conversion rates.

Senior Web Designer - Emaar Retail

Nov 2009 - Feb 2012

- Designed and updated banners, landing pages, and category sections for Emaar Retail website which includes, Dubai Ice Rink, KidZania, Reel Cinemas, Dubai Aquarium & Underwater Zoo, and SEGA Republic, ensuring a cohesive and engaging user experience.
- Developed engaging visuals for digital channels, including email marketing campaign creatives, Google Ads, and promotional ads, playing a key role in the success of marketing campaigns and driving significant increases in audience engagement.

Junior Web Designer - TheCouncil BridgerConway

Jan 2005 - Oct 2009

- Assisted Senior Designer in creating mockups and visuals for digital assets, including websites and concept designs, ensuring alignment with project goals and design standards.
- Assisted in creating visuals for print media, including banners, brochures, flyers, and advertisements, ensuring consistent alignment with the company's creative direction and brand standards.