

ASIF ALI

Multimedia Graphic Designer

Location: Dubai, UAE
Phone: +971 564774736
Email: asifalikm36@gmail.com
Portfolio: asifali.net



PROFESSIONAL SUMMARY

Skilled multimedia and product designer specializing in creating intuitive digital interfaces, compelling motion graphics, and high-quality photography and videography. Proficient in designing user-centered e-commerce websites, crafting impactful social media content, and developing branding solutions. Passionate about combining creativity and technology to deliver visually engaging and functional designs that drive user engagement and brand growth.

SKILLS

- Graphic Design and Branding, UI UX Design, Motion Graphics, Video Editing, Photo Editing, Videography and Photography, 3D Modeling.
- Software Proficiency: Photoshop, Illustrator, After Effects, Premier Pro, InDesign, Figma, Autodesk Maya

WORK EXPERIENCE

MOTOFEVER | MAYFIELD TRADING – DUBAI, UAE

UI/UX & Multimedia Designer (2023 – Present)

- Designed e-commerce websites and mobile apps using Figma to improve usability and visual appeal. Created and managed Shopify websites.
- Developed branding materials and promotional content to increase brand visibility.
- Created detailed product catalogs and collateral for social media campaigns, boosting customer engagement.
- Captured and edited high-quality product photography and videography for marketing purposes.

METALLIC EQUIPMENT HOLDING – DUBAI, UAE

UI/UX & Multimedia Designer (2021 – 2023)

- Designed an e-commerce website using Figma and WordPress.
- Produced innovative motion graphics and video content for diverse business needs.
- Produced video and photo content for social media
- Designed marketing campaigns through impactful visuals.

BORDERS OUTSOURCING – KERALA, INDIA

Motion Graphic Designer (2020 – 2021)

- Developed 2D and 3D motion graphics for social media advertisements.
- Enhanced visual engagement through creative animation techniques.
- Lead a motion graphics team of 10+ members

EDUCATION

- Bachelor's in Animation & Graphic Design – Mahatma Gandhi University, Kerala, India (2017 – 2020)

CERTIFICATIONS

- Google UX Design Certificate

LINKS

- LinkedIn: [linkedin.com/in/asifuiux](https://www.linkedin.com/in/asifuiux)
- Portfolio: behance.net/asif_ali