

EMAIL

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PHONE

+1 514 570 7107

LOCATION

Griffin Town, Montreal, Canada

SKILLS

FRONTEND

- HTML5
- CSS
- JavaScript
- Bootstrap
- Vue JS
- Nuxt JS

PROTOTYPING

- Figma
- Adobe XD
- Proto.io
- Just in Mind

BACKEND / CMS

- PHP / MySQL
- WordPress / Woo-Commerce
- OpenCart
- Drupal

DESIGNING / VIDEO EDITING

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effect
- Adobe Premiere
- Microsoft Power Point
- Google Web Designer
- GIF Animations

SOCIAL MEDIA / MARKETING

- Facebook
- Instagram
- LinkedIn
- YouTube
- WhatsApp
- Mailchimp
- SendGrid
- Google Ads, Analytics, Tag

EDITORS

- Visual Studio Code
- Sublime 2
- Adobe Dreamweaver
- Notepad++

OTHERS

- GitHub
- Microsoft Suite
- Asana
- Slack
- FL Studio

MUHAMMAD ARBAAZ KHAN

Web Developer - Graphic Designer - Video Editor - Product Designer



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EXPERIENCE

Biztree Inc

Webmaster

Feb 2022 – Present

UI/UX Designing:

- Conducting user research to identify pain points and optimize user experience for a web application.
- Creating wireframes, prototypes, and high-fidelity designs using Figma and Adobe XD.
- Working with the CEO and Director of Product Design to ensure the design was implemented correctly, providing feedback throughout the development process and conducting usability tests and making improvements based on their feedback.

Web Development:

- Developing an in-house web app using HTML, CSS, and JavaScript, with a focus on product usability.
- Utilizing VueJS, and NuxtJS to create a dynamic and interactive web application.
- Working closely with the design/development team to ensure that the design was implemented correctly and the user experience was optimized.

Video Editor:

- Creating "How to" videos for various in-house products using Adobe Premiere Pro, and After Effects.
- Collaborating with the marketing team to understand their vision and provide creative input to enhance the final product.
- Produced high-quality video content, including GIFs animations and product mockups, to engage audiences across various digital platforms.

Graphic Designer:

- Designing Google Ads, digital media and email marketing campaigns using Adobe Photoshop and Illustrator.
- Working closely with the marketing team to understand their branding needs and provided creative solutions to meet their goals.
- Creating presentations and pitching ideas for brand awareness and sales growth and to increase engagement and reach.

NBP Funds Management Limited

Assistant Manager Brand and Marketing

Feb 2021 – Aug 2021

- Presented and executed creative ideas for engaging new and existing clients on digital platforms (web and mobile applications) by using prototypes on Figma and Adobe XD.
- Managed company's website based on WordPress, created pages, multiple forms and organized content including images.
- Developed creative design for print materials, brochures, banners and forms.
- Assist in designing marketing campaigns with an eye towards maximum leads from social media platforms by creating promotional animated and commercial videos and posting creatives by using Adobe Photoshop, Illustrator, Premiere and After Effect.
- Provide assistance to Marketing Manager in all activities pertaining to brand building, brand positioning, communication strategies, introduced new products and used ATL and BTL strategies for brand awareness.

WEBSITE

www.business-in-a-box.com
www.drfilzaswalah.com
www.cellfixx.ca
www.etimadonline.com
www.advancetelecom.com.pk
www.javedmiandad.pk
www.theanimalsouq.com
www.loncin.pk
www.angeethipk.com
www.dgcarchitects.com
www.sindhdsdgs.gov.pk
www.mohtasibsinh.gov.pk
www.tabbaheart.org
www.childrenhospitalkarachi.com
www.acfe.dk
www.ahdpak.org
www.cssp.org.pk
www.risepk.org
www.b2bsol.com.pk
www.webotiks.com
www.hmgc.us
www.itretina.com
www.financially.co
www.alfirdous.pk
www.universalexpresshajj.com
www.fazalrabbi.com
www.teli.com.pk
www.hhs.edu.pk
www.isk.edu.pk
www.starlinks.edu.pk
www.hpgs.edu.pk
www.khs.edu.pk
www.studentacademy.edu.pk
www.masteroil.com.pk
www.creeklocaters.com
www.whitecab.pk

Webotiks Inc.

Oct 2020 – Jan 2021

Digital Product Designer

- Designed prototypes and frontend web/mobile apps using Figma, Adobe XD. HTML, CSS and JS.
- Developed and implemented websites from initial concept to finished deliverable by using WordPress themes and theme builders (Divi, Elementor, WPBakery and others).
- Assist development team in designing user interface and integrated into web applications to meet client specifications by using HTML5, CSS, JavaScript and jQuery.
- Identified and eliminated technical issues by using PHP and MySQL.
- Designed graphical content (images, icons, banners) using Photoshop and Illustrator.
- Increased website security by keeping software up to date and using security plugins like Sucuri, Wordfence, iTheme Security and others.
- Chose domain names and configured and maintained web hosting accounts.

KGC Properties

Apr 2020 - Oct 2020

Web Developer & Designer

- Collaborated with Marketing Manager on project specifications, strategy and execution to build new websites for the company based on WordPress and update existing contents.
- Designed marketing content such as promotional materials and advertisements to generate organic leads from social media platforms by using Adobe Photoshop and Illustrator.
- Trained 100+ sales teams including managers for using CRM and managing leads.
- Created promotional videos to strengthen company reputation and brand awareness by using DSLR camera and editing on Adobe Premiere and After Effect.
- Engaged online audiences by placing strong focus on sales process support and responding to inquiries and comments on live chat, emails, and messengers.

Business 2 Business Solution

May 2018 - Apr 2020

Web Developer & Designer

- Developed websites, converting mockups into usable web presence by using HTML, CSS, JavaScript, PHP, MySQL, WordPress and maintained and update websites.
- Purchased and configured domains and hosting and maintained files, emails and backed up data to provide for disaster recovery.
- Built corporate brands by designing logos and social media campaigns and developed print materials such as letterheads, brochures, banners by using Adobe Photoshop and Illustrator.

Verge Systems Private Limited

Jun 2015 - Mar 2017

Assistant Manager

- Maintained company's and its products websites and up-to-date their deals and packages.
- Responded to internet inquiries and phone calls in a timely matter.
- Configured domains and hosting for clients and maintained backup files and email accounts.
- Designed logos, printing material, website layouts and maintained social media platforms by using Adobe Photoshop and Illustrator.

FREELANCE / CONTRACT

UNDP - SDGS Support Unit Sindh

2019-2020

Freelance Web Developer

Association of Certified Fraud Examiners

2017-2019

Freelance Web Developer

Lancaster University United Nations Association

2011-2012

Freelance Web Developer

Sindh Chess Association

2011-2015

Freelance Web Developer / Event Coordinator

EDUCATION

Bachelors in Software Engineering

2009 - 2012

University of Sindh

(Accredited through Canadian Equivalency Standard by World Education Services Canada)

