MULTIDISCIPLINARY DIGITAL & UX/UI DESIGNER

ARIF TARIQ.

SHREWSBURY, SHROPSHIRE, UNITED KINGDOM
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VISUALRIF.COM ↗

PROFILE

Independent multidisciplinary designer working across brand identity, UX/UI, web, print and 3D. I take projects from research and concept through to design and front-end build — managing clients directly, balancing commercial goals with craft, and delivering human-led work that is considered, usable and built to last. Based in Shrewsbury and available for freelance, permanent and remote opportunities across the UK.

§1 PROFESSIONAL EXPERIENCE

01
2026 – Present

UNIESTATE UK

VISUALRIF.COM/PROJECTS/UNIESTATE-UK ↗

UX/UI DESIGNER & WEB DEVELOPER

Ongoing design and development of Uniestate's UK-facing property platform, presenting Playa Viva on Al Marjan Island, Ras Al Khaimah.

- Luxury property storytelling, location content and responsive, mobile-first layouts
- Property information architecture, events and news, and structured buyer enquiry journeys
- Front-end build and content management

HARD SKILLS
Figma — UX/UI & responsive design / React, Next.js & Tailwind CSS / Sanity & Vercel

SOFT SKILLS
Creative direction / Stakeholder collaboration / Project ownership & communication

02
2026 – Present

SWIFTROOMS

VISUALRIF.COM/PROJECTS/SWIFTROOMS ↗

FREELANCE UX/UI DESIGNER

Website transformation for a UAE interiors and fit-out business — from a Google Ads landing page to a wider redesign.

- UX strategy, sitemap and functional specifications for desktop and mobile
- Get Free Quote and Book Showroom enquiry flows with improved form design
- CMS architecture for ongoing content updates

HARD SKILLS
Figma — UX strategy & prototyping / React, Next.js & Tailwind CSS / Sanity & Vercel

SOFT SKILLS
Client collaboration / Technical planning / Analytical thinking

03
2026 – Present

INVESTINUK

VISUALRIF.COM/PROJECTS/INVESTINUK ↗

UX/UI DESIGNER & WEB DEVELOPER

Premium UK property investment platform designed to attract international investors, including those based in the UAE.

- Brand positioning, UX research and information architecture
- Responsive case studies and interactive property presentation
- Front-end build with CRM-integrated, concierge-style enquiry workflows

HARD SKILLS
Figma — UX/UI & design systems / React, Next.js & Tailwind CSS / Sanity, Vercel & CRM integration

SOFT SKILLS
Stakeholder management / Strategic thinking / Project planning

04
2023 – 2025

JMA CUSTOMS

VISUALRIF.COM/PROJECTS/JMA-CUSTOMS ↗

3D ARTIST — SELF-EMPLOYED

Independent studio creating bespoke 3D assets and immersive environments for the FiveM (GTA V roleplay) community.

- Generated over £6,000 in revenue within the first six months
- Built a base of 70+ recurring customers; collaborated with UK rap artists
- Work recognised by Rockstar Games employees

HARD SKILLS
Blender — modelling & UV mapping / 3ds Max — rigging & texturing / Adobe CC & asset optimisation

SOFT SKILLS
Entrepreneurship / Client relationships / Self-directed learning

05

2019 – 2020

VERB BRANDS

VISUALRIF.COM/PROJECTS/MONCKS-OF-DOVER-STREET ↗

APPRENTICE / JUNIOR DESIGNER

Progressed from apprentice to junior designer within a creative agency, contributing to branding, digital and print for luxury clients including Moncks of Dover Street and Bugatti.

- Completed the Moncks of Dover Street website within one month
- Following completion and sale of the project, Verb Brands generated £12,000 in revenue.

HARD SKILLS

Adobe Creative Cloud / Sketch — UX/UI design / Jira & Zeplin — design handoff

SOFT SKILLS

Teamwork / Learning agility / Accountability

§2 STANDALONE PROJECTS

DIVERSION AUDIO

BRAND IDENTITY · MUSIC

VISUALRIF.COM/PROJECTS/DIVERSION-AUDIO ↗

Original brand identity and visual language for a UK Drum & Bass/Jungle collective directly involved with Boomtown Fair, one of the UK's major independent music and arts festivals. Rooted in underground rave culture, live performance and community — recognisable across social media and club events, including Volks.

SUNIL GAVASKAR

INTERACTIVE · STORYTELLING

VISUALRIF.COM/PROJECTS/SUNIL-GAVASKAR ↗

Immersive web experience for NFTIE honouring the cricketer's career and legacy through digital storytelling and interactive design.

THE HAIRY BASTARD

PRINT · COLLATERAL

VISUALRIF.COM/PROJECTS/THE-HAIRY-BASTARD ↗

Distinctive printed business cards and collateral inspired by London's Brick Lane landmarks.

DILCHAD

CAMPAIGN · PRINT

Christmas poster and seasonal menu campaign for a Liverpool Street restaurant in London.

§3 TECHNICAL SKILLS

DESIGN & CREATIVE

Figma, Adobe Creative Cloud, branding, UX/UI, visual identity, editorial, motion

WEB & FRONTEND

Next.js, React, Tailwind CSS, VS Code, GitHub, Vercel

CMS & INTEGRATIONS

Sanity, Resend, Lead Optimiser

SECURITY & MONITORING

Cloudflare Turnstile, Redis, Zod, Sentry

3D & ENVIRONMENTS

Blender, 3ds Max, UV mapping, texturing, optimisation

PROJECT MANAGEMENT

Trello, Jira, documentation, client communication

§4 EDUCATION

2013 – 2015

HAVERING SIXTH FORM COLLEGE

A Level — Graphic Communication (C)
A Level — Photography (C)

PORTFOLIO

VISUALRIF.COM