

# MD ARIF HOSSAIN

Top-Rated & Pro Freelancer |  
Founder and CEO of WeTechPro



Selected by Fiverr after meeting our highest performance criteria and consistently delivering exceptional work.

Pro Top Rated

## CONTACT

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- Fiverr Profile

## TOP SKILLS

- Wordpress Development
- Front-end Development
- Graphic Design
- User Interface Design
- User Experience Design

## SERVICES

- Web Development
- Mobile Application Development
- Digital Marketing
- Graphic Design
- Translation & Writing

## EDUCATION

- Daffodil International University**  
BSc in Multimedia Technology and Creative Arts  
(Incomplete)  
2014 - 2016
- Dhaka College**  
Business / Commerce, General  
2012 - 2013  
Grade: A
- Jatrabari Ideal School & College**  
Business / Commerce, General  
2002 - 2011  
Grade: A

## ABOUT ME

I'm Arif Hossain, a top-rated Pro freelancer on Fiverr and the founder and CEO of WeTechPro. As a web developer and UI/UX designer, I focus on helping businesses boost their online presence by creating captivating digital experiences. I am dedicated to designing interfaces that are visually appealing while ensuring smooth interactions that engage users. If you're interested in enhancing your digital strategy, let's get in touch and discuss how we can collaborate to turn your vision into reality!

## WORK EXPERIENCE

### CEO and Founder of WeTechPro | Dec 2022 - Present

WeTechPro | Île-de-France, France & Dhaka, Bangladesh

As the CEO and Founder of Wetechpro, a leading full-service web agency, I am dedicated to empowering businesses and catalyzing their success in the digital realm.

#### Key Responsibilities:

- Pioneered and cultivated Wetechpro into a respected and sought-after web agency, setting industry standards for excellence.
- Led a proficient team of experts in web design, development, and digital marketing, ensuring the delivery of top-notch solutions to our clients.
- Devised and executed strategic initiatives to propel business growth and broaden our client base.

#### Key Achievements:

- Successfully steered numerous businesses towards substantial online growth, elevating their digital footprint.
- Generated considerable revenue, consistently surpassing annual targets.
- Garnered positive feedback and testimonials from delighted clients, underscoring the exceptional quality of our services.

### Top-Rated & Pro Freelancer on Fiverr | February 2021 - Present

Website & Mobile App Development | WordPress | UI/UX Design

In recognition of my exceptional skills, professionalism, and consistent delivery of high-quality work, I have been promoted to the prestigious status of Top-Rated Freelancer.

#### Key Accomplishments:

- Consistently received positive feedback and high ratings from clients, reflecting their satisfaction with the quality of my work, timely delivery, and effective communication.
- Successfully completed a wide range of projects across multiple industries, demonstrating versatility and adaptability in meeting diverse client needs.

#### Benefits of working with a Top-Rated Freelancer:

- Assured quality: As a Top-Rated Freelancer, I consistently deliver top-notch work that meets or exceeds client expectations.
- Expertise and specialization: I have honed my skills and expertise in specific areas, ensuring a deep understanding of clients' requirements and the ability to provide tailored solutions.

## CERTIFICATIONS

### UX Design: 1 Overview

LinkedIn - Issued Mar 2020

### UX Design: 2 Analyzing User Data

Lynda - Issued Apr 2020

### UX Design: 3 Creating Personas

LinkedIn - Issued Apr 2020

### UX Design: 4 Ideation

LinkedIn - Issued Apr 2020

### UX Design: 5 Creating Scenarios and Storyboards

LinkedIn - Issued Apr 2020

### UX Design: 6 Paper Prototyping

LinkedIn - Issued Apr 2020

### UX Design: 7 Implementation Planning

LinkedIn - Issued Apr 2020

### UX Foundations: Multidevice Design

LinkedIn - Issued Apr 2020

### UX Foundations: Prototyping

LinkedIn - Issued Apr 2020

### IT Incubator Bootcamp

Banglalink - Dec 2019

## VOLUNTEERING

### Insaf Welfare Foundation - President

Disaster and Humanitarian Relief

Jan 2024 - Present

### Rover Scouts Patrol - Leader

World Organization of the Scout Movement

Jan 2013 - Dec 2015

### Boy Scouts Patrol - Leader

Bangladesh Scouts, Social Services

Feb 2007 - Dec 2012

### Cub Scouts Senior Patrol - Leader

Bangladesh Scouts, Social Services

Jan 2003 - Dec 2006

## HONORS & AWARDS

### BASIS National Outsourcing Award

Issued by BASIS - Apr 2014

Associated with Upwork

### DIU Honors For Best Freelancers

Issued by The Honorable State Minister

Zunaid Ahmed Palak, MP and

Writer Zafar Iqbal - Apr 2014

## WORK EXPERIENCE - CONTINUE

### Freelance Professional on Upwork | Sep 2011 - Present

#### UX / UI Designer & Web Developer

As a freelance developer and designer, I have had the privilege of working on Upwork, a leading global freelancing platform, for a considerable amount of time. Throughout my journey, I have contributed my expertise to a diverse range of projects, encompassing web development, UI/UX design, and software development.

#### Key Responsibilities:

- Collaborated closely with clients to understand their project requirements and objectives.
- Leveraged my technical skills and creative abilities to deliver innovative and high-quality solutions.
- Developed and maintained responsive websites, ensuring seamless user experiences across different devices.
- Implemented intuitive user interfaces, employing best practices in UI/UX design to enhance usability and engagement.

#### Key Achievements:

- Successfully completed a wide array of projects, ranging from small business websites to complex e-commerce platforms.
- Received excellent feedback and ratings from clients, highlighting my professionalism, technical expertise, and dedication to delivering exceptional results.
- Built strong and lasting relationships with clients, leading to repeat business and referrals.
- Demonstrated versatility by adapting to various project requirements and industry sectors.

### Product Designer | Feb 2018 - Jun 2023

#### TopPlay - Gamify Life | USA | Full-time | Remote

As a Product Designer at TopPlay, a dynamic micro-sports online platform, I have played a pivotal role in shaping the design of both the app and web versions. With a focus on delivering an exceptional user experience, I have been involved in the full-cycle design process, from initial wireframing to the successful launch of the platform. Through my efforts, users can now engage in a wide range of activities within a specified time frame and limited number of attempts.

#### Key Responsibilities:

- Collaborated closely with cross-functional teams, including developers and product managers, to understand project goals and user requirements.
- Conducted extensive research and user testing to gain insights and inform the design process.
- Translated user needs and business objectives into intuitive and visually appealing designs.
- Created wireframes, prototypes, and user flows to communicate design concepts and gather feedback.
- Iteratively refined designs based on feedback and usability testing results, ensuring an optimal user experience.

#### Key Achievements:

- Led the design efforts for the app and web versions of TopPlay, resulting in a visually compelling and user-friendly platform.
- Successfully launched the platform, enabling users to engage in a variety of activities within a defined time frame and limited attempts.
- Received positive user feedback on the intuitive and engaging nature of the platform's design.
- Collaborated with the development team to address technical challenges and ensure seamless integration of design elements.

## LANGUAGES

### English

Full professional proficiency

### Bengali

Native or bilingual proficiency

### Hindi

Full professional proficiency

### Urdu

Full professional proficiency

### Arabic

Elementary proficiency

## WORK EXPERIENCE - CONTINUE

### Founder & CEO at eSmart Group | Dec 2013 - Feb 2018

eSMART GROUP | Self-employed | Dhaka, Bangladesh | On-site

eSmart Group is a pioneering eCommerce company that has played a significant role in shaping the Bangladesh eCommerce industry during its early stages of development. With a strong commitment to delivering high-quality goods and an extensive product selection, eSmart Group has established itself as a trusted name in the market.

#### Key Responsibilities:

- Led the strategic planning and execution of business operations, ensuring seamless operations and efficient order fulfillment.
- Oversaw the product selection process, identifying trending and in-demand items to meet customer preferences.
- Built and managed relationships with suppliers, negotiating favorable terms and ensuring timely product delivery.
- Collaborated with cross-functional teams, including logistics, customer service, and technology, to optimize the overall customer experience.

#### Key Achievements:

- Established eSmart Group as a prominent player in the evolving Bangladesh eCommerce industry.
- Successfully delivered high-quality products to customers in a prompt and efficient manner, earning a reputation for superior product selection.
- Built a strong supplier network, ensuring a diverse range of products and competitive pricing.
- Implemented effective marketing strategies that contributed to increased customer acquisition and brand recognition.
- Streamlined business operations, resulting in improved efficiency and cost savings.

### Art Director at CodersTrust | Nov 2014 - Jun 2015

CodersTrust Bangladesh | Full-time | Dhaka, Bangladesh | On-site

As an Art Director at CodersTrust, a renowned technology education and job placement company, I held a key leadership role in managing the design team and overseeing all design-related projects. With a focus on creativity, innovation, and effective collaboration, I played a crucial role in driving the company's visual identity and delivering high-quality design solutions.

#### Key Responsibilities:

- Led and managed a team of talented designers, providing guidance, mentorship, and fostering a collaborative and inspiring work environment.
- Oversaw the entire design process, ensuring the timely and successful delivery of projects.
- Worked closely with cross-functional teams, including marketing, product development, and sales, to understand project goals and objectives.
- Collaborated with stakeholders to define project requirements, establish timelines, and allocate resources effectively.
- Provided constructive feedback and guidance to designers, facilitating their professional growth and ensuring the highest design standards.

#### Key Achievements:

- Successfully managed and executed multiple design projects, including website redesigns, marketing collateral, and digital campaigns.
- Streamlined the design process, resulting in increased efficiency and improved project delivery timelines.
- Led the development of a new visual identity for CodersTrust, reinforcing the company's brand positioning and enhancing brand recognition.
- Implemented effective collaboration and communication channels within the design team and across departments, leading to improved cross-functional workflows.

## WORK EXPERIENCE - CONTINUE

### UI/UX Designer | Jan 2014 - Jun 2014

**Universal Weather and Aviation, Inc. | Full-time | Houston, Texas | Remote**

Universal Weather and Aviation Inc., a prominent company specializing in airline and aviation operations, is renowned for its extensive range of web and mobile app development projects. As a UI/UX designer, I had the privilege of spearheading the user experience and interface improvements across all their web and mobile applications.

#### Key Responsibilities:

- Collaborated closely with stakeholders, including developers and project managers, to understand project requirements and objectives.
- Conducted user research, gathered feedback, and performed usability testing to inform design decisions and optimize user experiences.
- Created wireframes, prototypes, and user flows to visualize design concepts and gather stakeholder feedback.
- Translated user needs and business goals into intuitive and visually appealing UI/UX designs.

#### Key Achievements:

- Successfully launched the airplane pilot and crew duty reporting apps, streamlining reporting processes and improving efficiency for pilots and crew members.
- Led the UI/UX design efforts, resulting in intuitive interfaces that enhanced user engagement.
- Received positive feedback from users and stakeholders on the improved usability and visual appeal of the applications.
- Collaborated effectively with cross-functional teams, ensuring seamless project execution and timely delivery.

### Advertising Creative Manager | Jun 2013 - Aug 2013

**Advertising Creative Manager at Velis | Contract | Remote**

Velis, a leading advertising company, entrusted me with the responsibility of handling their advertising creative for numerous large companies. With a focus on generating effective conversations for Velis's customers, I played a pivotal role in creating impactful advertising campaigns that delivered exceptional results.

#### Key Responsibilities:

- Collaborated closely with clients to understand their brand objectives, target audience, and advertising goals.
- Developed creative concepts and strategies to effectively communicate key messages and drive engagement.
- Translated client requirements into compelling advertising creative, including print ads, digital campaigns, videos, and social media content.
- Managed the end-to-end creative process, from concept development to final execution, ensuring high-quality deliverables within designated timelines.
- Worked closely with copywriters, graphic designers, and production teams to bring advertising concepts to life.

#### Key Achievements:

- Developed and executed successful advertising campaigns for a diverse range of large companies, driving brand awareness and achieving measurable results.
- Created compelling advertising creative that effectively conveyed brand messaging, resulting in increased customer engagement and conversion rates.
- Received positive feedback from clients on the quality and effectiveness of advertising campaigns.
- Managed multiple projects simultaneously, ensuring efficient workflow and meeting tight deadlines.



## WORK EXPERIENCE - CONTINUE

### Graphic Designer | Jan 2013 - Jun 2013

Eureka Technology Studio | Part-time | Australia | Remote

Eureka Technology Studio, a prominent information technology and printing services provider, entrusted me with the responsibility of designing a diverse range of print media projects. With a focus on maintaining a high level of graphic and printing quality, I played a key role in delivering visually compelling designs for numerous clients.

#### Key Responsibilities:

- Collaborated closely with clients to understand their design requirements, branding guidelines, and project objectives.
- Created innovative and visually appealing designs for a wide range of print media, including brochures, flyers, posters, business cards, and packaging materials.
- Ensured adherence to high graphic and printing standards, paying meticulous attention to detail to achieve exceptional print quality.
- Utilized industry-standard design software and tools to create engaging and impactful designs.
- Incorporated client feedback and revisions into design iterations, ensuring client satisfaction and alignment with project goals.
- Maintained effective communication with printing vendors to ensure accurate and timely production of printed materials.
- Stayed updated with emerging design trends, printing techniques, and industry best practices to enhance design capabilities.

#### Key Achievements:

- Designed hundreds of print media projects for clients across various industries, effectively conveying their brand messaging and enhancing their visual identity.
- Received positive feedback from clients on the high level of graphic and printing quality achieved in the designed materials.
- Maintained strong client relationships, earning a reputation for delivering exceptional design solutions within designated timelines.
- Collaborated effectively with cross-functional teams, including marketing, sales, and production, to ensure seamless project execution and successful print production.