



# FARID AL BESTENLI

## DIGITAL MEDIA & IT SPECIALIST

### PERSONAL PROFILE

Male  
1993  
Dubai Media City

### WEBSITE

iFarid.com

### MOBILE

+971 544 07 1101

### EMAIL

iFarid@iFarid.com

Advanced Digital Media & IT specialist with 8 years experience in programming & web production. 3D Animator and motion graphics designer. IT expert with experience in IoT. Owner of an online blog and ecommerce store.

Successful in developing strategies that can result in an increase in new customers rate with proven analytical skills.. Experience in start-ups and leadership.

Able to provide employers with administrative support and professional communication skills.

Looking forward to learn professional machine-learning in the future.

---

## SKILLS

---

### Web Development & Digital Marketing

#### Features

- ✓ Both front-end and back-end development.
- ✓ Flexibility to integrate with other systems and third-party services.
- ✓ Assure security to protect your users and data using security testing tools.
- ✓ Pixel-perfect accuracy & consistent UX across the entire website/app.
- ✓ Stunning animations and effects that don't compromise performance.
- ✓ Experience in Google AdSense and Facebook ads.

#### Services

Domain and hosting solutions.  
Business email addresses setup with proper DNS authentication.  
Digital & Social Media Marketing.  
Custom E-commerce Solutions.  
Wordpress/CMS & Management Systems.  
APIs - Web Services.  
SEO, Google Analytics, and AdWords Management.

### Video Production

#### Features

- ✓ Experience in both Davinci Resolve and Adobe Premiere.
- ✓ Cinematic video shooting and video editing.
- ✓ Add visuals and special effects when required.
- ✓ Work with Full HD and 4K.

#### Services

Producing short films and documentaries.  
Shooting still photos (photography)  
Creating professional commercials.  
Distribution in different codecs and formats.

# Graphics & 2D/3D Animation

- Features**
- ✓ Video animation in both 2D & 3D.
  - ✓ Advanced Motion Graphics, using Adobe After Effects and Cinema 4D.
  - ✓ Graphic design in Photoshop & little Illustrator.
  - ✓ Ultra-high image compression without losing quality.
  - ✓ Retouch photos and apply filters.

- Services**
- Logo & Brand design.
  - Improving poor photos.
  - Creating impressive video animations.
  - Creating advertisements and banners for any platform.
  - Building 3D objects and animate them.

## Specialities & Expertise

- Expert in web servers and networking.
- Experience using professional equipment (Blackmagic and Cannon).
- Selling in E-Commerce, e.g: I Love Apple online shop.
- Selling experience (Electronic shop in Damascus, Al naeem center).
- Team work with advanced graphic designers, iOS developers and android developers for creating and finalizing projects.
- Social Media and Marketing management.
- Create Management Systems like:
  - Online Inventory management system.
  - Online Rental Property management system.
  - Online Training Center management system.
  - Online Clinic management system.
  - Online Invoicing management system.

---

## EXPERIENCE

---

**Owner and Manager at ilove-apple.com**  
Damascus - Dubai  
2011 - 2018

ILove-apple.com has been the first Arabic Cydia repository for iPhone, iPods, and iPads for Arabs all around the world and has helped a lot of people managing their iDevices.

**ACCOMPLISHMENTS:**

- \* Less than 210,000 worldwide rank in Alexa.
- \* The first Arabic source for the Apple devices.
- \* Gained revenues through Sales and Digital Advertisements.

**Studio Supervisor**  
Visual Communications  
AUD  
Dubai, Fall 2018

Worked as a Studio Supervisor in the School of Architecture, Art, and Design with the American University in Dubai (AUD) for the Fall 2018 semester. Helped Dr. Spencer Striker in his web design class.

**Virtual Server Deployment**  
American University (AUD)  
Dubai, 2018

Linux Server Installation and Configuration with Technical Support for 1 year was made for IT department in AUD.

**Web Service Developer**  
AUD Events App  
iOS and Web  
Dubai, 2014

An application made for student services in the American university in Dubai with the collaboration with, Fadi Kfoury, an iOS developer. The app aims to provide students with a complete agenda about the events happening at the university.

**Web Developer**  
AUDMUN Website  
Dubai, 2014 – present  
audmun.org

The club started in 2009 and was founded by a small group of AUD students passionate about the Model UN along with staff members from the AUD External Relations department. audmun.org is a website made for them and is updated every year. The website has advanced features like online payments and management systems built in custom PHP.

**Web Designer**  
Dubai Exports  
Dubai, 2016  
eservices.dedc.gov.ae

Worked for Dubai Exports as a graphic designer and a web developer providing suggestions and improvements. Designed and programmed email flyers for email campaigns and email templates for internal communications. Made the website interface of e-services portal of Dubai Exports.

**Video Producer**  
self-owned  
Dubai, 2016 - 2018  
Videos on my Website.

Producer of a thriller short film named "iPhone X Thief".  
Produced a short film called "Bautiful Smile".  
Produced a Barbershop commercial for a hair salon in Dubai.  
\* I worked as camera operator, video editor, and sound engineer in all of my work.

**Graphics & Animation**  
self-owned  
Dubai, 2016 - 2018  
Videos on my Website.

Created many projects during my studies, including major photo manipulations and design elements in Photoshop. Created many advanced projects in Motion Graphics and 3D Animation that includes working on: Adobe After Effects and Cinema 4D.

**Web Leader and Finalizer**  
Dubai Wave Podcast  
Dubai, 2016 - 2018  
dubaiwave.co

Dr. Spencer Striker, Digital Media Professor at the American University in Dubai has launched an amazing podcast called Dubai Wave. The show features and interviews important figures in UAE. I built the website and finalized the media for deployment of YouTube and Vimeo.

**Web Developer**  
Cham Events LLC  
Dubai, 2016 - 2018  
chamevents.ae

Made the company website for Cham Events LLC located in Business bay. The original website made is available at: <https://ifarid.com/client/cham/> Cham events provide tailor-made services for events ranging from full scale international conferences & exhibition.

**Web Designer**  
Means Marketing LLC  
Dubai, 2016  
thehairworkshop.com

Made the company website for "The Hair Workshop" in Abu Dhabi. The original website made is available at: <https://ifarid.com/client/means-marketing/hairworkshop/> Part time worked with Means Marketing.

INTERNET OF THINGS  
(2014 - Present)

Self-Owned  
Worked on many projects using the Arduino and Raspberry Pi.  
Now working on the ESP8266 and ESP32 development boards.  
Currently Developing my own Smart Automation Systems for homes and offices including both hardware and software.

---

## EDUCATION

---

Visual Communications  
Design Faculty

Bachelor of Fine Arts in Visual Communication Major in Digital Media - American University in Dubai (AUD). 2014 - 2019

Computer Engineering

Studied Computer Engineering In AUD, 2012-2015.

## LANGUAGES

ENGLISH - Fluent  
(American)

ARABIC - Native  
(Fluency in Formal Arabic)

RUSSIAN - Can read  
(Learning)

## PROFESSIONAL SKILLS

---

Servers, Linux



Web Services



SEO & Analytics



PHP, JavaScript



MS Office



Video & Audio



Graphics



Animation



Photoshop



Marketing



---

## THE END

---

