I ANE AN A HOKK MA

Shopify Developer / Graphic Designer

📞 +971 56 622 5946   📍 Al Dhait, RAK

✉️ sivanesanashokkumar@outlook.com

PROFESSIONAL SUMMARY

Innovative and data-driven Digital Product & Shopify Manager with 4+ years of experience managing eCommerce platforms, digital products, and cross-functional projects. Proven ability to define, design, and deliver engaging online experiences through collaboration with development, design, marketing, and analytics teams. Skilled in AI-powered tools, UX design, and data analytics to enhance decision-making, optimize user engagement, and achieve measurable business growth.

SKILLS

- Product Strategy & Lifecycle Management
- Business Requirement Documentation (BRD)
- Shopify / Digital Platform Development
- Vendor & Stakeholder Management
- AI Tools for Product Analytics & Automation
- Graphic Designing

- UX/UI Design (Figma, Adobe XD, Photoshop)
- Data Analytics (Power BI, Google Analytics, Shopify Analytics)
- Agile Methodologies & Sprint Collaboration
- ERP Integration & Process Automation
- SEO Optimization & Conversion Tracking

CAREER HIGHLIGHTS

- Designed and developed over 15+ Shopify stores for diverse industries, improving conversions and user engagement.
- Created visually consistent branding materials, including logos, banners, and product imagery, for eCommerce.
- Collaborated with cross-functional teams to enhance user experience and brand storytelling through design and functionality.

EXPERIENCE

Nov 2024 - At Present

Digital Product & Shopify Manager
Funzone.ae & Book Corner, Dubai,UAE

- Lead end-to-end management of Shopify-based digital platforms, ensuring seamless integration between design, operations, and technology.
- Defined and delivered new digital features, product categories, and campaigns to enhance user engagement and sales conversion.
- Developed AI-powered inventory forecasting and performance dashboards, improving decision-making and operational efficiency.
- Partnered with cross-functional teams (marketing, logistics, IT, and design) to align business goals with technical implementation.
- Drafted functional specifications and data flow requirements for ERP–Shopify synchronization, ensuring accurate, real-time inventory data.
- Collaborated with UX/UI teams to redesign product pages and checkout flows, improving customer experience and reducing drop-offs.
- Managed third-party integrations (Meta Ads, Google Ads, Klaviyo, Mailchimp), optimizing vendor performance and ROI.
- Analyzed campaign data using analytics tools and presented insights to leadership for data-driven decisions.

Apr 2022 – Apr 2024   **Operations Associate – B2B Retail Process**
Amazon Development Center Pvt. Ltd – Chennai

- Coordinated logistics and dispatch operations to optimize transportation, increasing on-time deliveries by 23%.
- Conducted data analysis and dashboard development to monitor logistics performance, ensuring SLA and KPI compliance.
- Played a key role in ERP and SAP integration projects, supporting warehouse and dispatch process transitions.
- Applied Lean and Six Sigma methodologies to identify inefficiencies, reduce costs, and improve operational accuracy.
- Designed and implemented process improvement strategies, identifying bottlenecks and delivering measurable operational enhancements.

Jul 2018 – Jul 2021   **WABCO – Mahindra Industrial City, Chennai**

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EDUCATION

2014 - 2018   **Bachelor of Engineering – Mechanical Engineering**

Karpaga Vinayaga College of Engineering & Technology

Laurel Higher Secondary School
2012   Higher Secondary Certificate (+2)

2012   Secondary School Certificate

TECHNICAL SKILLS

- Programming: SQL, HTML5, CSS3, JavaScript, Node.js, Liquid, PHP
- Data Tools: Power BI, Microsoft Excel, Shopify Analytics
- ERP Systems: SAP, EDAC, ARI 1.51, Dispatch Systems
- AI & Automation Tools: AI Tools: ChatGPT, Notion AI, Data Modeling & Predictive Analytics
- Graphic & Design Tools: Adobe Photoshop, Adobe Illustrator, Adobe XD, Figma, Canva, CorelDRAW

ADDITIONAL INFORMATION

Date of Birth: 21 Nov 1996

Languages: English, Tamil, Hindi (Basic)

DECLARATION

I, Sivanesan Ashokkumar, hereby declare that the above information is true to the best of my knowledge and belief.

🖊 Signed: Sivanesan Ashokkumar | 📍 Ras Al Khaimah, UAE | 📅 22-09-2025