roxy ayaz

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➕ summary

Digital Creative Frontend Developer at Yellow Shoes, Disney's in-house creative agency. Has 4+ years experience in eCommerce strategy and frontend web development. Passionate about developing innovative products. Excels at problem solving, design, and thinking outside the box. Proficient in full stack web development, UX/UI design, strategy and presentation.

➕ employment

WALT DISNEY COMPANY   Orlando, FL
Digital Frontend Developer
Oct. 2018 to Current
- Develop, code and test highly dynamic online and mobile responsive emails, landing pages and forms
- Develop standard wireframes, HTML templates and/or modules for banners that can be replicated across multiple campaigns for efficiency
- QA test across different mobile and desktop clients, platforms and devices to ensure final email versions are optimized and consistent

SUBCONSCIOUS   Orlando, FL
Frontend Developer
Aug. 2018 to Oct. 2018
- Converted Zeplin wireframes to React components for custom WordPress site
- Partnered with the team to enforce style guide and design system

GENERAL ASSEMBLY   New York, NY
Software Engineer Fellow
Oct. 2017 to May 2018
- Built and deployed full-stack web applications using HTML5, CSS3, JavaScript, React, Express and Ruby on Rails
- Integrated web APIs from third-party sites to implement required functionalities and specialized operations
- Experienced collaborator working with cross functional Agile teams and developer collaboration through Git
- Proficient at creating responsive views using CSS Grid, Flexbox and Media queries
- Skilled at creating and using databases with PostGREs to collect and correlate metrics
- Projects: Tinder-like dating app, advanced search recipe app, eCommerce site, trivia game, movie/tv promotional sites and CRUD apps

AMAZON   New York, NY
Associate Buyer & Strategist
Mar. 2016 to Aug. 2017
- Strategized/improved process of 50+ brands & items totaling $4 million annual sales at Quidsi, inc., subsidiary of Amazon
- Planned marketing events; emails, site promotions, banners, homepage display, social media and sold online ad space
- Designed and created banners for website promotions using Adobe Photoshop CS6 and placed onsite using CMS
- QA tested digital design of web and mobile content to identify and fix defects to improve customer experience
- Formulated process for data driven decision making for finding & scheduling Amazon Marketplace Best & Lightning Deals
- Identified inventory market trends and projected sales, units, gross profit, average selling price and average unit costs
- Generated $100K in GMS; monitored rate of sales, formulated strategy to track merchandise, measure sales performance
- Researched and onboarded 8 new startups and boutique brands to generate $60K in new sales revenue in the 4th Quarter
- Managed and negotiated terms and conditions for unproductive inventory increasing revenue

MACY'S, INC.   New York, NY
May 2013 to Apr. 2016

Assistant Buyer
Oct. 2014 to Apr. 2016
- Forecasted Spring 2015 weekly sales by product category; developed sales plans and pricing strategies
- Utilized Content Management Systems (CMS) to create and manage product pages and search terms (SEO) for 3,000 pages
- Quality tested Macys.com mobile & web customer apps to enhance the guest experience of future promotions & events
- Projected product demand based on summarized and projected actual sales generated per print ad
- Developed merchandise pricing matrix; collaborated with Assistant Pricing Analyst in sale pricing and markdowns
- Analyzed Purchase Orders for 40+ vendors; monitored seasonal trends, projected weekly supply of inventory
- Summarized sales history of past products by region and predicted sales of current and future inventory
- Worked with Private Label vendors to create products: flavor testing, product design, packaging, cost and retail ticketing
- Collaborated with Product Owner to recommend new line of products to reach new customer segment and improve sales

Planning Allocator Analyst
Aug. 2014 to Oct. 2014
- Led weekly Purchase Order tracking, standup meetings referencing order status of current and newly allocated orders
- Managed the allocation and tracking of Purchase Orders of 15+ vendors daily

Inventory Planner Intern
May 2013 to Aug. 2013
- Presented weekly recaps comparing sales plan for top 50 stores by climate, ethnic region and strategies
- Monitored stock levels and sell-through mark down issues on units sent across store locations

➕ skills

Adobe Photoshop
Adobe InDesign
HTML
CSS
Amazon Tools & Systems
JavaScript
Python
Excel
node.js
SQL
React
Express
PostgreSQL
Ruby on Rails
Project Management
jQuery
Google Analytics

➕ education

2018	**GENERAL ASSEMBLY**
	Web Development Immersive
	Engineering Fellow
2014	**UNIVERSITY OF FLORIDA**
	B.S. Finance
	B.S. Advertising
	minor: Information Systems

➕ awards

Microsoft Hackchella 2018 Hackathon	Apr. 2018
2nd Place	
Queens Hackathon	June 2016
1st Place	
Macy's Careers After College	Feb. 2015
1st Place	
Startup Weekend NYC	Apr. 2015
Honorable Mention	
AT&T Mobile App Hackathon	Nov. 2016
3rd Place	