Ashley Chavis

EMAIL DEVELOPER/WEB DESIGNER

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EXPERIENCE

Email Developer
🏢 InnoceanUSA   📅 September 2022 - Current

- Responsible for the day-to-day coding, design and delivery of email campaigns for Hyundai & Genesis Motors Enterprises.
- Perform quality assurance and troubleshoot code rendering across multiple desktop and mobile devices, using email testing with Email on Acid.
- Effectively manage multiple projects and meeting strict client deadlines.
- Execute email setup and deployment via CMS platform (Selligent).

Frontend Developer/UX-UI Designer
🏢 Wellnecity (Start-up)   📅 October 2021 – July 2022

- Created front-end code with reuasable React components using HTML, CSS and Javascript.
- Conducted user interviews, surveys, competitive analysis, and market research.
- Effectively managed multiple projects.
- Produced personas, user flows, journey maps, sketches, wireframes, and prototypes.
- Working directly with the CEO to produce prototypes, as well as back-end developers to implement the designs.
- Worked individually and collaboratively on projects centered around user research, interactive design and rapid prototyping.

Email Developer/Web Designer
🏢 Strike & Flame   📅 Feb 2019 – Jan 2022

- Modified and updated existing Shopify web store designs.
- Coordinate various web pages with appropriate links and multimedia elements to create cohesive designs.
- Developed HTML emails using HTML and CSS for marketing.
- Set up journey automation, list management, QC, optimization and performance monitoring of email campaigns using Privy.

SKILLS

Tools

Figma, Adobe XD, Adobe Photoshop & Illustrator, Figjam, Editor X, Webflow, Shopify, Email on Acid, Litmus, Privy, Slack, Putsmail, MailChimp, Mailtrap, Notion, Jira, Confluence, Selligent, Salesforce Marketing Cloud, AMPscript.

Frontend /Backend

CSS3 & SASS, HTML, Javascript, jQuery, React, Node.js, MongoDB, Material UI, Bootstrap, Visual design, Responsive design, Graphic design, Github, SQL, RESTful APIs.

UX Design

Data analysis, User Research, User testing, Teamwork, Wireframing, Prototyping.

EDUCATION

Full Stack Web Development
🏢 Empower Program   📅 2021-2021

Web & Mobile App Development Bootcamp
🏢 Nucamp Coding Bootcamp   📅 2020 - 2021

Frontend Development Tech Degree
🏢 Team Treehouse   📅 2019 - 2020