

# Ashley Chavis

## EMAIL DEVELOPER/WEB DESIGNER

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I'm a Email Developer based in N.C .

### EXPERIENCE

Email Developer   InnocentUSA   September 2022 - Current

- Responsible for the day-to-day coding, design and delivery of email campaigns for Hyundai & Genesis.
- Perform quality assurance and troubleshoot code rendering across multiple desktop and mobile devices, using email testing using Email on Acid.
- Effectively manage multiple projects.
- 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 reusable 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.
- Created a complete Design System that adhered to Wellnecity's and UX design standards, documented in Notion.

Web Designer   Freelance   June 2020 – July 2021

- Designed landing pages and personalized frontend websites using React framework.
- Modified and made changes to clients existing web application designs with CMS's (Webflow, WIX, Wordpress).
- Coordinate various web pages with appropriate links and multimedia elements to create cohesive designs.
- Developed HTML emails using HTML, CSS, and media queries for small businesses.
- Setting up journey automation, list management, QC, optimization and performance monitoring of email campaigns using Eloqua.

### SKILLS

#### UX Design

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

#### Frontend /Backend

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

#### Tools

Figma, Adobe XD, Adobe Photoshop & Illustrator, Figma, Editor X, Webflow, Slack, Putsmail, MailChimp, Mailtrap, Notion, Jira, Confluence, Salesforce Marketing Cloud, Eloqua.

### EDUCATION

#### Course in UX Design and Research

Team Treehouse   2021-2022

#### 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