


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.
- Perform quality assurance and troubleshoot code rendering across multiple desktop and mobile devices, using email testing using Email on Acid.
- Effectively manage multiple projects and meeting strict 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 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.

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 (Shopify, 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 Privy.

SKILLS

UX Design

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

Frontend /Backend

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

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.

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