

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 Enterprise.
- 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 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.

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.

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