

# ATHAR HAFIZ

CRM Email Marketing | [Lean Six Sigma](#)

Product - UX Design | Project Management | Sales

Author | Part time DJ

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## Professional Summary

Use first researcher / designer with a proven track record in email marketing, project management, and user experience design. Adept at driving significant improvements in open and click rates, revenue generation, and user engagement. Collaborative team player with expertise in cross-functional coordination and experienced in multiplatform, marketplace, persona development and process improvement, with fluency in HTML and CSS and interest in writing code.

## Work Experience

### Marketing Developer [California 2 years, Berlin 3 years]

**Chef Works, Inc. | Oct. 2018- Jan 2024** HTML, CSS, Liquid Script, Figma, Dotdigital, Mapp, Asana, Workforce, Photoshop, Slack, Zoom, Atom, Tableau

- Elevated email open rates from 6% to 22% and click rates from 9% to 45% through strategic A/B testing and HTML template refinement.
- Led segmented marketing campaigns, creating journey maps, statistical persona development, and Six Sigma Greenbelt projects.
- Increased blog email campaign monthly revenue from \$300 to \$2,000.

### Marketing Project Manager [California]

**EPIK | Nov 2017- Oct. 2018** HTML, CSS, Trello, Photoshop, Slack, Zoom, Sketch

- Coordinated business unit requests and optimized project roadmaps for efficient team communication.
- Successfully removed obstacles, ensuring seamless project execution.

### Product Designer [California]

**Vinder | Sept. 2017- May 2018** Asana, Zeplin, Marvel, Sketch

- Provided subject matter expertise in leading mobile product design initiatives.
- Supported development through the creation of sketches, wireframes, and prototypes.

### Technical Project Manager/Designer [California]

**Virtual Fantasy League | Nov. 2016-Sept 2017** HTML, CSS, Trello, Photoshop, Slack, Zoom, Sketch

- Led a distributed team in planning and executing a new mobile game, utilizing tools such as Trello, Slack, and Invision.
- Demonstrated proficiency in user experience and graphic design, resulting in effective landing page creation.

### UX Architect [California]

**Tandon Group | Jan 2016-Oct 2016** Sketch, Wordpress, Mailchimp, Hubspot, Photoshop, Zoom, Asana

- Produced wireframes, sketches, and prototypes using HTML and CSS.
- Managed Wordpress development and email campaigns with Hubspot and Mailchimp.

### UX Designer/Sr. iOS App Reviewer [California]

**Apple Inc. | 2010-2016** Sketch, Keynote, HTML, CSS, Internal tools, Tableau

- Optimized app review workflow, increasing group productivity by 25%.
- Conducted user interviews and implemented workflow improvements, including the development of a productivity dashboard.
- Created policy optimization of app review workflow and best practices and help with developers pass App Review.

### Assistant Store Manager [California]

**Shane Company | 2008-2010**

- Developed sales training scenarios and orchestrated customer experiences.
- Managed sales and training for a diamond and gems retail store.

## Style

Decisive under pressure, open-minded, flexible, and organized team player with hands-on problem-solving skills.

## Skills

- Business Acumen
- Customer Focus
- Curiosity
- Patience
- Organization
- Communication
- Teamwork

## Code

- HTML
- CSS
- Liquid Script

## Languages

- English *NATIVE*
- Urdu *Advanced*
- German *A1.2*

## Tools

- Sketch/ Figma
- InVision
- Zeplin
- Dotdigital/ Mapp/ Mailchimp
- Workforce/ Asana/ Trello
- Photoshop
- Slack/ Zoom
- Atom
- Wordpress
- Tableau

## Education

- High School Diploma - Fairfield High School
- AA Liberal Arts - De Anza College
- BFA Digital Media Art - San Jose State University
- UX/UI Design - General Assembly
- Gamification Design - Octalysis Group
- Lean Six Sigma Green Belt - LeanWright, Inc.