# ATHAR HAFIZ

Product - UX Design | CRM Marketing | Lean
Six Sigma | Project Management

atharux.com
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## Professional Summary

Experienced email marketer and designer skilled in project management, UX, and process improvement. Proficient in cross-functional collaboration, multiplatform design, persona development, and process enhancement. Quick to learn and adapt to new project management tools, software development methodologies, and domain-specific knowledge.

## Other Interests

- Archery
- Sustainability
- Technology
- Art
- Nature
- Mythology

DJ in Berlin with a focus on House and Techno music

https://on.soundcloud.com/G91TQ6sr9Q3MKV8h6

## Contract Experience

**UX/ UI** Early Stage Stealth Startup [Remote from Berlin]

May 14 - May 23 2024
• 30 page UX/UI for Automotive industry SaaS Desktop App in 13 days

Figma, Zoom

**UX/ UI** Volt 480 [Remote from San Diego]

September 12 - September 26 2018
• Prototype Mobile App in 10 days

Sketch, Marvel, Zoom

## Full Time Experience

**Marketing Developer**  Chef Works, Inc. [Hybrid San Diego and Berlin]

Oct. 2018- Jan 2024
• Open rates up from 6% to 22% and Click rates up from 9% to 45%
• Led segmented marketing campaigns leading to +100k $ sales/year
• Grew blog campaign monthly revenue from $300 to $2,000.

HTML, CSS, Liquid Script, Figma, Dotdigital, Mapp, Asana, Workforce, Photoshop, Slack, Zoom, Atom, Tableau

**Technical Project Manager/Designer** Virtual Fantasy League [Remote]

Nov. 2016-Sept 2017
• 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.

HTML, CSS, Trello, Photoshop, Slack, Zoom, Sketch

**Marketing Project Manager** EPIK [Remote from San Diego, CA]

Nov 2017- Oct. 2018
• Applied in process improvements and optimized work process from initiation to completion.
• Managed C level relationships, executed, monitored and controlled projects.

HTML, CSS, Trello, Photoshop, Slack, Zoom, Sketch

**UX Architect** Tandon Group [San Jose, Ca]

Jan 2016-Oct 2016
• Produced wireframes, sketches, and prototypes using HTML and CSS.
• Managed Wordpress development and email campaigns.
• Designed and produced new websites with distributed teams

Sketch, Wordpress, Mailchimp, Hubspot, Photoshop, Zoom, Asana

**Product Designer** Vinder [Remote from San Jose, CA]

Sept. 2017- May 2018
• Led mobile product design.
• Spearheaded Agile design sprints and UX research and design.
• Produced hand off design specifications,sketches, wireframes, and prototypes.
• Led project management for App design and development.

Asana, Zeplin, Marvel, Sketch, Slack. Trello

**UX Designer/Sr. iOS App Reviewer** Apple Inc. [San Jose, CA]

Sept. 2010- Jan. 2016
• Crafted app review workflow policies and best practices, coaching developers for successful App Review passage.
• Led user interviews, enacted workflow enhancements, and built a productivity dashboard prototype.
• Boosted group productivity by 25%.

Sketch, Keynote, HTML, CSS, Tableau, CMS

| Skills | Code | Tools | | Education | Languages |
|---|---|---|---|---|---|
| • Customer Focus | • HTML | • Sketch/ Figma | • Photoshop | • High School Diploma - Fairfeld High School | • English |
| • Curiosity | • CSS | • InVision | • Slack/ Zoom | • AA Liberal Arts - De Anza College | • Urdu |
| • Patience | | • Zeplin | • Atom | • BFA Digital Media Art - San Jose State University | • German A1.2 |
| • Organization | | • Dotdigital/ Mapp/ Mailchimp | • Wordpress | • UX/UI Design - General Assembly | Ich lerne jetz |
| • Communication | | • Workforce/ Asana/ Trello | • Tableau | • Gamification Design - Octalysis Group | |
| • Teamwork | | | | • Lean Six Sigma Green Belt - LeanWright, Inc. | |