

ATHAR HAFIZ

Product - UX Design | Project Management |
Email Marketing | Lean Six Sigma | Sales

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2018-Present

Marketing Developer *Chef Works, Inc.*

Email marketing development, deployment, analytics and reporting

HTML template refinement with A|B Testing leading to:

- Email open rates moved from 6% to 22%, Click rates increased from 9% to 45%
- Blog email campaign revenue increased from \$300 to \$2,000 every month

Develop segmented marketing campaigns, producing journey maps, service blueprints, touchpoint mapping

Design and execute collaborative Six Sigma Greenbelt projects

2017-2018

Marketing Project Manager *Blockchain Licensing Marketplace*

Coordinate new requests from business units

Create project roadmaps and timelines, set up open communication between teams and remove obstacles

2016-2017

Technical Project Manager/ Designer *Virtual Fantasy League*

Work remotely with a distributed team to plan, and execute design and development for new mobile game - Trello, Slack, Google Drive, Invision, Zeplin,

Design and build landing page - Bootstrap, HTML, CSS

User Experience and Graphic Design - Sketch, Photoshop

2010-2016

UX Designer/ Sr. iOS App Reviewer *Apple Inc.*

Create policy optimization of app review workflow and best practices and communicate with developers

Conduct card-sorts, user interviews, workflow

My dashboard tool increased group productivity by 25%

Retail Store manager 2002-2006

2017-2018

Product Designer *Vinder*

User Experience Design Subject Matter Expert leading mobile product design

Support development as needed - sketches, wireframes, prototypes

2016-2016

UX Architect *Tandon Group*

Produce wireframes, sketches, and prototype using HTML and CSS

Manage Wordpress development and email campaigns with Hubspot and Mailchimp for: infinx.com & syrma.com

2008-2010

Asst. Store Manager *Shane Company*

Develop new sales training role-play scenarios

Design and orchestrate customer experience with real time feedback

Manage sales and training for diamond and gems retail store

Business Acumen

Focus on the customer

Curiosity

Patience

Organization

Communication

Teamwork

Languages

English

Urdu

HTML

CSS

Tools

Sketch

Photoshop

Illustrator

InVision

Mapp

Mailchimp

Zeplin

HubSpot

Workfront

FTP

Atom

Wordpress

Style

Able to make decisions under pressure. Open minded, flexible and organized team player who works hands-on asking questions and listening along the way.

Education

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.