Ahmed Ashfar

Email Developer

Portfolio - https://www.ashfar.dev/

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in linkedin.com/in/ahmedashfar

Experience

User Experience (UX) & Email Developer

Ahmed Ashfar Designs
Contracts
Aug 2019 - Present

- Utilizing Salesforce Marketing Cloud to build personalized email campaigns and dynamic content blocks through Email Studio and Content Builder with Ampscript, Multi-step journeys on Journey Builder, audience criteria based Data Extensions, and Automation Studio using SQL fundamentals.
- Translated design creatives by Photoshop slicing to produce device responsive landing pages and forms through CSM platforms and manual code development using fundamental languages such as HTML, CSS, and Bootstrap.
- Developed Newsletters and Campaigns on Email Developer software - MailChimp and transferring emails to various ESPs. Built Audiences based on distinctive segmentations. Testing via Litmus.

Email Developer

Roche Bobois
Sep 2021 - Aug 2022

- Enhance details on renderings of interior spaces using photoshop.
- Landing pages using Drag and drop feature in Mailchimp
- Translated design creatives and guides into user flows, wireframes, mockups, and prototypes to produce intuitive aesthetics, site interactions, and user experiences.
- Optimized Emails with respect to Images to produce responsive and Email Client compatible emails.
- Trained on SFMC Email Platform for email and audience development
- Used HTML email templates to add images and CSS to reflect the brand's identity.

Skills

Email Development

- Ampscript
- Mailchimp
- Salesforce Marketing Cloud
- Litmus

Web Development

- HTML5 | CSS3
- Bootstrap
- WordPress
- JavaScript

Prototyping

- Balsamiq
- Moqups
- Adobe XD

2D Design

- Illustrator
- Photoshop
- InDesign
- SketchBook
- Figma
- Canva

Office

- PowerPoint
- Excel
- Word

Certifications

Email Marketing

Salesforce Marketing Cloud Email Specialist

HubSpot Academy

Web Development Bootcamp

Dr. Angela Yu - Udemy

Graphic Designer   Copy Solutions Inc
                                             Jul 2019 - Dec 2019

- Developed dimensional designs in Adobe Photoshop,
  InDesign, and Illustrator to translate initial drawing
  concept into reproducible design assets.
- Create visual concepts by hand rendering which is
  translated into imagery using computer programs to build
  ideas that can captivate the consumers.
- Managed data to create visual elements using MS Excel.

Education

Bachelor of Arts - Design   Aug 2017 - Aug 2021
California State University, Long Beach

Associate of Arts - Product Design   Jan 2014 - Dec 2016
Raffles Design Institute, Singapore