

Aysha Marie Zouain

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Skills

Technical: Adobe CC (Photoshop, Dreamweaver, Illustrator, InDesign), Corel Painter, KeyNote, Articulate, with a strong working knowledge of HTML, CSS, and responsive format email/websites.

Operating Systems: Mac OS X and Windows **Mobile Testing:** iOS, Android, Blackberry, Windows Phone

CMS/Software: Responsys, Pardot/ ExactTarget, Basecamp, JIRA, Device Anywhere, Dalvik Debug Monitor, Ad Marvel Testing, Bugzilla, Wireshark, Omniture, Google Analytics, WordPress, Microsoft Sharepoint.

Languages: English and Spanish.

Experience

Office Depot Global Headquarters

Boca Raton, FL

07/2016 - 01/2017

Web/Email Designer Contractor

- Created end-to-end conception, design, development, and maintenance of multi-channel campaigns.
- Designed responsive emails in modular format and landing pages with relevant dynamic banners
- Worked with both functional and cross-functional team environments (UX, email, central marketing), often under the pressure of tight deadlines and high expectations for monetization.
- Prototyped layouts that works with A/B tests, which lead to better action-oriented results.
- Projects: Promotional landing pages and emails, with business to business and consumer audiences.

Swiss Watch International

Miramar, FL

04/2015 - 06/2016

Web Designer

- Created content for ad campaigns across multiple company-owned sites in a responsive format and re-arranged merchandise for better conversions across several sites in different markets.
- Tested and designed email marketing campaigns, graphic services for affiliates/external partners (Amazon, Ebay, and Buy.com), and landing pages for company-owned sites.
- Delivered with a data-driven approach to email marketing for specific in-house brands and partners continuously using a test-and-learn process within a team environment.
- Projects: daily ad campaigns, A/B testing, mobile application updates, and content quality assurance.

TigerDirect.com (Systemax)

Miami, FL

05/2014 - 03/2015

Senior Web Analyst/Designer - Web Content Team

- Gathered specifications from vendors and content for new product launches to ensure strict web content quality control guidelines throughout the main site.
- Documented and reported live site issues using both JIRA and Microsoft SharePoint.
- Created copy and content to deploy into the company's main sites which were used for major campaigns using SEO friendly content.
- Provided guidance to product manager's initiatives on the company's websites procedures in respect to their categories and placement of their products.
- Reviewed assigned site categories and aggregates manually to search for issues and also used automated reports to assist in taking down bugs or known issues.
- Projects: TigerDirect.com, Daily QA e-blasts, and variety of content clean up projects.

Alert Global Media (ACAMS.org)

Miami, FL

02/2013 - 05/2014

Web Analyst/Designer

- Specialized in personalized, targeted emails and landing pages for different segments using lists.
- Loaded spreadsheets containing marketing lists with .csv and .xls files for marketing campaigns.
- Used scoring and reviewed life cycle funnels to best adjust marketing programs in Pardot.
- Reviewed both visual and copy aspects of campaigns, made iterative changes in order to grow healthier lists continuing the trend of growing ROI.
- Tested sites in a variety of content management systems, including Wordpress and a proprietary system Higher Learning that used both desktop and responsive website formats.
- Collaborated with IT departments and vendors for deployment or live production issues since the marketing software was integrated with Salesforce.

- Reviewed and maintained sites across the company, including nearly a dozen conference sites and assisted with integration of designs based off of concepts in the responsive format.
- Projects: ACAMSToday.org, ACAMS.org, landing pages, and many smaller conference sites.

Univision Interactive Media

Doral, FL

08/2011 - 09/2012

Lead QA Analyst/Designer Contractor

- Manually tested the latest technologies on multiple mobile web platforms including; Android, Blackberry, Windows Phone 7, and iOS applications in an agile development environment.
- Used JIRA and Basecamp for reporting issues in new builds including production versions with steps to replicate, crash logs, coding issues, and screen shots.
- Aided several different teams of project managers and partners worldwide in various projects. This included a variety of different parameters, test cases, ad calls, search engine optimization, and tracking within points of entry for consumers in which monetization was a priority.
- Projects: Uvideos, multiple Univision applications, mobile websites, and cobranded sites.

Kaplan Global Solutions

Ft. Lauderdale, FL

01/2011 - 06/2011

QA Analyst/Designer Contractor

- Designed, created and implemented changes using a customized version of Moodle's open source learning management system, working in the MoodleRoom environment.
- Aided a team in implementing course builds and site changes with aggressive deadlines for several private and public universities along with commercial initiatives.
- Created print and online materials for interactive online courses using Photoshop, Illustrator, Flash and Articulate.
- Reviewed and revised site structures on the front end, making site edits using HTML and CSS.
- Projects: George Washington University, University of Adelaide, and The Washington Post.

Ryder System, Inc. - Global Headquarters

Miami, FL

05/2009 - 11/2010

Graphic/Multimedia Designer Contractor

- Maintained, edited and provided graphics for the Symon server and communications system.
- Produced innovative PowerPoint presentations for CEO presentations and quarterly financial reports.
- Organized company photo shoots and completed all photo retouching for publications.
- Created print and online collateral for business-to-business and consumer audiences.
- Projects: Ryder Magazine, Quarterly reports, company communication updates & video.

Web Development Intern

- Created web forms, generating both written and graphical content for Ryder's internal portal.
- Produced the graphics and layout in Photoshop and Dreamweaver using HTML and CSS, redesigned and built the Ryder Intranet portal up to web standards.

Education

Broward College

Course: Project Management Workshop*

10/2016 - 11/2016

Coconut Creek, FL

Florida International University

Bachelors of Fine Arts (Concentration: Drawing/Digital)

Minors: Religious Studies and Art History

06/2004 - 12/2008

Miami, FL

Miami Dade College

Course: Principles of Web Design

09/2012

Miami, FL

Awards

Scholastic Art Award

Silver Key Award, 2nd Place in Regional for Digital Art
Miami Art Museum

03/2004

Miami, FL

*Working towards Certified Associate in Project Management (CAPM) from PMI expected certification date in April/May 2017.