

Alett Lewis

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PROFESSIONAL SUMMARY

Senior Shopify Web Producer with over 7 years of experience in launching and relaunching e-commerce websites, specializing in retail and luxury brands. Proven track record in managing complex website projects from concept through to post-launch, ensuring seamless execution and alignment with brand goals. Expert in Shopify, with hands-on experience in strategy development, stakeholder coordination, and technical implementation. A detail-oriented multi-tasker with a focus on delivering high-quality results within tight timelines.

KEY SKILLS

- Shopify Theme Development & Integrations
 - E-commerce Site Launch & Relaunch
 - Strategic Planning & Multi-site Coordination
 - UX/UI Design and Cross-site User Experience
 - Technical Development & Cross-site Functionality
 - SEO & Content Strategy
 - Centralized Analytics Setup
 - DNS Management & Hosting Configurations
 - Responsive & Accessible Design
 - Conversion Rate Optimization
 - Stakeholder Communication & Training
 - Privacy & Security Compliance
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PROFESSIONAL EXPERIENCE

Self-Employed, Freelance E-commerce UI Designer & Front End Developer

May 2017 – Present

- Led the full-cycle development and relaunch of multiple Shopify stores, specializing in luxury and retail brands.
- Developed project scopes, timelines, and deliverables, ensuring all milestones were met and communicated effectively with stakeholders.
- Collaborated with cross-functional teams to create seamless user experiences and ensure design consistency across all digital platforms.
- Spearheaded UX optimization efforts, including custom themes, landing pages, and enhanced product navigation to increase conversion rates.
- Integrated analytics and reporting tools to provide data-driven insights for ongoing performance optimization.
- Delivered post-launch support, including training internal teams on CMS management and e-commerce best practices.

ClientWhys, Inc. – Creative Services Manager/Digital Marketing Consultant

Newport Beach, CA | April 2014 – April 2017

- Managed the Creative Services team, overseeing the production of digital assets, website redesigns, and marketing initiatives for SaaS clients.
- Developed and executed multi-channel marketing strategies, incorporating SEO, paid advertising, and content management to drive client growth.
- Provided Tier 3 technical support, including complex troubleshooting for web and marketing-related issues.
- Delivered regular performance reports to clients, focusing on traffic analysis, campaign effectiveness, and user engagement.

24Seventalent Agency – Digital Marketing Consultant

Newport Beach, CA | February 2013 – March 2014

- Managed client accounts across multiple paid search platforms, overseeing the creation of keyword databases, copywriting, and graphical elements.
- Monitored campaign performance, providing regular updates and strategic recommendations to clients.

activePDF – Analytics/PPC Professional

Mission Viejo, CA | August 2011 – January 2014

- Led digital marketing initiatives including SEM, PPC, and social media marketing, driving significant growth in traffic and customer acquisition.
- Developed comprehensive website analytics strategies, defining KPIs to measure marketing success and improve business outcomes.

EDUCATION & CERTIFICATIONS

- Content Strategy for Professionals – Northwestern University
- Digital Analytics for Marketing Professionals – University of Illinois
- Marketing in a Digital World – University of Illinois
- Web Analytics Master Certification – MarketMotive.com
- Digital Design & Graphic Design – Platt College
- JavaScript/A+ Certification – Orange Coast College
- BA Fine Arts – Orange Free State Tech

PORTFOLIO

- [Upwork Portfolio](#)
- [AlettLewis](#)

CLIENT PROJECT HIGHLIGHTS

Airzai

Project Description: Tasked with creating an e-commerce platform inspired by beautifully crafted images and a

layout provided by the client's designer in Photoshop. The challenge was to translate a high-design concept into a functional and visually appealing online store.

Royal Bath and Marble

Project Description: Hired to overhaul the existing website which lacked a design focus. My role involved redesigning the site based on detailed images supplied by the client, ensuring the new design aligned seamlessly with their aesthetic and functional expectations.

Mozart's List

Project Description: Responsible for setting up an extensive online store featuring thousands of items. My involvement extended beyond the technical setup to include training the client's staff on how to effectively manage and maintain the website, ensuring a smooth transition and sustainable site operations.

Freegirl Skincare

Project Description: Initially hired to work on their WooCommerce site, I proposed a switch to Shopify after understanding the owner's frustrations and needs. I managed the migration of all products, collaborated with their photographer and writer, and crafted a Shopify layout that I believe best fits their needs. My close collaboration with the client and her staff allowed us to create a concept and design that perfectly aligns with her vision for the store. The site's success stems from its accurate representation of the target market.

CLIENT TESTIMONIALS

- "Alett consistently delivers exceptional work on time and with great communication. Her expertise in both web development and design makes her a standout Shopify expert."
 - "She went above and beyond to ensure our website relaunch was a success, offering strategic insights and managing every detail seamlessly."
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