

ABU SONI

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SENIOR E-COMMERCE WEB DEVELOPER & UI/UX SPECIALIST

Driving \$900K+ Monthly Online Revenue | Enterprise Front-End Architecture & Conversion Optimization

PROFESSIONAL SUMMARY

Senior E-Commerce Web Developer and UI/UX Specialist with over 19 years of experience architecting high-converting digital infrastructures for enterprise and retail brands. Expert at bridging front-end web architecture, visual design systems, advanced email marketing workflows, and Conversion Rate Optimization (CRO). Proven track record of leveraging data-driven design, dynamic personalization (Liquid, AMPscript), and scalable CMS platforms to maximize engagement, retention, and multi-million-dollar revenue pipelines.

TECHNICAL CORE COMPETENCIES

Category	Technical Skills & Platforms
E-Commerce & CMS	Shopify, Liquid, Salesforce Marketing Cloud (SFMC), Klaviyo, Mailchimp, Sitecore, WordPress, Listrak, HubSpot
Front-End Development	HTML5, CSS3, JavaScript, AMPscript, Bootstrap, Foundation, jQuery, Git Flow, REST APIs
UI/UX & Product Design	Figma, Adobe XD, Design Systems, Wireframing, Rapid Prototyping, Information Architecture, User Research
Design Suite	Adobe Photoshop CC, Illustrator CC, InDesign, Premiere Pro, Creative Cloud
Optimization & Quality	A/B Testing, CRO, Litmus, Email on Acid, BrowserStack, CNET Integration, SEO Strategy

PROFESSIONAL EXPERIENCE

Perry Ellis International — Miami, FL

Senior E-Commerce Web Developer & UI/UX Specialist | June 2020 – Present

- Revenue Growth:** Drove a **93% increase in behavioral email revenue**, generating over **\$900K+ in monthly online sales** across Perry Ellis, Original Penguin, Callaway, Golf Apparel, and Cubavera targeting 100K+ subscribers.
- Front-End & Email Architecture:** Architected responsive, cross-platform web interfaces and dynamic email campaigns using table-based HTML, CSS, Liquid, and **AMPscript** personalization.
- E-Commerce Integrations:** Implemented third-party platforms including **Nosto** (AI product recommendations) and **Boost** (site search/filtering), significantly improving product discovery and conversion rates.
- UI/UX & Testing:** Executed continuous A/B testing, heatmap analysis, and post-campaign performance reporting to optimize digital touchpoints and user journeys.
- Quality Assurance:** Ensured cross-client compatibility and pixel-perfect execution using Litmus, Email on Acid, and BrowserStack under strict enterprise deadlines.
- Compliance:** Maintained rigorous compliance with accessibility standards, CAN-SPAM, and GDPR regulations across all digital marketing channels.

28 Sparks LLC. — Miami, FL

Contract Front-End Developer & UI/UX Designer | May 2016 – July 2020

- Delivered custom web development and digital strategy for enterprise clients including **Intel, AMD, Corsair, Cooler Master, and Royal Caribbean**.
- Developed responsive custom sites and landing pages utilizing Bootstrap, Foundation, WordPress, and custom CSS/JS implementations.
- Spearheaded full branding and e-commerce solutions, yielding a **33% increase in site traffic and product sales** within 60 days of launch.
- Analyzed user metrics and MySQL performance data to refine email campaign targeting and conversion funnels.

Vitas Healthcare — Miami, FL

Web & Email Marketing Developer / UI Designer | March 2015 – October 2016

- Created dynamic marketing campaign templates and shortcode snippets using HTML5, CSS3, and jQuery integrated with **Microsoft Sitecore Server**.
- Produced detailed UI assets including wireframes, interactive prototypes, process flows, and high-fidelity visual mockups.
- Conducted cross-device email QA testing via Litmus and MailChimp to ensure optimal brand presentation.

TigerDirect.com (Systemax) — Miami, FL

E-Commerce Web & Email Marketing Developer | December 2011 – May 2014

- Led front-end design and email development for high-volume US and Canada e-commerce stores (TigerDirect.com / TigerDirect.ca).
- Designed and built high-converting homepages, "Deal of the Day" promotional layouts, and category landing pages.
- Integrated rich vendor content feeds including CNET and Webcollage to enhance product presentation and drive merchant sales.

CERTIFICATIONS & EDUCATION

- Microsoft Sitecore Certified Front-End Developer**
- Bachelor of Science in Multimedia** (Specialization in Web Development) | DeVry University
- Bachelor of Science in Architecture** (Minor in Graphic Design) | Florida International University
- Associate of Arts in Architecture** | Miami Dade College