

Obie Rifai

Product Designer and Developer

519.661.8854 | obierifai@gmail.com | <https://www.obierifai.ca>

Work Experience

Product Designer

Lifeist - Toronto, ON / Remote

April. 2021 to Current

- In charge of all marketing efforts for CannMart.com
- Created, designed, and implemented email automation in Klaviyo to increase revenue and bolster our email marketing efforts resulting in +\$250K revenue
- Designed and executed 7 newsletters a week as well as new homepage banners weekly, SMS marketing campaigns, and push notification campaigns to coordinate with our marketing calendar.
- Collaborated with the dev team and e-commerce co-ordinators to develop a new onboarding program for CannMart's new dropshipping platform
- Designed a new landing page directed at getting vendors to sign up for our marketplace
- Designed landing pages for vendors to ensure that we represent their brand accurately while maintaining consistency with CannMart's branding

Web Designer and Shopify Developer

PinkCherry.com - Oakville, ON

Mar. 2019 to April. 2021

- Lead Front End and Shopify Developer for B2C and B2B Shopify sites in North America developing a new online presence and new mobile-friendly design experience
- Lead designer on all digital and traditional marketing including remarketing ads, newsletter campaigns, annual catalogues, packing slip artwork, national billboards, print advertising campaigns, homepage banners, digital media ads and collaborated on a national television campaign
- Analyzed Google Analytics to analyze customer journey and created and developed features to improve the UX design resulting in decreasing page load times
- Conducted weekly A/B tests for features, analyzed UX data, and implemented a strategy to improve conversions
- Created all automated email marketing workflows (Cart Recovery, Browse Recovery and segmented user flows) resulting in +\$1M of additional revenue
- Edited all vendor product and marketing videos (10,000 products +) for YouTube and Vimeo to seamlessly integrate on to site without affecting site speed or performance

Web/Graphic Designer

LACE.ca - Oakville, ON

Oct. 2015 to Mar. 2019

- Built and created entire site from conception for a completely responsive experience and mobile design resulting in +\$1M in revenue

- Seamlessly moved Magento site to Shopify in Q3 of 2018
- Created social media presences for their Canadian and US sites, amassing 45K followers each on Instagram
- Created a yearly catalog that featured their latest collections, and worked with a printer to mass produce to go out in orders, as well as a 250K direct to mail campaign across the GTA
- Helped create a marketing calendar to help promote the latest collections and co-ordinate with the latest fashion trends happening during that season which led to +\$1M revenue.

Graphic Design Intern

The Noteworthy's - Toronto, ON

Sept. 2015 to Nov. 2015

- Created a media kit to give out to potential designers
- Edited and retouched product images and optimize for web

Education

3D Character Design and Animation

College Diploma:

Fanshawe College (2015)

Interactive Media Design and Production

College Diploma:

Fanshawe College (2014)

Course Material Included:

Front End Development (HTML, CSS, Javascript/Jquery), Back End Development (PHP, MySQL), Graphic Design, Design Theory, Video Editing, Motion Design

Skills

Graphic Design, Web Design, Product Design, UX Design, Video Editing, Mobile Design, Front-End Development, Responsive Design, Shopify Development, Brand Design, Logo Design, Typography, Email Marketing, Social Media Marketing, E-commerce

Program Efficiency

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Adobe XD, Adobe After Effects, Figma, HTML5, CSS, Javascript / JQuery, Shopify Liquid, Google Analytics, Invision, Hootsuite, Klaviyo, Shopify

[Portfolio](#) | [Behance](#) | [Dribbble](#) | [Instagram](#)