





ASHERAH ALLEN, PHD

UX RESEARCHER/
DESIGNER

LET'S CONNECT

-  Atlanta, GA
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-  www.asherahallen.com

SKILLS

- Adaptability
- Collaborative
- Effective communicator
- Able to work independently
- Empathy
- Research planning and execution
- Qualitative and Quantitative Research methodology
- Participation recruitment
- Usability testing & reporting
- User Experience Interviewing
- Journey mapping
- Heuristic evaluation
- User need identification
- Problem solving & brainstorming
- Sketching
- Wireframing & Prototyping
- Design Systems
- Card sorting
- Persona Creation
- Presentation Skills
- Program Coordination
- Workshop Facilitation
- Curriculum Development
- Quality Instruction
- Diversity and Equity

TOOLS

- Figma
- Adobe Creative Suite
- Google Suite
- Figma
- Miro
- Whimsical
- Qualtrics/ Survey Monkey
- Microsoft Office
- Canva
- HTML5/CSS
- Javascript
- Bootstrap

WORK EXPERIENCE

A Metro Atlanta-based UX Researcher & Designer creating diverse and equitable experiences based in intention and quality research focused on the users needs and experiences. Has a passion for understanding how users can have more enjoyable and accessible experiences. Seasoned public speaker and educator, with the ability to communicate clearly and effectively, simplifying complicated concepts, with focus on user experience and data that will provide meaningful solutions.

UX/UI PROJECTS

Collegiate Mind- Mobile App Project-Sep 2021

<https://www.asherahallen.com/p/asherahallen/035e63f5>

Roles: Lead UX Researcher & UI Designer User Interviews, User Testing, UI Designer

- Designed research questions, scripts, and reports with team members, informing design.
- Recruited and interviewed 6 participants for virtual interviews, initiating correspondence through email and social media
- Created user personas, user journeys, competitor analysis, and design systems for mobile user interface

Sporty Girls Inc.- Desktop & Mobile Design- July 2021

<https://www.asherahallen.com/p/asherahallen/035b44b0>

Roles: UX Researcher, User Interviews, User Testing, UI Designer

- Conducted heuristic and competitor analysis of the initial website to inform the design and of Sporty Girls Inc. website
- Recruited participants and conducted interviews for user insights and problem statements.
- Redesigned the desktop and designed a mobile app interface informed by the usability study of the original website, resulting in a 96% rate of task completion.

WORK EXPERIENCE

Instructional Specialists/Teaching Assistant **2U, Inc., Atlanta, GA | 2021-present**

- Assist and support the instruction of 20+ UX/UI/Web Development students helping them become employer ready through encouragement, mentorship, and hands-on experience
- Teaching the Design Thinking process focusing on empathy, defining, ideation, prototyping, and testing through projects and case studies.
- Netflix Pathways Bootcamp
 - The 2U, Inc. and Netflix partnership is providing opportunities for students at HBCUs and HSIs in the tech field, to reach more Black and Latinx students and expand their career pathways in tech.

UX Researcher & Content Designer

Diversity In Aquatics, Inc. | 2018- 2022

- Survey Design and implementation. Organizing and prioritizing organizations goals for growth and engagement with members
- Creating graphic designs for organizations campaigns, events, social justice, and educational posts on social media and website.
- Increased growth of social media presence and membership by over 100%
- Collaborate with Stakeholders (Founder, CEO, and Board members) on web design and marketing materials for solve issues and grow audience/membership

Assistant Professor **North Carolina Central University | 2016-2021**

- Teach high-level virtual and in-person courses, design, and implement research projects through qualitative and quantitative research methods

EDUCATION HISTORY

Certificate, UX/UI Sept 2021 Georgia Institute of Technology

Doctorate of Philosophy, Kinesiology, August 2013 Auburn University, Auburn, AL

Masters of Education, Physical Education, August 2010 Auburn University, Auburn, AL

Bachelors of Science, Health & Phys. Edu, December 2008, Albany State Univ., Albany, GA