

Asherah Allen

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UX Designer with experience in education and research, and a love for understanding how we can have more enjoyable experiences through technology, while also being efficient and productive. As a professor, with over 10 years of developing proficiencies in brainstorming and decision making, public-speaking, simplifying complicated concepts, presentation and facilitation, critical thinking, as well as leadership skills. Certificate in the UI/UX Immersive Bootcamp at Georgia Institute of Technology, Doctorate of Philosophy from Auburn University. High levels of communication skills and the ability to understand and simplify complex concepts. Pursuing a career in the tech industry is exciting as working towards tangible outcomes that can have direct impact. Skills include proficient use in Figma and Adobe XD, including the user testing process, storyboards and visual prototyping and wireframing. With an understanding of the capabilities and limitations of HTML, CSS, JavaScript, and Bootstrap. Strengths in critical thinking, creativity and imagination, teamwork, communication and follow through.

Technical Skills

UX Design | Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Decision Flow Diagrams, User Need Identification, User Experience Interviewing, Persona Creation, Insight Synthesis.
Tools | Figma, Adobe XD, Miro, HTML, CSS, JavaScript, JQuery, Bootstrap, InVision, Otter.ai, Whimsical, Canva

Projects

Grocer-Ease Mobile App Project |

Case Study Slide Deck:

https://drive.google.com/file/d/1o2dku-KaT42W6D-hw2w_YM2xTTacTX7h/view?usp=sharing

Prototype:

<https://www.figma.com/proto/qHxBFEXHIdoiPOKD3m8xiX/Grocer-Ease-Mobile-App-Design-My-Copy?page-id=0%3A1&node-id=0%3A49&viewport=241%2C48%2C0.25&scaling=min-zoom&starting-point-node-id=0%3A49>

The aim of this project was to improve the experience of grocery shoppers, inspiring and encouraging them to make healthier choices in their produce and food selection.

Skills | Technologies Used: User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, Virtual User Testing, Figma, Miro, InVision, Google Suite

Sporty Girls Inc., Redesign |

Case Study Slide Deck:

<https://drive.google.com/file/d/1yj-B46t3i2b593EtJrMKeHZhwTonZ9ko/view?usp=sharing>

Prototype:

<https://www.figma.com/proto/3p6U6Qv77yXKLZmIzRiT4c/SGI-Redesign-My-Copy?node-id=1%3A2169&scaling=min-zoom&page-id=1%3A1484&starting-point-node-id=1%3A2074>

Sporty Girls Inc. is a non-profit organization and the mission of Sporty Girls is to cultivate, enrich and challenge young, minority women to participate in non-traditional sports while developing and fostering lifestyle & academic skill. The goal of this project was to redesign the Sporty Girls Inc. website with a focus on the information architecture improvements on both desktop and mobile device experience design. The goal is to increase friendly engagement and participation in Sporty Girls Inc.

- Skills | Technologies Used: User Experience Design (UI/UX), Information Architecture, Interaction Design, Prototyping, Usability Testing Technologies Used: User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, Virtual User Testing, Figma, Miro, InVision, Google Suite

Work Experience

Diversity In Aquatics, Inc

January 2018 - Present

Social Media Manager & Content Designer, Washington, DC

- 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%

Assistant Professor

August 2016 -Present

North Carolina Central University, Durham, NC

- Teach undergraduate Kinesiology and Recreation Administration (KRA) Major courses and Physical Activity Courses.

Education

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