

# Asherah Allen

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Portfolio: [www.AsherahAllen.com](http://www.AsherahAllen.com)

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. I also have 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. Proficient in communication and presentation skills, as well as, the ability to understand and simplify complex concepts.

**Tools** | Figma, Adobe XD, Miro, HTML, CSS, JavaScript, JQuery, Bootstrap, InVision, Otter.ai, Whimsical, Canva

## Projects

### Grocer-Ease Mobile App Project |

<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 |

<https://www.figma.com/proto/3p6U6Qv77yXKLZmlzRiT4c/SGI-Redesign-My-Copy?page-id=1%3A1484&node-id=1%3A2262&viewport=241%2C48%2C0.06&scaling=min-zoom&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

**Department of Education Redesign | (Note: Work in Progress)**

To simplify and streamline the user's experience when navigating the US Dept. of Education Website.

- Skills | Technologies Used: User Research (Interviews + Surveys) & Analysis, Mobile User Experience Design (UX-UI), Interaction Design, Wireframing, Prototyping, Virtual- User Testing, Figma, Miro, InVision

**Work Experience**

**Diversity In Aquatics, Inc**

January 2019 - Present

*Social Media Manager & Content Developer, 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*