

Asherah Allen

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LinkedIn: <https://www.linkedin.com/in/asherahallen/>

Portfolio: www.AsherahAllen.com

A Metro Atlanta-based UX Researcher & Designer creating diverse and equitable experiences based in intention and quality research focused on the user's 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. 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

UI/UX | Adaptability, Collaborative, Effective Communicator, Work Independently, Empathy, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Decision Flow Diagrams, User Need Identification, Qualitative Research, User Experience Interviewing, Persona Creation, Insight Synthesis. Designing and constructing surveys, statistical analysis, manage research projects.

Software Tools | Figma, Adobe XD, Miro, HTML, CSS, JavaScript, JQuery, Bootstrap, InVision, Otter.ai, Whimsical, Canva, Zoom, Qualtrics, Google Suite

Projects

Collegiate Mind- Mobile App Project | <https://www.asherahallen.com/p/asherahallen/035e63f5>

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

The demands and expectations of college can be a stressful and many students need and support and a community that can help foster and enhance their social-emotional health, as well as mental health and wellness

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

Grocer-Ease- Mobile App Project | <https://www.asherahallen.com/p/asherahallen/035b44a1>

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

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.asherahallen.com/p/asherahallen/035b44b0>

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

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

Instructional Specialists- Teaching Assistant December 2021- June 2023
2U, Inc., Atlanta, GA

- Assist and support the instruction of 20+ UX/UI/Web Development students ensuring they have the access and the resources the students need that will help 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. Guiding the students in ser Research practices, data analysis, brainstorming, prototyping, wireframing, and user testing.
- 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.

Director of Social Media 2018 - 2023
Diversity In Aquatics, Inc. Washington, DC

- Design surveys to answer research questions for the organization
- Design and implement plans for communicate to current and potential members
- 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%
- Conduct user interviews
- Collaborate with Stakeholders (Founder, CEO, and Board members) on web design and marketing materials for solve issues and grow audience/membership

Assistant Professor August 2016 – December 2021
North Carolina Central University, Durham, NC

- Teach undergraduate Kinesiology and Recreation Administration (KRA) Major courses and Physical Activity Courses.
- Design and implement research project through qualitative and quantitative research methods

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*

Bachelors of Science, Health and Physical Education, December 2008, *Albany State University, Albany, GA*