

# Allan Asis

<https://levirre.herokuapp.com/>

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## Education

### University of California, San Diego

B.S. Cognitive Science // Human-Computer Interaction

La Jolla, CA

Graduated June 2016

GPA: 3.6

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## Experience

### UserZoom

July 2015 - Current

*Crowd Coder*

- Conducted analysis of user behavior regarding product use and critique
- Indexed user data for evaluation regarding product redesign

### HCI Programming Studio

March 2016 – June 2016

*Project Manager*

- Developed the app SOLO tackling social exhaustion by providing unique places for people to explore by themselves
- Set weekly team expectations and goals for our team
- Implemented JavaScript libraries for data visualization utilizing the DELPHI Database

### Interaction Design Startup

March 2016 – June 2016

*Team Member*

- Developed the app Discourse facilitating collaborative learning through in-class activities and generating comprehensive study material.
- Prototyped through storyboards, concierge enactments, and affinity diagrams to continuously iterate on our value proposition.
- Explored brand identity through mood boards and A/B testing

### Information Architecture Redesign

January 2016 – March 2016

*Team Member*

- Created wireframes for our own mobile music app using paper and digital prototype software: Balsamiq, Invision, Photoshop.
- Conducted interviews and competitive analyses to understand user scenarios using mobile music apps.

### Cognitive Ethnography

January 2015 – March 2015

*Individual*

- Constructed models describing behaviors in role assignment and self-expression
- Indexed and transcribed through journaling and data entry.
- Observed and interviewed a single subject playing Final Fantasy 14

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## Additional Information

- Currently into anthology writing, sketching, video editing
- Studying interface design, information architecture, cognitive stylistics