Asher Workman

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PORTFOLIO

https://aworkman023.github.io/AshPortfolio.github.io/index.html

PROFESSIONAL EXPERIENCE

Software Development Intern, Avanade (Microsoft & Accenture), *Phoenix, AZ*   May 2023 – August 2023
- Won 1st place among 72 teams using Figma to create a high-fidelity prototype at the FUEL conference's hackathon.
- Delivered POC & wireframe redesigns with UX leaders in an Agile environment, ensuring alignment with client's vision.

Shift Lead Barista, Chilly Bean, *Scottsdale, AZ*   May 2018 – May 2023
- Leveraged Canva & Adobe Photoshop to design visually appealing posters & promotional materials for menu items.
- Led & trained team members to consistently meet quality standards in customer service & beverage preparation.

Information Systems Teaching Assistant, ASU, *Tempe, AZ*   August 2023 – December 2023
- Assisted professor in Mobile Development & Database Management by grading homework & answering inquiries.
- Supported over 120 students hosting over 32 office hours throughout the semester by providing personal feedback.

EDUCATION

Bachelor of Science, Computer Information Systems   Graduated: May 2024
W. P. Carey School of Business, Arizona State University, Tempe, AZ   GPA: 4.0
- Dean's List: Fall 2020-Spring 2024
- Clubs & Extracurriculars: Dept. of Information Systems Club (DISC), Community Instruction Program (CIP), TransFam, & Trans Spectrum of Arizona

PROJECTS

Graphic Designer, TransFam ASU, *Tempe, AZ*   September 2023 – May 2024
- Utilized Adobe Creative Cloud & Canva to deliver designs from concept to execution incorporating club identity.
- Grew server membership by 47 people, with 22 becoming active members, by enhancing the club's digital engagement.

Front-End Developer, Name Generator, ASU Capstone, *Tempe, AZ*   January 2024 – March 2024
- Designed & presented UX/UI wireframes to the product owner, incorporating feedback to enhance user flows.
- Developed website front-end using HTML, CSS, JavaScript, & responsive design techniques in an Agile environment.

Coding for Web, Global Tech Program, ASU, *Tempe, AZ*   January 2022 – May 2022
- Translated user research & feedback into visually appealing & functional designs with cross-functional teams.
- Delivered work products using HTML, CSS, Bootstrap, JavaScript, & APIs, implementing responsive web design.

Digital Marketing, Global Tech Program, ASU, *Tempe, AZ*   January 2023 – May 2023
- Leveraged Google Ads to enhance conversion rates by conducting A/B testing with effective UX/UI design.
- Designed Shopify website & Instagram page utilizing UGC, Canva, Google Trends, & SEO adhering brand guidelines.

SKILLS

Software
- Figma, Adobe Creative Cloud, Canva, Excel, Microsoft Azure, Postman, Google Workspace, GitHub, Git, Shopify, Microsoft Office, Google Trends, Sprout Social, Meta Ads Manager, Google Ads, MySQL, Web API, iOS, Android, Bootstrap

Certifications & Certificates
- Microsoft: AZ-900 – Azure Fundamentals
- Web Development: Web Development with HTML, CSS, & Bootstrap, Web Development with JavaScript & APIs
- Digital Marketing: Digital Marketing Ecommerce with Shopify & SEO, Digital Marketing Ad & Social Media Optimization
- Global Tech Program: Intercultural Skills