

Asher Workman

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PORTFOLIO

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

PROFESSIONAL EXPERIENCE

Marketing Assistant, T&G Marketing, *Gulf Shores, AL (Remote)*

November 2024 – Present

- Designed and launched client website pages on WordPress, collaborating to meet requirements and enhance UX.
- Produced 50+ visually engaging social media stories and posts drive growth in brand impressions.

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 (TSAZ)

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, GitHub, Git, Google Workspace, Bootstrap, iOS, Android, Postman, Canva, MySQL, Shopify, Wordpress, Divi Builder, Elementor, Google Ads, Microsoft Azure, Google Trends, Microsoft Office