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 high-fidelity prototype at the annual FUEL conference's hackathon.
- Delivered POC & wireframe redesigns with UX leaders, ensuring alignment with client's vision.
- Utilized Figma, SQL, Git, & C# in an Agile/Scrum environment, completing weekly development sprints with a team.

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
- Involvement: Dept. of Information Systems Club (DISC), Community Instruction Program (CIP), TransFam, & Trans Spectrum of Arizona

PROJECTS

Digital Marketing, Global Tech Program, ASU, *Tempe, AZ*   January 2023 – May 2023
- Developed Shopify store & Instagram page utilizing UGC, Canva, Google Trends, & SEO adhering brand guidelines.
- Used Sprout Social & Insense to execute influencer marketing campaigns & identify relevant promoters.
- Leveraged Google Ads to enhance conversion rates by conducting A/B testing with effective UX/UI design.

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.

Coding for Web, Global Tech Program, ASU, *Tempe, AZ*   January 2022 – May 2022
- Developed work products using HTML, CSS, Bootstrap, JavaScript, & APIs, implementing responsive web design.
- Collaborated in team-based LiveLab sessions to utilize resources to improve coding capacities & output.

SKILLS

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

Certifications & Certificates
- Digital Marketing: Digital Marketing Ecommerce with Shopify & SEO, Digital Marketing Ad & Social Media Optimization
- Global Tech Program: Intercultural Skills