

# ELIZABETH ASUNCION

UX Designer with background in teaching and in education management striving to create intuitive designs that make technology accessible to everyone. Adaptable with highly developed ability to empathize and connect with people from diverse backgrounds. Experienced in building successful collaborations with clients and internal and external employees.

## UX/UI EXPERIENCE

- **UX/UI DESIGN PROGRAM | March 2021 – June 2021**  
**Digital Women Program, ReDI School of Digital Integration, Berlin, Germany**
  - **Case Study Link:** [UX Case Study - Language Expert App](#)  
Used Design Thinking process to discover, define, develop, and deliver an original responsive web app that connects users with Language Experts for help with projects done in a foreign language
- **UX/UI DESIGN PROGRAM | March 2020 – June 2021**  
**Career Foundry, Berlin, Germany**
  - **Case Study Link:** [UX Case Study – Olive Health App](#)  
Researched, ideated, prototyped, did usability testing for, iterated on, and refined the visual design of an original health and wellness app
  - **Case Study Link:** [UI Case Study – Perfect Properties App](#)  
Ideated, designed, and prototyped a responsive web app to help potential property investors locate opportunities, and to connect homebuyers with agents
  - **Case Study:** Completed UX design of a vocabulary learning app, from inspiration to prototyping, through user testing, analysis, and iteration

## WORK EXPERIENCE

- **ENGLISH LANGUAGE TRAINER | February 2011 - Present**  
**IUBH University of Applied Sciences, Berlin, Germany / Sprachinstitut Berlin, Germany / Tandem Berlin, Germany / El Blog Para Aprender Inglés (EBPAI) - Aprentias, Madrid, Spain**
  - Have effectively taught hundreds of Business and General English classes in university, academy, in-company, and online classes
  - Maintain high student retention rates by expertly tailoring lessons to meet students' objectives and adapting to different learning styles
  - Expand schools' range of available services by doing instructional design, proofreading academic papers, editing contracts and web content, and tutoring in verbal skills and mathematics for adults preparing for GMAT, GRE, and SAT exams
- **DIRECTOR OF STUDIES | January 2004 –February 2011**  
**Kennedy Executive Language Solutions, Madrid, Spain**
  - Cultivated long-lasting business relationships by providing end-to-end client service from concept through implementation of courses and continuous improvement evaluation
  - Coordinated and successfully launched hundreds of classes
  - Recruited, hired, oversaw, and pedagogically supported a team of trainers that grew from 10 to 65 trainers in 5 years
  - Designed Business and General English courses, and created learning materials and teaching resources
  - Participated in planning and implementation of projects for business expansion including launch of an online tool for students and admin

## CONTACT

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## UX/UI SKILLS

User and Market Research  
Personas and Journey Maps  
Task Analysis and User Flows  
Information Architecture  
Wireframing  
Prototyping  
Usability Testing  
Visual Design  
Interaction Design

## UX/UI TOOLS

Figma  
Sketch  
In Vision  
Balsamiq  
Lucidchart  
Miro  
Marvel App  
Optimal Workshop

## EDUCATION

**Graduate Certificate, International Public Health**  
The George Washington University,  
Washington, DC, USA

**Teacher of English as a Foreign Language Certificate**  
Lado International Institute,  
Washington, DC, USA

**Bachelor of Arts, Biological Sciences and Medical Humanities**  
University of Delaware,  
Newark, DE, USA

## LANGUAGES

**English** – Native Language

**Spanish** – C1 (Advanced)

**German** – B1 (Intermediate)