

TASHA MITCHELL

UX DESIGNER | UI DEVELOPER

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📍 Fairfax, VA

in tashamitchell/

🔗 tamitchell

Skills

VISUAL DESIGN

Responsive Web Design

Adobe Illustrator/Photoshop

Adobe XD CC

Invision

Sketch

Rapid Wireframing/Prototyping

UX RESEARCH

Storyboarding

Usability testing

User Journeys

Content Analysis

DESIGN THEORY

Color Theory

Composition

Creating Models for 3-Dimensional Forms

Interpreting artwork for the general public

Representing figures in space with balanced perspective

Applying digital resources to design projects

Creative Thinking

COMMUNICATION

Modifying designs based on feedback from client

Working collaboratively and independently

Deadline and Project Management

Design Consultation

Intermediate Spanish

PROJECT METHODOLOGIES

Version Control (Git, Github, BitBucket)

Agile Development/SCRUM/SAFe

MVC Methodologies

Project Management/bug tracking: JIRA

FRONT-END

React.js

Angular 8

JavaScript (ES6)

Typescript

SCSS/SASS

HTML5

CSS3

AngularJS

Bootstrap

Tasha is a Web Developer/Designer Hybrid with a passion for bringing words from mere paper and concepts into a visual reality that's both thought-provoking and interactive. Her biggest asset is her fortitude for creating a detailed vision and that she is able to maintain from the beginning the project to the end. Her qualities not only add up to make her a great designer, but overall, someone highly skilled in the talent of both crafting and materializing human narratives that reach vast variety of people, cultures, and organizations.

Education

George Mason University

Foreign Languages, Bachelor of Arts May 2018

GPA: 3.67/4.0

Graduated with honors with a double concentration in Spanish and Chinese

General Assembly

Web Development Immersive Program June 2018

Full-stack web development program focused on common best practices in object-oriented programming.

Dalian University of Technology

Immersive Study Abroad Program June 2017

Studied Mandarin Oral and Written Communication in Dalian, China

Professional Experience

Booz Allen Hamilton

Senior Consultant | Lead UX Designer

Alexandria, VA
Jan. 2019 to Current

- Conducted and lead communication processes for UX and Dev teams, involving UX Reviews and open standups between cross-functional teams resulting in higher quality output of development
- Designed a user-friendly, configurable navigation system that became the standard for all other related UIs on the project. The technique designed allowed mapping and defaulting of data as well as the ability to preview and adjust the data on-screen prior to updating.
- Designed and generated fully-interactive prototypes and click-throughs which were used for client presentations, mock-ups, as well as user-testing studies.
- Analyzed data gathered from user research into meaningful reports for business clients, enhancing relationship between clientele and project leads during project demos.
- Leveraged client based requests against government initiated design codes such as 508 Compliance, US Standards of Text Accessibility, and overall Usability

Senior Consultant | Front-End Developer

Alexandria, VA
Jan. 2019 to Current

- Served support role providing guidance to team members, project and product development support, process mentoring, and product technical assessments.
- As a mid-level developer, coded some of the more complicated solutions including dynamic page controls and dynamic tabbing and page scrolling.
- Reduced testing effort for integration teams by more than 70% by setting up chain of internal testing that can be performed by both UX and development teams before automated deployments are completed.
- Developed and promoted the usage of small, modularized components in Angular 8 framework, allowing for quick reuse and customization for cross-team use.
- Improved current CSS library used by instilling a modularized SCSS file structure for organization of styling per category rather than per component

MetiStream

Graphic Designer - Independent Contractor

Tyson's Corner, VA
Nov. 2018 to Dec. 2018

- Provided graphic design support for projects with production status including layout alterations, color corrections, resizing existing projects, and designing new projects based on existing creative or established guidelines
- Created graphics, slide templates and PPT materials for meetings and appropriate mock-ups for client
- Researched and presented new ideas for creative marketing campaign.
- Collaborated with COO and CEO of company to ensure graphic accuracy, consistency, and high quality
- Workflow tools used: Adobe Illustrator, Photoshop, Autodesk Sketchbook Pro

Projects

Growthsphere.io

July 2018 to Current

Growthsphere is an online web application initially designed to create a space for women to track their natural hair growth progress. What's more than a web application that logs hair regimens and product outcomes, The for this application is that it will evolve to become a space where women can come to share, collaborate, and talk about their hair.

Technologies Used: Materialize(CSS library), HTML5, SASS, CSS, MongoDB/Mongoose, Express.js, Handlebars, Node.js, Passport (for user authentication)

Deployed Application: <https://growthsphere.herokuapp.com/>

Github Repo: <https://github.com/tamitchell/hair-journal>

Weather Forecast API

Sept. 2018

A React Based Application that uses Dark Sky's weather forecast API and Geocodio's API to render weather conditions based on user's current and/or desired location.

Technologies Used: ReactJS, Materialize(CSS library), HTML5, SCSS, CSS

Deployed Application: <https://firstcall-weather.surge.sh/>

Github Repo: <https://github.com/tamitchell/weatherapp>

Storyteller

Sept. 2018

Storyteller: A Web Application for Short Stories is a modern organizational web app that helps to organize and write novels, poetry, and prose. While this project originally incorporated MERN (MongoDB, Express, React, and Node), I am currently refactoring it to also incorporate GraphQL.

Technologies Used: React.js, Express.js, Node.js, MVC, MongoDB/Mongoose, GraphQL

Deployed Application: <https://storyteller-ss.surge.sh/>

Github Repo: <https://github.com/tamitchell/storyteller>

Happy Tail VA LLC

Mar. 2018

Happy Tails VA LLC is an upcoming dog walking company who wanted a launch site to expand to their growing clientele.

Technologies Used: Javascript(ES5), HTML + SASS, Bootstrap, Surge (for deployment)

Client Website: <http://www.happytailva.com/>

Deployed Application: <http://happytail-dev.surge.sh/>

Github Repo: <https://github.com/tamitchell/HappyTailLLC>

Landscaping Residential Template Site

Apr. 2018

This was a design proposal for an upcoming business who wanted to do residential and commercial landscaping. This client has since moved on to become the owner of the Diversified Electric Service Company.

Technologies Used: React, SCSS, Bootstrap

Deployed Application: landscaping-template.surge.sh

Github Repo: <https://github.com/tamitchell/landscaping>

Certifications

ICAgile • ICAgile Certified Professional (ICP)

Feb. 2019

Human Factors International • Certified Usability Analyst

June 2019

SAFe Certified Professional

Nov. 2019

Tasha Mitchell

User Experience/Graphic Design
Selected Samples
Portfolio 2020

About Me

— — —

I am a Designer turned Web Developer with a passion for bringing words from mere paper and concepts into a visual reality that's both thought-provoking and interactive. When I transitioned from learning human languages as a linguist to learning computer programming, I was able to quickly transfer my skill of breaking down concepts to their bare syntax and grammar and reconstructing them into readable and functional code.

I love the process of learning something new, and I love that experience of feeling the drive to get better at what I am learning by any means possible. All of these qualities not only add up to making me a great programmer, but overall, someone highly skilled in the talent of both crafting and materializing human narratives that reach vast variety of people, cultures, and organizations.



Workflow Tools Used: Adobe XD CC, Adobe Illustrator, Photoshop

Process

01

Research.

Gain knowledge of users, existing issues, context, technologies, and gather user data.

02

Build User Personas

Build user profiles/scenario maps. Create solutions for the needs of those “people” – our targeted users.

03

Design

Draw paper sketches, build wireframes and prototypes to present to clients.

04

Develop.

Fine tune system architecture needed to implement this design. Build from wireframe to full on solution.

05

Refine.

User testing. Qualify/Quantitate results. Return and implement changes that may help improve user experience.

06

Repeat.

The process never ends! One can always improve.

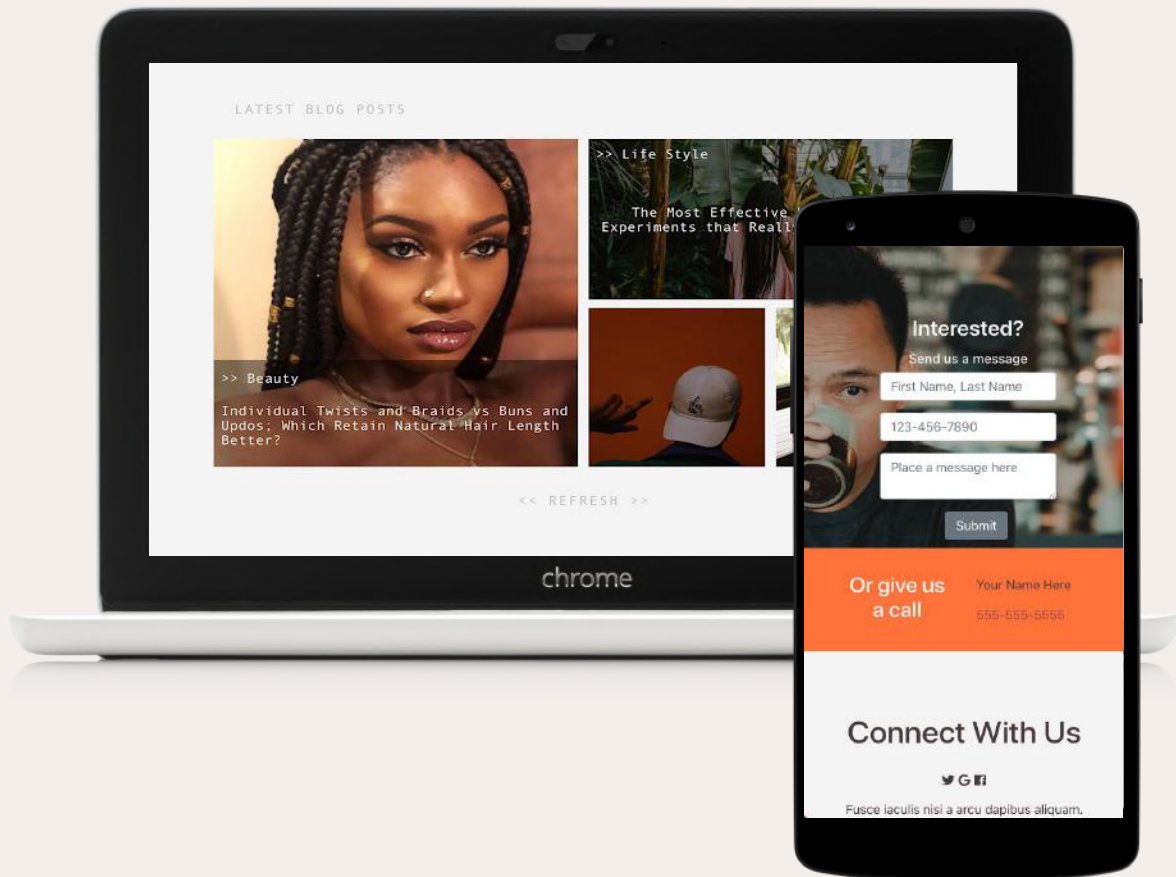
SHOWCASE

Case Studies

Happy Tails VA LLC

Diverse Electric Services

Growthsphere - Hair Journal
Application





Happy Tail VA LLC

Date: March 2018

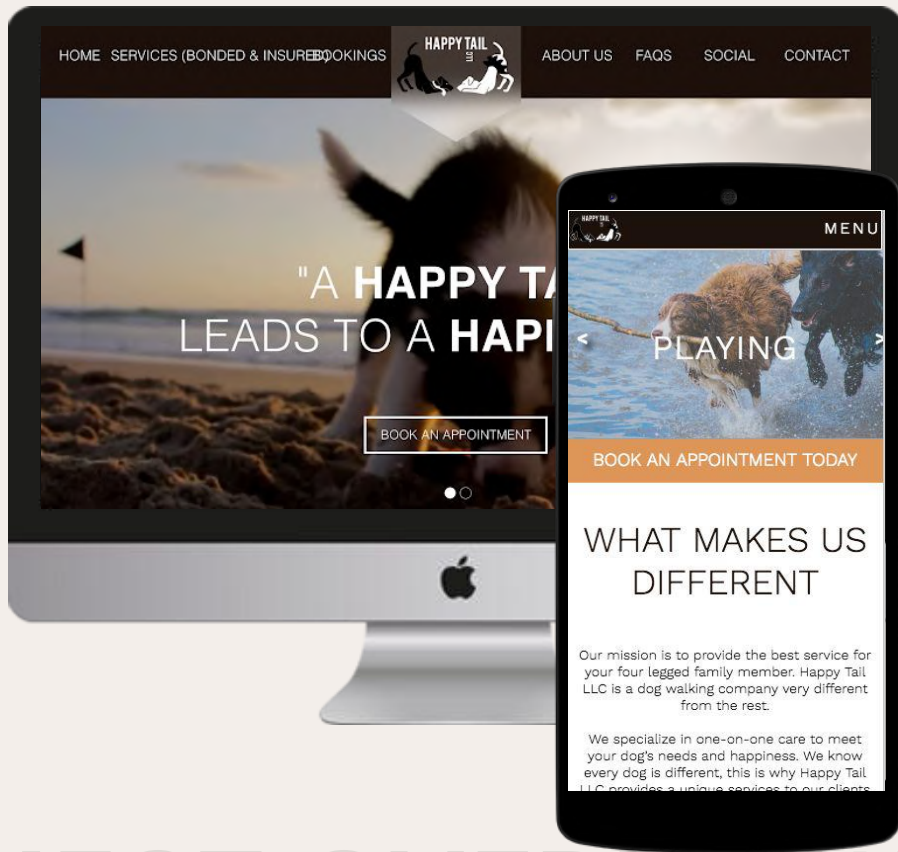
Platform: Desktop, tablet, mobile

Challenge

To help Happy Tail VA expand their current platform to an online presence where users can learn more about their services, values, and mission.

What I Did

- > Setting goals and objectives
- > Stakeholder interviews
- > Establishing key audiences
- > Building personas
- > Creating scenarios
- > Creating wireframes
- > Developing product



PROJECT OVERVIEW

Setting Goals and Objectives

SITE URLS happytailva.com, happytail-dev.surge.sh

WHAT IS THE COMPANY ABOUT?

Happy Tail VA (Now an LLC) is a dog walking/boarding startup founded and managed by animal enthusiast Fiorella Gambini. Alongside dog walking, the company also focuses on training, vaccinations, and informing customers of better pet care.

WHAT ARE THE GOALS OF THE WEBSITE?

The goals of this website are to make sure the user can do 3 simple things 1) Be informed of what the business is and services it provides, 2) Instantly know how to get in contact with the Business, 3) Have access to informational postings about pet and animal care

WHO ARE THE USERS OF THE SITE?

Primary Audience: Med - High Value Customers

Secondary Audience: Low value Customers, Potential Customers, Ex-Customers

GOALS

Establishing Key Audiences



High Value

30-50 years
Family-oriented
Local area
Own a single pet
Full time work



Potential Customers

30-50 years
Family-oriented



Ex Customers



Med Value

20-30 years
Single or
Family w/ no kids
Local area



Potential Employees

18 - late 20s
Single
College Student
A bit further away from business



Low Value

20-30 years
Single or
Family w/ no kids
Own 2 or more animals
Differing work schedule

AUDIENCE

BUILDING PERSONAS (LOW VALUE CUSTOMERS)

WHAT DO THEY WANT?

- > To easily schedule a dog walking appointment
- > To be able to quickly contact the walker/boarder
- > To be able see all the services available by the company

PAIN POINTS?

- > Time consuming to have to look up business site information.
- > Time consuming understand differing price rates
- > To be able see all the services available by the company

MOTIVATION?

- > Saving time
- > Maintaining pet health
- > Convenience

PERSONAS

BUILDING PERSONAS (CONT.)

USER NEEDS

- > How much does it cost to walk my dog?
- > Where are you located?
- > Do you offer any additional services? local office / contact details
- > What kind of certifications do you have?

SOLUTIONS (CONTENT & FUNCTIONALITY)

- > Accessibility
- > Responsive website design
- > Video - display business in action [content analysis]
- > Contact details
- > Services search/filter

PERSONAS

WIREFRAMES & PROTOTYPING

To view a working
Prototype, click the
following link:

<https://xd.adobe.com/view/7ace75af-c65d-4b81-59e0-fd8565a4b4fa-0cff/?fullscreen>

PROTOTYPING

Key Notes About Development Process

— — —

Technologies used were HTML, CSS + SASS (preprocessor), Javascript (ES6), Bootstrap

Developer's site was deployed using Surge
(<http://happytail-dev.surge.sh/>).

Client's site was deployed using Adobe Muse
(<http://www.happytailva.com/>).

Developer Site Github
(<https://github.com/tamitchell/HappyTailLLC>)

DEVELOPMENT

Diverse Electric Services

Date: October 2018

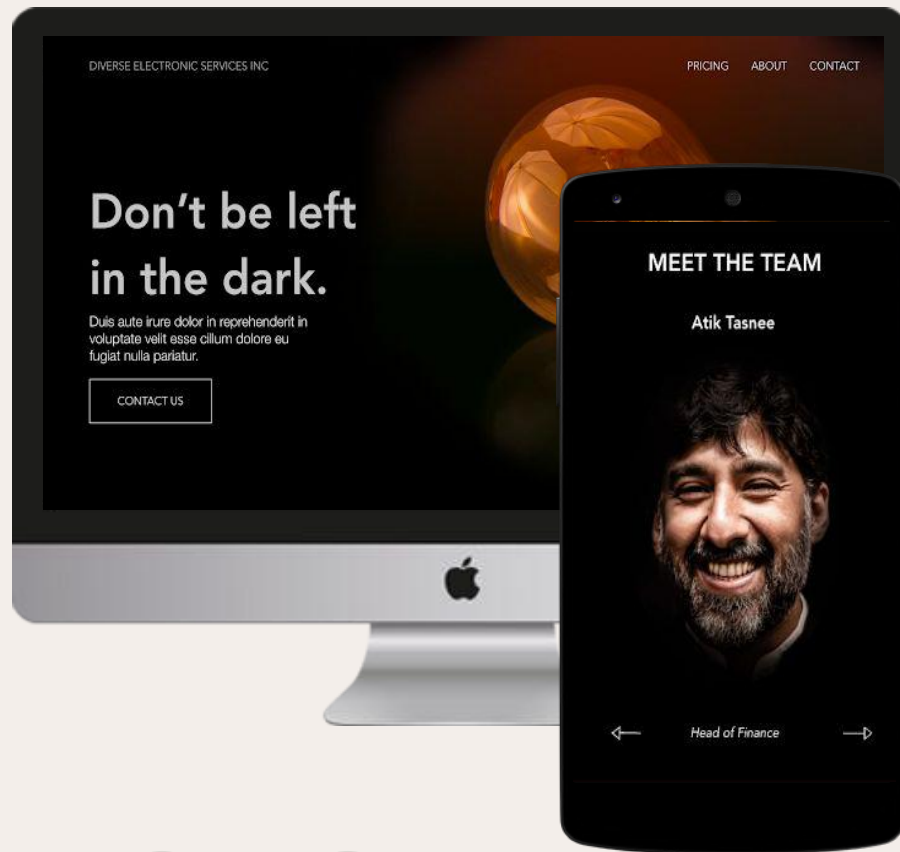
Platform: Desktop, tablet, mobile

Challenge

To help Client expand their current platform to an online presence while simultaneously standing out from existing competition

What I Did

- > Setting goals and objectives
- > Establishing key audiences
- > Building personas
- > Creating scenarios
- > Creating wireframes
- > Editing Photos (Photoshop)



PROJECT OVERVIEW

Setting Goals and Objectives

SITE URL **Neyer Torrico**

WHAT IS THE COMPANY ABOUT?

Diverse Electric Services is an electrical services company founded and managed by Senior Software Engineer Neyer Torrico. The company services both residential and commercial agencies.

WHAT ARE THE GOALS OF THE WEBSITE?

The goals of this website are to make sure the user can do 3 simple things 1) Be informed of what the business is and services it provides, 2) Instantly know how to get in contact with the Business, 3) Have access to informational postings about company growth and changes

WHO ARE THE USERS OF THE SITE?

Primary Audience: Residential and Commercial Clientele

GOALS

Establishing Key Audiences



High Frequency, Med Value

Residential clients
local to the
Alexandria area

Clients looking
specifically for
Older Home
Upgrades, Repair,
Replacement,
Installation, and
Wiring



High Value, Low Frequency

Commercial Clients
looking for small
time repairs and
needing small build
outs within the
Fall Church Area



Potential

Large scale
commercial clients
needing medium
scale work, such as
Heavy-Ups Panel
Upgrades or Annual
Inspections

AUDIENCE

WIREFRAMES & PROTOTYPING

To view a working
Prototype(Desktop), click
the following link:

<https://xd.adobe.com/view/23df7983-c6a1-4e81-51c5-4f9d908b1d7b-55ee/?fullscreen>

Password: NeyerT14

PROTOTYPING

Design Challenges

Part of the biggest challenge for this project was being able to pull the right information from the client to best depict how they wanted their product to look.

Upon my first meeting with the client and asking what kind of website they had in mind, mostly what I could pull out them was that they wanted a website that looked **“sleek, smooth, and more modern”** in comparison to some other sites they had seen on the internet. In this effect, I was told that I was free to choose a new color scheme, layout, and logo redesign that would give the client’s website the atmosphere of having a **“new”** feel that would convey to potential clientele that although the company was young, it had simplistic style and modernity to it that conveyed it got the job done.

CHALLENGES

Design Challenges (Cont.)

My interpretation of this comment assumed that what the client actually wanted was a design that matched the modernity that many large scale companies (and possibly their future clients) possessed on their own websites. This was also inferred due to the client's expressed desire to attract larger clients, but felt that due to lack of upkeep on their personal brand that they had aged too long without updating and maintaining their image.

The next slide highlights some competitor companies that client wanted me to “somewhat match the layout,” but surpass in terms of integrity and design.

CHALLENGES

Competitor Sites



BEACON
ELECTRICAL SERVICES
Your Source of Light

Home About Us Electrical Services Careers Current Specials Reviews Blog Contact Us

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Contact Us Today!



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Professional Electrical Services in Northern Virginia

Family owned and operated since , Rush Companies understands the importance of trustworthy, affordable, and skilled service. Our commitment to exemplary job performance includes top-quality materials, on-time arrival, tidy job sites, and swift turnaround. We provide the information you need to make smart decisions and helpful recommendations to ensure your long-term satisfaction. Let the experts from Rush Companies light up your life and put

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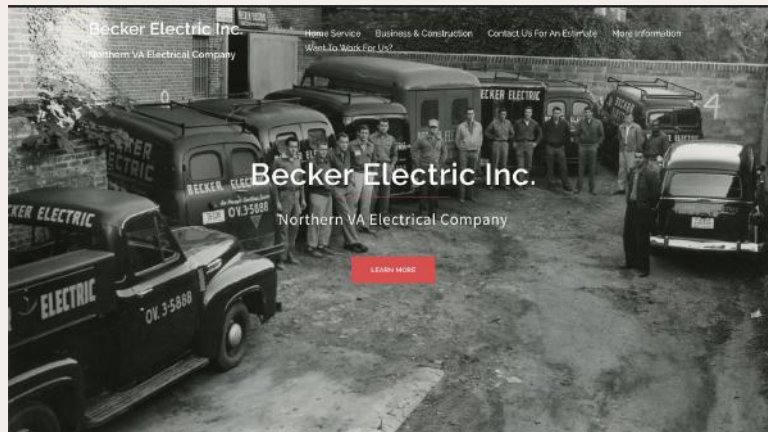
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Northern VA Electrical Company

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Design Solutions

Alongside attempting to match the layout of competitor websites like my client has asked of me, one solution that will be incorporated in the next iteration of this redesign is to somehow maintain the a healthy amount of white/negative space to relax the user eyes as they traverse throughout the site.

What I had noticed from most of the competitor sites is that there exists this immediate bombardment of information, panel after panel, that I believe is not only tiresome on the eyes, but also demands to much attention all at once to each individual block of information. **Becker Electrical**, which perhaps my client's greatest competitor design wise, seems to avoid this pitfall by having a seemingly well awareness of the space it consumes given the information it wants to convey. BUT, their layout does seem to do this so earnestly that they lost the traditional grid composition that they seemed to have been aiming for and everything falls into a central clump - leading to an aesthetic dissonance.

SOLUTIONS

REDESIGN

**To view a working
Prototype(Desktop), click
the following link:**

<https://xd.adobe.com/view/23df7983-c6a1-4e81-51c5-4f9d908b1d7b-55ee/?fullscreen>

Password: NeyerT14

PROTOTYPING

Growthsphere

Date: June 2018

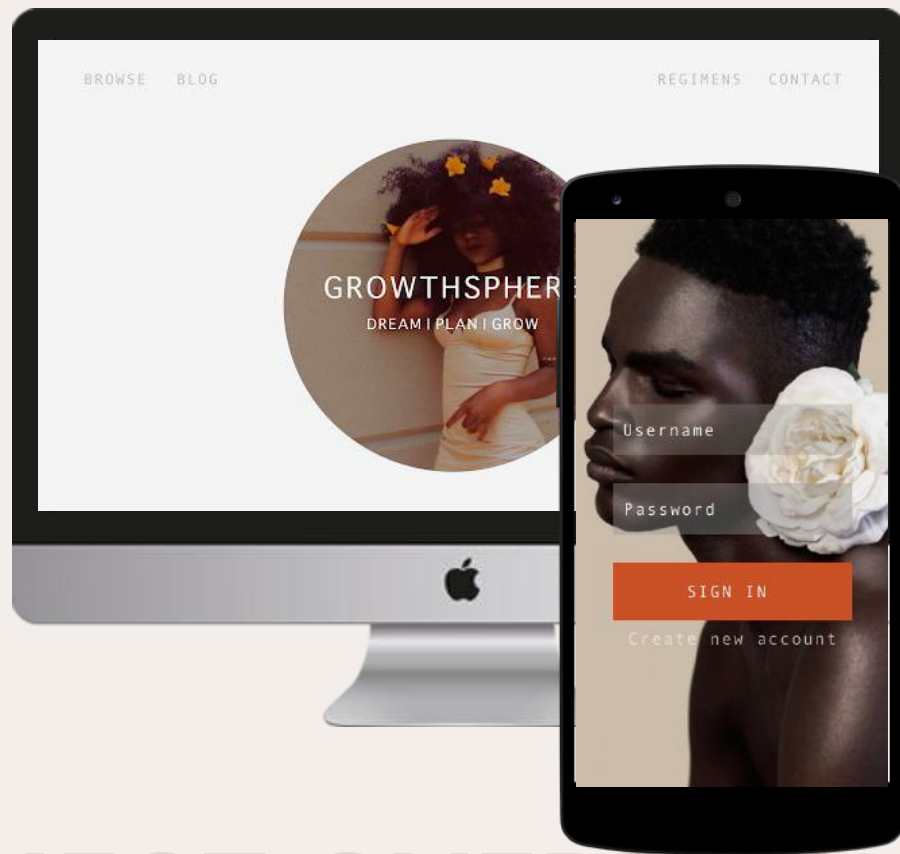
Platform: Desktop, tablet, mobile

Challenge

To develop a web application where users can create and share regimens and products they use to grow and care for their natural hair.

What I Did

- > Setting goals and objectives
- > User testing
- > Establishing key audiences
- > Building personas
- > Creating scenarios
- > Creating wireframes
- > Developing product



PROJECT OVERVIEW

Setting Goals and Objectives

WHAT IS THE PROBLEM?

According to an Essence Panel exploring the power of the Black dollar and the extra price POC women must pay to feel beautiful, Black women already commit a huge chunk of change to the beauty industry. As Stephanie D. Smith on WWD.com writes:

African-American women spend \$7.5 billion annually on beauty products, but shell out 80 percent more money on cosmetics and twice as much on skin care products than the general market, according to the research. That difference comes as African-American women sample many more products to find the ones that are most effective on their skin. > *By Stephanie D. Smith on May 19, 2009 from WWD issue 05/19/2009. Read the rest [here](#)*

So what does this tell us about Black women and how they must navigate through the beauty industry? It says that not only does there seem to be a shortage of products aimed at women of color, but also that the products that do exist do not seem to possess a base formula that can work for everyone. Instead, Black women must incorporate a strategy of trial-and-error and making homemade concoctions until they find a product that works for them.

GOALS

Setting Goals and Objectives (Cont.)

WHAT ARE THE GOALS OF THE WEBSITE?

I felt like there was a strong need for an application in this industry that sort of cut out the "middleman" or the advertiser of said products and let women communicate with each other more closely about their natural hair in a preserved space. Built to resemble a mobile app but meant to behave like a forum, I believe that Growthsphere achieves this effort by providing space where the exact information is needed to help Black Women learn to cater to, care for, and grow their natural hair.

WHO ARE THE USERS OF THE SITE?

Primary Audience: African American Women, Women with Coily, Kinky, or Curly Hair

Secondary Audience: Hairstylists, Brand Influencers, Social Media Curators,

GOALS

Establishing Key Audiences



High Frequency

Have
kinky-curly
hair
Frequent social
media looking
at #naturalhair



Med Frequency

Wear hair
extensions
Early teens to
late 30s



Low Frequency

Men
Hair textures
other than
kinky, coily,
curly hair




Potential

Newly natural
women
Other hair
textures

AUDIENCE

INITIAL DESIGN (MOBILE)




log in

username

password

skip



create an account


username

email

password

next

skip



hi {name}, what's your stats?



hair type

hair length

density

porosity

submit



honeybee3000



view regimens

{name}'s stats

hair type	hair length
4c	16"
density	porosity
thick	low

DESIGN


INITIAL DESIGN (MOBILE)





honeybee3000's regimens

You don't have any... :(

Let's change that.





Building a Regimen

Name
Regimen name

Description
What is the purpose of this regimen? Length? Maintenance? Write a short description here.

Moisturizing Routine
How do you keep your hair moisturized?


Detangling Method
Do you use tools? Here's a good place to list them.



Washing Frequency
Monthly? Daily? Weekly?

Trimming Routine
How often do you Trim?

Additional Notes

SUBMIT





Chebe Method

A regimen I made inspired by the women of Chad for moisture retention

Moisturizing Routine
Moisturise and seal the calabar braids lightly every morning (mixture of cantu shea butter and S-curl)

Detangling Method
I don't use any tools to detangle my hair, I prefer finger detangling

Washing Frequency
Shampoo every 2 weeks

Deep condition with heat for 30 minutes after washing (moisture and protein conditioners used)

Trimming Routine
I trim only when needed. My last trim was 2 years ago

Product List
Shampoos



- Cream of Nature Argan Oil Sulfate free Shampoo
- Organic Root Stimulator Uplifting shampoo (used to clarify every 5/6 weeks)

Deep Conditioners


Additional Notes
Hair kept in 16 calabar braids for two weeks at a time.


Oil scalp once a week


Edit | Delete




honeybee3000's regimens

Chebe Regimen
A regimen I made inspired by the women of Chad for moisture retention
created by honeybee3000 on 07/13/2018 Edit | Delete

Crown and Glory Regimen
Uses hair extensions to minimize hair manipulation, reduce damage and achieve quicker hair length goals.
created by honeybee3000 on 07/13/2018 Edit | Delete

Cipranna Regimen
This is the complete rundown of everything and anything I do to my hair including all of the natural oils I use and their benefits
created by honeybee3000 on 07/13/2018 Edit | Delete



DESIGN

Design Challenges

Part of the biggest challenge for this project was customizing the site's scalability from mobile view to desktop view. Because focus group testing revealed that users would be more likely to use the app on their phone rather than on a desktop, the initial design was customized to be more simplistic and modern, but later found to be quite lacking in content when scaled back up to a desktop or tablet view.

CHALLENGES

Design Solutions

One solution that will be incorporated in this project is to do more user testing to reveal how the user visits information as they traverse through the site. As one can see from the above design, most of the content is centered because this is what will ultimately help the user to scroll downward to reveal more content. However, this design scheme clashes with the user's innate nature to scan back and forth (i.e. left to right or vice versa) for information, more often than not in a Z-shape or F-shape pattern.

Henceforth, I believe a much more helpful design would be, for this page specifically, would be to place the user profile image and stats to the left side, while display their created regimens to right. While user testing and surveys still need to be conducted to determine what else the user may want to view on this page, the latter seems like it would provide a bit more meat to an otherwise very delicate wireframe.

SOLUTIONS

Afterthoughts

This is an ongoing project that I feel is very personal to me and my community, and so while I do not have the most recent updates, I can say that it is a project I work on little by little, day by day, while receiving consistent feedback on how to improve and grow the integrity the application into a great tool that can be used by hair enthusiasts from around the world. It is for this reason that I have included the project in my portfolio - to show that I have a passion for design that reaches beyond the 9 - 5 schedule, as well as how I involve my talent in the world around me for a greater good.

Below is link to see a sketch of sorts to the very latest redesign:

<https://xd.adobe.com/view/42292154-3710-47bc-4601-8f57107bf137-3418/?fullscreen>

CONCLUSION

Key Notes About Development Process

Technologies used were NoSQL - MongoDB, Mongoose as ODM (Object Document Mapping), Express.js, Handlebars, Node.js, Passport (for user authentication), Sass, Materialize

Developer's site was deployed using Heroku
<http://growthsphere.herokuapp.com>.

Developer Site Github
(<https://github.com/tamitchell/hair-journal>)

DEVELOPMENT

THANKS FOR READING

And leave some feedback!