

Alisha Austin

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EXPERIENCE

Digital Experience Designer | Johnson & Johnson

New York, NY 2018 – 2019

- » Led research and identified insights that resulted in improved intranet experiences for employees
- » Built digital, sketch and AR concept prototypes for enhanced employee digital experiences and business partner engagement
- » Contributed and collaborated with the brand team to create an internal digital design system
- » Executed and advanced inclusive design practices in internal and external facing digital tools
- » Co-designed a multi-disciplinary sprint process that produced multiple opportunities for expanding how the Company contributes to women's health

Winter 2018 Fellow & Makeathon Participant | IDEO CoLab

Cambridge, MA 2017 – 2018

- » Co-created and tested services that utilized blockchain as a way to build trust in peer-to-peer e-commerce
- » Prototyped and tested a digital wallet that used blockchain to safely store and share medical information

User Experience Designer | Self-Employed

New York, NY 2015 – 2017

NYC Mayor's Office of Operations

- » Produced UI & UX concepts that were rooted in user research sessions that I co-created with my colleagues
- » Spearheaded visual dashboard improvements for HomeSTAT
- » Oversaw content strategy for GrowingUp NYC
- » Coordinated icon development for Access NYC
- » Co-produced an internal style guide and templates to standardize city documents
- » Supported in the launch of an in-house service design studio

Warren (chatbot startup)

- » Analyzed Warren's potential user base, honed their value proposition and improved the tone for their Facebook bot

Marx (betaworks AR startup)

- » Conducted user-testing and implemented research insights into in-app copy
- » Delivered wireframes for the expansion of the Marx website

McKinsey & Company

- » Developed wireframes, mockups, flash assets and taxonomy edits for their intranet portal

Project Lead & UX Researcher | Design for America

New York, NY 2015

- » Organized fellow students in producing an OpenIDEO pop-up centered around reducing food waste in NYC

EDUCATION

New York University Gallatin School of Individualized Study

Creative Writing and Journalism
Masters of Art 2016

American University of Paris

Memory and Visual Culture
Graduate course, 2013

Nyack College

English and Cross-Cultural Studies
Bachelors of Arts 2010 Magma Cum Laude

SPECIALIZED COURSEWORK

IBM Enterprise Design Thinking

Certification 2019

Dale Carnegie Professional Development

Moving Conflict and Negotiations to Successful Results, High Impact Presentations, Teams for Growth and Results
Certifications 2018

SKILLS

Programming Languages

HTML5
CSS3
Javascript

Frameworks & CMS

Bootstrap
Wordpress
CraftCMS

Professional Competencies

Active listening
Facilitation
Multi-discipline collaboration

Digital Tools

Adobe Creative Suite
Google Suite
Microsoft Suite
Sketch
Invision
JIRA
Unity
Vuforia

Other Proficiencies

Sketching
Photography