

ASIA ROSCOE

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EDUCATION

Howard University School of Business

Washington, DC

Bachelor of Business Administration with a concentration in marketing; minor in Spanish

CERTIFICATIONS

- Google Analytics
- HubSpot Content Marketing
- HubSpot Social Media
- Google UX Design

TECHNICAL PROFICIENCIES

- Adobe CC (Illustrator, InDesign, Photoshop, XD)
- Figma
- Google Analytics
- InVision
- Miro
- Maze

SKILLS & METHODOLOGIES

- Human-Centered Design Approach
- Competitive Analysis
- User Interviews & Surveys
- Persona Building
- Social Media Monitoring
- Data Analytics Review & Synthesizing
- Prototype Feedback & Testing
- Can perform well working in a start-up environment
- Excellent presentation, written, verbal & visual communication skills

EXPERIENCE

UX Designer/Web & Brand Designer - CoCreate Creative Design Studios, Remote

05/2022 – Present

- Utiliz best practices for information architecture and interaction design, the user-centered design process, and UX principles and techniques.
- Sketch, prototype and create high fidelity artifacts and flows to validate ideas at the concept stage, and create prototypes using Figma and Adobe XD.
- Use data collected to define the user through user personas and create user journey maps.
- Focus on creating positive client experience across web, apps, and other touchpoints.
- Produce pixel-perfect screen designs and provide detailed specifications/assets to developers.
- Create a design system as well as use existing visual systems and/or standards to optimize visual quality/impact and ensure final product matched design intent.
- Conduct interviews and usability studies to identify user pain points and test design effectiveness.
- Create user personas, stories, journey maps, and problem statements to guide design and research.

Consultant - Thurgood Marshall College Fund, Remote

04/2022 – Present

- Design strategic alignment between I&E storytelling infrastructure projects such as the Who's Next podcast, social media engagement, program promotions, landing page, and app development, with overall TMCF marketing plan and brand. Create project plans to gain a clear understanding of the required deliverables and timeframes.
- Draft all I&E written collateral and collaborate with internal, cross-functional partners including marketing and brand engagement, and communications to ensure required activities are completed in a timely manner.
- Provide regular communication and updates to I&E divisional leadership and internal participants regarding project status and upcoming collaborations.
- Schedule and lead internal meetings as needed to ensure required resources are ready and available to deliver on project requirements.
- Leverage knowledge and experience to recommend and develop new strategies and approaches that will assist the I&E division in establishing best-in-class engagement objectives.
- Help define the customer and gain a clear understanding of the customer's needs while engaging and educating key staff members.
- Ensure all projects are delivered on time within the stipulated scope and budget.
- Develop a detailed plan to monitor and track the progress of each project.

Social Media Marketing Manager / Web Designer - Above The Baar, Detroit, MI

06/2020 – Present

- Create branding and guidelines with knowledge of the science behind design to elicit emotions and align with the target audience.
- Conduct research on the current target audience through surveys to create user personas and understand the user's wants and needs.
- Design a responsive e-commerce website using design thinking and visual design with a clear information architecture to create an optimal user experience.
- Create a social media and marketing strategy including setting and tracking KPIs, how to meet them and how to best serve customers.
- Conduct quarterly competitive analysis to understand current trends and offerings in the market to stay ahead of the competition.

- Drive e-commerce sales, customer engagement, and brand recognition through social media marketing using TikTok (17,000+ followers), Instagram (1,200+ followers), and Pinterest (42,000+ monthly views).
- Increased market share (based on results from user research survey studies) and generated \$14,000 in yearly sales.
- Direct all aspects of new headwear product design and launch using market research, creating new design mockups, and collaborating with manufacturers for final design approval.

Social Media Marketing Manager - AboveBoard, Remote

08/2020 - 01/2021

- Developed and implemented social media marketing efforts for the start-up company offering an automated executive hiring platform that connects senior executives with new career opportunities.
- Collaborated with cross functional teams such as web development and engineering teams to perform usability tests during design sprints, define, design and ideate functionality of numerous features and interactions within the website and innovative solutions for all visual elements of the platform.
- Identified potential platform members and conducted outreach to grow membership enrollment by 30%.
- Collaborated with the marketing team and designer to create a brand story, elements, mockups and graphics for social media and web pages that built company name recognition with target audience and added 2,000 LinkedIn followers.
- Collaborated with sales and product marketing and design teams to design and develop brand partner visuals and experiences.
- Leveraged Google Products, Hootsuite, and HubSpot tools for web data tracking, analytics reporting, content development, and targeted email campaigns to strengthen marketing strategy, drive business growth and clearly articulate data and team goals to the organization.

PROJECTS

Connected Brand Collaboration App

Winter 2022

- Utilized best practices for information architecture and interaction design, the user-centered design process, and UX principles and techniques
- Sketched, prototyped and created high fidelity artifacts and flows to validate ideas at the concept stage, and created prototypes using Figma and Adobe XD.
- Focused on creating positive client experience across the mobile app and web design.
- Produced pixel-perfect screen designs and provided detailed specifications/assets to developers.
- Created a design system as well as used existing visual systems and/or standards to optimize visual quality/impact and ensure final product matched design intent.
- Analyzed user feedback and activity, and iterated to enhance the user experience.
- Created user personas, stories, journey maps, and problem statements to guide design and research.

Above The Baar Rebrand & Web Design

Fall 2021

- Created low and high fidelity wireframes to validate ideas at the concept stage using Figma
- Re-designed the responsive website by focusing on creating positive client experience.
- Created user personas, stories, journey maps, and problem statements to guide design and research.
- Developed a clear information architecture to help guide users through their shopping journey while using the site.
- Led the visual design process while working with a team of designers to create logos, choose typography and colors, set guidelines, and build brand elements to articulate the brand's identity to the target audience.
- Conducted a user survey to understand user needs and pain points as it related to the brand and the ease of use of the current website.
- Conducted usability studies to test if the implemented solutions effectively solve user needs.