

Aisha Bowers

Full Stack UX/Product Designer

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Professional Summary

Full Stack UX/Product Designer with over 20 years of experience creating user-centric interfaces and managing high-performing design teams. Expert in design tools and processes along with technical expertise, Passionate about cross team collaboration, design thinking, mentoring, and driving innovation to achieve significant improvements in user satisfaction and product quality.

Work Experience

Senior UX/Product Designer

Oct 2012 - Jun 2024

AT&T (Contract – Kforce)

- Led a team of designers to create user-friendly interfaces and content for digital experiences.
- Developed a Figma Enterprise business component library, expanding the AT&T Digital Design System.
- Collaborated with cross-functional teams, including stakeholders, site managers, UX researchers, development engineers, analytics, SEO, brand, accessibility, and partner agencies.
- Led the business design team in new product introduction events
- Redesigned the business website and business blog, boosting engagement rate and page ranking.
- Introduced new processes to streamline the design-dev workflow.
- Created content including images, illustration, animation, video and interactive content.
- Created UX design artifacts, including wires, flows, page and component layouts, and prototypes.
- Created design documentation and production templates, including style guides, creative briefs, technical specifications, production schedules, inventories, presentations, content templates.
- Provided guidance and design oversight with partner agencies.
- Participated in design research, including creating high fidelity interactive prototypes in Figma for A/B tests, and contributing to questionnaires and scenarios for qualitative user testing and CSAT.
- Introduced AI in the design workflow, cutting down common task time.
- Explored innovative solutions to design challenges and opportunities.

UX Researcher

Mar 2012 - Oct 2012

Microsoft (Contract – Filter)

- Performed UX research for the restructuring and re-branding of Microsoft's internal human resources Sharepoint portal, HRWeb.
- Developed and conducted usability testing, providing actionable insights to improve user experience.
- Designed and utilized surveys, card sorting, questionnaires, scenarios, wireframing, and prototyping.
- Recruited users for testing, moderated tests, and analyzed results.
- Created a rapid interactive prototyping solution, for quick iteration cycles, increasing feedback quality.
- Collaborated with a cross-functional team for broad input and feedback into the project.
- Created high fidelity comps with the Metro Design System (foundation Fluent UI).

Senior Interactive Designer

Oct 2007 - May 2011

Hidden City Entertainment

- Created game art, illustrations, 2D animations, and HUD design for RPG, platform and puzzle games.
- Developed concept art, storyboards, style guides, wireframes, and interactive prototypes.
- Managed junior design resources, improving team productivity.
- Collaborated with game engineers to develop test environments.
- Performed technical art implementation in XML and created documentation.

- Enhanced game asset workflows, reducing production time by 15%.
- Assisted in focus group testing, gathering feedback to refine game design and user experience.
- Oversaw the quality assurance of game visuals, ensuring alignment with standards and Brand.

Associate Professor

Dec 2005 - Oct 2007

Cascadia Community College

- Taught courses in UI design, UX design, web design and front-end dev, multimedia authoring, animation, game design, Flash, After Effects, Premiere, Photoshop, Illustrator
- Curriculum development for classroom and online courses and certificate programs
- Student team supervision of off-site business web design projects

Digital Media Specialist

Nov 2004 - Dec 2005

Smithsonian Institution

- Created visual and motion design content, enhancing digital exhibits and user interfaces.
- Designed multimedia kiosks, improving visitor engagement and educational outreach.
- Managed an international team at a World Heritage site in Ecuador, to deploy an informational kiosk, boosting cultural preservation.
- Trained indigenous groups on multimedia tech, ensuring sustainable cultural documentation.
- Collaborated with diverse stakeholders, achieving recognition for project success.
- Fostered team synergy across multi-cultural projects, enhancing operational efficiency.

Education

AAAS, Visual Communications Technology, *Shoreline Community College, Shoreline, WA*

BA, Interdisciplinary Studies, *University of Washington, Bothell, WA*

Coursework and Certifications:

Prompt Engineering, *AT&T employee learning course, Dallas, TX*

AI Tools, Multimodal and Conversational AI, *Online self-study (in process)*

Web Technology, Client Side Scripting, *University of Washington, Seattle, WA*

Professional Affiliations

Member, Industry Advisory Board, *Shoreline Community College, Shoreline, WA*

Member, Interaction Design Foundation (IxDF), *International and Seattle, WA Chapter*

Skills and Technologies Overview

Design Management	Design strategy, design leadership, design thinking, art direction
Product Design	Design systems, cross-team collaboration, full stack design, concept to implementation, story
UX Design	UX research, UI design, user flows, wireframing, accessibility, data analysis, Figma, XD
Visual Design	Brand, illustration, iconography, typography, photography, comps, Adobe: Photoshop, Illustrator
Motion Design	Animation, video production, interactive media, Adobe: Premier, After Effects, Animate
Prototyping	Rapid prototyping, interactive prototypes, Figma, XD, Multimedia Authoring tools, coding
Web coding	HTML, CSS, XML, JS, JS libraries, VSCode, GitHub
Design Systems	AT&T Digital Design, MS Fluent UI, Google Material Design
AI	GenAI, conversational AI, prompt engineering, AI design patterns, AI tools