

ASHLEY BALLARD

User Experience Designer

✉ ashley.ballard87@gmail.com

📱 (405) 651-1488 🌐 ashballard.com

EXPERIENCE

Senior UX/UI Designer & UX/UI Lead

Deloitte Digital [July 2022 – Present]

- Lead human-centered research, validation, and testing efforts (qualitative and quantitative) using many research methodologies.
- Synthesized research data to identify affinities, patterns, and themes; used the findings to drive design decisions.
- Develop low-fidelity wireframes and high-fidelity prototype solutions for our clients, depending on the project and client's needs.
- Promote a user-first mentality by creating a solid UX strategy to help the product team focus on solving the right problem for our target users.
- Responsible for managing the team, setting the tone and direction, and ensuring my colleagues have all the information needed to execute the project.

User Experience Designer → User Experience Design Specialist

Pearson [April 2020 – July 2022]

- Improved the end-to-end experience for prospective learners by conducting usability reviews, identifying UX issues, and proposing design solutions.
- Created wireframes and rapid prototypes to share a project's vision, present layout options and demonstrate functionality to get buy-in from stakeholders.
- Designed compelling product experiences based on customer needs, from scratch or in accordance with design systems, while adhering to accessibility best practices.
- Conducted moderated and unmoderated remote usability testing to learn about our users' behaviors, uncover pain points, and discover design opportunities to improve our products.

Graphic Designer → Senior Graphic Designer

Knight Agency [July 2015 – April 2020]

- Designed and implemented responsive web content that effectively solved our clients' needs, enhanced marketing goals, and delivered an engaging user experience.
- Collaborated daily with multiple cross-functional team members to share ideas and align on project goals.
- Managed and mentored associate and mid-level design talent.

SKILLS

Human-Centered Design
Interaction Design
Wireframing and Prototyping
Design Systems
Information Architecture
User Research and Data Analysis
User Personas and Scenarios
User Journey Mapping
Usability Testing and A/B Testing
Customer Experience Management
Strategic Design Thinking
Agile and Lean UX Methodologies

TOOLBOX

Figma
Adobe XD
Sketch
Adobe Creative Cloud (Illustrator, InDesign, Photoshop)
FlowMapp
Invision
AzureDevOps
HTML, CSS, and JavaScript
Zeplin
Wordpress

EDUCATION

Certified User Experience Specialist (CUXS)

University of Central Florida '21

BFA in Graphic Design

IADT School of Design '15

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May 23, 2022

Square
Product Designer

Dear Hiring Manager,

As a User Experience Design Specialist at Pearson, I lead user research, validation, and testing efforts, both qualitative and quantitative, using a multitude of research methodologies: user interviews, user surveys, competitor analysis, market research, heuristic evaluations, data analytics, insights analysis, and customer journey mapping. I then synthesize the research data to identify affinities, patterns, and themes and use findings to drive design decisions and determine experience success metrics and KPIs.

I design compelling product experiences based on our customer needs, from scratch or in accordance with design systems. When creating a new experience or enhancing an existing one, I always implement UX and UI design principles and accessibility best practices to ensure we are delivering the best experience possible.

I like this job and company because it is entirely different from my current one. I'd love to grow my skills and adapt to a new environment working with a product-led organization. I've enjoyed working with a great group of people at my current employer, but this opportunity in this company fits very well with the direction I want to take in my career. I am a dedicated learner, and I can quickly adapt to change. I would love the opportunity to apply my skills to help create meaningful solutions and help to enhance your customer experience. I firmly believe that online services should not only be functional but genuinely enjoyable to use.

Thank you for your time, I hope to hear from you soon.

Ashley Ballard, User Experience Designer

References are available upon request.

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May 23, 2022

UserTesting.com

UX Researcher

Dear Hiring Manager,

I love solving problems through an intensely collaborative research process, providing strategic design recommendations to help companies create an impactful end-to-end experience for their users. I don't just design for users, I design for emotional, irrational, complicated humans. Empathy is my superpower, and I cultivate it in both my design and research practices.

I would love the opportunity to apply my skills to help create meaningful solutions and help to enhance your customer experience. I firmly believe that online services should not only be functional but genuinely enjoyable to use.

Thank you for your time, I hope to hear from you soon.

Ashley Ballard, User Experience Designer

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