ASHLEY BALLARD

User Experience Designer

✉ ashley.ballard87@gmail.com

📱 (405) 651-1488   🌐 ashballard.com

EXPERIENCE

Human-Centered Design Manager

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 enaging 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 Creatuve 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