

# NGOC BALLARD

## DIRECTOR, UX

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### STRENGTHS

- Cross-Functional Leadership**  
Generated trust among teams by engaging deeply with engineering and product departments. Facilitated collaboration that improved project outcomes significantly.
- Impactful Coaching**  
Transformed junior designers into leaders through hands-on training and constructive feedback, reinforcing a culture of growth and agility.
- Strategic Thinker**  
Navigated complex product discussions to advocate UX influences on strategy, leading to more engaging product development.
- User-Centric Focus**  
Always prioritize user needs in design processes, making significant strides in adopting user-friendly solutions.
- Efficient Workflow Management**  
Streamlined multiple design teams' operations, which led to accelerated project timelines and better team morale.

### SKILLS

User Experience Design

Cross-Functional Collaboration

Team Leadership | Usability Testing

Prototyping | Design Strategy

B2B SaaS

Technical Product Design

Experience Improvement

Product Strategy Integration

### SUMMARY

Accomplished UX Director with over 10 years in leading product design for technical audiences within growth-stage B2B SaaS environments. Proven expertise in enhancing collaboration between design, engineering, and product teams, driving impactful user experiences across complex workflows. Skilled in developing high-performing design teams while fostering credibility in strategic conversations about products. Committed to delivering intentional and cohesive user experiences that align with business objectives and enhance developer productivity. Eager to join InnovateTech Solutions to improve design's influence on product strategy, ensuring every experience resonates with users.

### EXPERIENCE

#### Director, UX

InnovateTech Solutions | January 2022 - Present | Chicago, IL

Oversee a team of product designers working across various technical product lines while maintaining top standards for design quality. Build partnerships with Engineering and Product teams, integrating UX early in product strategy to ensure alignment. Influence cross-product cohesion and drive experience improvements for developer-facing tools.

- Lead a diverse group of product designers, raising expectations around design quality and establishing strong accountability.
- Influenced greater integration of UX into product strategy discussions by fostering collaborative relationships with PMs and engineers.
- Enhanced usability in developer-facing products by implementing systematic experience improvements reflecting user needs.
- Defined clear boundaries for decision-making within teams, resulting in streamlined collaboration and effective workflows.
- Mentored senior designers, advancing their skills in modern design practices aligned with evolving industry standards.
- Demonstrated the value of UX initiatives to stakeholders by directly linking efforts to measurable business impacts.

#### Senior UX Designer

TechVision Labs | June 2016 - December 2021 | Chicago, IL

Designed user experiences tailored for developer tools, focusing on increasing satisfaction and engagement metrics. Played a key part during the company's rapid expansion, scaling the design function to meet growing demands.

- Created user-centered designs enhancing satisfaction ratings and driving higher levels of user engagement.
- Worked closely with multidisciplinary teams to create intuitive workflows that decreased onboarding time significantly.
- Conducted user research and testing sessions to inform design adaptations aligning with actual user feedback.
- Helped establish a refined design process to streamline work functions amid company growth, hiring and mentoring new talent.
- Developed and advocated best practices contributing to consistent quality standards within all product lines.
- Championing UX awareness among PMs translated into improved visibility of design's impact on overall product success.

Onboarding Optimization

Workflow Streamlining

Mentoring Designers

Research Implementation

Effective Communication

## LANGUAGES

English Native

Spanish Proficient

## MY CAREER



● Director, UX at InnovateTech Solutions (4.4 Years)

● Senior UX Designer at TechVision Labs (5.5 Years)

● UX Designer at Creative Solutions Inc. (2.2 Years)

## UX Designer

Creative Solutions Inc. 📅 March 2014 - May 2016 📍 Chicago, IL

Focused on delivering user-driven design solutions for numerous client projects. Collaborated effectively with developers, ensuring design integrity was upheld during implementation from stage to launch.

- Built responsive, user-oriented designs across web and mobile applications improving client feedback scores markedly.
- Facilitated teamwork between design and development, ensuring that project requirements were meticulously met throughout the cycle.
- Produced wireframes, prototypes, and visually engaging mockups instrumental in securing project approvals.
- Utilized competitive analysis insights to guide design direction contributing to enhanced user positioning and market performance.
- Engaged in frequent design critiques encouraging ongoing improvement and innovation within the team's creative processes.
- Provided comprehensive design specifications during product launches, facilitating smooth transitions to development phases.

## LEADERSHIP & AWARDS

- Design Excellence Award - TechVision Labs, 2020
- Best User Experience - Creative Solutions Inc., 2015

## EDUCATION

### Bachelor of Fine Arts in Graphic Design

University of Illinois Chicago 🎓 GPA: 3.8 📅 2014 📍 Chicago, IL

*Coursework: UI Design, Product Development, User Research, Digital Media*

## CERTIFICATIONS

- Certified UX Designer 📅 2022
- UX Design Certification 📅 2021

## TECHNICAL SKILLS

- **UX Design Tools:** Sketch, Figma, Adobe XD
- **Collaboration Platforms:** Slack, Miro, Asana
- **Prototyping Software:** InVision, Axure RP, Framer
- **User Research Tools:** UsabilityHub, Optimal Workshop, Google Forms
- **Testing Platforms:** Lookback, Hotjar, Maze
- **Analytics Tools:** Google Analytics, Mixpanel, Amplitude
- **Design Methodologies:** Lean UX, Agile, Design Thinking
- **Visual Design Frameworks:** Material Design, Apple Human Interface Guidelines, Atomic Design
- **Documentation Tools:** Confluence, Notion, Microsoft OneNote
- **Coding Knowledge:** HTML, CSS, JavaScript

## PROFESSIONAL AFFILIATIONS

- Member of AIGA, advocating for design excellence and best practices.
- Active participant in Chicago UX Meetup, sharing insights and trends in UX design.

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST