

Brooklyn Ballard

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SUMMARY

Creative Sr. UX Designer with over four years in SaaS applications, excelling at crafting user experiences that resonate with clients and stakeholders. Driving redesigns and enhancing usability through research and collaboration, leading to substantial engagement increases. Talented in utilizing cutting-edge tools like Figma and embracing a systems-thinking approach for scalable solutions. Eager to bring strategic design talent to Innovative Trading Solutions, ensuring high-quality stakeholder interactions and inspiring the next generation of trading experiences.

EXPERIENCE

Sr. UX Designer March 2025 - Present
Creative Tech Solutions *Chicago, IL*

Leading end-to-end design processes aimed at improving user experience across various platforms. Collaborating closely with product management and engineering teams to deliver intuitive designs that enhance customer satisfaction and drive business growth.

- Spearheaded a mobile trading app redesign, significantly increasing user engagement by enhancing navigation.
- Collaborated with multidisciplinary teams, fostering a robust design environment through a shared design system.
- Conducted comprehensive user research and testing, iteratively refining designs based on analytics and feedback.
- Developed high-fidelity prototypes and detailed wireframes aligning with both business objectives and user needs.
- Mentored junior designers, promoting skills development and adherence to established design processes.
- Presented concepts effectively, rallying stakeholders around user-centered practices that boost satisfaction.

UX Designer June 2023 - February 2025
Design Innovations Inc. *Chicago, IL*

Delved into designing platforms focusing on user-centered design principles. Caused appreciable enhancements in usability and aesthetic value while serving as a bridge between engineering and marketing teams.

- Designed innovative user interfaces for both web and mobile platforms, following industry best practices to improve aesthetics.
- Partnered with cross-functional teams to ensure cohesive product branding and functionality, enhancing overall user experience.
- Maintained comprehensive documentation for design systems facilitating clear communication and uniformity.
- Utilized advanced tools for prototyping, improving design iteration efficiency across teams.
- Analyzed user data effectively, driving informed design decisions that decreased drop-off rates significantly.
- Contributed during collaborative sessions promoting team creativity, ultimately achieving superior project outputs.

Junior UX Designer January 2022 - May 2023
Tech Solutions Hub *Chicago, IL*

Supported senior designers by implementing foundational design methodologies and principles, preparing for greater responsibilities within the user experience department.

- Assisted in outlining user personas and mappings to enhance comprehension of target demographics.
- Created preliminary wireframes and low-fidelity prototypes, gaining feedback rapidly from users and key stakeholders.
- Facilitated usability tests, analyzing user interaction to furnish actionable insights for design improvements.
- Ensured design consistencies through collaboration, enhancing fluidity across various projects.
- Participated actively in workshops organized for cultivating innovative design thinking among peers.
- Aided in communication efforts, expediting project deliveries responsively.

LEADERSHIP & AWARDS

- Dean's List, University of Illinois at Chicago, 2024
- Winner, UI/UX Design Hackathon, 2025

EDUCATION

Bachelor of Arts in Graphic Design 2026
University of Illinois at Chicago GPA: 3.5 *Chicago, IL*

Coursework: UI/UX Principles, Visual Communication, Web Design, Human-Computer Interaction

CERTIFICATIONS

- Certified UX Designer 📅 2025
- Figma Design Specialist 📅 2026

TECHNICAL SKILLS

- **Prototyping Tools:** Figma, InVision, Adobe XD
- **Programming Languages:** HTML5, CSS, JavaScript
- **Project Management Tools:** Trello, JIRA, Asana
- **Design Collaboration Platforms:** Slack, Miro, Monday.com
- **UX Research Techniques:** Surveys, Interviews, Usability Testing
- **Other Design Software:** Sketch, Axure RP, Adobe Creative Suite
- **Component Libraries:** Bootstrap, Material-UI, Ant Design
- **Agile Methodologies:** Scrum, Kanban, Lean UX
- **Accessibility Standards:** WCAG, ADA Compliance, ARIA
- **Analytics Tools:** Google Analytics, Hotjar, Mixpanel

SKILLS

- Figma
- React
- Agile Methodologies
- Collaborative Tools
- InVision
- User Research
- Wireframing
- Data Analytics
- HTML5
- Prototyping
- Interaction Design
- Visual Design
- CSS
- Design Systems
- Usability Testing

PROFESSIONAL AFFILIATIONS

- Member, Chicago UX Design Meetup, 2025 - Present
- Volunteer, Design for Good, 2024 - Present

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST