



# Brooklyn Ballard

Sr. UX Designer

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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

Creative Tech Solutions 📅 March 2025 - Present 📍 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

Design Innovations Inc. 📅 June 2023 - February 2025 📍 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

Tech Solutions Hub 📅 January 2022 - May 2023 📍 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.

## STRENGTHS

- ♥ **User-centric Attention**  
Collections of user reviews inform design decisions, building engaging experiences people love.
- 💬 **Strategic Communication**  
Regularly present design concepts to get crucial buy-in from teams and stakeholders, influencing choices positively.
- 🔄 **Agile Methodology Adoption**  
Embracing agile protocols improved turnaround times for design iterations, making collaboration swift and efficient.
- 🔍 **Research Integration**  
Harnessing real-time user feedback has continuously refined design output, ensuring relevance and user enjoyment.
- 👤 **Mentoring Mindset**  
Guided less experienced designers, fostering their professional growth while enriching team capabilities steadily.

## SKILLS

Figma InVision HTML5 CSS

React User Research Prototyping

Design Systems

Agile Methodologies Wireframing

Interaction Design

Usability Testing

Collaborative Tools Data Analytics

Visual Design

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



- Sr. UX Designer at Creative Tech Solutions (1.2 Years)
- UX Designer at Design Innovations Inc. (1.7 Years)
- Junior UX Designer at Tech Solutions Hub (1.3 Years)

- 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

University of Illinois at Chicago 🎓 GPA: 3.5 📅 2026 📍 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

## PROFESSIONAL AFFILIATIONS

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

## ADDITIONAL INFORMATION

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

## REFERENCES

AVAILABLE ON REQUEST