

# Claude Ball

Senior UX Designer

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Experienced UX Designer with a solid & diverse 5-year background in leveraging user research & multi-team collaboration to inform and enhance design decisions and product usability; while still designing intuitive and visually appealing digital products.

## PROFESSIONAL EXPERIENCE

### SENIOR UX/PRODUCT DESIGNER

March 2022 - Present

Lumen Technologies

- Lead UX/Product Designer for new internet product.
- Facilitated workshops for DX, Product, and development teams to define goals and solutions in Miro.
- Created lo-fi wireframes from JIRA requirements for team analyzing - then created pixel-perfect mockups in UXPin for web and mobile.
- Prepared user testing prototypes for research.
- Key contributor in establishing design standards for company-wide digital transformation launch of service managers

### LEAD UX/VISUAL DESIGNER

February 2021 - January 2022

Marketwake

- Led web designer on multiple website projects from ideation to launch.
- Gathered and evaluated user requirements in collaboration with project managers and SEO specialists.
- Illustrated design ideas through lo-fi wireframes.
- Designed full-page web mockups in Adobe XD.
- Created original graphic designs in Photoshop and Illustrator to enhance websites.
- Designed marketing materials for a retainer client.

### SENIOR VISUAL DESIGNER

August 2018 - Present

Classic City Consulting

- Created lo-fi wireframes using Figma and hand sketches to determine website layout by using UX principles and conversion goals.
- Developed pixel-perfect mockups for web and mobile to facilitate smooth development handoff.
- Led a visual update for a university retainer client and implemented a web design system.
- Designed component-focused mockups catering to various industries.

## SKILLS & TOOLS

Photoshop  
Illustrator  
InDesign  
XD

Figma  
InVision  
Webflow  
Wix (Editor X)

Wireframing  
User Journey Maps  
Prototyping  
Icon Design

Digital Mockups  
UX Whiteboarding  
UX Writing

## EDUCATION

### AUBURN UNIVERSITY

Bachelor in Environmental Design  
Minor: Graphic Design

### CAREERFOUNDRY

User Interface Design Certification