Jade Ballard

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LINKS   Portfolio

PROFILE   As a driven and innovative designer, I am dedicated to creating design solutions that seamlessly blend originality and practicality. I am passionate about using my skills and expertise to make a positive impact and am committed to working for organizations that share my values.

EMPLOYMENT HISTORY

Sep. 2022 - Present

Design Consultant, Ping Identity

- Collaborate with a diverse team of designers, creatives, and marketing professionals to conceptualize and deliver innovative design solutions for corporate international events
- Utilize Adobe Illustrator and Photoshop to create a diverse range of graphical assets for social media platforms
- Design and implement visual user interface branding elements for a comprehensive design system using Figma
- Demonstrate strong project management skills by efficiently organizing and managing tasks through the use of Asana

Jun 2022 - Aug 2022

Visual Design Intern, Ping Identity

- Oversaw and maintained the design/creative team's icon library in Figma
- Documented the design implementation process and rationale for two projects, including user research and analysis, and completed two competitor audits to present to the creative team
- Compiled and presented analytical reports to stakeholders
- Contributed a total of 35 design assets to the existing design system in Frontify and Figma libraries
- Successfully managed and delivered 10 design tasks from start to completion
- Demonstrated the ability to navigate and effectively operate within the complex organizational structure of a large technology corporation.

Feb 2022 - Present

UX/UI Assistant, Arizona State University

- Worked in collaboration with relevant stakeholders to generate cohesive design solutions
- Leveraged analytical data to inform the design of intuitive user flows and wireframes for three webpages
- Created visually compelling mockups for ASU web pages using Adobe XD
- Ensured compliance with established university branding guidelines while designing user interfaces for web pages.

Jun 2021 - Feb 2022

UX/UI Designer, Learning Futures

- Participated in the development of prototypical immersive XR platforms for learning environments in collaboration with a team
- Designed and implemented user interfaces and coded features for two VR applications using Unity, informed by user interviews and surveys
- Created visual mockups in Adobe XD and Figma for stakeholders and facilitated user research for two VR learning applications
- Developed a thorough and comprehensive branding style guide for Learning Futures AR applications.

EDUCATION

B.S. Industrial and Product Design
Arizona State University

3.9 Cumulative GPA

SKILLS

- Adobe Creative Suite
- Figma
- Design Thinking
- Prototyping
- Wireframing

- Storyboarding
- User Research
- Concept Sketching
- CAD Modeling
- Rendering