

EMORY BALL

919-302-1766

emory@emoryball.com

emoryball.com

914 West South St.

Raleigh, NC

27603

PROFILE

I'm a creative thinker who can see both the picture and be obsessed with the details. I'm diplomatic, personable and an enthusiastic collaborator. I have a deep sense of empathy that allows me to identify with users and craft meaningful and inclusive experiences. I have strong communication skills. I enjoy experimentation and am not afraid of being wrong on my way to getting the right answer.

EXPERIENCE

Sr. UX Designer at Proficient Health (06/20/2021 - present)

- Responsible for bringing the company's existing offerings into UX/UI parity
- Creating and maintaining a UX/UI Pattern Library

Working with stakeholders I create and help implement UX/UI solutions that improve our user's experiences. In addition to creating improvements to Proficient Health's existing products, I was tasked with finding nondisruptive ways to bring all of the products together as far as UI interfaces and user experience.

Sr. UX Designer at PointSource/Globant (05/06/2014 - 06/15/2021)

- Key member of a strategic team that secured a multimillion dollar contract
- Took company into the mobile space with their long-standing desktop only offering
- Created and administered a innovative lightweight user testing program
- Helping pilot the UX Voice Interface Design Initiative.

In this client facing role, I gather input from stakeholders, and review project requirements related both to user experience and technology. Using that information I create user paths, journey maps, site flows, and wireframes, extensively outlining the user experience to facilitate the creation of solutions for websites and applications.

UX/UI Designer at Fidelity (02/01/2014 - 05/01/2014)

At this contract position I redesigned the UX and UI of the company's multiple learning portals. This effort not only included taking into account existing functionality but also suggesting ways for enterprise-wide functionality to be implemented while still allowing each portal's user experience to be customized to the training that the portal was providing.

Web Designer at SAS (08/01/2013 - 02/01/2014)

At this contract position I created micro-sites and interactive graphics as well as supporting the new SAS website rollout, formatting existing content into the new site structure.

Interactive Designer at Esurance (06/01/2010 - 05/01/2013)

- Designed and produced landing pages, micro-sites, blogs, online advertising, site elements, information pages, and customer quote flows.
- Ensured company standards and project timelines were met.
- Designed and implemented social media marketing campaigns including a social media campaign that attracted enough attention to be written up in the New York Times.
- Designed guided interactive experiences.
- Carried the brand standards and UX of Esurance through to a variety of marketing deliverables, researched and recommended technology solutions for projects such as social media and event marketing.

Interactive Director at Train of Thought Marketing (03/01/2008 - 05/15/2010)

- Oversaw the day-to-day operations of a team of 20 people whose roles included multimedia producers, motion graphic artists, 3D modelers, copywriters, graphic designers, developers, and quality control specialists.
- Lead designer and strategist, researched new technologies and suggested the best solutions for each project.

Interactive Director at Littleton Marketing and Advertising (04/01/2007 - 03/01/2008)

- Ensured company standards were met and projects were on time and within budget.
- Researched and recommended technologies and guided interactive designs.
- Reviewed project scope, recommended staffing needs.

Guided the requirements gathering and production of all interactive deliverables from web sites to all the elements of online marketing campaigns.

Web Designer at North Carolina State Government - DHHS (08/01/2005 - 04/01/2007)

- Redesigned existing site incorporating W3 guidelines for Web Content Accessibility.
- Worked within constraint to use only CSS and HTML.
- Designed and enacted usability testing scenarios.

Overhauled the design and information architecture of the state Department of Health and Human Services site. The challenges of this role extended beyond the huge amount of information being presented and mainly rested on the fact that there were numerous stakeholders and a lengthy list of (sometimes conflicting) requirements.

Principal / Creative Lead at Synthesis Creative (09/01/2001 - 08/01/2005)

- Created interactive design products such as websites, web-based applications, Intranet sites, and application interfaces.
- Designed corporate identities and printed materials.
- Contributed to the overall strategic direction and vision of projects.
- Collaborated with project team and clients to identify the target audience and desired content, and to gather requirements for product structure, interactive elements, and design.
- Developed and documented project architecture.
- Implemented design concepts in the appropriate media.
- On designated projects, assumed project leader status, and was responsible for all client contact, proposals, presentations, and billing.

This was my firm, and since it was small (there were two of us at the start) I wore many hats, everything from creative lead to client management.

Graphic Designer at Fusion Studios (06/01/2000 - 09/01/2001)

- Designed and produced marketing communications in a wide range of media: web, environmental, print, and interactive.
- Assisted in brand and identity development for clients.
- Managed projects and production.

Fusion was a small firm and I handled many different roles branching out a bit from web design as we did a lot of online and standalone presentation work, so I acquired some good Flash chops here.

Multimedia Designer at NIX Design (03/01/1999 - 05/01/2000)

The title said Multimedia Designer but the roles here were basically anything that touched the online realm from websites to presentations. I served as a graphic designer, user experience designer, and front-end developer on projects.

Art Director at TSI Soccer (01/01/1998 - 03/01/1999)

Brought on board to redesign the TSI Soccer online catalog to increase both repeat traffic and sales. By incorporating items like featured sales items, news feeds, and an advice section, sales from the site increased by 150%.

EDUCATION

North Carolina State University - Bachelor of Graphic Design

SKILLS

User Research / Interaction Design / User Interface Design / Usability Testing / Visual Design / HTML / CSS / Interviews / Card Sorting / Rapid Prototyping / Personas / Wireframes / Experience Maps / User Journeys / Storyboards / Task Flows / User Stories / Strategy Workshops