Emory Ball

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Raleigh, NC

PROFILE

I'm a product and visual designer with two decades of experience turning complex information into clear, polished experiences, and I think about the business behind them. My work runs from print, brand and presentations through interactive marketing to UX research and AI product design. I've co-founded a design studio, led a 20-person creative team, run a social campaign the New York Times covered, and most recently designed how an AI agent fits into a healthcare product. I work in Figma and Adobe Creative Cloud every day, prototype in Figma and Axure, and present work to stakeholders, clients and conference audiences.

EXPERIENCE

Sr. UX/Product Designer | Proficient Health *(5 yrs 2 mos)*

- As sole UX designer, designed how an AI agent reads incoming medical faxes and pre-fills patient name, date of birth, document type and provider for staff to confirm, using a 90% confidence threshold and editable, clearly marked AI suggestions; rolled out in stages and in use with clients
- Built and maintained a Figma design system and library of reusable components and templates, keeping every customer-facing deliverable consistent and on-brand
- Translated complex healthcare data into clear dashboards and visuals within HIPAA constraints, and used AI tools to speed up production, including training AI to build Figma prototypes

Sr. UX/Product Designer | PointSource/Globant *(7 yrs 1 mo)*

- Key member of a strategic team that secured a multimillion-dollar contract through strong visual storytelling and stakeholder presentations
- Produced customer research, journey maps and analytics insights to inform design and product decisions, including user research and a tested prototype for the SkyMeasure roof-measurement app
- Designed learning tools, dashboards, presentation decks and campaign visuals, and presented concepts at conferences, strategy workshops and client meetings

UX/UI Designer | Fidelity *(3 mos)*

Contract role redesigning the UX and UI of the company's multiple learning portals, balancing enterprise-wide functionality with portal-specific usability needs.

Web Designer | SAS *(6 mos)*

Contract role creating micro-sites and interactive graphics, and supporting a new website rollout by adapting existing content to a new site structure and UI.

UX Designer | Freelance *(Ayco, Avery)*

Designed a Financial Wellness Score assessment and a guided path to improve it for Ayco, and mapped existing and proposed customer journeys across five personas for Avery.

Interactive Designer | Esurance *(2 yrs 11 mos)*

- Designed and implemented social media marketing campaigns, including one that earned national coverage in the New York Times
- Created all media for online delivery: landing pages, micro-sites, blogs, online advertising, social media and information pages promoting company offerings
- Carried brand standards and visual identity through a wide range of marketing deliverables, on time across a high volume of concurrent projects, and recommended technology to support new marketing and event initiatives

Interactive Director | Train of Thought Marketing *(2 yrs 2 mos)*

- Led and mentored a 20-person team spanning copywriters, motion graphic artists, designers, and production specialists producing marketing and promotional campaigns
- Served as lead strategist, researching new marketing technologies and channels and recommending the best approach for each client and campaign
- Contributed hands-on to motion graphics and video editing work alongside the team's dedicated motion artists

Interactive Director | Littleton Marketing and Advertising *(11 mos)*

- Directed requirements gathering and production of marketing deliverables, from websites to full online and print campaigns
- Guided campaign design and kept work on brand, on budget and on time; reviewed scope and staffing and recommended new marketing technologies

Web Designer | North Carolina State Government – DHHS *(1 yr 8 mos)*

- Overhauled the information architecture of a large, high-complexity government site, simplifying a confusing structure amid numerous, sometimes conflicting, stakeholder requirements
- Redesigned the site to meet WCAG accessibility guidelines within a CSS/HTML-only constraint, and designed and ran usability tests directly with users to validate decisions

Principal / Creative Lead | Synthesis Creative *(3 yrs 11 mos)*

- Co-founded and helped run a small design studio; as one of just two people at the start, covered design, client strategy, project management and business development
- Led branding and identity work and designed websites, web-based applications, intranets and application interfaces, with full ownership from concept through delivery
- Defined audiences, content and requirements directly with clients, and managed client relationships, proposals and presentations

Graphic Designer | Fusion Studios *(1 yr 3 mos)*

Designed and produced communications across web, print, and interactive media; assisted in brand and identity development for clients.

Multimedia Designer | NIX Design *(1 yr 2 mos)*

Worked across the full range of online design, from websites to presentations, as designer, early UX practitioner, and front-end developer.

Art Director | TSI Soccer *(1 yr 2 mos)*

Redesigned the online catalog's navigation and content structure, driving a 150% increase in site sales.

Graphic Designer | IBM *(3 yrs)*

Contract role producing presentation design in PowerPoint, with early front-end web design and self-taught HTML work.

EDUCATION

North Carolina State University — Bachelor of Graphic Design

SKILLS

UX Research & Journey Mapping / Prototyping (Figma, Axure) / AI-Assisted Feature Design / Design Systems / Dashboards & Data Visualization / Usability Testing / Accessibility (WCAG) / Brand & Identity / Presentation & Slide Deck Design / Typography, Layout & Color / Marketing Campaigns / Motion Graphics & Video (Premiere Pro, After Effects) / Adobe Creative Cloud (Illustrator, InDesign, Photoshop) / Sketch, InVision, Miro, Canva / HTML & CSS / Agile & Jira / Project Management