

# Gregory Scott Balmer

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## UX DESIGN STRATEGY & LEADERSHIP | SCALABLE ENTERPRISE DESIGN AI-DRIVEN EXPERIENCE INNOVATION

Pragmatic UX design leader with deep expertise in enterprise product design, AI-driven user experiences, and large-scale design systems. Proven ability to align business objectives with intuitive, high-performance UX strategies that drive adoption, engagement, and revenue. Adept at mentoring teams, optimizing customer workflows, and leading data-informed design transformations for Fortune 500 companies and startups.

### KEY SKILLS

- **UX Leadership & Strategy**  
Driving scalable UX solutions for enterprise platforms through user-centered design, cross-functional collaboration, and strategic vision alignment.
- **Merchant & E-Commerce UX**  
Enhancing checkout, payment, and fulfillment experiences
- **AI-Driven Design**  
Leveraging AI for predictive analytics & personalized experiences
- **User Research & Data-Driven Insights**  
Conducting A/B testing, heuristic evaluations, and customer journey mapping
- **Cross-Functional Collaboration**  
Partnering with engineers, PMs, and stakeholders to drive innovation
- **Design System Governance**  
Building and maintaining cohesive, reusable UI frameworks

### PROFESSIONAL EXPERIENCE

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#### EY

##### Creative/Design Director

Denver, CO

January 2020 - January 2025

- Defined and scaled large, enterprise-level design systems that improved consistency and efficiency across digital platforms.
- Managed career growth of 5+ designers by providing structured mentorship, training, and career development programs.
- Led multi-disciplinary design teams (5-50 members) in driving digital transformation initiatives for Fortune 500 clients.
- Directed UX/UI strategy, product roadmaps, and research-driven design for a digital commerce platform in the oil & gas sector.
- Led customer experience strategy for a major financial institution that enhanced multi-channel engagement.
- Developed persona-driven journey mapping for a hospitality and tourism leader, leading to increased brand loyalty and engagement.

#### GSB CREATIVE

##### Principal - Creative, Design, & User Experience Director

Denver, CO

April 2015 - January 2020

- Founded UX consulting practice, providing design leadership, strategy, and execution for diverse clients.
- **Client:** Oracle - Led 4-6 designers, optimized Oracle's design system, and managed 16+ concurrent projects.
- **Client:** The Trade Desk - Designed and implemented proprietary planning tool, improving ad campaign workflows.
- **Client:** RepSpark Systems - Led UX/UI redesign of enterprise sales force management platform.
- **Client:** E2 Optics - Directed rapid-turnaround website redesign, enhancing digital presence for IT solutions provider.
- **Client:** Tacit Progression - Established strategic UX partnerships, expanding client portfolio and service offerings.

#### FAIRWAYiQ

##### Director of Product and Design

Denver, CO

September 2017 - November 2018

- Defined product vision and roadmap for IoT-based machinery tracking system.

- Led UX research, usability testing, and design implementation, enhancing data visualization and user interaction.
- Developed B2B communication strategies, improving customer engagement and feature adoption.
- Integrated agile methodologies, ensuring fluid collaboration between design, product, and engineering teams.

## **UNIVERSAL MIND**

### **Director of User Experience Design**

**Denver, CO**

**April 2014 - April 2015**

- Led digital transformation projects for healthcare and food service industries.
- Developed UX strategies and UI designs that enhanced brand competitiveness and user engagement.
- Designed government compliance application that streamlined school food program management.

## **ROUNDARCH/ISOBAR**

### **Associate Creative Director**

**Chicago, IL & Denver, CO**

**January 2009 - April 2014**

- Built and scaled creative department by leading multi-disciplinary teams on 12+ high-profile digital projects.
- Developed enterprise-level design systems for global brands that enabled scalability and consistency.
- Generated \$5M+ in new business after securing major financial clients.
- **Clients:** Air National Guard, Bank of New York Mellon, Bloomberg, HBO, Motorola, S&P Dow Jones Indices, US Army.

## **DIGITASLBI**

### **Senior Art Director**

**New York, NY / Chicago, IL**

**September 2000 - January 2009**

- Led digital strategy and UX/UI design for Fortune 100 brands.
- Empowered design teams across global campaigns for General Motors, NBA, Walt Disney Resorts, Best Buy.
- Established and grew Chicago creative department from 6 to 50+ designers.

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## **EDUCATION**

**University of Michigan - Ann Arbor**  
**Bachelor of Fine Arts in Industrial and Product Design**

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## **TECHNICAL SKILLS**

- **Design & Prototyping:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD)
- **Design System Development:** Scalable UI Libraries, Component-Based Design
- **User Research & Testing:** A/B Testing, Heuristic Evaluation, Persona Development
- **Agile & Collaboration:** Jira, Confluence, Miro, Notion
- **Web Technologies:** HTML, CSS, ActionScript (Early Career)

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## **LEADERSHIP & MENTORSHIP**

- Mentored 20+ designers, fostering career growth and leadership within UX teams.
- Created structured mentorship programs, reducing onboarding time by 30%.
- Developed internal UX training workshops, increasing team efficiency and collaboration.
- Led cross-functional teams in agile environments, ensuring seamless collaboration between design, product, and engineering.