

# Trevor Ballard

UX Design and Graphic Design

✉ ballardtr@icloud.com

🌐 trevorballard.com

🔗 LinkedIn

📍 Philadelphia, PA

## EXPERIENCE

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### Visual Designer

Awesomely

05/2023 - *current*

Remote

- Utilized Figma and Click Funnels to design intuitive, user-centric marketing funnels and advertorials, leveraging HTML/CSS and visual design skills to enhance user interaction and engagement.
- Developed and iterated video sales letters and digital content, focusing on optimizing user experience and increasing conversion rates for various programs.
- Created cohesive brand identities for multiple programs, ensuring a seamless visual experience across all digital touchpoints.
- Designed static and motion-based marketing content aimed at improving user engagement for real estate and crypto investing platforms.
- Conducted data-driven analysis to evaluate user interaction with designs, gaining insights into user behavior and refining design strategies to maximize conversion success.

### Graphic Designer

Mighty Engine

11/2022 - 04/2023

Hybrid • Freelance

- Developed brand guides, web designs, social media content, and digital/print materials for non-profits in the Philadelphia area.
- Notable clients include The United Negro College Fund, Center for Black Educator Development, and the Free Library of Philadelphia.

### Visual Designer

Freelance

06/2020 - 05/2023

Remote

- Crafted dynamic and impactful brand identities for a diverse range of industries, spanning Law, Finance, Food & Beverage, Fashion, and Tech, tailored to resonate with each market's unique audience.
- Designed comprehensive style and brand guidelines to ensure seamless client hand-off, enabling consistent and professional brand execution across all platforms.

### Graphic Designer

Pivot Brewing Co.

01/2020 - 03/2020

Remote • Freelance

- Crafted dynamic and impactful brand identities for a diverse range of industries, spanning Law, Finance, Food & Beverage, Fashion, and Tech, tailored to resonate with each market's unique audience.
- Designed comprehensive style and brand guidelines to ensure seamless client hand-off, enabling consistent and professional brand execution across all platforms.

## SUMMARY

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As a UX and Graphic Designer, I've been able to collaborate across a wide range of industries—including B2C, education, real estate, non-profits, and food and beverage—adapting my design strategy to fit each audience. My process is analytically driven, focusing on data and user behavior to craft quality experiences. I am committed to delivering visually appealing designs that optimize both functionality and practicality.

## EDUCATION

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### BFA Publication Design

Savannah College of Art & Design

2020

### UX Research & Design

Memorisely

2024

### UI & Visual Design

CalArts

2024

## SKILLS

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**UX Design • UX Research • Figma •**

**Usability Testing • Prototyping •**

**Wireframing • Responsive Web**

**Design • IA • Dovetail • CSS • HTML**

**• iOS • Android**