FRANCIS BALL

CREATIVE DIRECTOR / PRODUCT DESIGNER / UX/UI DESIGNER

FRANCIS@FRANCISBALL.COM
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I don't just design; I shape experiences that connect people to brands on a deeper level. With over two decades in the field, I've mastered the art of turning ideas into visually striking, user-centered designs that drive engagement across web, mobile, experiential, and print platforms. From building brand DNA to crafting large-scale concepts, I lead teams to transform abstract visions into tangible results. My expertise lies in creating design solutions that not only captivate but also enhance how users interact with brands—fostering connections that are as meaningful as they are impactful. I thrive on pushing creative boundaries, blending form and function in ways that resonate, ensuring that every project not only looks great but delivers measurable results.

EXPERIENCE

FREELANCE
Creative Director │Product Designer│ UX/UI Designer │ 2015 – Present
Leads cross-platform design initiatives for a diverse portfolio of clients, including M&T Bank, Wilmington Trust, Hello Sunshine, Mobilize, Ipsos, The Helm, The Vane, Loup Digital, Italia Rail, The Reset, The Fine Line, Observer, Olivia Palermo, Link AKC, Switch2pure, Zazen Bear, Matt Bernson, Wholesome Wave, Imadre, Frommers, Full Time Travel, and others.
- Increased Wilmington Trust's page views by 38% (2023-2024)
- Boosted Italia Rail's revenue by 20% through UX and e-commerce enhancements.
- Improved consumer engagement by 110% for The Helm.
- Launched Imadre's shoppable e-commerce feature, raising revenue by 50%.
- Delivered all projects on time, resulting in a 25% higher UX score for Mobilize.
- Recipient of the Financial Communication Society's (FSF) award.

TRAVEL + LEISURE, TIME INC
Digital Art Director │ 2013 – 2015
Developed creative strategies to drive user engagement and revenue growth. Collaborated with stakeholders, cross-functional teams, product owners, and front-end developers to define the user experience for the Travel + Leisure website, mobile products, e-commerce, and social media presence. Collaborated with cross-functional teams, leading the site redesign for SEO/SEM optimization. Led the design of user scenarios, user flows, sitemaps, wireframes, and prototypes for the Tripeze App, ensuring an optimized user experience across web, mobile, and e-commerce platforms. Developed concepts from sketches and storyboards to detailed wireframes and design prototypes for iOS, Android, and Mobile Web platforms.
- Increased user traffic by 160% in the first six months.
- Led user testing and translated findings into actionable product improvements, enhancing engagement and ROI.

AMERICAN EXPRESS PUBLISHING
Art Director │ 2011 – 2013
Directed design for iOS apps, digital magazines, and websites, ensuring projects met tight deadlines and budget constraints. Directed the design, strategy, and development of hundreds of user scenarios, user flows, experience mapping, wireframes, prototypes, and all final deliverables. Collaborated with management, development, and editorial teams to ensure the design communicated the intended message clearly and functioned seamlessly.
- Launched the Healthy Living App through rapid prototyping and testing.
- Won the Chairman Award at AMEX in 2011 and 2012.

FOX DIGITAL MEDIA
Art Director / Product Designer │ 2008 – 2011
Collaborated with sales, marketing, and executive teams to produce user-centric design solutions for advertising campaigns, micro-sites, and social networking platforms. Ensured seamless project execution, meeting tight deadlines and technical requirements.

- Delivered high-impact user experiences for several platforms, improving functionality and brand presence.

FORBES.COM
Art Director │ 2008
Provided creative direction for ForbesAutos.com, ensuring timely completion and quality control. Resolved design challenges, leading to a successful relaunch.

- Achieved a 15% traffic increase after the re-launch of ForbesAutos.com.

CBS INTERACTIVE
Senior Designer │ 2000 – 2008
Led design projects for The Early Show and CBS Evening News websites, working closely with editorial and technical teams to improve design integrity and workflow efficiency. Oversaw three major Early Show website redesigns and an update for The Evening News section of CBSNews.com. Instrumental in creating multiple core web elements and customizing web assets, including special CBS News "interactives," web advertisements, and promotional campaigns for online and on-air programming. Gained extensive experience in CBS's CMS web publishing tool. Key projects included The Early Show, The Evening News with Katie Couric, Springboard, and others.

- Increased impressions by 35% through user-centered design solutions.
- Honored with the EPPY award.

OTHER EXPERIENCE

LIFETIME TELEVISION
Senior Product Designer

CITIBANK
Senior Designer

MERCK-MEDCO MANAGED CARE, L.L.C.
Designer

TIME WARNER INTERACTIVE / TIME WARNER CABLE-BROADBAND APPLICATIONS
Designer

EDUCATION
B.A. in Computer Graphics and Advertising Design, The City College of New York

- HONORS: magna cum laude

CONTINUING EDUCATION

- United Digital Artist Web Design
- SVA Continuing Education

TOOLS AND TECHNOLOGIES
Adobe Creative Suite, Figma, Webflow, InVision, SASS/CSS, HTML, JavaScript, WordPress, Drupal, SCRUM (and other SaaS-based tools); broad social media content strategy, analytics, and CRM experience; proficient in responsive design and mobile-first development; experienced in user research, A/B testing, and usability testing.

HOPPER

Older and one newer profile summary:

I'm a creative director with over 20 years of experience, dedicated to enhancing the human experience through innovative design. I'm a results-driven collaborator with a proven record in responsive web, mobile, experiential, branded content, identity design, brand DNA, e-commerce, and print, renowned for my ability to identify, design, and pitch compelling creative concepts, and lead cross-functional teams to implement effective solutions. I have an expertise in crafting large-scale concepts and user-centered design solutions that drive higher engagement and deeper connections to the brand, significantly improving user experiences and overall brand impact.

Creative Director with 20+ years of experience in enhancing user experiences through innovative, results-driven design. Adept at leading cross-functional teams and designing user-centered solutions for web, mobile, experiential, and branded content. Proven success in responsive web, e-commerce, brand identity, and print design. Expert in creating large-scale concepts that improve engagement and strengthen brand impact.

CHAT GPT Revire 101024

This resume already has a solid structure, but here are some suggested tweaks to make it more concise, impactful, and modern:

1. Personal Information:
- Make the header more succinct:

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2. Summary:
- This section can be shortened to emphasize core strengths while eliminating redundancy. Consider:

sql
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Creative Director with 20+ years of experience in enhancing user experiences through innovative, results-driven design. Adept at leading cross-functional teams and designing user-centered solutions for web, mobile, experiential, and branded content. Proven success in responsive web, e-commerce, brand identity, and print design. Expert in creating large-scale concepts that improve engagement and strengthen brand impact.

3. Experience:
- Each job section is a bit long, so trimming down where possible to focus on measurable results and specific achievements might help. Here's an example revision for **Freelance**:

Freelance Creative Director, UX/UI Designer | 2015 – Present Led cross-platform design initiatives for brands like M&T Bank, Italia Rail, Mobilize, and others. Created large-scale concepts, increasing brand engagement and performance.
  - o Increased Wilmington Trust's page views by 38% (2023-2024).
  - o Boosted Italia Rail's revenue by 20% through UX and e-commerce enhancements.
  - o Improved consumer engagement by 110% for The Helm.
  - o Launched Imadre's shoppable e-commerce feature, raising revenue by 50%.
  - o Delivered all projects on time, resulting in a 25% higher UX score for Mobilize.

This keeps the key data but reduces some of the extra context. Apply similar trimming for the other jobs.

4. Bullets:

- Bullet points under each role can be even more action-focused by starting with strong action verbs and sticking to a consistent tense. For instance:
  - "Increased user traffic by 160%" → "Drove a 160% increase in user traffic."
  - "Grew The Helm's consumer engagement by 110%" → "Elevated The Helm's engagement by 110%."

5. Awards and Achievements:
- Highlight your achievements at the top of each section (such as the Financial Communication Society's award under Freelance or the Chairman's Award under AMEX). It draws immediate attention to successes.

6. Tools and Technologies:
- Avoid repeating "Figma" and consider formatting tools in a clearer manner:

css
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Adobe Creative Suite, Figma, Webflow, InVision, SASS/CSS, HTML, JavaScript, WordPress, Drupal, SCRUM; social media content strategy, analytics, CRM; proficient in responsive and mobile-first design, user research, A/B testing, usability testing.

7. Miscellaneous:
- Some older roles (CBS Interactive, FOX Digital Media, etc.) can be condensed or further shortened. You've already detailed a lot of responsibilities in previous roles, so this older experience may not need as much focus.
- Consider adding **links** to an online portfolio or LinkedIn for more interactive content if available.

In summary, this resume can be optimized by reducing wordiness, emphasizing key successes, and maintaining a focus on action verbs and results. This will improve clarity and make it stand out more to hiring managers.

OLD
Adobe Creative Suite, Sketch, Figma, Webflow, InVision, SASS/CSS, HTML, Javascript, WordPress, Drupal, SCRUM (and other CMS tools); broad social media content strategy, analytics, and CRM experience.

OLD
Developed, pitched, and designed content for The CBS Early Show and CBS Evening News online web sites. Worked closely with Site Directors to establish site design integrity, implemented production workflow efficiency, and created mock-ups and concept development simulations for CBS News.com. Oversaw three major Early Show web site redesigns and an update for The Evening News section of CBSnews.com. Instrumental in creating multiple core web elements and customizing web assets including special CBS News "interactives," web advertisements, and promotional campaigns for online and on-air programming. Extensive experience in CBS's CMS web publishing tool. Projects included: *The Early Show*, *The Evening News with Katie Couric*, *Springboard*, and others.
- Created user-centered solutions for modules which lead a 35% increase on impressions
- Honored with the EPPY award

OLD:
Talented Art Director/UX designer with over 20 years of experience, seeking to elevate the human experience through design. Results-oriented collaborator experienced in responsive web, mobile, experiential, branded content, ID design, brand DNA, e-commerce, and print. Strengths include identifying, designing, and pitching creative concepts, then

leading cross-functional teams to implement effective solutions. Expert in creating large-scale concepts and user-centered design solutions that bring more impressions and engagement, improving users experience, and connection to the brand.

OLD
Responsible for leading the design of iOS apps, digital magazines, e-newsletters, websites, and more, adhering to tight delivery schedules and budgets. Lead the design, strategy, and development of hundreds of user scenarios, user flows, experience mapping, wireframes, prototypes, and all final deliverables. Worked with management, development, and editorial staff, to insure the design experience communicated the right message and functioned successfully.
- Won the prestigious Chairman Award at Amex in 2011 and 2012
- Launched the Healthy Living App through rapid prototyping and testing

OLD
Responsible for leading the visual development of cross-platform branded content for multiple companies, including M&T Bank, Mobilize, Ipsos, The Helm, The Vane, Loup Digital, Italia Rail, The Reset, The Fine Line, Observer, Olivia Palermo, Link AKC, Switch2pure, Zazen Bear, Matt Bernson, Wholesome Wave, Imadre, Frommers, Full Time Travel, and others.
- Increased Italia Rail's revenue by 20%
- Grew The Helm's consumer engagement by 110%
- Increased Imadre's revenue by 50% by launching its e-commerce shoppable packing list
- For Mobilize, I completed projects on or before due dates, and with a 25% higher UX score

OLD
Crafted creative strategies and innovative solutions to meet audience development and revenue goals translating these concepts into tangible deliverables. Lead design and development of user scenarios for the Tripeze App, user flows, sitemaps, wireframes and prototypes. Worked with business stakeholders, cross-functional groups, product owners, and front-end developers to define the user experience of Travel + Leisure's website, mobile products, e-commerce, and social media presence. Worked with team to re-design site for SEO/SEM optimization. Worked collaboratively across editorial, technology, research, and business teams to define and synthesize project requirements and assist in product roadmap and design resource planning. Developed concepts from idea to final design by leveraging a broad designer toolkit, from sketches, storyboards, user scenarios, personas, wireframes to design prototypes, and detailed wireframe specs for iOS, Android, and Mobile Web platforms. Followed and evaluated user workflow and task modeling, mobile interaction design, information architecture design, conceptual design, best practices in mobile design, design guidelines, and heuristics.
- Grew user traffic by 160% in first six months
- Lead user testing to gather feedback, translating the results into product enhancements that resulting in an improved and enhanced user experience, increased engagement, and ROI.