

FRANCIS BALL

CREATIVE DIRECTOR / PRODUCT DESIGNER / UX/UI DESIGNER

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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 (including cross-platform component design and libraries), 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.