Sam Ballard

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Highly motivated **multi-disciplinary interaction designer**, drawing on **10 years experience** with all things digital and a passion for **creating intuitive and engaging experiences**.

SKILLS

Expertise in UI & UX Design, Prototyping, Game Design, Illustration, Branding.
Using Adobe Creative Suite, Figma, Unity, C#, HTML, CSS.
Making Mobile Apps, Games, Software, Websites, Wireframes, Concept Art, Illustration.

EXPERIENCE

Digital Designer, FREELANCE (JAN 2012 - PRESENT)

Since 2012 I've been involved in everything creative in the digital world, working in a wide variety of roles and teams. Highlights include:

- Designed mobile **UI & UX for a $4M backed game** on Kickstarter. (2019-20)
    - Responsible for maintaining parity across platforms and non-digital components.
    - Developed interactive prototypes, delivering component libraries and guides to developers, in an agile workflow.
- **Designed UX for NHSx** antibody testing service. (2020)
    - Created user flows and built interactive wireframes for rapid iterative testing.
    - Integrated designs with other gov.uk and NHS technologies and services.
- **Animated videos for TED, Channel 4,** and indie musicians. (2014)
- Game and visual design for the Labour party **mobile game of 1.6M plays**. (2017)
- **Taught a class on Photoshop** at the General Assembly. (2015)

Design Lead, 100 EMOJI LTD (JAN 2018 - DEC 2018)

- Laid the groundwork for the brand and the company's products visual design.
- Developed interaction patterns for cross-platform games and services.
- Produced game onboarding and monetisation flows.

Game Designer, NEKTAN LTD (OCT 2015 - MAY 2016)

In a scrum team, I designed online games, handling projects every step of the way, from concepts, through development, to final release.

- Redeveloped the online game lobby front end, which led to an update of all Nektan sites.

Senior Artist, SECRET GAMES COMPANY LIMITED (OCT 2015 - MAY 2016)

- Ideated game concepts and visual style with concept art.
- Illustrated an asset library of over 100 digital paintings for procedurally generated gameplay.

EDUCATION

BA Hons Animation Production, The Arts Institute at Bournemouth (2008 - 2011)