

# Maddy Ball

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Brand & Digital Designer | maddyball.com

Multidisciplinary designer with a thoughtful, collaborative approach. Crafting brand and digital experiences that feel distinctive, purposeful, and made to last. Balancing curiosity and creative risk-taking with adaptability and strategy to deliver design that feels right — for where brands are, and where they're heading.

## Experience

### Giant Peach

Designer | April 2023 - Present

Leading end-to-end branding and digital projects, from discovery sessions to final delivery.

Facilitating workshops to define strategy, scope, creative direction, and key messaging.

Creating ethical, insight-driven brand identities and intuitive digital experiences.

Presenting and refining concepts with stakeholders to secure buy-in and alignment.

Balancing creative integrity with budget constraints across multiple concurrent projects.

Providing creative direction and ensuring consistency, quality, and originality throughout.

### Fhoke Ltd

Designer | May 2022 - Feb 2023

- Delivering web design, print, graphics, branding & identity.
- Detailed conceptualisation from planning to delivery.
- Communicating with clients & driving project progression.
- Leading projects & working closely with development team.

### The Typeface Group Ltd

Designer & Design Lead | Sep 2019 - May 2022

- Delivering website design, build, branding & identity.
- Leading design team & outputs from concept to completion.
- Communicating with clients & driving project progression.
- Sustainable design practice to achieve B-Corp status.

### Bearfoot Graphics

Graphic Designer | June - Sep 2019

- Working across digital and practical outcomes for clients.
- Branding & corporate identity, video and presentations.
- Team idea generation, collaboration, and client meetings.

## Education

### University of Surrey

BA Graphic Design

First Class Honours

2018 - 2021

## Achievements

Best Project Award: University of Surrey

World Skills Design Competition (2019)

Awwwards & Orpetron recognition

Led design project for a Climate Initiative

## Skills

### Design & Strategy

Brand Strategy & Visual Identity

UX/UI Design

User Journey Mapping

Creative & Art Direction

Design Systems & Brand Guidelines

Multi-channel Campaign Development

### Technical Proficiency

Adobe Creative Suite

Figma (Design Systems & Prototyping)

Webflow & Wordpress Development

Motion Graphics (Jitter & After Effects)

Responsive, Development-Led Design

### Client & Project Leadership:

Client Workshop Facilitation

Strategic Project Planning

Presentations & Creative Rationale

Team Collaboration

Project Scoping & Resource Planning