

amanda ball

Product Designer | Brand & Visual Designer

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experience

Lead Engineer for Product Design

READYFUELS | Part-time | Jun 2025 - Present

- Partner with startups to refine products and prepare them for growth, launches, and investor presentations.
- Shape new product concepts from MVP to market-ready solutions.
- Collaborate with founders and developers to align strategy, design, and execution.
- Lead product design, UX research, brand development, and product strategy.
- Create intuitive, scalable experiences that balance user needs with business goals.

Product Designer

CONSTELLATION DIGITAL PARTNERS | Full-time | Aug 2022 - Apr 2025

- Led banking app redesign, enhancing usability, accessibility, and user flow
- Aligned UX with business goals through cross-functional collaboration
- Conducted user research/testing to identify and solve pain points
- Designed wireframes, prototypes, and UI in Figma; built design system for consistency
- Partnered with devs (HTML, CSS, JS, React, Material UI) to ensure pixel-perfect implementation
- Presented solutions to stakeholders and iterated based on feedback

Studio Manager

TAG | Full-time | Apr 2019 - Feb 2020

- Managed team tasks, led daily check-ins, and resolved production roadblocks
- Acted as liaison between staff and HR to streamline communication
- Maintained design assets and managed task flows in Jira
- Collaborated with clients and internal teams in Agile/Scrum environment

Front End Developer

TAG | Full-time | Nov 2016 - Apr 2019

- Built client-facing projects using HTML, CSS, and JavaScript
- Created responsive emails, digital ads, and animations (Photoshop, After Effects, Premiere Pro)
- Maintained design assets and managed task flows in Jira
- Contributed to early-stage wireframes and layout planning

Lead Graphic Designer

MORGANTOWN PRINTING & BINDING | Full-time | Jun 2003 - Sep 2013

- Led design projects end-to-end as both designer and creative lead
- Created branding and print assets (Photoshop, InDesign, Illustrator)
- Collaborated with sales, creative, and management teams; attended client meetings
- Prepared layouts for offset printing using imposition tools

about

Creative and product design leader with 20+ years of experience across **UX/UI, product design, branding,** and **visual communication**. Skilled at transforming ideas into intuitive, impactful experiences through strategic thinking and strong design fundamentals. Passionate about solving meaningful problems through design.

skills

PROFESSIONAL

Product Design
UI/UX Design
Visual Design
User Flows
Design Systems
Branding

TECHNICAL

Figma
Photoshop
Illustrator
InDesign
HTML/CSS

education

NewForce Software Development and Training Program

CERTIFICATE

Oct 2021 - Apr 2022

University of Charleston

B.A., ART ADMINISTRATION

Aug 1998 - Jan 2001

Fairmont State University

A.A.S, COMMERCIAL DESIGN
AND GRAPHICS TECHNOLOGY

Aug 1996 - May 1998