



JOSHUA BALLARD

UI/UX DESIGNER

● joshua.neon.computer ● joshua@neon.computer ● (206) 612-2611 ● in thejoshuaballard

EMPLOYMENT

2018 - 2024 CO-FOUNDER / CREATIVE DIRECTOR

byROJO

Designed and maintained web properties for L.A. based design studio, MadeBySuper. Utilized WordPress, HTML, and CSS to build websites for their multi-vertical clients including the Hawaiian Government Covid Response Agency.

2015 - 2018 CO-FOUNDER / CREATIVE DIRECTOR

Zardo Creative Studio

Designed and maintained proprietary apps and web projects. Created, marketed, and maintained the Spellcstr app which was downloaded over 200,000 times. Worked with clients to co-produce branded projects.

2014 - 2018 UI/UX DESIGNER

SR Education Group

Utilized user analytics to design, code and maintain marketing web properties in the education vertical. Managed conception to design processes with data and content teams. Created proof of concepts for new projects and ideas while using user feedback and data to revise.

2011 - 2013 MARKETING MANAGER / UI DESIGNER

Guppy Games | Guppy Media

Managed and designed marketing campaigns to promote digital products on CPA and PPI pricing models. Designed and coded marketing landing pages and UIs for in-house products. Created and revised banner ads / creatives based on client feedback and campaign performance data. Worked to troubleshoot and fix campaign tracking issues.

PROFESSIONAL SKILLS

SKILL	GOOD	AVERAGE	SKILLED
Adobe Creative Suite	● ● ● ● ● ●		
HTML / CSS	● ● ● ● ● ○		
SEO	● ● ● ● ○ ○		
UI / UX Design	● ● ● ● ● ●		
Javascript	● ○ ○ ○ ○ ○		
WordPress	● ● ● ● ● ●		
Web Marketing	● ● ● ● ○ ○		

EDUCATION

VISUAL COMMUNICATIONS - A.A.S.

Black Hawk College
Moline, IL

VISUAL COMMUNICATIONS

Illinois Institute of Art
Chicago, IL



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