Alexandra Grace Ballenger

Product Designer, UI/UX & Digital Artist

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Work Experience

AppIt Ventures

Product Designer   June 2021 - Present

Client-facing lead designer, responsible for end-to-end design of more than $2.5 million in software developed at AppIt Ventures. Bridges the gap between clients and developers while overseeing design work of an offshore team to ensure that users maintain meaningful, relevant experiences while keeping business goals in mind.

Butterfly Pavilion

Brand Manager   Sept 2020 - Jun 2021

- Managed the implementation of marketing strategy across all departments to promote high impact events that offered fun and exciting guest experiences while also driving revenue to organizational goals
- Utilized media, print and social media outlets to ensure that the story of invertebrate research and conservation in Colorado was shared to the highest standard.
- Improved mobile & web user experience to drive revenue through donations, membership and ticket sales.

Marketing Coordinator   Feb 2020 - Sept 2021

Mountain Side Gear & Rental

Marketing & Sales Manager   Mar 2019 - Dec 2019

Designed & organized high impact marketing, community events and social media campaigns while overseeing day-to-day shop operations and sales.

Alexa Ballenger Art & Design

Creative Director & Owner   2016 - Present

Built freelance client network within Boulder, Arvada & Golden and worked to provide creative direction, brand identity & comprehensive web designs for all clients.

InterNACHI®

Graphic Designer   Mar 2016 - Sept 2018

Worked to design independent brands for InterNACHI's 20,000 member base, consulting with clients on logos, promotional print materials and marketing strategy.

CU Environmental Center

Graphic Designer   Jan 2015 - Dec 2016

Acted to promote climate justice, water resource and energy issues campus-wide through a series of creative events and marketing campaigns.

Education

University of Denver

UI/UX Design Certificate   2020

Graduate of the University of Denver's 2020 UI/UX Certificate Program. Course education included hands on training in user-centered design research, visual prototyping and wireframing using interface and visual design theory in conjunction with HTML5, CSS, Javascript and more.

University of Colorado Boulder

B.A. in Environmental Science   2015

Minor in Ecology & Evolutionary Biology

Barron Collier High School

High School Diploma   2011

Skills & Software

- Adobe Creative Suite
- Figma, FigJam, InVision, Sketch
- Whimsical
- Product Design
- Prototyping & Wireframing
- Web Design
- Visual Design
- Illustration
- UI/UX design
- Digital Marketing Analytics
- User Testing
- Creative Branding
- Marketing Strategy
- Salesforce
- HTML, CSS & Javascript
- Project Management
- Copywriting
- User Research
- B2B Custom Software Design
- Cross Platform Web & Mobile Design
- ERP, CRM & CMS System Design