

CLAUDE BALL

Atlanta, GA · 470-707-5769 · creative@claudebball.com · claudebball.com · linkedin.com/in/claudebball

Senior Product Designer with 7 years designing enterprise and consumer products across restaurant operations, telecom, and analytics. Builds and extends design systems that hold up across teams — including the first system for Chick-fil-A's food safety applications and a net-new wizard pattern adopted into Lumen's enterprise library. Leads small design teams, and pushes for discovery before requirements get locked.

EXPERIENCE

Senior Lead UX Designer

Oct 2024 – Present

CGI (formerly Stratfield Consulting) · Client: Chick-fil-A · Atlanta, GA

- Serve as design lead for a 3-person UX team, setting direction and standards for a designer and UX researcher.
- Own visual direction and UX strategy for Chick-fil-A's food safety applications, deployed across a 3,000+ restaurant network.
- Built the product's first design system — 15 new and revised core components with usage documentation — replacing one-off patterns across multiple internal product teams.
- Partnered with engineering to define design tokens, motion behavior, and implementation-ready specs, cutting design-to-development handoff time.
- Present system patterns and high-fidelity concepts to stakeholders monthly, driving adoption across product teams.

Senior UX Designer

Mar 2022 – Apr 2024

Lumen Technologies · Atlanta, GA

- Led UX and product design for a net-new enterprise self-service platform serving customers across Lumen's national network.
- Designed the enterprise design system's first multi-step wizard pattern, extending a library previously limited to accordions and progressive-disclosure forms, and contributed it back for portal-wide reuse.
- Facilitated 5 design thinking workshops with product and engineering, aligning teams on goals and solutions against the product roadmap.
- Partnered with user researchers on usability and card-sorting studies, translating findings into flow and IA revisions.
- Advocated for earlier design involvement, initiating lo-fi wireframe reviews with engineering to assess feasibility before requirements were locked.

Lead Web Designer

Feb 2021 – Jan 2022

Marketwake · Atlanta, GA

- Led 10+ web projects from concept to launch, owning art direction and design execution.
- Mentored 2 junior designers on design process, Figma file architecture, and design critique — including coaching them through stakeholder presentations.
- Partnered with project managers, copywriters, and SEO specialists to translate business requirements into design.

SELECTED CONCEPT & DESIGN SYSTEMS WORK

Claude Ball Creative · Atlanta, GA · 2018 – Present — Foundational design systems built as proof-of-concept for client pitches and new product bids.

Paravet — Veteran Client Management Platform

Built the foundational design system: component architecture, navigation, data tables, and form systems. Designed patterns for appointments, case management, client profiles, benefits tracking, and multi-team workflows.

10 Sparrows — Smart City ALPR Dashboard

Designed the core system for real-time vehicle detection, event monitoring, and alert workflows across desktop and mobile. Built data visualization modules for camera activity, plate matches, and searchable historical logs.

SC3 Partners — Brand Performance Analytics Dashboard

Designed the system for a multi-location KPI dashboard: comparative charts, ranking cards, segmentation views, and scorecards, with filtering patterns built for high-volume reporting.

ADDITIONAL EXPERIENCE

Senior Web Designer, Classic City Consulting · Contract · Aug 2019 – Jan 2025

Led 20+ web projects end to end, including a university-wide design system for consistent branding across digital properties.

UX/Web Designer, Cox Communications · Contract · Jan 2022 – Mar 2022

Redesigned dashboard components for the My Account experience, translating user testing findings into an existing design system.

SKILLS

Design Design Systems · Design Tokens · Interaction Design · Visual Design · Wireframing & Prototyping · Information Architecture · Responsive Design

Research & Strategy User-Centered Design · Usability Testing · Card Sorting · Journey Mapping · Design Thinking Facilitation · Stakeholder Alignment

Tools Figma · Adobe Creative Suite · Miro · UXPin · Webflow · Wix Studio · Framer

Process Agile · Design Critique · Cross-Functional Collaboration · Design-to-Dev Handoff

EDUCATION

B.S., Environmental Design (Minor: Graphic Design), Auburn University · **UI Design Certification**, CareerFoundry, 2020