




# PATRICIA BALLADA

Senior UI/UX & Product Designer

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## ABOUT

I am a Senior hands-on UX/UI creative technologist, with over 15 years of experience. Passionate about creating user-centric and disruptive solutions for eTrading, Analytics, Single and Multi Dealer Platforms, Data Visualisation, Smart City technologies, Infrastructure grids, and innovation in Renewable and Sustainable Energy ecosystems.

Currently a part of the UX design team at S&P Global Platts, a leading provider of information and insights for the energy and commodity markets. My core competencies include managing pixel-perfect visuals, usability interaction, information architecture, and creative direction. I have an extensive knowledge and practice in back-end and front-end development, design system, cross-device/responsive design and prototyping tools. I also have expertise in AI, ML, deep learning, blockchain, and how they can be integrated into user-journeys and monetization strategies. I collaborate with R&D teams, stakeholders, and clients to deliver meaningful and high-quality platforms that meet multiple deadlines and user needs. I am always eager to learn new concepts, ideas, and technologies that can enhance my design process and outcomes.

## EXPERIENCE

Portfolio

[www.thehawkstudioglobal.com](http://www.thehawkstudioglobal.com)

Carbonplace

Lead UI/UX Designer

Mar 2024 - Current

- Redesign of the brand identity to ensure consistency and relevance
- Implementing user-centered design principles at every stage of the development lifecycle
- Redesign of the Trading platform, Portfolio, Carbon Footprint Dashboard and Admin account
- Directing user interviews and user testing initiatives for User Acceptance Testing (UAT), ensuring product alignment with user needs and expectations

**Tools; Figma, Miro, Sharepoint, Jira and Confluence**

S&P Global

Lead UI/UX Designer

Sept 2018 - Dec 2023

- UI; Pixel perfect visuals, Interactive interface and applied Design principles (ant component) Branding, Logotypes, Style-guide class GUI , Iconography and more
- UX; Complex user-journeys, rapid prototyping and wireframing high-fidelity mock-ups
- Infographics: Created static and interactive visual content including graphical elements for native and web responsive cross platforms

This includes the graphical elements of apps

- Service Design; Best-practice presentations
- Cross-channel; Desktop/tablet/mobile Responsive, and Native app
- Video Animation with illustrative content and Storyboarding process

**Tools; Figma, Sketch app, Graph UI, Azure, After effects and Visual Studio**

Lloyds Banking

Lead UI/UX Designer

Nov 2017 - Oct 2018

- Service Design; Case studies, research, presentations and temporary mentoring
- User Architecture; System eng/architecture, site-mapping and user-flow
- User Experience; User-journey, wireframing, prototyping and high-fidelity mock-ups
- User Interface; pixel-perfect visuals, branding and functional specs
- Cross-channel; Desktop, Tablet and Mobile Native App for iOS and Android
- Focus on optimising LCD Monitor grids

**Tools; Sketch app, Axure, InVision, OneNote, Sharepoint, Jira, etc**

FairFX

Lead UI/UX Designer

Apr 2017 - Aug 2017

- Rapid prototyping in InVision and Principle
- Defined color scheme, iconography, typography, and GUI Style guides
- UX wireframing and creating high-fidelity mockups
- Annotated UX documents, diagrams and architecture site-maps

Currencies  
Direct  
Feb 2017 - Apr 2017

### Lead UX Designer

- Provided support and advice on Agile UX/UI practice
- Worked in collaboration with PMs, and embedded developers
- Responsible of the UI consistency on VD language and interactive elements
- Effective usage of UCD methodology, Informational Architecture and UX

Lombard Risk  
Sep 2016 - Feb 2017

### UI/UX Designer

- Client based project for Collateral Management with Lombard Risk - RBS
- User Interface; high-end visuals, user flows, functional specs, and manuals
- User Architecture; wireframing, rapid prototyping, high-fidelity mockups
- Produced framework for Web browser, mobile and LCD monitor grid

HSBC  
Jun 2016 - Sep 2016

### UI/UX Designer

- User Experience; research, system mapping, user-flows, and functional specs
- User Interface; GUI, visuals, and interaction
- User Architecture; wireframing, rapid prototyping and high-fidelity mock-ups
- Ensure consistency and effectiveness for; Windows Table App and Cross Channel
- Flash production, interactive animation with ActionScript 3.0

Skype  
Dec 2015 - Jun 2016

### Interactive & Visual Designer

- Interaction Design; defining user-flow framework patterns for cross-device
- User Interface; from concepts and wireframes to mock-ups and interaction
- User Experience; best-practice, storyboarding and system mapping
- Responsive Web and Mobile app design for iOS and Android
- Corporate Branding, illustration, pixel-art graphics and emoji creations

PokerStars  
Dec 2015 - Jun 2016

### Senior GUI, UI/UX Designer & Usability Interactive Animator

- User Interface; designed high-end visuals, GUI and Style guides
- User Architecture; created concepts, mock-ups and prototypes
- User Experience; research, storyboards and wireframes
- Mobile App Design
- Responsive Web Design and Web mark-up
- Interaction Flash Animation within AScript 3.0
- Interaction with Motion Graphics - After Effects

Microsoft - Lift  
Nov 2014 - Mar 2015

### Visual Interface Designer and Illustrator

- Branding look-and-feel for products
- Mobile-game app design for iOS and Android
- Defined interaction patterns and affordances
- Created visuals for offline materials & interface layouts for online related products.
- High-touch execution defining functionality throughout sketches and wireframes
- Industrial design; hardware controls and ergonomically designs

ICap Markets  
Apr 2014 - Nov 2014

### Senior User Architect Designer & Product Manager

- User Experience and Archihtech specialist and Service Design

Editec UK  
June 2012 - Dec 2012

### Executive Designer & Full-Stack Developer

- UI/UX Designer, Front-end and Back-end Developer with MSQL

more details in LinkedIn...

## EDUCATION

CIPSA, Private IT School

Mar 2012

Masters degree, Pro HTML5 Programming

Barcelona, Spain

ECIB - Private Cinema School

Mar 2012

Advanced course, Motion Graphics with After Effects

Barcelona, Spain

CSM, University of Arts, London

Mar 2011

Short course, Designers London

London, UK

CSM, University of Arts, London

Feb 2009

Short course, Fashion Magazine Business

London, UK

CIPSA, Private School of IT

Feb 2008

License degree, Web Design and Development

Barcelona, Spain

IDEP, Academy Multimedia Arts

June 2008

Post degree, Applied Illustration

Barcelona, Spain

IDEP, Academy Multimedia Arts

June 2007

Computer Science

Barcelona, Spain

more details in LinkedIn...

## SOME HAPPY CLIENTS

XBox & Skype London, UK • HSBC London, UK • ICAP Markets & Traiana London, UK • Readers Digest London, UK • Perfect Shift Russia • NFL Elite, GREE UK London, UK & Israel • Moshi Monsters GREE UK London, UK • Virgin Games World Wide • The Heart Bingo, Gamesys London, UK • The Sun London, UK • Coll & Cortes Mayfair Gallery London, UK • Editec Gambling London, UK • Nektan Games Gibraltar, Spain • BetClick, Everest Group London, UK • iSTORM London, UK

## LANGUAGE

Mother Tongue

SPANISH ●●●●●

CATALAN ●●●●●

Very/High-level

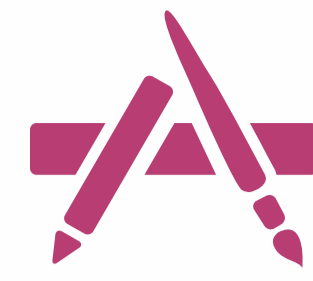
ENGLISH ●●●●●

TAGALOG ●●●●●

Mid/Low Level

FRENCH ●●●●●

ITALIAN ●●●●●



## DESIGN & SOFTWARE SKILLS

### Core Skills

INTERACTION ●●●●●

UI/UX DESIGN ●●●●●

NATIVE APP ●●●●●

AUDIOVISUAL ●●●●●

### Software Skills

FIGMA ●●●●●

SKETCH APP ●●●●●

GRAPH UI ●●●●●

ADOBE CC ●●●●●

### Development Skills

HTML5 ●●●●●

CSS3 ●●●●●

JAVA ●●●●●

MYSQL ●●●●●



## COMPETENCIES & WHAT I LOVE

### DEVELOPMENT & FRONT-END CMS

HTML 5, WordPress, Joomla and other CMS Platforms

### AUDIOVISUAL & VIDEO EDITING

Software editing with After Effect, Premier Pro and Flash Anime

### USER ARCHITECTURE & UX STRATEGY

Sitemaps, Wireframes, prototypes, and mockups

### UI & VISUAL INTERACTION

Applied Design Principles for cross-platform interface, Interactive animation and more.

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**THANK YOU FOR YOUR TIME!**