

# JOHN BALBOA

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## **Summary**

Vegas-based User Experience Designer who has designed for small businesses and enterprise companies for 10+ years.

## **Skillset**

- UX/UI Design
- Web and Mobile UI Design
- Video Editing and Animation
- Brand Strategy & Identity Design
- User Research & User Testing
- UX Accessibility
- Competitive Analysis
- User Stories & Personas
- Information Architecture
- Wire-framing & Prototyping
- HTML, CSS, JavaScript, Bootstrap, ReactJS & Github
- Design Sprint Facilitation

## **Tools**

- Figma / Sketch / Invision
- Adobe Creative Suite
- Jira / Trello / Notion
- Visual Studio Code
- Android Studio
- Davinci Resolve

## **Project Highlights**

Venetian Experiences – WordPress & React (UX/UI/Front-end)

- [Venetian Resorts Experiences](#)
- [Venetian DIBS Planner](#)

National Park Express DIBS Travel Planner (UX/UI/Animation) - React

- [DIBS React App Early Access Promo](#)
- [DIBS App Site](#)

MGM Virtual Concierge App and Site (UX/UI/Front-end)

- [MGM Virtual Concierge - Trip Planner App](#)

## **Professional Experience**

### **User Experience Designer**

#### **Edward Jones - Las Vegas, NV (Remote) (2021 – present)**

- Collaborate with product managers, product owners, designers, researchers and engineering to deliver high-value solutions for our branches in the US and Canada.
- Employ Agile methodology as my main workflow across six product teams to deliver MVPs to our financial advisors

### **Product Designer & Strategist**

#### **National Park Express - Las Vegas, NV (2020 – 2021)**

- Facilitate design sprints with stakeholders to gather requirements for improving our travel e-commerce sites and meeting our KPIs
- Create multiple design systems, brand identity systems, pattern libraries, and style guides across our various distribution channels
- Collaborate UI/UX design with the development team remotely through Figma, Trello and our test servers
- Design web/mobile prototypes for stakeholder and customer user testing
- Implement validated design solutions with HTML, CSS, JavaScript, and PHP to interact with our back-end database using Microsoft Azure SQL
- Launch and measure the performance of our custom white-labeled, web apps and websites for our travel partners

### **Product Designer (UX/UI/Visual/Web)**

#### **Contractor - Las Vegas, NV (2010 – present)**

- Conduct user research and competitive analysis
- Synthesize a definitive strategy to align business goals with customer needs, while eliminating the customer pain points
- Develop information architecture through user flows, sitemaps, user stories, and content strategy
- Build and maintain design systems, brand identity systems, pattern libraries, and style guides for various startups
- Deploy apps and websites, then measuring their effectiveness with users through analytics