

CHRISTINE BALCH

UX-focused Digital Designer

Chicago / Remote

703.859.6255

iamchristinebalch@gmail.com

www.stillpool.com

I want to improve lives by building tech experiences that are intuitive, efficient, fun, and equitable.

Here's what makes me different from everyone else sitting in your inbox:

- My **deep sense of empathy** helps me understand fellow engineers and user mindsets.
- My brain is **equally creative and logical**, making me a **problem-solving machine**.
- **Curiosity** keeps me open-minded and drives me toward continuous learning.
- Having worked for both nonprofits and corporations, I can **walk the tightrope between user needs and business goals**.

SKILLS

UX

Adobe XD, Axure, Sketch

Code

HTML, CSS, Responsive Design

Content management systems

Drupal, WordPress, Openwater

Graphic and layout

Adobe Illustrator,
Photoshop, InDesign

Photography and video

Adobe Lightroom, Adobe Premiere
Pro, Brightcove and Vimeo

Analytics

Google Analytics, Adobe Analytics

Fine art

Specialize in [acrylic geometric paintings](#) and [photography](#)

EDUCATION

BA, Communication (Electronic Media)
[The Master's University](#) | '02, Cum Laude

UX Design Certificate

[Google x Coursera](#) | '22

Web Design Certificate

[Corcoran School of the Arts & Design](#) | '04

WORK EXPERIENCE

[Crain's Chicago Business](#) | 9/2014 – PRES.

Digital Designer and Front-End Developer

ChicagoBusiness.com is the top source of news, analysis and information on business in metropolitan Chicago for decision-makers in the private and public sectors with 2.3 million+ average monthly page views

- Build revenue-generating products from initial ideas, through work processes, to full blown beautiful executions using user-centered design processes
- Analyze current state of products; use journey maps to improve and enable seamless experiences for all users
- Strategize, design and front-end code [landing pages and special features](#) across platforms (web, mobile, social)
- Collaborate with stakeholders to improve products and streamline processes
- Build features and products within CMS constraints using Drupal, WordPress, nomination software, etc.

[Society for Human Resource Management](#) | 10/2007 - 4/2014

Web Production Specialist

SHRM is the foremost expert, convener and thought leader on issues impacting workplaces. With 300,000+ HR and business executive members in 165 countries. SHRM.org has 2.6 million+ monthly active users.

- Collaborated with cross functional teams and helped take ideas to completion
- Created UX artifacts that include task flows, wireframes, and prototypes
- Advised clients on information architecture, web analytics, UI, and UX
- Produced HR Magazine digital—the world's largest magazine for HR professionals
- Implemented cross-browser compatible websites that utilized best SEO practices

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[The Food and Drug Law Institute](#) | 2/2006 - 7/2007

New Media and Creative Services Manager

FDLI is a nonprofit membership organization that offers education, training, publications, and professional engagement opportunities in the field of food and drug law. As a neutral convener, FDLI provides a venue for stakeholders to inform innovative public policy, law, and regulation.

- Designed and developed print ads and marketing pieces for programs
- Maintained website that promoted programs effectively and creatively
- Created print and web elements using Adobe Creative Suite, HTML, CSS, and jQuery
- Maintained overall style elements for company's corporate package
- Designed print ads for bi-monthly magazine

CONTACT INFORMATION

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Linked 