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, helpful, efficient, 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

UI/UX, graphic and layout
Adobe Creative Suite, Figma

Code
HTML, CSS, Responsive Design

Content management systems
Drupal, WordPress, Openwater

Photography and video
Adobe Lightroom, Adobe Premiere Pro, Brightcove and Vimeo

Analytics
Google Analytics, Adobe Analyics

Fine art
Specialize in acrylic geometric paintings and photography

EDUCATION

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

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UX Design Certificate
Google x Coursera | '23

Web Design Certificate
Corcoran School of the Arts & Design | '14

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 via heuristic analysis; journey maps to study and improve user journey
- Strategize, design and front-end code landing pages and special features across platforms (responsive web, mobile, social)
- Collaborate cross-functionally with stakeholders to meet deadlines
- 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**in**.