

# Jacque Ball

Web Designer • UX/UI • Content & Visual Strategy

Multidisciplinary digital creative with 6+ years' experience designing and delivering websites, content, and internal tools. Skilled in layout, UX, content design, and front-end build using platforms like WordPress, Divi, and Figma. Equally comfortable planning features as a product lead or building visuals and pages hands-on. Looking for a collaborative role where I can combine strategy with design thinking.

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Portfolio: [www.jacqueball.co.uk](http://www.jacqueball.co.uk)

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## Skills

### Web & Product

- UX/UI Design • WordPress • WooCommerce • Shopify
- HTML • CSS • JavaScript (basic)
- SEO • Meta Ads • Google Ads

### Tools

- Figma • Adobe Creative Cloud • Canva
- Google Analytics • AWS (EC2, S3)

### Core Strengths

- Road mapping • Strategy • Prototyping
- Content Design • Team Leadership • Client Support

## Employment history

### Chief Product Officer (CPO) & Chief Technology Officer (CTO)

Oct 2023 - Present

#### Music Video Marketplace

- Own product vision, roadmap, and delivery across web platform and internal tools; translate goals into UX, backlog, and releases.
- Oversee site architecture and hosting (WordPress + AWS), integrate video delivery/storage solutions, and improve reliability/performance.
- Design flows and prototypes (Figma) and coordinate implementation with designers/devs; ensure changes are data-informed and testable.
- Support operations: content pipelines, basic analytics, and documentation to reduce friction and improve consistency.
- Spearheaded product vision and roadmap, translating strategic goals into actionable UX designs, resulting in enhanced user engagement.
- Analyzed user feedback and site metrics to inform design changes, ensuring all modifications were data-driven and user-centric.
- Coordinated with design and development teams to create seamless prototypes in Figma.

### Social Media & Web Manager

Nov 2022 - Present

#### Shadow Hunters NI

- Manage site updates, event pages, and ticket information; ensure clarity and conversion.
- Create promotional visuals and schedule content; engage community and track responses.
- Enhanced user engagement by optimizing event pages and ticket information, leading to substantial improvements in conversion rates.
- Developed eye-catching promotional visuals and strategically scheduled content, fostering community interaction and boosting brand awareness.
- Analyzed audience responses to promotional campaigns, refining strategies that resulted in noticeable gains in community engagement.

### Web & Graphic Designer

Jun 2019 - Oct 2023

#### Budget Music Videos at Dromore

- Maintained and modernized WordPress properties; created graphics, motion assets, and marketing materials.
- Supported social content calendars and campaign assets; ensured brand consistency across channels.
- Provided internal IT support and recommended tools/processes to improve day-to-day workflows.
- Analyzed user engagement metrics to refine design strategies, leading to marked improvements in audience interaction and content reach.
- Streamlined the content creation process, resulting in faster project completion times and enhanced team productivity.
- Developed interactive graphics and motion assets, elevating brand visibility and engaging users through visually compelling experiences.

## Web Designer & Social Media Manager (Freelance)

Mar 2021–Apr 2025

Antrim

- Deliver bespoke websites and brand assets; maintain CMS, eCommerce, and on-page SEO.
- Plan and optimize paid/organic campaigns (Meta, Google Ads) with clear goals and reporting.
- Provide ongoing client support, updates, and content production across photo/video/graphics.
- Partnered with clients to create tailored content strategies, fostering stronger relationships and ensuring alignment with brand objectives.
- Provided dedicated client support, ensuring timely updates and responsive communication to enhance satisfaction and loyalty.

## Education

### BSc Interactive Media

2017 - 2020

Ulster University at Coleraine

2:2 Honors

## Additional information

### Selected Highlights

- Led product & web delivery for a video platform, aligning creative and technical teams to ship features used by artists and labels.
- Built internal tools (time/holiday tracking, content workflows) that simplified operations and reduced manual admin.
- Delivered client websites and campaigns as a freelancer, balancing scope, design quality, timelines, and budgets.
- Grew community engagement through content, events, and clear, consistent brand messaging.