Patricia Ballada

Senior UI/UX & Product Designer

I am a Senior hands-on UX/UI creative technologist with over 15 years of experience, passionate about creating user-centric and innovative solutions for e-trading, analitycs, single and multi-dealer platforms, data visualisation, smart city technologies, infrastructure grids, and renewable and sustainable energy ecosystems.

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. Additionally, I am experienced in AI, machine learning, deep learning, blockchain, and understand how to integrate these technologies 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.

🌐 thehawkglobal.com   in Linkedin   𝕏 Twitter

Contact Me

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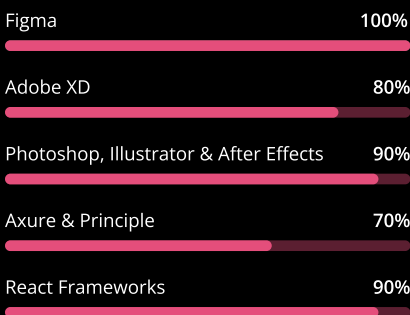M: +44 (0)7557 922661

Skills

Figma — 100%

Adobe XD — 80%

Photoshop, Illustrator & After Effects — 90%

Axure & Principle — 70%

React Frameworks — 90%

Languages

High Level
English ●●●●●

Mother Tongue
Spanish ●●●●●

Mother Tongue
Catalan ●●●●●

Mid Level
French ●●●○○

High Level
Tagalog ●●●●○

Work Experience

Mar 2024 - currently | 8m

Lead UI/UX Designer

CARBONPLACE | London, United Kingdom

Designed and implemented a user-centered platform, focusing on brand consistency and enhancing user experience across multiple components. Oversaw the redesign of key interfaces while ensuring functionality, accessibility, and visual appeal, collaborating with cross-functional teams throughout the development lifecycle.

- Spearheaded the redesign of the Trading Platform, Portfolio, Carbon Footprint Dashboard, and Admin Account, aligning with user needs and brand identity.
- Conducted user interviews and facilitated User Acceptance Testing (UAT) to validate design decisions and improve usability.
- Leveraged tools like Figma, Miro, and Jira, while collaborating on development using HTML5, CSS, JavaScript, Next.js, and React Native.

Sep 2018 - Dec 2023 | 5y 8m

Lead UI/UX Designer

S&P GLOBAL| London, United Kingdom

Delivered exceptional design solutions across UI, UX, and service design, focusing on cross-platform responsiveness and impactful data visualization. Developed pixel-perfect visuals, intuitive user journeys, and engaging interactive elements, while adhering to best practices in design and branding.

- Created pixel-perfect interfaces, comprehensive style guides, logotypes, and interactive data visualizations for responsive web and native apps.
- Designed complex user journeys, high-fidelity prototypes, and wireframes, alongside animated video content with storyboarding.
- Utilized tools such as Figma, Sketch, Graph UI, Azure, After Effects, and Visual Studio to ensure quality and innovation in every aspect of the design process.

Sep 2018 - December 2021

Lead UI/UX Designer

Initially joined "Platts Labs," the transformation team at S&P Global Platts, to contribute to the development of innovative platforms and e-trading dashboards. The company focused on advancing solutions in oil and other commodities markets, as well as sustainability and renewable energy, leveraging cutting-edge technologies like blockchain, AI, and machine learning.

Work Experience

Nov 2017 - Sept 2018

Lead UI/UX Designer

LLOYDS BANK | London, United Kingdom

Developed end-to-end designs, including service design case studies, user architecture, and cross-platform interfaces, while optimizing LCD monitor grids and delivering high-fidelity prototypes and pixel-perfect visuals.

Apr 2017 - Aug 2017

Senior UI/UX Designer

FAIRFX | London, United Kingdom

Delivered user-centered designs through rapid prototyping, high-fidelity mockups, style guides, and detailed UX documentation, including wireframes and architecture site maps.

Feb 2016 - Apr 2017

Lead UI/UX Designer

CURRENCIES DIRECT | London, United Kingdom

Provided Agile UX/UI support, collaborated with PMs and developers, ensured UI consistency across VD language and interactive elements, and applied UCD methodology and information architecture principles.

Sep 2016 - Feb 2017

UI/UX Designer

LOMBARD RISK | London, United Kingdom

Led a client-based project for Collateral Management with Lombard Risk - RBS, focusing on high-end UI visuals, user flows, functional specs, and manuals. Developed user architecture through wireframing, rapid prototyping, and high-fidelity mockups, and produced frameworks for web, mobile, and LCD monitor grids.

Jun 2016 - Sep 2016

UI/UX Designer

HSBC | London, United Kingdom

Designed user experiences through research, system mapping, user flows, and functional specs. Created UI visuals and interactions, developed user architecture with wireframes, rapid prototyping, and high-fidelity mockups, ensuring consistency across Windows tablet apps and cross-channel platforms. Produced interactive Flash animations using ActionScript 3.0.

Dec 2015 - Jun 2016

Interactive & Visual Designer

SKYPE | London, United Kingdom

Designed interaction frameworks for cross-device user flows, from concepts and wireframes to mockups and interactions. Applied best practices in UX through storyboarding and system mapping, while delivering responsive web and mobile designs for iOS and Android. Developed corporate branding, illustrations, pixel-art graphics, and custom emojis.

Mar 2015 - Dec 2015

Senior GUI, UI/UX Designer & Usability Interactive Animator

POKERSTARS | London, United Kingdom

Designed high-end UI visuals, GUI, and style guides; created user architecture concepts, mock-ups, and prototypes. Conducted UX research, storyboarding, and wireframing while designing mobile apps and responsive web interfaces. Produced interactive Flash animations using ActionScript 3.0 and motion graphics with After Effects.

Nov 2014 - Mar 2015

Visual Interface Designer and Illustrator

MICROSOFT | London, United Kingdom

Developed branding look-and-feel for products and designed mobile game apps for iOS and Android. Defined interaction patterns, created visuals for offline materials, and designed interface layouts for online products. Executed high-touch design, defining functionality through sketches and wireframes, and applied industrial design principles for hardware controls and ergonomic designs.

Apr 2014 - Nov 2014

Senior User Architect Designer & Product Manager

iCAP MARKETS | London, United Kingdom

User Experience Architect and Service Design Specialist

Jun 2012 - Dec 2015

Executive Designer & Full-Stack Developer

EDITEC| London, United Kingdom

UI/UX Design, Front-end and Back-end Development with Python and MSQL.

Education

2023 - 2024

University of Oxford

Certificate, by the United Kingdom CPD Certification Service, Oxford Artificial Intelligence Programme

Activities and societies: Identify and assess the possibilities for AI in your organisation and build a business case for its implementation. Con

2011

University of Arts London

Short Course, Designer's London

2010 - 2012

CIPSA, Professional Computer Center

Master's Degree, Pro HTML5 Programming | Online

2011

ECIB, Barcelona's Cinema School

Intensive Advance Course, Motion Graphics with After Effects

2011

University of Arts London

Short Course, Magazine and Editorial Business

2007 - 2008

CIPSA, Professional Computer Center

Licentiate Degree, Web Design, Development & 3D Design

2007 - 2008

IDEP BARCELONA, Private School of Design and Imaging (UAO)

Master's Degree, Applied Illustration

2004 - 2007

IDEP BARCELONA, Private School of Design and Imaging (UAO)

Graduate Degree, Digital & Multimedia Design

Reviews

S&P Global | Platts

Isabel Tang | Director & PM

Highly self-motivated, efficient, independent and well capable of achieving any goal she sets her mind to. Her ability to quickly learn and take on new responsibilities added tremendous value to our Company. She learned new and advanced technologies promptly and applied them in her daily work. Our development and design team also held high regard for her as a valuable resource and her strong ability to liaise with Development, Usability System Integration A/B Testing methodologies. Patricia would be a tremendous asset as my highest recommendation.

Microsoft Lift Studios UK

Haiyan Zang | Innovations Director

Patricia is an exceptional Visual Designer and User Experience expert who combines creativity, precision, and strategic thinking to deliver outstanding results. Her meticulous attention to detail and commitment to understanding user needs enable her to craft designs that are both intuitive and impactful. she has an impressive ability to align user-centric solutions with business objectives, ensuring every decision adds value to both the user and the organization. She is collaborative, open to feedback, and consistently elevates the quality of any project she works on, making her a trusted and invaluable team member.

iCAP Markets

Stuart Eastwood | Design Director

Patricia worked with us as a Senior UI/UX Interactive Designer. During this time we found her to be an extremely capable individual with the capacity to work on her own initiative. Her creative conceptualisation and technical skills are very good and she is prepared to put in the extra time and effort in the interests of achieving high quality results. We found her to be hard-working, trustworthy, sincere and polite. Overall, she was an asset to the Company and I have no hesitation in recommending her for any similar position.

Let's turn ideas into reality!