

Taylor Ballard

SENIOR DESIGNER & CREATIVE PROJECT MANAGER

310-702-1569

taylorballard.com

linkedin.com/in/ballard-taylor

Dallas, TX · Open to Remote

8+ YEARS EXPERIENCE	500+ PROJECTS DELIVERED	F500 CLIENT EXPERIENCE	120% ENGAGEMENT LIFT	35% FASTER CYCLE TIMES
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Senior designer and creative project manager with 8+ years producing editorial systems, brand identities, and strategic communications for Fortune 500 clients, FinTech startups, and nonprofits. Expert at owning the full creative lifecycle, from initial brief through final delivery, managing cross-functional stakeholders, compliance requirements, and high-volume project loads. Founded and independently built Taylor Ballard Performance Nutrition (TBPN), a full-stack sports nutrition consulting platform, covering product strategy, UX/UI design, front-end development, Firebase integration, and go-to-market launch end-to-end. Known for building scalable design systems, driving measurable engagement results, and keeping complex creative operations running at pace without losing quality or brand integrity.

EDITORIAL DESIGN	BRAND IDENTITY	ART DIRECTION	PUBLICATION DESIGN	CREATIVE OPS	UX/UI DESIGN	SOCIAL STRATEGY	STAKEHOLDER COMMS
PROCESS IMPROVEMENT	VENDOR MANAGEMENT	FINRA/SEC COMPLIANCE	M&A INTEGRATION	EVENT DESIGN	PRESENTATION DESIGN		
FULL-STACK WEB DEVELOPMENT	PRODUCT DESIGN	FIREBASE	PWA	API INTEGRATION			

SELECT CAREER HIGHLIGHTS

- ◆ Boosted digital engagement 120% managing social media campaigns and leading a full website and brand overhaul during multiple M&A integrations at iCapital.
- ◆ Reduced project cycle times 35% and lifted project satisfaction 30% by implementing PM systems, governance trackers, and documented process maps at iCapital.
- ◆ Spearheaded two global campaigns and designed collateral for three finance tradeshow, contributing to a 25% increase in lead generation at Simon LLC.
- ◆ Cut client response turnaround 60% and improved pipeline efficiency by standardizing account documentation and process maps at ATownDown.
- ◆ Coordinated 2,000+ attendee events including multi-day summits, tradeshow, and stakeholder engagements at iCapital: designing assets, managing logistics, and overseeing budgets.
- ◆ Conceived, designed, and launched TBPN as a full-stack sports nutrition consulting platform, built solo from zero: brand identity, UX/UI, front-end development, Firebase backend, third-party API integrations, PWA, Stripe billing, and go-to-market.

PROFESSIONAL EXPERIENCE

Founder & Product Designer

2025 - Present

TAYLOR BALLARD PERFORMANCE NUTRITION (TBPN) — REMOTE

Conceived, designed, and launched a full-stack sports nutrition consulting platform end-to-end. Covered brand identity, UX/UI, front-end development, backend infrastructure, and go-to-market, working solo from zero.

- Designed the complete product from scratch: brand identity, visual system, and all client-facing UI, maintaining a consistent aesthetic across web, email, and social ad creative.
- Engineered a single-file full-stack web application with Firebase Auth, Firestore real-time database, and Spoonacular API, delivering personalized grocery lists, dynamic meal plans, recipe generation, macro tracking, and shopping list management.
- Built a custom admin portal with client management, application queue, contact message inbox, and a full email template system with styled HTML and plain text outputs.
- Architected a 150+ item grocery database with store-type pricing across 32 retailers and dynamic budget enforcement and goal-based item scoring.
- Implemented a native AI chatbot with custom knowledge base, cancellation form, and Firestore-backed contact system. No paid third-party service required.
- Deployed as a Progressive Web App (PWA) with offline support and home screen installation across iOS Safari, iOS Chrome, and Android Chrome.
- Integrated Stripe recurring billing, DreamHost email hosting, SPF/DKIM, and Gravatar brand identity into a complete client onboarding-to-payment lifecycle.
- Created a 4-platform social ad suite (Instagram, Facebook, TikTok, Threads) with platform-specific hooks, captions, and targeting strategies.

Fractional Creative & Project Manager

2021 – Present

MULTIPLE CLIENTS — REMOTE

- Directed creative and account strategy for ATownDown (artist community startup), managing 15+ simultaneous client campaigns with 100% on-time delivery and a 7% lift in profit margins.
- Standardized account documentation and built process maps that reduced turnaround time 60% and enabled a successful new product launch.
- Implemented an email management and communications system for DECO Beauty Club that cut customer response time 60%.
- Managed calendars, travel, and confidential communications for C-suite executives and professional NFL/UFL athletes across multiple time zones.

Studio Manager & Sales Manager

2025 – Present

ORANGETHEORY FITNESS — CHARLOTTE, NC

- Designed and launched proprietary member retention collateral: programming assets, member communications, and in-studio brand materials driving adoption and ongoing engagement.
- Designed and executed process improvement initiatives and KPI dashboards to optimize workflow efficiency and improve member retention metrics.
- Managed CRM pipeline to 400+ active prospects per month and promoted tiered membership packages to accelerate revenue growth.

Assistant Vice President, Creative & Project Management

2023 – 2025

ICAPITAL NETWORK — REMOTE / NYC

Led full lifecycle management of 10–45 concurrent B2B marketing and design projects per week, spanning editorial design, branch rebrands, digital transformation, and post-acquisition integration, for a high-growth FinTech firm.

- Built PM and documentation systems that lifted project satisfaction 30% and reduced cycle times 35%, improving cross-team collaboration at scale.
- Developed governance trackers and project plans to monitor KPIs, deliverables, and risk remediation across all creative workstreams.
- Led full website redesign and digital presence overhaul across multiple M&A events, delivering a 120% engagement increase.
- Coordinated 2,000+ attendee events including tradeshows, multi-day summits, and executive client engagements, producing all creative assets, managing logistics and budget.
- Collaborated with compliance to audit all design files against FINRA and SEC standards; maintained rigorous risk controls alongside brand alignment.

Designer & Creative Project Manager

2022 – 2023

ICAPITAL NETWORK — REMOTE / NYC

- Led post-acquisition brand integration: updated websites, marketing materials, pitch decks, and social content to ensure visual alignment and regulatory compliance.
- Partnered with product and dev teams on UX/UI design and digital asset delivery in support of key product launches.
- Boosted team productivity 40% by automating communication workflows and streamlining creative production processes.

Senior Marketing Designer & Creative Project Manager

2022

SIMON LLC (ACQUIRED BY ICAPITAL) — REMOTE

- Led two global campaigns and designed collateral for three finance tradeshows, contributing to 25% lead generation growth.
- Developed control flows and process maps for creative production and approval cycles; ensured FINRA/SEC compliance in partnership with legal.

Senior Designer & Social Media Strategist

2019 – 2022

SPENCER STUART — CHICAGO, IL

- Designed and produced white papers, research reports, and pitch decks for Fortune 500 board-level audiences, delivering work that won business and built long-term client trust.
- Designed and deployed structured social campaigns that improved digital engagement 40%+; partnered with leadership on external pitch decks and communications.
- Enforced brand compliance and accuracy controls across all generated content in a high-stakes, confidential corporate environment.

TOOLS & SKILLS

DESIGN TOOLS

Adobe Illustrator · InDesign · Photoshop · Acrobat · Figma · Sketch · After Effects · Adobe XD · Canva Pro

DEVELOPMENT

HTML · CSS · JavaScript · Firebase Auth & Firestore · REST APIs · PWA · Stripe · Git · DreamHost deployment

PROJECT MANAGEMENT

Asana · Jira · Monday.com · Notion · HubSpot · Mailchimp · Dropbox · Google Suite

SPECIALIZATIONS

Editorial & Publication Design · Brand Identity Systems · Strategic Communications · Post-M&A Integration · FINRA/SEC Compliance · Presentation Design · Product Design · Full-Stack Web Development

EDUCATION

B.S. Visual Communications Design
SAN FRANCISCO STATE UNIVERSITY

Project Management Essentials
HOWARD UNIVERSITY

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