



Matthew Ball

San Francisco, CA | hello@matthewball.me | matthewball.me

SUMMARY

- 7+ years of experience in brand cultivation, interactive design, digital strategy, and user experience design, and creative direction for Fortune 500 companies and fast-paced startups.
- Design lead and manager for GE Aerospace's commercial customer portals - this ecosystem includes 6 complex enterprise applications with 50K+ users among nearly 4K+ customers.
- Built and actively manage GE Aerospace's digital design system and website, accompanying documentation, and standard work within a rigorous corporate branding landscape.

EXPERIENCE

GE Aerospace (NYSE: GE)

Staff Product Designer

Nov 2023 - Present

- Directs and executes design initiatives for a suite of 6 enterprise web applications catering to commercial engine service needs with a user base of 50,000+ users and 4,000 customers.
- Manages a cross-functional team of 5 designers/researchers building an integrated and connected CX. Streamlined design processes, resulting in a 40% increase in deliverable efficiency YoY.
- Collaborates closely with stakeholders and executives to align design priorities with budget allocations, ensuring strategic alignment and project success.

GE Aerospace (NYSE: GE)

Sr Product Designer, Design Systems

Aug 2022 - Oct 2023

- Created and implemented a digital design system for all digital experiences serving a global user base - awarded GE's "Act with Humility" award at company all-hands meeting.
- Acted as the primary liaison between GE businesses and external creative agency to complete redesign of GE Aerospace brand and geaviation.com - built and performed validation testing on 60+ webpages.
- Boosted collaboration between design, development and product management teams by creating a standard of work for design to developer hand-offs.

The Bitcoin Layer

Creative Director, Head of Brand

May 2022 - Present

- Achieved rapid social media growth, cultivated a YouTube channel with 29K+ subscribers, a Twitter/X following of 16K, and a newsletter with 23k+ subscribers (800+ paid readers).
- Created all brand assets, social media content and partnership/sponsor materials, establishing a unique visual identity for The Bitcoin Layer.
- Oversees production team (3) to ensure on-time delivery and brand/aesthetic compliance.

GE Aerospace (NYSE: GE)

Digital Technology Leadership Program

Jul 2020 - Jul 2022

- Nominated for Most Outstanding DTLP Award (2x) and received GE's Impact Award (2x) during this two-year leadership development program where members work within a GE business in four 6-month rotations.
- Owned and supported GE's internal Wordpress multisite instance (500+ sites with 300K+ visitors/month).
- Built and executed digital strategy for a cohesive and interconnected leet health product across the Military Systems organization. Established product roadmap, assigned priorities, engaged stakeholders as Technical Product Manager.

EDUCATION

Miami University

- Marketing Major - Farmer School of Business
- Interactive Media Studies Major - Armstrong Institute for IMS

Aug 2016 - Aug 2020

SKILLS

Technical: Figma, Sketch, Adobe Creative Suite, HTML/CSS, InVision, Hotjar, Amplitude, HubSpot, Wordpress

Principles: Brand Design, Interaction Design, Design Systems, Prototyping, Human Computer Interaction, Presentation Design, Product Thinking, User Research, Usage Analytics, Agile, Bitcoin