

# Chris Balin

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## Adept and experienced in all stages of the product design process:

high-level strategy, research, iterative design, production-ready deliverables, front-end code

## Collaboration is everything. Experienced in partnering with:

- product managers and designers to create innovative user-centered products, both B2B and B2C
- data scientists to build dashboards and analytics
- content producers to design and create internal and external content solutions
- engineers to ensure pixel-perfect results, often implementing designs in front-end code\*

\*expertise in HTML, CSS/Sass, Liquid/Shopify templates  
(proficiency in Javascript, React/Angular and Ruby on Rails)

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## Applause / Boston

**Senior Product Designer** / Jan 2021 - present

**Product Designer** / Jan 2019 - Jan 2021

Design for the company's customer-facing software testing platform, taking complex QA processes and making them user-friendly. Focus on all aspects of the testing lifecycle - test management, setup, results, and analytics. Own all aspects of the product design process - from research to prototyping to front-end code.

Most recently focused on launching Applause Codeless Automation, a no-code offering that allows anyone to create automated software tests without writing a line of code.

## PowerReviews / Chicago

**UX Designer** / October 2016 - March 2018

PowerReviews is a ratings and reviews platform used by thousands of leading online retailers and brands.

As part of a small design team, I worked on the following initiatives:

- UX and front-end for the company's self-service portal, enabling clients to set up the review platform without relying on PowerReviews internal resources
- UX and UI work to improve the customer-facing review platform
- UX and front-end for the company's public-facing documentation site
- Design and prototyping for Augmented Reality concepts for in-store product reviews

## Inventables / Chicago

**UX/UI Designer** / February 2014 - October 2016

Inventables' mission is to make CNC milling easy and accessible for everybody. As a design team of one, I oversaw UX, UI, and front-end implementation across the company's platform of e-commerce, hardware, and software products.

## Accomplishments:

- designed and built a variety of features and improvements for Easel, a free web app for CNC machines.
  - designed and extensively tested out-of-the-box UX for Carvey, a turnkey flagship machine.
  - led design and front-end of marketing pages for the company's hardware and software products.
  - researched and designed next-gen possibilities for the company's eCommerce store.
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## Sarah Lawrence College / Bronxville, NY

**Bachelor of Arts** / May 2010

**Concentrations:** International Development, Photography