# Alan Coughlin

(801) 673-1314 | [linkedin.com/in/alancoughlin](http://linkedin.com/in/alancoughlin) | [alan@alancoughlin.com](mailto:alan@alancoughlin.com) | portfolio: [www.alancoughlin.com](http://www.alancoughlin.com)

# Career Summary

Product Designer (UX/UI) with vast experience designing and building compelling interfaces for all screens—including web and native mobile. Working with all kinds of teams, I can design experiences and screens that are a delight for users and efficient to code and maintain.

# Skillset

### Main Skills

* Product Design
* User Experience Design
* User Interface Design
* Wireframing
* Prototyping
* User Research
* User Persona Development
* Responsive/Adaptive/Mobile-First Design—from scratch or with Bootstrap
* Content Management Systems Custom Template Design—SharePoint, Joomla, WordPress, Drupal
* Style Guides/Component and Pattern Libraries
* SEO
* Agile/Scrum

### Areas of Expertise

* Information Architecture
  + Discovery UX
  + Search
  + Navigation UX
* Form Design
* Data Table Design
* The Visual Display of Quantitative Information
* Typography
* User-Centered Design (UCD) Methods
* Google Material Design
* Apple Human Interface Guidelines

### Computer Software Skills

* Adobe XD, Illustrator, Photoshop, Dreamweaver, InDesign
* Sketch
* InVision
* Figma—auto-layouts, components, variants, and styles
* Microsoft: Outlook, Word, PowerPoint, Excel, Access
* Eclipse
* Visual Studio Code
* Git
* Jira, Azure DevOps, Trello

# Work Experience

Nerd United Lehi, Utah UX/UI Designer, May 2022–October 2022

* Spear-headed and conducted vision project to develop an understanding of our organization, our users, and our product needs, and to build consensus around a common vision.
* Conducted user interviews to build personas and understand needs for products and services.
* Conducted inventory and analysis of current website for usability and aesthetic redesign.
* Conducted information architecture analysis and implemented in site navigation, page structure, and messaging throughout.
* Created a design system, with component library and style guide.
* Created Figma auto-layouts, components, variants, and styles for rapid prototyping on existing and new site designs.
* Worked with SMEs, stakeholders, and users to solve design issues.
* Conducted design reviews with rapid prototyping.
* Evangelized and built consensus for new design solutions.
* Worked with devs throughout, planning, estimating, and handing off build-ready prototypes.
* Delivered an @Nerd Talk (think “Ted Talk”) on Principle-Driven Design

NIPR (via Tri-Com TS) Kansas City, MO (Remote) UX/UI Designer, Nov 2021–May 2022

* Conducted user interviews to build personas and understand needs for products and services.
* Conducted inventory and analysis of current website for usability and aesthetic redesign.
* Conducted information architecture analysis and implemented in site navigation, page structure, and messaging throughout.
* Created a design system, with component library and style guide.
* Created Figma auto-layouts, components, variants, and styles for rapid prototyping on existing and new site designs.
* Worked with all stakeholders to solve design issues.
* Conducted design reviews with rapid prototyping.
* Evangelized and built consensus for new design solutions.
* Worked with devs throughout, planning, estimating, and handing off build-ready prototypes.

J. J. Keller (via GlobalSourceIT Neenah, WI (Remote) UX/UI Designer, Jan 2020–July 2020

* Designed the user experience and user interface for a new website for the Safety Management Suite, a SaaS web app providing a suite of tools to manage companies’ safety and compliance needs.
* Helped to make complex data views and search tools easier to understand and use.
* Made complex navigation tasks intuitive and simple.
* Worked with the product manager, product owners, stakeholders, and the development team in continuous delivery and agile methodology, utilizing Azure DevOps.
* Designed every section to work well on all screens, including phone sizes.

Utah DWS (via Data Concepts) Salt Lake City, Utah UX/UI Designer, May 2019–November 2019

* Designed the user experience and user interface for a new website for parents seeking resources for their birth through 5 children in the state of Utah.
* Designed the provider portal in which service providers will maintain their listings and manage family referrals.
* Participated in a thorough research phase, conducting deliberative sessions with parents throughout the state, which gave us a high degree of confidence in our design.
* Conducted information architecture analysis and implemented in site navigation, page structure, and messaging throughout.
* Delivered mockups demonstrating design solutions for every aspect of the applications—discovery, services, services sub-search, articles, and the Provider Portal with its best in class referral management system.
* The project will bring Utah's system of early childhood services into alignment to provide parents with greater knowledge and choice of state and community-based services and help them overcome the many obstacles they face in acquiring those services.

Software Technology Group Salt Lake City, Utah UX/UI Designer, January 2018–May 2019

As part of this talented team of developers, I worked on several projects, performing above and beyond expectations. I helped found and lead a user group for all of STG’s designers to support and grow each others’ talent. Projects include:

U of U Health Salt Lake City, Utah

* Completely re-designed and extended an extranet portal for Mountain West hospitals and health organizations partnering with U of U Health.
* Conducted information architecture analysis and implemented in site navigation, page structure, and messaging throughout.
* Designed an interface that conveys the value the organization offers and is extremely easy to use.
* The site contains several custom apps—a job board, file repositories, event calendars, an education media library, an ad builder—all designed to best-in-class user experience.
* Coded HTML, CSS, and JavaScript, and worked with developers to integrate into SharePoint, incorporating Section 508 and W3C WCAG 2.0 guidelines.
* Worked with the marketing manager, product owners, stakeholders, and developers in continuous delivery and agile methodology.
* Designed key sections to work well on all screens, including phone sizes.

Premier Medical Distribution Draper, Utah

* Modernized the look of a 20-year-old e-commerce website, streamlining usability, making it user-friendly and intuitive.
* Coded the HTML, CSS, and Javascript and integrated it into their PointForce content management system.

Myriad Genetics Salt Lake City, Utah

* Designed the user experience and user interface for a platform for internal web applications involving data entry, data analysis and processing, and data reporting.
* Implemented Google Material Design system, adapting and extending as needed.
* Created a living design style guide and pattern library to serve many developers in this ongoing endeavor.
* Worked with the product manager, product owners, stakeholders, and the development team in continuous delivery and agile methodology, utilizing Jira.

C.R. England Salt Lake City, Utah UX/UI Designer, March 2015–January 2018

* Designed the CRE Mobile Toolbox mobile app.
* Implemented Google Material Design system and Apple Human Interface Guidelines, adapting and extending as needed.
* Revamped the user experience and interface for hundreds of in-house web-based applications.
* Redesigned company intranet and public website.
* Worked with the development director, product owners, stakeholders, executives, and the development team in continuous delivery and agile methodology, utilizing Jira.

Creative Marketing Services West Jordan, Utah Owner, Senior UX/UI Designer-Dev, January 2004–March 2015

* Designed and built (using PHP, JSP, JavaScript, jQuery, HTML5, and CSS3) a variety of catalogue, e-commerce, marketing, fund-raising, and social media websites for an array of wholesale, retail, professional, and non-profit organizations.
* Designed for mobile devices from the start, as mobile-first or mobile-ready, as needed.

AECOM Los Angeles, California*Managing Art Director, August 1995–January 2004*

I ran the marketing art department in the world headquarters for the world's premier architecture, engineering, and construction management firm. I led a team comprised of designers, a photo library manager, and desktop publishers. With responsibility over the design of proposals, presentations, collateral materials, stationery, and web sites, I rolled out and managed brands, I put in place many standards, and I implemented automated systems for greatly-increased quality and cost control. I used HTML, CSS, JScript, and VBScript in various web site projects, intranet projects, and Outlook custom form applications.

Gigabyte Graphic Design Los Angeles, California*Owner/Art Director, July 1994–August 1995*

Designed and built web sites and an array of print design materials for the film, music, and service industries.

Recycler Classified/PhotoBuys Los Angeles, California*Graphic Designer, August 1989–July 1994*

Participated in a complete makeover of the corporate identities of Southern California's beloved free ad paper in 8 editions, Recycler Classifieds and its sister publication PhotoBuys, a vehicle ad magazine. Responsible for a wide variety of graphic design tasks for both publications. Had an apprenticeship under Luis Quirarte, professor of typography and recognized expert in iconography.