

alan@creativemarketingservices.com  
 5503 W 9000 S, D202, West Jordan, UT 84081  
 Portfolio: [www.alancoughlin.com](http://www.alancoughlin.com)

## Profile

I'm a seasoned UI/UX designer-developer with decades of web experience, years of mobile-first and mobile app design experience, and front-end technical skills (i.e., HTML, CSS, JavaScript/jQuery). My greatest skill is achieving a user experience which fulfills the business goals.

## Skillset

### Technology Skills

- HTML5
- CSS 3
- JavaScript
- jQuery
- JSP
- PHP

### Computer Software Skills

- Adobe Photoshop, Illustrator, Dreamweaver, Experience Design, InDesign, Audition
- Sketch
- InVision
- Quark XPress
- Microsoft: Outlook/Outlook Form Designer, Word, PowerPoint, Excel, Access, VS Code
- Eclipse
- Git
- Jira

### Soft Skills

- User Experience
- User-Focused Design
- User Persona Development
- Responsive/Adaptive/Mobile-First Design—from scratch or with Bootstrap
- Content Management Systems Custom Template Design—Joomla, WordPress, Drupal
- Style Guides/Pattern Libraries
- SEO
- Agile/Scrum

## Work Experience

**Myriad Genetics (via STG Cons.)** SLC, Utah *UX/UI Designer Developer, January 2018–Present*  
 Designed the user experience and user interface for a platform for internal web applications involving data entry, data analysis and processing, and data reporting. Created a living design style guide and pattern library to serve many developers in this ongoing endeavor.

**C.R. England** Salt Lake City, Utah *UX/UI Designer Developer, March 2015–January 2018*  
 In charge of redesign and new functionality for drivers' toolbox mobile app; in charge of revamping the user experience and interface for hundreds of in-house web-based applications as part of a custom Java development team; as time allows, doing the same for the Drupal-based portals and public web sites.

**Creative Marketing Services** West Jordan, Utah *Owner/Art Director, January 2004–March 2015*  
 Used PHP, JSP, JavaScript, jQuery, HTML5, and CSS3 in coding catalogue, e-commerce, marketing, fund-raising, and social-media web sites for an array of wholesale, retail, professional, and non-profit organizations.

**AECOM** Los Angeles, California *Senior Art Director, August 1995–January 2004*  
 Used HTML, CSS, JScript, and VBScript in various web site projects, intranet projects, and Outlook custom form applications. Directed a team of art directors, audiovisual specialists, and designers in serving the marketing needs of this top multi-national architecture, engineering, and construction management firm. With responsibility over the design of proposals, presentations, collateral materials, stationery, and web sites, I put in place many standards and implemented automated systems for greatly-increased quality and cost control.

**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 many in 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 loved 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.