

Alan Coughlin

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

Career Summary

Product Designer (UX/UI) and Developer (HTML, CSS, and JavaScript) 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

Coding Skills

- HTML5
- CSS 3
- JavaScript/jQuery

Computer Software Skills

- Adobe XD, Illustrator, Photoshop, Dreamweaver, InDesign
- Sketch
- InVision Studio
- Figma
- Microsoft: Outlook, Word, PowerPoint, Excel, Access
- Eclipse
- Visual Studio Code
- Git
- Jira, Azure DevOps, Trello

Work Experience

J. J. Keller (via GlobalSourceIT Neenah, WI (Remote)

UX/UI Designer-Developer, Jan 2020–July 2020

I designed the user experience and user interface for a new website for the Safety Management Suite, a website consolidating and extending the company's safety program and compliance tools. I helped to make complex data views and search tools easier to understand and use. I worked with the product manager, product owners, stake holders, and the development team in continuous delivery and agile methodology, utilizing Azure DevOps.

Utah DWS (via Data Concepts) Salt Lake City, Utah

UX/UI Designer -Developer, May 2019–November 2019

I 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. I also designed the provider portal in which service providers will maintain their listings and manage family referrals.

We began with a thorough research phase, conducting deliberative sessions with parents throughout the state, which gave us a high degree of confidence in our design. I delivered mockups demonstrating design solutions for every aspect of the applications—discovery, services, services sub-search, articles, and the Provider Portal with the best referral management system you'll find.

The goal of the project (which will proceed if a federal grant is awarded) is to bring Utah's system of early childhood services, which are currently siloed, into alignment to provide parents with greater knowledge and choice of state and community based services, and to help overcome the many obstacles they face in acquiring those services.

Software Technology Group Salt Lake City, Utah*UX/UI Designer-Developer, 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

I completely re-designed and extended an extranet portal for Mountain West hospitals and health organizations partnering with U of U Health. I 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 — which I designed to best-in-class user experience. I then coded HTML, CSS, and JavaScript, and worked with developers to integrate into SharePoint, incorporating Section 508 and W3C WCAG 2.0 guidelines. I worked with the marketing manager, product owners, stake holders, and developers in continuous delivery and agile methodology.

Premier Medical Distribution Draper, Utah

Modernized the look of a 20-year-old e-commerce web site, 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. Created a living design style guide and pattern library to serve many developers in this ongoing endeavor. I worked with the product manager, product owners, stake holders, and the development team in continuous delivery and agile methodology.

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

I was in charge of redesign and new functionality for the 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 websites. I worked with the development director, product owners, stake holders, executives, and the development team in continuous delivery and agile methodology.

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

I designed and built (using PHP, JSP, JavaScript, jQuery, HTML5, and CSS3) a variety of catalogue, e-commerce, marketing, fund-raising, and social-media web sites for an array of wholesale, retail, professional, and non-profit organizations.