

Alan Coughlin

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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.