

I convert business goals into desired user engagement. As an information architect and user experience (UX) expert, I care about how your audience feels about your services, your product or your message. By enabling key users to experience meaningful and satisfying interactions with your web properties, I make it more likely that they will seek your services, share your brand or support your cause.

The highlights of my professional experience are summarized below. You can download a detailed version of my resume at jacquescoughlin.com.

EDUCATION

BA: Advertising Design
The University of
Maryland at
College Park, MD

LANGUAGES

Fluent French
Proficient Spanish

RESIDENCY STATUS

U.S. and French citizen

INTERACTIVE COMPETENCIES

Project Management
Information Architecture
User Experience
Wireframing & Design
Benchmarking
Functional Requirements
Content Development
Content Migration
Usability Testing
Quality Assurance Scripting
Style Guides
Search Engine Optimization
Social Media Tactics
Google Analytics
508 Usability Standards
CMS Technologies
Web Banner Design
Media Buys
Animation Story Boarding

AUG 2011 - PRESENT | MANAGER, USER EXPERIENCE | KETCHUM | WASHINGTON, DC

Information Architect and User Experience (UX) manager: Translate business requirements into user engagement solutions across computing devices; Craft content sitemaps, taxonomy and user interface (UI) functionality; Define functional requirements and user flows; Asses UX performance and analyze metrics; Manage external UX resources.

JUL 2009 - AUG 2011 | INTERACTIVE COMMUNICATIONS MANAGER | WASHINGTON, DC

Independent consultant: Manage Interactive projects and convert business requirements into desired user experience; plan and implement web development, including benchmarking, information architecture, wireframing, usability testing, content migration and development, design and quality assurance; develop and execute integrated marketing communications plans across digital and traditional media.

SEP 2007 - JUL 2009 | CREATIVE DIRECTOR | FD PUBLIC AFFAIRS | WASHINGTON, DC

Director of in-house agency: Developed and implemented marketing communications programs for government, corporations and non-profits to achieve policy, business and advocacy objectives; managed projects and client relations; led business development activities, including proposal writing; administered budgets and operating procedures; evaluated performance and profitability; led and mentored team of four.

JAN 2000 - SEP 2007 | DIRECTOR, CREATIVE SERVICES | NATIONAL PUBLIC RADIO | WASHINGTON, DC

Head of department: Developed and executed communications plans across media platforms for business-to-consumer marketing, business-to-business marketing, brand management, revenue development, member relations, corporate and internal communications, media and public relations, and consumer product development; advised senior management on strategic initiatives; managed branding and licensing activities; managed budgets and operating procedures, including forecasting, information systems, and outsourcing; led and mentored five-person team.

OCT 1997 - JAN 2000 | SENIOR MANAGER, CREATIVE RESOURCES | IRIDIUM, LLC | WASHINGTON, DC

Head of marketing communications programs for global telecommunications company: Participated in launch of new worldwide brand and first-ever global mobile satellite phone service; created and managed programs to produce and distribute marketing, sales, and corporate communications tools to 16 affiliate companies worldwide in more than 10 languages; devised and executed branding programs across global sales regions; managed \$4.5 million budget and outsourcing.

APR 1994 - OCT 1997 | VP, ART DIRECTOR | SUPON DESIGN GROUP (DISSOLVED) | WASHINGTON, DC

Managing art director: Shared operational management of agency; developed and executed design solutions for marketing, branding, and corporate communications; managed projects and accounts; cultivated relationships with clients ranging from Fortune 500 corporations to trade associations; supervised and mentored 12 designers; supported business development activities.