

John Coulter

SENIOR UX/UI DESIGNER

User centered designer with 25+ years of experience, including enterprise SaaS at SugarCRM and AI-driven platforms at Photon.ai. Expert in design systems, visual interfaces, and human-centered workflows, translating complex systems into intuitive, scalable experiences. Skilled in prototyping, accessibility, and cross-functional collaboration to deliver measurable impact and shape platform-wide UX standards

johncoulter.net

johncoulter@gmail.com

linkedin.com/in/johncoulter1

EXPERIENCE

Senior UX/UI Designer Photon.ai

Sept 2025–Present
Remote

Leading UX/UI design for Photon's enterprise AI platform (PHTN.ai), defining interaction patterns for visual multi-agent orchestration and agent-based workflows. Translate complex AI systems into intuitive, scalable enterprise experiences.

- **Defining UX standards for agentic AI orchestration** across platform workflows.
- **Leading** design of **visual multi-agent orchestration interfaces**.
- **Designing node-based workflow builders** for automated pipelines.
- **Defining** agent lifecycle UX (create, run, monitor, refine).
- Creating dashboards for **agent performance and system visibility**.
- **Translating complex AI logic** into clear enterprise workflows.
- **Partnering** with product and engineering to align UX with system architecture.
- **Prototyping** branching logic and multi-agent behaviors.
- **Championing** transparent, human-centered AI interactions.
- **Spearheaded the design system** in collaboration with UX peers, establishing reusable components and shared interaction pattern

Senior UI/UX Designer SugarCRM

Feb 2020–Aug 2025
San Francisco, CA

Create engaging, user-friendly cross-platform designs for enterprise and SaaS software that meet industry standards. Oversee the design process from ideation to QA, conduct user research, and collaborate with product management, engineering, and marketing teams.

- **Redesigned SugarCRM's multi-product UI** for desktop and mobile, creating a cohesive design system enhancing usability, increasing sales and resulting in **retaining a \$4 million account**.
- **Conducted user research and usability testing**, leading to data-driven design decisions that reduced workflow inefficiencies by 15%.
- **Developed high-fidelity prototypes** and a reusable design component library, streamlining design processes by 27% for over 13 products.
- **Collaborated in Agile/Scrum and global asynchronous teams** to test prototypes, gather feedback, and quickly iterate designs, delivering quality solutions on tight deadlines that meet user needs and business goals.
- **Presented designs to stakeholders**, clearly communicating rationale and gathering feedback.
- **Applied WCAG and ADA standards** for accessible design solutions, enhancing usability for diverse users.
- **Developed and maintain a design system** leveraging Figma variables.

EDUCATION

Bachelor of Fine Arts
Visual Communications
Truman State University

HARD SKILLS

UX Design
Visual Design
Interaction/Animation
User Research/Testing
Wireframes
User Journeys
Service Design
Design Systems
Prototyping
Quantitative Data Analysis
High Fidelity Designs
Illustration
Icon Design
Graphic Design

SOFT SKILLS

- Strong collaboration skills with Engineering and PM
- Organized and efficient
- Adaptable and able to adjust quickly to changing needs
- Skilled in remote teamwork
- Personable and easy to work with

TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Procreate
- Slack
- Google Suite
- Jira
- Pendo
- Canva
- SugarCRM

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EXPERIENCE *(continued)*

Creative Director

Vegas.com

May 2004 - Feb 2020

Las Vegas, NV

As a **hands-on Creative Director**, I led campaigns, website design, and brand strategy across platforms—driving engagement and conversions. While focused on marketing, **I was deeply involved in UX**, collaborating on A/B tests and optimizing booking flows to reduce friction and improve the user journey.

- **Redesigned the Vegas.com website and checkout workflow**, reducing cart abandonment by 13% and boosting conversions by 10%.
- **Developed responsive email designs that increased revenue by 30%** and optimized layouts, resulting in an 18% growth in buy-through rates.
- **Launched a mobile-optimized site, increasing mobile conversions by 50%**, and introduced the Vegas.com app, driving millions in sales.
- **Expanded the social media presence by 30%**, establishing one of the most engaged tourism-related platforms in Las Vegas.
- **Designed materials that secured multi-million-dollar partnerships** with brands like Coca-Cola, Southwest Airlines, and all the prominent Las Vegas hotels.
- **Saved \$300K annually** by transitioning all advertising design in-house.

Freelance Illustrator

Lilla Rogers Agency

Sept 2000 - Sept 2024

Boston, MA

Represented for nearly 25 years by a world-renowned illustration agency, delivering exceptional work within a wide variety of visual styles for high-profile clients across editorial, publishing, corporate, and advertising industries.

- **Designed greeting cards for renowned brands** including Trader Joe's and Hallmark.
- **Created over 100 character designs**, elements and backgrounds for Nickelodeon's Faces Music Party, blending creativity with storytelling for a beloved children's program.
- **Created a Target holiday gift card**, showcasing a unique and festive design.
- **Illustrated the children's book** *Yellow Like a Submarine, Purple Like the Rain: A Rocking Book of Colors*
- **Other Notable Clients:** AARP Magazine, American Greetings, Barnes & Noble, Better Homes & Gardens, Entertainment Weekly, Los Angeles Times, Papyrus, UNICEF, Wall Street Journal, Wine Spectator

VOLUNTEER WORK

Crop Extensionist

Peace Corps

Dominican Republic