

# John Coulter

## SENIOR UI/UX DESIGNER

User-centered designer with 25+ years of experience, including **5 years in enterprise and SaaS software**. Skilled in intuitive applications, design systems, UI/UX, visual design, prototyping, and accessibility. Focused on achieving measurable results through cross-team collaboration.

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## EXPERIENCE

### Senior UI/UX Designer SugarCRM

Feb 2020–Present  
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.

### Creative Director Vegas.com

May 2004 – Feb 2020  
Las Vegas, NV

As a **hands-on Creative Director**, I managed the entire creative process to maintain a cohesive visual and brand identity across platforms. I led campaigns, website designs, and promotional materials for Las Vegas, enhancing engagement and conversions while aligning with business goals.

- **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.

## 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)*

### 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

### Art Director

EarthLink

June 1997 - May 2004

Pasadena, CA

- **Art directed and produced a diverse array of marketing materials**, such as advertisements, direct response emails, email newsletters, corporate websites, landing pages, demos and promotions, online banners, print advertisements, brochures, user guides, and various collateral materials.
- **Designed illustrations in various visual styles** for EarthLink's bi-monthly magazine, blink.

### Graphic Designer

Esri

Feb 1996 - June 1997

Redlands, CA

- **Designed a wide range of marketing materials**, such as product brochures, CD-ROM covers, postcards, and collateral signage for Esri's Annual User Conference.
- **Crafted logos and graphics** that were consistent and fit in with Esri's established branding and visual identity.
- **I progressed to become the in-house artist**, producing illustrations required for both website and print materials.

## VOLUNTEER WORK

### Crop Extensionist

Peace Corps

Aug 1993 - Nov 1995

Dominican Republic