

# John Coulter

## SENIOR PRODUCT DESIGNER

**Senior Product Designer** with **25+ years of professional design experience** and **6+ years focused on product UX/UI, enterprise SaaS, and AI-powered products**. Specialize in **transforming complex workflows and technical systems into intuitive, scalable user experiences**. Strong in end-to-end product design, interaction design, design systems, prototyping, usability testing, accessibility, and visual design. Proven impact improving **product usability, design efficiency, conversion, and business outcomes** across enterprise software and digital products.

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### EXPERIENCE

**Senior UX/UI Designer** Sept 2025–Present  
**Photon.ai** Remote

**Lead UX/UI design for an enterprise AI platform**, translating complex agentic AI systems into intuitive, scalable experiences for enterprise users. Define product UX standards and interaction patterns for agent creation, orchestration, execution, monitoring, and refinement.

- **Lead the design of visual multi-agent orchestration experiences** for configuring complex AI workflows.
- **Design node-based workflow builders** for automated pipelines, branching logic, and multi-step processes.
- **Translate complex AI behaviors**, system architecture, and technical requirements into clear user flows and interaction models.
- **Design dashboards and monitoring experiences** that provide visibility into agent performance and system behavior.
- **Prototype complex workflows and multi-agent behaviors** to explore and validate interaction models.
- **Partner with product management and engineering** throughout the product development lifecycle to align UX with technical architecture and business goals.
- **Champion transparent, human-centered AI interactions** that help users understand and control AI-driven processes.
- **Spearhead the platform design system**, establishing reusable components and shared interaction patterns with UX peers.

**Senior UI/UX Designer** Feb 2020–Aug 2025  
**SugarCRM** Remote

**Led product design across SugarCRM’s enterprise SaaS portfolio**, contributing to the modernization of 13 desktop and mobile products through improved workflows, interaction patterns, and design systems.

- **Led UX/UI modernization across 13 products**, creating a more cohesive and scalable experience across the SugarCRM product portfolio.
- **Designed and maintained a Figma-based design system** using variables, components, and shared interaction patterns.
- **Helped retain a \$4 million enterprise account** through product and experience improvements.
- **Conducted user research and usability testing** to identify usability issues and validate design solutions.
- **Redesigned product workflows** that reduced workflow inefficiencies by 15%.
- **Developed high-fidelity prototypes** and reusable component libraries that improved design efficiency by 27%.
- **Designed responsive experiences** across desktop and mobile platforms, balancing complex enterprise workflows with usability and consistency.
- **Collaborated with product managers and engineers** in Agile/Scrum and distributed teams from concept through implementation and QA.
- **Presented design concepts, prototypes, and rationale to stakeholders** and incorporated feedback through rapid iteration.
- **Applied WCAG and ADA accessibility standards** throughout product design and release processes.
- **Established scalable interaction patterns and reusable UI solutions** adopted across multiple products and teams.

### EDUCATION

**Bachelor of Fine Arts**  
**Visual Communications**  
**Truman State University**

### CORE SKILLS

- Product Design
- UX/UI Design
- Enterprise SaaS
- AI Product Design
- Interaction Design
- Visual Design
- Design Systems
- Design Strategy
- Information Architecture
- User Flows
- Prototyping
- Usability Testing
- User Research
- Responsive Design
- Accessibility/WCAG/ADA
- High-Fidelity Design
- Data-Informed Design
- Cross-Functional Collaboration
- Agile / Scrum
- Illustration
- Icon Design

### TOOLS

- Figma
- Claude Design
- ChatGPT
- Adobe Photoshop
- Adobe Illustrator
- Procreate
- Jira
- Pendo
- Slack
- Google Workspace
- Canva

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## EXPERIENCE *(continued)*

### Creative Director

Vegas.com

May 2004 - Feb 2020

Las Vegas, NV

Hands-on Creative Director responsible for **digital product experiences, website design, conversion optimization**, brand, campaigns, email, and mobile experiences.

- **Redesigned the Vegas.com website and checkout experience**, reducing cart abandonment by 13% and increasing conversion by 10%.
- **Collaborated on A/B testing and booking-flow optimization** to identify and reduce customer friction.
- **Launched a mobile-optimized website** that increased mobile conversion by **50%**.
- **Introduced the Vegas.com mobile app**, contributing to **millions of dollars** in sales.
- **Designed responsive emails** that increased email revenue by **30%** and buy-through rates by **18%**.
- **Expanded the company's social media presence by 30%**, establishing one of Las Vegas's most engaged tourism-related platforms.
- **Designed digital and marketing experiences** supporting **multi-million-dollar partnerships** with Coca-Cola, Southwest Airlines, and major Las Vegas hotel brands.
- **Transitioned advertising design in-house**, saving more than **\$300K annually**.

### Freelance Illustrator

Lilla Rogers Agency

Sept 2000 - Sept 2024

Boston, MA

Internationally represented illustrator creating visual work across consumer products, publishing, editorial, advertising, and children's media.

- **Designed greeting cards for renowned brands** including Trader Joe's, Hallmark, Target and Papyrus.
- **Created over 100 character designs**, elements and backgrounds for **Nickelodeon's Faces Music Party**, blending creativity with storytelling for a beloved children's program.
- **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

## ADDITIONAL EXPERIENCE

### Crop Extensionist

Peace Corps

Dominican Republic