

# John Coulter

## SENIOR VISUAL DESIGNER

User-centered designer with 25+ years of experience, including 5 years in enterprise and SaaS software. Although my title is **Senior Visual Designer**, our small team has allowed me to take on **UX responsibilities**. I effectively function as a **Senior UX Designer**, ensuring designs are both visually compelling and user-centered, while keeping my visual design hat nearby for platform wide UI decisions.

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## EXPERIENCE

### Senior Visual 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 UI resulting in **retaining a \$4 million account**.
- Led redesign of an enhanced UI framework, boosting user engagement by 21%, sales by 17%, and satisfaction for 1.5M users through improved navigation and design.
- Redesigned SugarCRM's 13-product suite for desktop and mobile, creating a cohesive design system enhancing usability and increasing sales by 12%.
- 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

- Created a diverse array 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