

## SUMMARY

Bridging the gap between front end presentation & production requirements with process driven strategy. Coburn designs with a focus on User Experience and Information Architecture that can scale with growth.

Designing with purposeful UX as the base, allows Coburn to bring a high level of service and results to clients beyond just making applications look good. This approach provides not just a “good design” but an intentional user experience.

Extensive experience working with many development teams at the enterprise level:

- As a User Experience designer, he delivered complete solutions that take into account user needs and habits while providing fresh perspectives on interaction and usability. UX Solutions for 10-foot Television interfaces, web applications, and mobile platforms.
- As an Optimization Director, he created entire workflows and delivery processes for the creative team to deliver replicatable results. He tracked ongoing results and created strategic plans for next steps based on initial assumptions compared with hard testing data.
- As a Creative Director on projects of all sizes, he has integrated seamlessly with developers to deliver the creative vision of the client while preserving the development requirements of the technical solution. He has also managed highly successful user experience teams to deliver both web based and print collateral.
- With a background in web development, he is well versed in HTML, DHTML, XML, and CSS. He has worked with teams in ASP, PHP and the ASP.NET environments.

## SKILLS

**Client Facing:** Adept at communication directly with clients to outline optimization and creative strategies that can be difficult to see, from a client’s perspective. Excellent skills at presenting complicated ideas in a simple and understandable way.

**Strategic Optimization:** Development of workflows and processes for landing page optimization. The process was based on the goals of the magnify<sup>360</sup> testing platform. This required both long term and short term strategies to continue to provide relevant testing options based on the testing results.

**User Experience & Information Architecture:** Development of UX and IA approaches for enterprise level websites including MyLife.com (formerly Reunion.com) with a base of 50 million active users.

**Development Languages:** HTML, DHTML, CSS, XML and knowledge of the creative requirements of User Interface design in the .NET environment. Working knowledge of ASP and PHP environments.

**Creative Authoring Tools:** Expert level experience in Adobe Photoshop, Adobe ImageReady, Adobe Illustrator, InDesign and OmniGraffle.

**Authoring Tools:** including .NET enterprise architect, Visual SourceSafe, Homesite, Adobe Dreamweaver (beta tester for Macromedia as they developed Dreamweaver)

**HTML and CSS Mastery:** Complete CSS Guru – Master of table-less format and cross-browser/cross-platform quirks. Learned HTML by hand coding before WYSIWYG editors.

## DETAILED EXPERIENCE

November 2010 – March 2011

Possible Worldwide (formerly Schematic)

Senior User Experience Designer

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Coburn interfaced directly with the client in gathering requirements and documenting UX solutions that satisfied them while identifying challenges to new requests. Two trips were made to the client site in Philadelphia with the Schematic UX team.

### Core Responsibilities:

- Strategy and direction for the development of a 10-foot television interface Comcast's next generation set top box.
- Creation and delivery of detailed product specifications in OmniGraffle.
- Worked with the creative director and designers to produce designs that match the UX intent.
- Approach for the 10 foot interface and UX was synced with the iPad application.
- Developed a test plan and helped run a series of focus groups at the client's on-site testing lab.
- Provided a strategic and tactical approach to Southern California Edison on their Electric Vehicle (EV) initiative.
- Developed an awareness campaign, mass media approach, and a social networking strategy for SCE to reach out to current and future EV owners as part of their Smart Energy Living platform.
- Also worked providing UX direction for the Mitsubishi iMiev electric car microsite.

On February 17th, 2011, Possible was formed by the staffs of BLUE, Bridge Worldwide, Quasar, and Schematic. Coburn was originally hired by Schematic as a contractor to work on Comcast project. Contract continued to be extended and Coburn was used on multiple projects.

November 2009 – October 2010

magnify<sup>360</sup>

Director of Web Optimization

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magnify360 is a marketing optimization platform that increases conversion by personalizing each visitor's browsing experience in real-time.

Coburn was responsible for managing the delivery of optimization strategies for all magnify360 clients. He created delivery processes & workflows while providing leadership and direction to the Creative Director, the creative team and design contractors.

### Core Responsibilities:

- Responsible for client kick off meetings & presentation of optimization approach.
- Client specific requirements gathering & expectation setting.
- Creation & presentation of client specific optimization strategies.
- Writing creative briefs (based on strategy) used by UI team in the creation of design mock ups.
- Supervision of concepts into production ready designs.
- Collaboration with production teams to ensure the final experiences were consistent with both the design intent & the overall strategy.
- Accountable for successful optimization metrics (both percentage of lift in conversion & revenue per visitor) for all magnify<sup>360</sup> clients.
- Ongoing monitoring of success metrics and adjustment of strategies accordingly.

Also integral in closing new clients by presenting the optimization approach during the sales cycle. Over \$250,000 worth of contracts closed in Coburn's first four months.

**September 2008 – October 2009**  
**MyLife.com** (formerly Reunion.com)  
**Senior User Experience Designer**

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Coburn was hired by Reunion.com specifically to assist in the complete corporate re-branding of the company to MyLife.com. As a senior member of the in-house design department, he worked with multiple teams including marketing, business development, application development and the senior management team.

**Core Responsibilities:**

- Responsible for the ongoing visual consistency and usability of the website.
- Creation of mock ups and information architecture for proof of concept.
- Production ready designs and direct interface with both front end and back end teams to execute the concepts of products as they were intended.
- Representative of MyLife in the corporate redesign process and direct interaction with the outside marketing agency.
- Implementation of the new corporate identity and brand.
- Responsible for a complete audit of the functional and visual aspects of Reunion.com, (from a user experience and information architecture standpoint,) to meet the business goals stated by the management team.
- Ongoing maintenance of the website post-launch to match goals dictated by the metrics used to measure success.

Coburn communicated both his ideas and the ideas of others graphically to illustrate proposed concepts effectively to internal teams and management. Coburn created presentations for business development efforts including proposals to hi5, myspace, LinkedIn and Yahoo!

**November 2007 – May 2008**  
**Buzznet**  
**Director, Product Design**

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Responsible for the continuing evolution of the Buzznet social networking platform and it related properties. Information Architecture, Strategic Planning, DHTML, XML, CSS as well as working with the Art Director and his team to deliver consistent graphic direction from an IA perspective.

Challenges included serving the demanding user base and satisfying the requirements of a site centered heavily around user generated content (UGC)

Partner products Coburn developed included the ground up Movable Type implementations of [Stereogum.com](#), the Buzznet music Genre Blogs and [Videogum.com](#).

**August 2007 – November 2007**  
**Tokyopop**  
**Information Architect**

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After building the HTML and PHP front end for the Tokyopop website (while contracting with [Ignited Minds](#) -- see the listing below) Coburn was hired by Tokyopop directly.

Deliverables for this engagement included:

- Conceptual Sitemaps
- Use cases
- Intentional User Experience documents.
- Offered a full-time position at Tokyopop, accepted a competing offer from Buzznet.

**April 2007 – July 2007**

**Ignited Minds, Advertising and Interactive media  
Information Architect, Web Developer, Web Designer**

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Coburn worked on multiple projects with Ignited Minds as a web designer and developer. His focus was in front end development, specifically DHTML, CSS, Information Architecture and PHP Template creation & modification.

**Relevant Ignited projects include:**

- EA Mobile – Simpson’s Mobile Game – Landing page and web tracking analytics code.
- El Toro Tequila – User interface development matching the “Low brow” advertising campaign
- Virtual America’s Army – MIME newsletters
- TokyoPop.com – A complete ground up redesign and re-launch of a community based website with 250,000 active users interested in Manga. Adapted designs produced by print designers to be workable in a web environment. Complete DHTML, and CSS for the site. The site is currently being translated into 7 languages.

**2003 – 2006**

**Venice Consulting Group  
Creative Director**

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Coburn was brought in by the founder Jake Ryan to help launch the creative direction of this new consulting company and build the first few versions of the website. As a freelance Creative Director on the VCG team, Coburn participated in many projects over the years.

Clients including:

- Morgan Samuels (complete branding)
- IMAG COOLMaps (Rich Client Application)
- Lexus IS Launch – Times Square JumbTron (with TeamOne)

**2002 – 2003**

**Hot Topic  
Lead Web Developer**

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Coburn was engaged by Hot Topic to lead the web development team on HotTopic.com and sister website [Torrid.com](http://Torrid.com). The main focus was to develop processes to streamline the photography, editing and posting of new products on the website. The web photographer, stylist and photo editor all reported to him. Hot Topic is a trend driven company so increasing the speed that new products became available to web users was of paramount importance.

Coburn did a complete analysis of the existing process and put new tools for documentation and tracking in place. He supervised the restructure of the photographer’s practices and coordinated her efforts directly with the warehouse to increase turnaround.

From a web development standpoint, Coburn worked with the lead architect to redesign the user interface on the website to allow easier updates for the web team and better browsing for the end user. Another main focus was streamlining the update process of the website that had to coordinate with available product shots and available inventory by syncing the live web application and the legacy inventory database.

- User interface design on HotTopic.com and Torrid.com
- Applying new solutions to legacy structures with no downtime
- Leading the team that took the online revenue over the 1 million dollar/month mark for the first time in company history in a development period of less than 4 months

**1998 - 2002**

**M1 Software/One Inc.**

**Client: Hilton Hotels**

**Creative Director, Information Architecture, User interface design**

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Coburn was the creative director for a custom software development firm that was engaged by Hilton Hotels. The project was to create a Forecast Management System (FMS) for the hotel chain. The system requirements were to allow ALL Hilton hotels to login in simultaneously and do the complete forecasting for their individual hotels.

The system needed to have roles based security that delivered the right content to the right users. Data integrity was of utmost importance as many Hilton employees are awarded bonus depending on the accuracy of their forecasts.

The finished system included all the requirements along with the ability to forecast up to five years in advance. Coburn worked directly with a large team of architects and developers as the creative lead for the project. He worked with the client team, delivering a complete Information Architecture breakdown and project plan.

Coburn also lead the 4 person creative team to deliver a user interface that was intuitive and allowed all security roles to navigate the huge amount of information and features of the finished system.

- Complete Creative presentation in the sales process that –played a major role in securing the signing of the Hilton project
- Complete User Interface design and Information architecture
- Corporate branding of the new system to fit into the stringent Logo requirements of Hilton international
- Creative director leading the creative department in delivering their deliverable on schedule
- Quality assurance and code review of both the creative team and the development team.

## **EDUCATION**

Phoenix Institute – Phoenix AZ

**Associates Degree in Illustration and Graphic Arts**

**July 2010 Google AdWords Certified Professional**