

# Christopher Coleman

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**Leader in UX, content strategy, front-end development, web governance, and implementation**

## Professional Experience

### Head of Web Strategy

American Physical Society • College Park, Md. • Sept. 2018 - Present

Leader in user experience and content strategy for a 50,000+ member scientific society serving researchers, teachers, students, and the public.

- Lead a developing UX and content strategy practice, including user research, content design, usability, and accessibility
- Manage and coach teams in UX, content strategy, content design, governance planning, and production in addition to leading cross-functional project teams, including vendor collaboration
- Plan and iterate content strategy for internal clients including research publications, scientific conferences, fundraising, public outreach, and diversity programs
- Modeled and implemented structured, connected content to enable reuse across web and other platforms
- Design and prototyping in Figma, as well as live prototypes built with HTML, CSS, and Javascript
- Plan and implement design system encompassing components, content, and best practices for content and UX

### Engagement Manager/Senior Consultant

Deloitte Digital • Arlington, Va. • April 2018 - Aug. 2018

- Digital strategy, product and engagement management for federal government clients
- Introduced user-centered design and agile principles to clients
- Product planning, including proposals and story mapping for internal company initiatives
- Contributed to RFP responses for public sector clients including City of New York and federal agencies
- Drafted digital strategy for Library of Congress

### Manager, Digital Media Web Technologies

Science Magazine/AAAS • Washington, D.C. • Aug. 2015 - April 2018

Product, UX, content, and technical leadership in Web Technology team of Digital Media Department serving the *Science* family of journals and related platforms.

- Led team responsible for user experience, information architecture, content strategy, API, and web development
- Collaborated with stakeholders from research journals, news, marketing, and advertising departments to align product roadmap and business objectives
- Established Digital Media Web Technology team; hiring for UX, web development, and project/program management positions
- Planned and established an integrated design system to power 10+ sites across internal and vendor platforms
- Introduced content strategy practice; consulted with Chief Digital Media Officer to hire dedicated content strategist/managing producer and team
- Managed vendors to supplement internal teams on content, design, web, and infrastructure projects
- Led user research and outreach initiatives to drive future product and technology work
- Led full modernization and re-platforming of flagship digital properties, including ScienceMag.org, leading to 30% increase in key engagement metrics
- Led product strategy and development of new CMS/site features for interactive storytelling
- Led all phases of product development, from research to release, for new organization-wide search platform, covering 140+ years of publishing
- User experience design, including research, wireframes, prototypes, and journey maps
- Front-end web development for interactive prototypes and design systems

## **Senior Developer**

*Science Magazine/AAAS* • Feb. 2013 – Aug. 2015

- Led strategy, research, development, UX, and design for redesign and re-platforming project of flagship web properties
- Collaborated with stakeholders to understand business objectives and product ideas for digital transformation initiatives
- Led agile product team, transforming assumptions and requirements into validated user stories and work tasks
- Established a design system to integrate front-end code and assets across family of Drupal, Wordpress, and static sites
- Agile coaching to lead shift from waterfall to lean/agile processes, resulting in faster feedback loops and more impactful iteration
- Established user-first design culture for iterating consumer web products and technology, relying on research-backed data and user empathy to drive decisions
- Web design and development, including WordPress, Javascript, CSS, Node.js, PHP, Drupal, Sketch

## **Instructor, Front-End Web Development**

General Assembly • Washington, D.C. • Feb. 2015 – May 2015

Co-instructed class of adult learners in an overview of front-end web development, including HTML, CSS, Javascript, jQuery, and Sass. Expanded provided curriculum to include best practices for front-end development and introduce students to modern workflows and tooling including Git and Github.

## **UX Prototyper**

EightShapes, LLC • Fairfax, Va. • Jan. 2013 – Feb. 2013

Designed and developed testable user experience prototypes and proofs of concept for enterprise clients including Cisco Systems and Marriott. Worked with agency principals and client stakeholders on discovery and development process.

## **Senior Front-End Developer**

LivingSocial • Washington, D.C. • Oct. 2011 – Nov. 2012

- Front-end development in a performance-focused, agile startup
- Worked within a cross-functional product team to build customer-facing web, iOS, and email marketing products
- Contributed components and guidance to user interface library for customer-facing products
- Founding member of the company's Live Events team and other consumer-facing verticals, working on mobile web, email marketing, and iOS/Android app interfaces
- Redesigned and modernized HTML email templates, resulting in improved user experience across a wider variety of email clients and improved click rates

## **Developer, Web and Mobile Design**

Science Magazine/AAAS • Dec. 2010 – Oct. 2011

- Front-end web design and development, including adding responsive design to existing sites
- Designed iPhone, iPad, and Android apps for *Science* news and career articles
- Migrated legacy sites to modern platforms and technologies
- Consulted on platforms, web best practices, and hiring for Membership and Marketing departments
- Developed design system/implementation guidelines for *Science Careers* site

## **Senior Web Production Specialist**

Science Magazine/AAAS • Feb. 2008 – Dec. 2010

- Web design and front-end development, content management and production for Science family of journals and associated publications
- Produced content in XML formats for publication and web distribution

- Configured and developed sites using Movable Type Enterprise, eZ Publish, and Mark Logic platforms

## **Operations Manager**

NJ.com • Jersey City, N.J. • July 2007 – Feb. 2008

Ensured seamless operations in support of sales departments including display advertising, recruitment, real estate, and other business departments. Managed operations team, including designers and coordinators. Managed workflows between operations, editorial, and publishing departments. Managed community forums, collected user feedback, and coordinated platform improvements with developers.

## **Web Producer/Designer**

NJ.com • June 2006 – July 2007

Developed advertising products for sales staff, managed ad traffic, and designed web advertisements. Designed and developed static landing sites for clients in support of web and print campaigns.

## **Online News Producer**

NJ.com • Dec. 2005 – June 2006

Produced daily and breaking news homepages and articles for New Jersey and New York newspapers, including Newark *Star-Ledger*, *Jersey Journal* and Staten Island *Advance*. News package and homepage design, content management, creation, editing, and curation.

## **Online News Producer**

PennLive.com • Harrisburg, Pa. • Sept. 2003 – Dec. 2005

Production for online daily and breaking news for Pennsylvania newspapers, Harrisburg *Patriot-News* and Easton *Express-Times*. Developed and curated new content sections and packages for hyperlocal news audiences. Modernized and improved legacy web templates to use CSS and current web standards.

# **Education**

## **Penn State University**

Bachelor of Arts, Journalism, 2002

Minor, German

## **Kiel University**

Study abroad program, 2000