



HEY I'M DAVE! I'M A PRODUCT DESIGNER. MY BACKGROUND IN CONTENT STRATEGY GIVES ME 7 YEARS OF CONDUCTING QUALITATIVE AND QUANTITATIVE STUDIES FOR CREATIVE PRODUCTS.

## David Coughlin

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## Education

User Experience Design Immersive  
General Assembly

Economics and Policy  
University of California, Berkeley


## Skills

A/B Testing  
CSS / HTML  
Design Systems  
Information Architecture  
Interaction Design  
Rapid Prototyping  
Site Maps  
Task Flows  
User Journeys  
User Testing  
Wireframing

## Tools

After Effects  
Figma  
Illustrator  
Invision  
Miro  
Photoshop  
Premier Pro  
Sketch

## Award(s)

2020 DataDog Hackathon  
1st place for design 

## Experience

### User Experience Design

**PRODUCT DESIGNER, MOMMYATO.COM** June 2020 to Present

Led the design of a responsive app that helps mother's manage the postpartum experience. Implemented a mobile first design system that creates a clean, clear, emotive experience for users and admins on any device. Established metrics for success and managed user research. Promoted after initial 3 month contract.

**UX DESIGNER, NOWCITYINC.COM** February 2020

Launched a landing page for Prop Tech company looking to change the way we live. Distilled complex and nebulous concepts into manageable cognitive load for users. Created a style guide to establish NowCity brand. Increased conversions 10 percent.

**UX DESIGNER, RETREAVL** December 2019

Redesigned an e-commerce experience for a retreat based travel company. Created a design that focused on building trust throughout the user journey. Worked with stakeholders to implement critical e-commerce features for security. Increased conversions from 0 to 5 in testing.

**UX DESIGNER, ZEITGEISTSF.COM** February 2019

Launched a website with e-commerce functionality for an iconic San Francisco brand. Integrated POS systems with Square to track inventory and manage sales. The website increased merchandise sales 12% and increased traffic to social sites by 30% with 10k unique visitors per month after 3 months.

### Content Strategy

**AUDIENCE DEVELOPMENT, MOVEON.ORG** 2018 - 2019

Challenged to build MoveOn.Org's social following. Achieved 1.39 billion impressions and 35 million engagements across channels.

**AUDIENCE DEVELOPMENT, UPWORTHY.COM** 2015 - 2017

Tasked to increase Upworthy's audience. Ran A/B tests on content I created and reported results to stakeholders. Grew audience by 10.5 million.

**CONTENT COORDINATOR, E-COMMERCE, LEVI.COM** 2013 - 2015

I managed content for Levi's and Dockers global e-commerce experience. Worked with Merchant and Marketing teams to increase traffic and conversion rates.