

# COLEEN SALLOT

152 Matkins Court | Hill City, SD 57745  
314.221.1344 | [ink@inkspot.com](mailto:ink@inkspot.com) | [www.inkspot.com/coleen-sallot](http://www.inkspot.com/coleen-sallot)

## Curriculum Vitae

I am an experienced design professional, educator and mentor with over 25 years of experience across the full design lifecycle encompassing user research, problem framing, design strategy, sketching, prototyping, evaluation and socialization. Throughout my career, I have specialized in utilizing my experience in design thinking and human-centered design to solve real problems that affect real people. From working with the severely mentally ill and military veterans to creating solutions for young investors and FedEx delivery and pickup drivers, I start by researching the people I'm designing for, as well as understanding the systems whereby they receive services, and then using that research to pinpoint critical gaps and reimagine and create products and services that truly meet their needs.

As part of my studies with Miami University's Master in Fine Arts Experience Design program, I continued my focus on using research to create new solutions, such as providing families with appropriate post-treatment care after their child leaves the hospital, or providing viable alternatives to traditional in-person pediatric physical therapy via telemedicine. For my thesis, I ask the question: "How might we utilize play to help adopted children in Pennsylvania work through past traumas so that they can form healthy attachments with their adoptive families?" Every child who has been adopted has encountered loss, and to make matters worse, many have also been neglected and abused, significantly impairing their ability to trust and connect with people, especially adults. Because of their experiences, adopted children typically do not have the developmental building blocks to heal and grow, thus hindering their ongoing attachment with their new family. Up until this point, most solutions are behavioral-based and revolve around the caregiver. My goal is to focus on play-based solutions that revolve around the child.

## Education and Certifications

05.2022	<b>CERTIFIED USABILITY ANALYST</b> , Human Factors International
05.2021	<b>MASTER IN FINE ARTS, EXPERIENCE DESIGN</b> Miami University, Oxford, Ohio <i>Thesis:</i> "How might we utilize play to help adopted children in Pennsylvania work through past traumas so that they can form healthy attachments with their adoptive families?"
05.2004	<b>MASTER OF SCIENCE, EDUCATION (Online Teaching and Learning)</b> California State University, Hayward, California
12.1997	<b>BACHELOR OF SCIENCE, JOURNALISM</b> University of Maryland University College, College Park, Maryland

## Areas of Expertise

Product Development/Strategy	Interaction/Information Design
Design Thinking/Human Centered Design	Prototyping (Interactive, Physical, Experimental)
Product Design	Mobile/Touch/Voice (Android, iOS, Alexa)
Art Direction	Design Systems
Co-Design/Facilitation/Generative Design	Web Development (HTML/SASS/Bootstrap/ Angular/Cordova)
User/Design Research (Quantitative and Qualitative)	Agile/SCRUM/SAFE/Lean/XP
Sensemaking/Storytelling	Section 508/Accessibility/WCAG 2.0AA
User Experience	Marketing/Brand Strategy
User Interface Design	

## Professional Experience

09.2020 – Present

### UX/UI DESIGN TEACHING ASSISTANT

*Thinkful/Chegg, New York, New York*

Working with the instructor, provide supplemental assistance via on-demand video to students enrolled in Thinkful's synchronous immersive UX/UI programs. Also provide one-on-one, weekly mentor sessions with students; conduct weekly office hour sessions; review and grade student work; and conduct student assessments based on rubrics.

1999 – Present

### CREATIVE DIRECTOR

*The Inkk Spot, Hill City, South Dakota*

Design and develop print and digital materials for various clients. This process begins with the end user in mind and creating products that meet their needs. Product strategy relies on researching target audiences, competitors, and business/marketing goals to ensure project success.

09.2021 – Present

### DESIGNER ADVISOR

*FedEx Services, Memphis, Tennessee*

Serve as design lead for billing, reporting and claims modernization on Fedex.com. Work with design team to create design patterns for data visualization, dashboards, and various components. Manage third party integration and design efforts for long term vision.

07.2019 – 06.2020

### SENIOR UI/UX DESIGNER AND DEVELOPER

*FedEx Ground, Pittsburgh, Pennsylvania*

- Served as mentor and technical coach to design and development teams. Facilitated training opportunities via technical coaching, mentor sessions and online workshops, including corporate-wide Tech Talk. Created presentations and conducted live workshops with live coding demos, as well as interactive workshops to test drive design techniques.
- Served as design and technical lead to create new features and products, including new P&D portal revolving around a holistic view of facility pickups and deliveries. Worked with design team to expand and standardize UX processes for designing and reimagining new applications from scratch.

11.2018 – 06.2019

### SENIOR UI/UX DEVELOPER

*Stifel Financial, Saint Louis, Missouri*

- Served as mentor and technical coach to design and development teams. Educated designers on UX techniques, such as journey maps, storyboards and design sprints, and educating developers on proper coding techniques, responsive design and coding for accessibility.
- Designed new features for mobile applications for both prospective and current investors. Worked with product managers to define business and product requirements, conducted user research, created new designs via wireframes and static prototypes, and worked with development team to convert designs into working code.

04.2018 – 10.2018

### UX ARCHITECT

*Maritz Motivation Solutions, Fenton, Missouri*

- Served as mentor and technical coach to design and development teams. Coached other UX designers on various UX techniques, such as usability testing and information architecture, as well as how to assess technical feasibility to ensure that design specs are properly translated and implemented by developers.
- Created designs for customizable customer portal and admin framework for new product. Drove the vision and product management of a design system of visual style, UI components, UX patterns, and other design concerns. This included translating design requirements into a reusable grid framework and UI kit for rapid adoption by the development team.

11.2016 – 04.2018

### USER EXPERIENCE PRODUCT MANAGER

*Magellan Health, Saint Louis, Missouri*

Directed the vision, design and development for healthcare projects. Spearheaded the Section 508 project, architected the design and development of an Umbraco-based modular content system for non-IT personnel, and conducted ethnographic/market research to guide product design for Medicaid portal and end product for primary care physicians.

08.2012 – 11.2016	<b>HEAD OF DIGITAL PRODUCT DESIGN (LEAD WEB PRODUCT DESIGNER)</b> <i>Magellan Health, Saint Louis, Missouri</i> Grew the design discipline from simple aesthetics to a more integrated role. Directed and managed the overall design for Magellan's 80+ websites, including applications. Served as gatekeeper for Magellan's brand. Managed five web/creative consultants.
04.2007 – 08.2012	<b>LEAD WEB PRODUCT DESIGNER</b> <i>Magellan Health, Saint Louis, Missouri</i>
08.2002 – 04.2007	<b>SENIOR WEB PRODUCT DESIGNER</b> <i>Magellan Health, Saint Louis, Missouri</i>
01.2001 – 08.2002	<b>SENIOR CREATIVE PRODUCER</b> <i>The Frick Company, Saint Louis, Missouri</i>
08.1999 – 12.2000	<b>MEDIA DESIGNER</b> <i>Greenhorne &amp; O'Mara, Inc., Greenbelt, Maryland</i>
06.1998 – 08.1999	<b>CREATIVE ASSOCIATE</b> <i>Issue Dynamics, Inc., Washington, DC</i>
04.1996 – 02.1998	<b>COMMUNICATIONS COORDINATOR</b> <i>International Fabricare Institute, Silver Spring, Maryland</i>
10.1994 – 04.1996	<b>ADMINISTRATIVE ASSISTANT</b> <i>Accrediting Commission for Career Schools and Colleges of Technology, Arlington, Virginia</i>
06.1992 – 09.1994	<b>ASSOCIATE PUBLIC AFFAIRS OFFICER</b> <i>Fleet Surveillance Support Command, U.S. Navy</i>

## Teaching Experience

	<b>THINKFUL UX/UI CURRICULUM MODULES</b>
Module 6	<b>Capstone</b> Capstone is the student's final project for Thinkful's UI/UX course. Students choose the problem they intend to solve, conduct detailed user research, create low-fidelity sketches and wireframes, convert mockups into high-fidelity with mood boards and branding, conduct usability testing, write a case study, and then present their work in a final assessment. Student work for this project should be at a professional level that will get them a job in the UX/UI Design field, with a key focus on visual design.
Module 5	<b>Portfolio</b> Over the course of several weeks, students create their portfolio. With a focus on content strategy, organization and visual design, students write their content, organize their case studies, and translate their ideas into a live website using a variety of different publishing tools.
Module 4	<b>UX Specialization</b> As part of the UX/UI program, students can choose three different specializations: visual design, research or front-end web development. Visual design explores a variety of different tools and processes; research focuses on user research, information architecture and usability; and web development explores front-end technologies including HTML, CSS, and Javascript.
Module 3	<b>Client Project</b> Students conduct a design sprint to create a digital product for a self-identified client. Students first conduct stakeholder interviews to determine the business goals and project requirements, then conduct user research and create a low-fidelity interactive prototype of their design solution.
Module 2	<b>UX Intensive</b> Students take what they've learned and create their first UX project. Students start by conducting competitor/user research, generate low-fidelity user flows and wireframes, create a logo and brand, and then finally turn their work into a high-fidelity mobile application.

Module 1	<b>Fundamentals of User Experience</b> Students get started by learning the basics of user experience design, user-centered design and research, and visual design.
	EMPLOYER WORKSHOPS
11.2022	<b>Breakfast and Learn: UX and 1DX</b> <i>Instructional Designer and Educator, FedEx Services, Memphis, Tennessee</i>
04.2020	<b>Tech Talk: Building Responsive Applications</b> <i>Instructional Designer and Educator, FedEx Ground, Pittsburgh, Pennsylvania</i>
02.2020	<b>Incorporating Personality Profiles into Personas</b> <i>Instructional Designer and Educator, FedEx Ground, Pittsburgh, Pennsylvania</i>
01.2020	<b>Using Affinity Mapping to Diagram Systems and Processes</b> <i>Instructional Designer and Educator, FedEx Ground, Pittsburgh, Pennsylvania</i>
11.2019	<b>Using Research to Better Understand Users</b> <i>Instructional Designer and Educator, FedEx Ground, Pittsburgh, Pennsylvania</i>
10.2019	<b>Using Low-Fidelity Techniques to Map Out Design Solutions</b> <i>Instructional Designer and Educator, FedEx Ground, Pittsburgh, Pennsylvania</i>
04.2019	<b>Using Bootstrap to Create Responsive Applications</b> <i>Instructional Designer and Educator, Stifel Financial, Saint Louis, Missouri</i>
03.2019	<b>Building Accessible Websites and Applications</b> <i>Instructional Designer and Educator, Stifel Financial, Saint Louis, Missouri</i>
06.2018	<b>Creating a Product-Based Design System</b> <i>Instructional Designer and Educator, Maritz Motivation Solutions, Fenton, Missouri</i>
05.2018	<b>Incorporating Usability Testing into Design Projects</b> <i>Instructional Designer and Educator, Maritz Motivation Solutions, Fenton, Missouri</i>

### Selected Research Projects

Research Interests	User Experience, Co-Design, Systems Design, Service Design, Behavioral Theory, Health Care, Adoption DESIGN RESEARCH
05.2021	<b>THESIS: Utilizing Play to Help Adopted Children Form Healthy Attachments</b> <i>Principal Investigator, Miami University Experience Design Program</i>
09.2020	<b>Magellan Complete Care: A Model of Care for the Seriously Mentally Ill</b> <i>Principal Investigator, Magellan Health and Miami University Experience Design Program</i>
05.2019	<b>Using Technology to Bridge the Gap Between Young Investors and Advisors</b> <i>Principal Investigator, Stifel Financial, Saint Louis, Missouri</i>
12.2018	<b>Infertility and your Mental Health</b> <i>Principal Co-Investigator, Miami University Experience Design Program</i>
12.2018	<b>Creating Early Connections Between Adoptive Parents and their Bulgarian Children</b> <i>Principal Investigator, Miami University Experience Design Program</i>
	USER RESEARCH (Quantitative and Qualitative)
06.2020	<b>FedEx P&amp;D Portal for Pickup and Delivery Issues</b> <i>Principal Researcher, FedEx Ground, Pittsburgh, Pennsylvania</i>
05.2020	<b>PTKids Teletherapy</b> <i>Principal Researcher, Miami University Experience Design Program</i>

- 10.2019 **FedEx Dock Maintenance Application**  
*Principal Researcher, FedEx Ground, Pittsburgh, Pennsylvania*
- 12.2016 **PCP Behavioral Health Toolkit**  
*Principal Researcher, Magellan Health, Saint Louis, Missouri*

## Awards

- Fall 2022 **Rising Star Award – FedEx Reporting**  
*FedEx Services*
- Spring 2022 **Bravo Zulu Award – FedEx Reporting**  
*FedEx Services*
- 2018 **Digital Health Bronze Award - PCP Behavioral Health Toolkit**  
*Magellan Health*
- 2017 - 2018 **MarCom Platinum Award - PCP Behavioral Health Toolkit**  
*Magellan Health*
- 2016 - 2018 **MarCom Gold Award - Provider Focus Digital Newsletter**  
*Magellan Health*
- 2016 **Digital Health Bronze Award - Magellan Rx Website**  
*Magellan Health*
- 2016 **Web Awards Health Care Standard of Excellence - Magellan Rx Website**  
*Magellan Health*
- 2015 **Web Awards Health Care Standard of Excellence - Magellan Assist Member Portal**  
*Magellan Health*
- 2015 **Web Awards Health Care Standard of Excellence - Magellan Healthcare Website**  
*Magellan Health*
- 2014 - 2015 **Web Awards Health Care Standard of Excellence - Magellan Health Corporate Website**  
*Magellan Health*
- 2013 - 2014 **Web Awards Health Care Standard of Excellence - Magellan Complete Care of Florida**  
*Magellan Health*
- 2013 - 2014 **Web Awards Health Care Standard of Excellence - ICORE Healthcare**  
*Magellan Health*
- 2013 - 2014 **Web Awards Health Care Standard of Excellence - Provider Focus Digital Newsletter**  
*Magellan Health*

## Professional Memberships

- 2019 - 2021 **Miami University Honor Society**
- 2020 - 2021 **Design Research Society**
- 2020 - Present **Interaction Design Association (IxDA)**
- 2020 - Present **Association for Computing Machinery (ACM)**
- 2019 - 2020 **Interaction Design Foundation**