



# John H Douglass

*User Experience Design & Strategy*

1425 P Street NW, Apt 606  
Washington, DC 20005  
615.275.9385 (cell)  
jhdouglass@gmail.com  
www.johnhdouglass.com

Transforms business challenges into compelling narratives, innovative products and successful services.

Leads a team of experience designers and content strategists.

Marries design methodologies to strategic business consulting.

Works across websites, video, web/mobile/social apps, print, and gaming.

## **APCO ONLINE (Division of APCO Worldwide)**

*User Experience Manager, November 2009 – Present*

Direct user experience strategy for APCO Online, an international communications consultancy.

- ◆ Head global user experience and web content strategy.
- ◆ Lead a team of content strategists, visual designers and experience designers.
- ◆ Manage Social EQ, APCO & The Huffington Post's social media study.
- ◆ Developed APCO's SEO and web analytics practice.

*Lead Information Architect, December 2006 – April 2009*

Designed architecture and interactions on over 50 digital properties per year.

- ◆ Successfully led the redesign of Ford's Theatre official web site.
- ◆ Headed user experience for Coca-Cola Italy's corporate online presence.
- ◆ Architected custom CMS for a news aggregation site and a career portal.
- ◆ Collaborated with project managers, copywriters, graphic designers, and developers to create seamless user experiences.
- ◆ Established APCO's usability testing practice.

## **BROWSERMEDIA**

*Senior Information Architect, April 2009 – November 2009*

Manage the usability and user experience design practices for BrowserMedia, an interactive agency in Washington DC.

- ◆ Conceptualize UX deliverables and strategy documents.
- ◆ Facilitate in-depth interviews for Browser's largest client engagements.
- ◆ Build consensus and present findings to stakeholders.
- ◆ Designed BrowserMedia's paper prototyping and testing process.

## **VANDERBILT UNIVERSITY**

*Admissions Counselor, July 2003-July 2005*

Interviewed 100+ students per semester to develop marketing and communication strategy. Responsible for publication content and distribution.

## **Georgetown University**

M.A. Communication, Culture & Technology, 2007  
Technology, Business & the Economy concentration

## **Vanderbilt University**

B.A. Economics and Philosophy  
Magna Cum Laude, 2003

## **Georgetown University & GS Graduate School Guest Lecturer**

Lecture on social interaction design, UX, social media and online branding.

## **UX Show & Tell DC Coordinator**

Organize the local chapter of this monthly gathering of local design practitioners.

## **Qualifications**

## **Experience**

### **Capabilities**

Information Architecture  
Ethnographic research  
Collaborative design  
Rapid prototyping  
Contextual interviews  
Usability tests  
Competitive analyses  
Heuristic evaluations  
Functional specifications  
Personas  
Sitemaps  
Wireframes  
Concept maps  
Mental models  
Storyboarding  
Analytics & SEO  
Accessibility reviews

## **Education**

Coursework included usability methodologies, user research, product development, entrepreneurship, marketing and organizational communication.

## **Community**