John Coleman V

I am a design director and UX designer with nearly two decades of experience in product design & commercial marketing. I create solutions to human interface and brand-experience challenges.

hello@joroha.co   email\portfolio
in/jorohaco   linkedin
@designxjorohaco   insta

J.P. Morgan Chase & Co.   New York City
VP, Design Lead   Product UX\UI   since late 2022   1y

J.P. Morgan is the largest US bank by assets and largest globally by market cap, holding $3.9T as of 2023.

- Lead multiple concurrent customer experience design initiatives for the Self-Directed & Automated Investing arm of the US Wealth Management line of business
- Contributed to SDAI's #1 ranking in customer satisfaction per J.D. Power & Associates for best self-directed investing web & mobile experience.

Independent   New York City
Consultant\LLC   Brand strategy\identity, Product UX\UI for web\Apple devices   since 2017   7y

Emerson Ecologics   New Hampshire—NYC\remote
Brand & UI Director   Brand strategy\ID, Web\eComm UI\UX, Landing pages, Email   2021–22   7m

Emerson is a B2BC distributor of professional-grade health supplements. Acquired by Full Script in 2022.

- Cross-functional work between digital product and marketing to contribute to 90% reduction in conversion costs, expand addressable audience to dermatologists, and improve UX of its connected care platforms for existing customer segments
- Owned & executed comprehensive revision of brand identity to unify incongruent design languages of Emerson's three verticals, affecting marketing & digital platforms
- Resolved high-friction purchase experience flows across two platforms, improving usability for healthcare practitioners, resulting in high ROI, contributing to 30% growth in online sales.

Willo Farm & OnePointOne   Silicon Valley—NYC\remote
Sr Digital Art Director   Brand strategy\ID, iOS\Web UI\UX, Email   2020–21   9m

OnePointOne is a vertical farming B2B agtech startup while Willo Farm, is its luxury D2C food service.

- Directed, designed & patented an iOS and web experience for customers to manage their crops; producing detailed user flows, human interfaces and design system
- Oversaw & executed creation of Willo's original brand strategy & identity with a team of four designers across marketing and digital product
- Art directed, designed & coded all Willo email, and select social media campaigns
- Designed, developed & launched new OnePointOne brand identity and website; two C-suite priorities contributing to successful $26M Seed B round.

DigitalML   London—NYC\remote
Designer   Brand ID, Web UI\UX, Landing pages, Ads, Decks, Whitepapers   2020–21   2y

DigitalML is a multinational B2B provider of enterprise-grade APIs.

Designs for Health   Palm Coast—NYC\remote
Sr Design Lead   Brand ID, Web\eComm UI\UX, Email   2017–18   1.5y

DFH is a B2B2C provider of professional-grade health supplements.

- Designed entirely new & scalable eCommerce experience, rewards program, and novel checkout flow that created new revenue opportunities by connecting consumers with DFH-certified healthcare practitioners, contributing to 3X growth versus industry CAGR
- Owned & executed creation of DFH's new foundational brand identity.

h2 wellness   Los Angeles & NYC\remote
Design Director   Brand ID, iOS\Android\Web UI   2011–17   6y

h2 is a B2B SaaS developer of population health platforms with 6M+ endusers.

- Pitched & designed a Personal Health Feed feature, which shifted how h2 leveraged its customers' data, enabling them to increase engagement, and affect quantifiable behavior change & positive health outcomes of endusers
- Contributed to h2's successful $15M Series A round
- Owned & executed two brand identity and corporate website redesigns
- Promoted to Director & oversaw four designers; responsible for all creative, platform UI, design systems, design documentation, and handoffs to offshore engineering.

Skechers   Los Angeles\Manhattan Beach
Designer   Web UI, HTML\CSS\ActionScript, Email, Ads   2009–10   1.5y

USC Spectrum Design Studio   Los Angeles
Sr Designer   Print, Web UI, HTML\CSS\PHP   2004–09   4.5y

Interactivate   San Diego
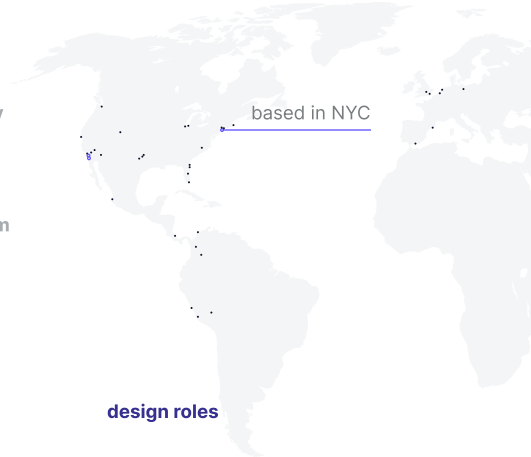**Jr Designer   Graphics, Email, Ads**   2003–05   2.5y

---

University of Southern California
Bachelor of Arts   2004–09
Fine Arts\Studio Arts, Comm. Design
USC Roski School of Art & Design
Advertising, business and design focus.

based in NYC

design roles

7y	Brand Strategy
12y	Product\UX Design
13y	Brand Identity
16y	Art Direction
18y	Print Design
21y	Web\UI Design

soft skills
Concise written communication
Fundamental understanding of front-end
Lateral, perceptive creative thinking
Listening
Organization
Precise, tactical execution

technical skills
Adobe AfterEffects, Illustrator, Photoshop
Figma
Apple Keynote
Atlassian Confluence, Jira
HTML, CSS
Hubspot
Midjourney AI
Mailchimp
Squarespace

other clients & affiliated work
Curves
CGFNS International
Danny Wimmer Presents
Etc Hotels & Kimpton Hotels
Jenny Craig
Klaire Labs\SFI Health
Life Time Fitness
Pelletier Koll Weill
Philips
The Branding Farm
ThirtyNorth
Universal Music Group
Usana Health Sciences
USC University Club
UXXR Design
4C Engineering +Geomatics