



JONATHON COLMAN / UX CONTENT DESIGN

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[LINKEDIN PROFILE](#)



OVERVIEW

International design and writing leader, keynote speaker, Webby Award winner. 20+ years of UX, content, and team-building at fast-paced organizations that serve people around the world.



RECENT EXPERIENCE

SENIOR CONTENT DESIGN MANAGER / [INTERCOM](#): 2018–PRESENT

- Build and lead an international team of product content designers in three countries
- Define and drive the content design discipline to build better product with global teams
- Create principles and standards for voice and tone, terminology, internationalization

UX CONTENT STRATEGY LEAD, MARKETPLACE / [FACEBOOK](#): 2017–2018

- Led, developed, and scaled a team of 15 content strategists for [Facebook Marketplace](#)
- Designed, wrote, shipped, and localized products and features for 1B+ people in 60+ countries
- Drove org-wide programs: all-hands meetings, recruiting, career planning, internal comms

UX CONTENT STRATEGIST AND MANAGER / [FACEBOOK](#): 2013–2017

- Led, developed, and scaled a team of 3 content strategists for [Facebook's Developer Platform](#)
- Launched product content for [Facebook post search](#), resulting in 1B+ searches/day
- Structured and wrote product content for identity and location products, Oculus Rift

PRINCIPAL EXPERIENCE ARCHITECT / [REI](#): 2012–2013

- Created enterprise content standards and governance workflows
- Structured and modeled content metadata for findability and reusability
- Developed business cases for cross-channel content experiences and apps

SEO & CONTENT PROGRAM MANAGER / [REI](#): 2008–2012

- Grew organic search by 160% to 50M visits and \$100M+ in sales/year
- Created REI's award-winning content marketing program, driving engagement and media
- Organized an agile development team of 12 people focused on search, navigation, and SEO

RECENT PRESENTATIONS

[WICKED AMBIGUITY](#) / KEYNOTE: WEBSTOCK, UX LONDON, CONFAB, MIDWEST UX, STC SUMMIT

An exploration of wicked problems and ambiguity when designing for long-term endeavors

[BUILD BETTER CONTENT](#) / FACEBOOK F8, WEB DIRECTIONS, HOW DESIGN, DELIGHT

An inside look at Facebook's UX framework for product content strategy

[SINE QUA NON: CORE VALUES & CONTENT STRATEGY](#) / CONFAB, CONTENT STRATEGY FORUM

A deep-dive into core values and how they affect organizations and their content

[BUILDING AN INTEGRATED CONTENT STRATEGY](#) / GENERAL ASSEMBLY, SMX ADVANCED

A broad survey of content strategy and its impacts on user experience

SELECTED PUBLICATIONS

[FOREWORD: THE USER'S JOURNEY](#) / ROSENFELD MEDIA, 2016

How to build products that people love by mapping out their stories first

[FROM WRITING ABOUT PRODUCTS TO BUILDING THEM](#) / MEDIUM, 2016

My journey from technical writing to UX, told in bullet points

[SECRET WARS](#) / MEDIUM, 2015

Creative non-fiction: a story about the things we can't say, but should

[A DEFINITION OF CONTENT STRATEGY](#) / USER INTERFACE ENGINEERING, 2014

Why content strategy is part of the UX disciplines, not content marketing

EDUCATION

M.S., INFORMATION MANAGEMENT / UNIVERSITY OF WASHINGTON, 2011–2013

CERTIFICATE, HUMAN-COMPUTER INTERACTION / RENSSELAER POLYTECH. INSTITUTE, 1997–1998

B.S., SCIENTIFIC & TECHNICAL COMMUNICATION / MICHIGAN TECH. UNIVERSITY, 1993–1997

SELECTED AWARDS

- Facebook Privé Award / 2015
- University of Washington Page Fellowship / 2013
- [ASIS&T New Leaders Award](#) / 2012
- REI Anderson Award / 2010
- [Webby Awards: Charitable Organizations/Non-profits, People's Choice](#) / 2009