

# MARK DUGGAN

## WEB DESIGNER

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Award-winning UX design generalist with more than ten years of expertise crafting end-to-end web and mobile experiences. Proven success in designing accessible, user-friendly digital products that increase traffic and conversion rates. Proficient in user research, content strategy, and UI design. Effective collaborator with cross-functional teams. Devoted to the craft of designing for an exceptional human experience.

## EXPERIENCE

### Digital Content Manager/Web Designer | [KSUT.org](#) | Durango, Colo.

Jul 2022 – present (Contracted/Remote)

- Direct all aspects of [KSUT.org](#), including design, editorial strategy, and analytics. Led 8-person team through CMS migration. Served as scrum master and steered work sprints. Conducted and leveraged user research. Redesigned UI and navigation, resulting in tripling of site traffic and time-on-site. Site recognized with three statewide awards.
- Created [tribalradio.org](#) for Native American broadcasting service. Designed UI/UX and content features for cultural sensitivity and WCAG 2.1 AA-compliant accessibility. Organization now has vital online voice for Native and Indigenous news.

### Fill-In Digital News Editor | [KUNC.org](#) | Greeley, Colo.

July 2024 – present (Contracted/Remote)

- Serve as on-call web editor. Work with reporters to shape engaging digital news presentations.

### Freelance Web UX Designer

Oct 2013 – present

- Design and launch successful sites in WordPress. Recent projects include student newspaper, access technology business, and music festival.

### Web UX Content Designer | [KingCounty.gov](#) | King County Wash.

Jul 2022 – Dec 2023 (Remote)

- Designed UX content and UI syntax for [kingcounty.gov](#). Built more than 350 pages following sitemaps, user research, and WCAG 2.1 AA accessibility guidelines. Rewrote complex copy in plain language for easy reading.
- Collaborated with departments to create unified content, resulting in improved user experience and access to information for municipal site serving 3 million county residents. Role ended when project reached completion.

### Content Director | [KSUT Radio](#) | Durango, Colo.

Mar 2020 – Jul 2022

- Oversaw all web content and design. Created and launched [tribalradio.org](#) for Native American broadcasting service. Role transitioned to contracted upon new opportunity.

### Digital Content Producer | [MySalesButler](#) | Grand Junction, Colo.

Jul 2019 – Oct 2021 (Contracted/Remote)

- Produced web and social media marketing content for outdoor recreation products. Work ended due to COVID-19 pandemic impact.

### News Director | [KDNK Radio](#) | Carbondale Colo.

Nov 2018 – Jul 2019

- Directed coverage and personnel, assigning and editing all online and broadcast stories. Oversaw daily editing and publishing of news stories to station website. Role ended when offered new opportunity.

### Content Director/Web Designer | [KBUT Radio](#) | Crested Butte, Colo.

Jan – Nov 2018 (Staff) | Nov 2018 – Nov 2019 (Contracted/Remote)

- Oversaw migration and redesign of [KBUT.org](#). Conducted and implemented user research. Created all navigation and interactive elements. Improved user interfaces and designed for accessibility, resulting in 200% increase in traffic. Role converted to contracted website administrator upon new opportunity.

### Freelance Web Designer

Mar 2017 – Jan 2018

- Designed and launched successful commercial websites between full-time roles.

### Program Director/Website Administrator | [KSUT Radio](#) | Durango, Colo.

Dec 2014 – Mar 2017

- Led all content and technical operations. Managed all aspects of [KSUT.org](#). Introduced new site features and UI, contributing to improved search rankings and increased traffic.

## SKILLS

- Human-Centered UX Design
- Responsive & Adaptive Design
- Accessible Design (WCAG 2.1 AA, ADA)
- User Interaction Design
- Content Accessibility Remediation
- User Research, Personas & Testing
- SEO & Analytics
- Content Strategy
- Information Architecture
- UX & SEO Copywriting & Editorial
- Plain Language Writing
- Digital Branding
- Agile Workflow

## TECH

- Sitecore 10 CMS
- Brightspot/Grove CMS
- WordPress
- Divi
- Adobe CC (Ps, Lr, Ai, Id, Au)
- Figma
- Sketch
- Miro
- Basic CSS/HTML
- Trello

## AWARDS

2023, 2022, 2021: **Best Station Website**  
Colorado Broadcasters Association Award of Excellence – [KSUT.org](#)

## PRESENTATIONS

**2021:** “*Owning Your Story: Impactful Storytelling in a Noisy Age*”  
West Slope Startup Week