

Mark Duggan

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UI/UX Content Designer/Strategist/Information architect

Award-winning UI/UX content design for marketing communications, government services, and product development. 20+ years of proven success in multichannel information architecture. Strategic thought leader. Project leader, technical system planner, user trainer.

Core skills

- Crafting results-driven UX content for end-to-end web, marketing communications, social media, user guidance, SEO articles, and product/service launch materials
- Employing “user-first” quality control with concise language and consistent tone and voice
- Translating complex information into lean, easy-to-understand guidance
- Agile mobile-first visual design. Conceptualizing, wireframing, prototyping, and deployment
- Stakeholder visioning, design translation, and sitemap development
- SWOT analyses, user research, personas, needs assessments, and usability testing

Career History

July, 2022-present: **UX Content Producer** | King County, Washington (Contracted by Insight Global)

- Create agency sub-sites and related content for *KingCounty.gov*. Collaborate with stakeholders in county departments to build compelling content strategy. Construct user-focused site architecture to ensure ease of navigation. Use Sitecore10 to develop accessible and responsive UI, page layouts, and content presentations.

2017-present: **Information Architect/Website Designer** | *Top o' the World* newspaper

- Designed college newspaper website. Built site structure, workflow, and content presentation.

2020-now: **Content Manager/Information Architect** | KSUT Public Radio, Durango, Colo.

- Serve as information architect for *KSUT.org*. Led migration to new CMS. Re-imagined UI/UX, navigation, taxonomy, and content presentation. Developed sitemap, wireframes, style guide, and workflow. Site engagement tripled within 60 days.
- Designed and created *TribalRadio.org*. Trained staff. Organization now has a vital digital resource for Native American communities.
- Manage best practices and ensure content quality across web and broadcast channels. Content is consistent in tone and voice, appropriate to persona of core audience.

2019-2022: **Content Strategist/UX Copywriter** | MySalesButler, Inc. (Contracted/Remote)

- Led editorial on persona-targeted SEO articles, case studies, and product/service descriptions. Collaborated with branding partners and C-Level stakeholders to create product launch materials for consumer outdoor recreation products. Used persona and archetype profiles to draft an aspirational, consumer-focused voice for sales journey syntax and user guidance.

2020: **Marketing Communications Copywriter** | TEDxGrandJunction, Grand Junction, Colo.

- Crafted end-to-end social and SEO web article campaigns to promote regional TEDx event.

2019: **News Director/Content Strategist** | KDNK Public Radio, Carbondale, Colo.

- Led news content production and editorial strategy. Enacted best practices and quality control measures, measurably reducing errors and increasing journalistic integrity.

2018: **Content Director** | KBUT Public Radio, Crested Butte, Colo.

- Designed and built *KBUT.org*. Conducted user research. Designed UI, features, and editorial workflow. Trained users. Site traffic tripled six months post-launch. Managed content team.

2014-2017: **Content Director** | KSUT Public Radio, Durango, Colo.

- Redesigned *KSUT.org* with new UI, design, and navigation. Conducted user research. Created sitemaps and UI prototyping. Site traffic tripled within two months of launch. Managed content team.

2014: **Content Strategist** | KSJD Radio, Cortez, Colo.

- Authored successful strategic plan and SWOT analysis to guide formation of local news department. Mapped out editorial strategy and workflow. Created in-house style guide.

2008-2013: **Senior Reporter** | KUAZ Radio, Tucson, Ariz.

- Wrote and produced news features and documentaries for broadcast and online platforms.

2002-2018: **Owner/Content Director** | Open Range Productions/VoxWorx, Inc., (Self-Employed)

- Crafted marketing and user instruction copy for products and services. Provided content strategy and copywriting for corporate training modules and presentations.

Tools

- CMS platforms including Sitecore10, Brightspot/Grove, WordPress, Drupal, Divi.
- Agile-focused project management apps, including Azure, Trello, Redbooth.
- Productivity tools such as MS Office Suite, Google Workspace, Photoshop, Lightroom.

Awards

- 2022, 2021: Colorado Broadcasters Association | *Best Radio Station Website*
- 2013: National Edward R. Murrow Award | *Best Radio Feature Reporting*
- 2013: Regional Edward R. Murrow Award | *Best Radio Documentary Production*

Trainings and presentations

- 2021: Instructor, Grove/Brightspot user training | KSUT Public Radio
- 2021: Presenter: "*Impactful Storytelling in a Noisy Age*" | West Slope Startup Week
- 2020: Instructor, Wordpress/Divi user training | KSUT Tribal Radio
- 2018: Instructor, Wordpress/Divi user training | KBUT Community Radio
- 2017: "*Capturing Oral History: Techniques and Tools*" | Fort Lewis College History Department