

# Mark Duggan

## Web UX Designer

970.769.1100 • [mark@markduggan.net](mailto:mark@markduggan.net) • [markduggan.net](http://markduggan.net)

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

### Product Manager/Web UX Designer >> Content Director | KSUT Public Radio

Jul 2022 – present (Contract) >> Mar 2020 – Jul 2022 (Staff)

- Direct all aspects of [KSUT.org](http://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](http://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.

### Freelance User Experience Designer

Oct 2013 – present

- Collaborate with content and development teams to migrate NPR affiliate [WBHM.org](http://WBHM.org) to new CMS. Develop new visual design, user flow, and navigational structure.
- Design websites for commercial and non-profit clients. Conduct and analyze user research and implement new design and SEO strategies. One successful site launch resulted in 50% increase in organic search traffic and 15% rise in conversion rates.
- Designed and launched student journalism site [topotheworld.org](http://topotheworld.org) for Western Colorado University. Engagement and time on site increased by 50% each year since launch.

### UX Content Designer/Producer | King County, Washington

Jul 2022 – Dec 2023

- Redesigned content and UI for [kingcounty.gov](http://kingcounty.gov). Built more than 350 web pages following sitemaps, user research, and WCAG 2.1 AA accessibility guidelines. Rewrote complex copy in plain language for easy reading (8th-grade level). Collaborated with departments to create unified content, resulting in improved user experience for municipal site serving 3 million county residents.
- Independently researched and solved CMS configuration problems, eliminating major productivity blockers for design team.

### Content Director >> Web UX Designer | KBUT Community Radio

Jan – Nov 2018 (Staff) >> Nov 2018 – Aug 2019 (Contract)

- Oversaw migration and redesign of [KBUT.org](http://KBUT.org). Conducted and implemented user research. Created all navigation and interactive elements. Improved user interfaces and designed for accessibility. Implemented new user flow and navigation structure.
- Collaborated with content team to develop and implement new editorial strategy. Reversed downward trend in traffic and search rankings and increased online ad billing by 30%.

### Program Director/Website Administrator | KSUT Public Radio

Dec 2014 – Mar 2017

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

## Related Experience

- **UX & Marketing Content Producer** | My Sales Butler | Jul 2019 – Feb 2022
- **News Director/Website Designer** | KDNK Public Radio | Dec 2018 – Jun 2019
- **News Reporter** | KUNC Public Radio | 2017
- **Web Content Strategist** | KSJD Public Radio | Mar – Nov 2014
- **Senior Reporter/News Editor** | Arizona Public Media | Apr 2008 – Oct 2013

## Skills

- Human-Centered User Experience Design
- Responsive & Adaptive Design
- Accessible Design (WCAG 2.1 AA, ADA)
- User Interaction Design
- Content Accessibility Remediation
- User Research, Personas & Testing
- Data Analysis
- Content Strategy
- Information Architecture & Navigation
- Rapid Prototyping & Wireframes
- UX & SEO Copywriting & Editorial
- Plain Language Writing
- Storyboarding
- WordPress Site Design & Development
- Digital Branding
- Collaboration & Training
- Agile Workflow
- SEO & Analytics

## Tech

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

## Awards

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

2013: **Best Radio Feature Reporting**  
National Edward R. Murrow Award

[The Battle of Picacho Pass: The Civil War in the Southwest](#)

2013: **Best Audio News Documentary**  
Regional Edward R. Murrow Award  
[Arizona's Five Cs: A Century Later](#)