



# JOHN COLEMAN

STRATEGIC INNOVATOR & PASSIONATE OPERATIONS MAVEN

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## PROFILE

**I see the world as a visionary:** I love to invent, to solve problems, to help people. I see the world in terms of what it lacks, and I tend to ask "why not?" more than I ask "why?".

**I am a problem solver:** I find joy in intense, creative problem-solving. I love the process of capturing the ultimate vision of what a product/process can be then finding revolutionary ways of producing exceptional results for the audience it is aimed to serve.

**I believe in people:** I love to see, and help, others win. Whether through crafting and executing exceptional experiences, or by sharing vision, leadership, and experience to help others find their own success; I thrill in seeing others triumph.

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## ACHIEVEMENTS

- Saved former employer \$50,000 my first 90 days on the job by designing and implementing an automated software installation system.
  - Founded and built sales in multi-million-dollar consumer electronics ecommerce business from \$0 to over \$5M, selling 50,000 units of a custom-engineered, designed, and assembled product line, all on the web.
  - Devised, designed, and pitched "follow" feature to amazon.com, which is available across their entire site (including internationally).
  - Created and implemented several full ecommerce website redesigns that resulted in an average of a 2x conversion rate gain, resulting in doubling of sales.
  - Turned around inefficient and unfocused multi-million-dollar website project, resulting in the rapid design and development of new cutting-edge portal website.
  - Launched and grew five businesses since 2001 in industries ranging from consumer electronics (manufacturing and consumer marketing/sales), creative services (web/app design & development), technical services (IT services, including networking, support, and security), digital fundraising strategies & programs for nonprofits, and professional and technical consulting.
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## PROFESSIONAL EXPERIENCE

### **DX Labs**

<https://dxlabs.org>

Spokane, WA

2017-Current

### **Lead Digital Fundraising Consultant / Founder**

The concept for DX Labs came out of my work as a board member for a local nonprofit. Having deep experience in ecommerce and digital communication, I noticed that many of the lessons the commercial Internet has learned about how to create and nurture delightful, impactful digital experiences were absent when it came to online digital fundraising. Modern design disciplines such as User-Experience (UX) Design and Customer-Experience (CX) Design clearly were not being utilized, and this trend held true for practically every other nonprofit website I looked at, from the small to the very, very large.

I founded and built DX Labs to act as a bridge between what the commercial Internet knows and what the Nonprofit Internet could really benefit from. More than anything, I wanted to leverage smart design and potent communication to build meaningful, durable relationships between donors and the organizations they support.

My work with DX Labs has consisted primarily of:

- Creating insightful, actionable Donor-Experience (DX) reviews of existing nonprofit websites and communication programs; laying out strategic, design, and executional changes that would serve to significantly boost online fundraising efforts.
- Over the course of doing this work I have seen monthly digital fundraising totals multiply by up to 600%.
- By creating better relationships with donors, rather than simply focusing on the immediate transaction at-hand, I have increased not only total donation volume, but more importantly, donor growth in terms of converting one-time donors to monthly donors as well as increasing the amount of average donation.
- A big part of this work involves really thinking through the Donor-Experience (DX) between the donor and the organization(s) they support. People want to be motivated and inspired, they want to feel like a real part of the solution (rather than just a resource that gets tapped whenever funds are needed). A true partnership, donor-centered model rather than a purely financial transactional model.
- I also provide communication consulting to nonprofit clients, helping them better "connect the dots" for their donors. Often, donors give once then wonder what the outcome of their gift was. I work with organizations to make these connections for their donors, thus inspiring future donations and continued, deepening relationships.



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## PROFESSIONAL EXPERIENCE (CONTINUED)

### **1123IT, LLC**

<http://1123it.com>

Spokane, WA

2014-Current

#### ***Managing Director / Principal / Founder***

- Founded and built specialized IT services business, catering to healthcare & nonprofit clients.
- Managed projects and hired/managed technical staff to provide day-to-day management of technical operations as well as exceptional end-user support.
- Provided technical consulting to clients, helping them improve their technology selection process and also make sure their networks are secure and reliable.
- Worked with clients to design and deploy technical services; such as hardware, software, cloud/Internet-connected systems, and systems for remote telemedicine.
- Developed IT security training program for nonprofits to protect them against cybercrime and catastrophic data loss.
- More than anything, my work involves providing an exceptional service to our clients taking on their problems and opportunities as my own. This not only involves sharing technical expertise, but also providing friendly, human-centered consulting, taking the time to design solutions that fit the needs, and workflow, of the client.

### **Spokane Falls Community College**

Airway Heights Correctional Facility

Spokane, WA

2013-2014

#### ***Interactive Media Instructor***

- Instructor of 'Interactive Media' at Airway Heights Correctional Facility (a medium security prison). Led two classes of 25+ adult inmates per semester.
- Classes included a very diverse group of students, teaching them skills ranging from visual design, to web design, to web development, to graphic design.
- Worked with inmates one-on-one to teach them the skills of independent, freelance creative work. My aim with this role was to teach inmates a creative, technical trade that would allow them to be more independent as an entrepreneur upon release.
- Taught students how to devise and pitch solutions to creative problems for others.



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## PROFESSIONAL EXPERIENCE (CONTINUED)

### **1123Interactive, LLC**

<http://1123interactive.com>

Spokane, WA

2006-Current

#### ***Managing Director / Principal / Founder***

- Founded and built boutique web design and responsive development agency that works with clients to devise, create, and execute a cohesive online vision and strategy. In the course of this offering, I manage a staff of design, development and sundry other creative professionals, steering their effort to best accomplish client goals.
- I work closely with clients, both commercial and nonprofit, to create a design that acts as a true brand extension, capturing the essence of what makes them unique and appealing, and then crafting compelling web experiences that truly represent their business and delight their audience.
- I work with clients on their overall content and marketing strategy. Especially online, concise/potent messaging is critical, as are creative, pitch-perfect marketing and promotion.
- I work with clients to create a focus around what their overall goals are for their website, what the most efficient means of delivery of those goals would be, and how to measure the effectiveness of the site.

### **Universal Consulting Services**

in Support of the National Center for Telehealth and Technology

Tacoma, WA

September 2008 - September 2009 (Contract Position)

#### ***Senior Internet Business Consultant / Technical Director***

- Lead a diverse team of developers, designers, and usability specialists; coordinating personnel and tasks spread across multiple disciplines for \$10 Million per year website project aimed at assisting returning veterans.
- Introduced tools such as functional mockups, wireframing, rapid prototyping, advanced web analytics, user testing, Section 508 compliance validation, and CMS frameworks resulting in massive evolution and sophistication of project.
- Introduced and advocated for usability/user-experience project focus, leading to far more intuitive and effective interface decisions, direction, and design.



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## PROFESSIONAL EXPERIENCE (CONTINUED)

### ***Senior Internet Business Consultant / Technical Director*** **Universal Consulting Services (Continued)**

- Introduced standardization around generally accepted web standards for design, usability, and the use of application frameworks to create far more reliable and effective interface development.
- Turned sluggish design process around by rapidly building mockups and prototypes, utilizing iterative cycles of 1-2 days for items that external developers were taking weeks to produce.
- Recruited and hired staff of exceptional UX designers, website designers, and other technical staff to build a robust team of experts to help steer the execution of the project.

### **Cobalt Cable**

Spokane, WA / Austin, TX  
2001-2008

### **Ecommerce Director / Principal / Founder**

- Designed and developed multiple versions of website used in highly successful consumer electronics direct marketing business, integrating with several different ecommerce platforms, resulting in powerful and highly-effective customer ecommerce experiences.
- In the last website overhaul, I was able to nearly double the average order size, increase the conversion rate over 80%, and cut the return rate by 40%. I credit these gains to utilizing top-tier design methodology and execution, re-writing all website copy with highly effective and compelling text, designing a premium look and feel for the site, and retooling the ecommerce integration to be seamless and intuitive, culminating in an industry-leading quality of user experience and user interaction.
- Created sales growth from \$0 to over \$5M, selling 50,000 units of a custom-designed and marketed consumer electronics product-line on the web.
- Wrote all website and advertising copy, resulting in high website conversion rate and advertising ROI (averaging over 5:1).
- Hired and managed diverse staff, ranging from engineers, customer service reps, marketers, sales staff, and assembly and manufacturing personnel.



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## PROFESSIONAL EXPERIENCE (CONTINUED)

### **Ecommerce Director / Principal / Founder Cobalt Cable (Continued)**

- Designed entire customer experience, from product discovery, to smooth and easy order placement, to swift/accurate fulfillment of orders, to industry-leading warranty and return service. Every customer touch-point was designed to be outstanding, and as a result, our return rate was less than 4% (industry average was 12%).
- Designed and engineered multiple versions of entire product line, including design and engineering of custom products for professional and/or military use.

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## EDUCATION

Bachelor of Business Administration  
Concentration in Management of Innovation and New Technologies  
University of Washington, June 1998

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## VOLUNTEER WORK

- Entrepreneur Mentor for Sky's The Limit (<https://www.skysthelimit.org>) providing mentoring and advice for underrepresented young entrepreneurs, assisting them in starting and building their own organizations and initiatives. 2019-Current
- Business Coach for Window Dressing/Creative Enterprise. Creative Enterprise is a creative business incubator run by Window Dressing. Over the course of this program, I provided business startup advice and mentoring (product/service design, operations, financials, business plan, etc.) for several creative businesses, of which all have launched. 2016 & 2017



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## VOLUNTEER WORK (CONTINUED)

- Business Mentor/Advisor for SCORE, offering no-fee mentoring for small business clients on what is needed to start and run a business. The bulk of the mentoring work centers on assisting clients with solving problems in their businesses, product/service design and development, startup business issues, and general strategy and execution assistance. 2005-2015
- Business Advisor with the Small Business Development Center Program, working with business owners to offer no-fee advice and mentoring on how to apply strategy and planning to grow their business while increasing profitability, efficiency, and overall effectiveness. Specialties include assisting business owners with their online strategies, product development, effective marketing/promotion strategy, and highly customer-centric service and support systems to build effective, sustainable enterprises. 2006-2008

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## WRITING SAMPLES

### **Books:**

*Get Out from Under Your Business*

A common-sense, real-world business book dealing with the common problems, as well as solutions, many people run into while running their own business. Written to be a complete guide to help people make their business work, rather than just spending all their time working for their business.

### **Kindle Version:**

<http://www.amazon.com/dp/B004W4MDJG>

### **Read Individual Chapters (entire book is available for free):**

<http://www.getoutfromunderyourbusiness.com/download-chapters/>



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## WRITING SAMPLES (CONTINUED)

### **Misc. Writing Samples:**

***An Audacious Plan to Save the US Postal Service (Essay):***

<http://vaguelyvivid.com/audacious-plan-save-us-postal-service/>

***Another Way to Think About Prison Recidivism (Essay):***

<http://vaguelyvivid.com/another-way-think-prison-recidivism/>

***Dear Blackberry: Why Didn't You Invent This? (Essay):***

<http://vaguelyvivid.com/dear-blackberry-didnt-invent/>

***The Four Big Questions (Blog):***

<https://1123interactive.com/four-big-questions/>

***You Can't Shrink Your Way Out of a Shrinking Problem (Blog):***

<https://1123interactive.com/you-cant-shrink-your-way-out-of-a-shrinking-problem/>

***All Websites Are Marketing Projects (Blog):***

<https://1123interactive.com/websites-marketing-project/>

***Hiring by Design (Rather than by Default) (Blog):***

<http://www.getoutfromunderyourbusiness.com/hiring-by-design-rather-than-by-default/>

***The Funny Thing About Ideas (Blog):***

<http://www.getoutfromunderyourbusiness.com/the-funny-thing-about-ideas/>