TROY ALLEN COLEMAN

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PRINCIPAL PRODUCT DESIGNER

Product designer and playful collaborator with 12+ years of experience in driving innovative and successful design initiatives. Specializing in providing visual design solutions based on best UX practices, and leading design teams through playful collaboration. Proven excellence in cross-team collaboration, creating a harmonious intersection between design, development, product management, and marketing to facilitate the creation of exceptional user-centric products. Design portfolio available at troycoleman.com.

AREAS OF EXPERTISE

- Brainstorming and Workshop Facilitation
- Nurturing Playful and Creative Cross-Team Collaboration
- Coaching, Design Leadership and Onboarding
- Visual Design / Graphic Design
- Digital / Print Design & Production

- Product UI / UX Design
- Iconography + Illustration
- Design Systems
- Content Management and Licensing
- Design Strategy and Brainstorming
- QA + Product Release Processes

CAREER HIGHLIGHTS

SHUTTERSTOCK — *a creative platform for compelling content & innovative design tools*
Principal Product Designer (09/2021 — 10/2023)

Integrated through acquisition of PicMonkey. Lead the design and updating of existing templates to be best in-class starting points for our users based on relevant trends, leveraging analytics, and user research insights. Partnered closely with UX designers and development teams to build cohesive customer experiences that drive conversion, engagement and long term loyalty.

- Redesigned key landing pages, including the Shutterstock home page, leading to a projected 1M+ yearly bookings, +18% lead order rate, +10% paid order rate, +70% click-through rate, and +14% signup rate.

- Provided visual direction for 100s of new landing pages, leading to ~60% growth in traffic, increased click-through rate to ~40%, and +600k increase in product usage.

- Provided visual design direction and UI elements for Creative AI — an AI image generation and editing tool — leading to 2.5M visitors in 4 months post launch, +250K yearly bookings, +10% increase in asset licensing.

- Established guidelines and standards for the design, production, and implementation of all user facing in-product content, including graphics, fonts, and design templates, based on relevant trends, analytics, SEO, and user research insights.

- Built and managed an external creative team of five content designers through Aquent. Provided weekly design briefs and daily creative direction to design and release 20,000+ user facing templates in a year.

PICMONKEY, LLC — *a cutting-edge online photo editing and design tool. Acquired by Shutterstock in 2021*
Principal Designer (02/2014 — 09/2021)

Helped grow the site from an ad-based model into a profitable subscription service. Designed and drove several key areas of the product such as customer onboarding, design templates, photo effects, and text layout tools. Led dynamic design teams and mentored designers through a play-centric approach, fostering seamless cross-team collaboration between design, product, and development.

- Designed 500+ templates for the launch of templates MVP in 2018, which grew to 5.5 million templates used and 1.8 million downloaded in 2020. Templates attracted 1.8% of overall organic traffic.
- Spearheaded the end-to-end design and release of PicMonkey mobile app (iOS/Android), collaborating with UX and Dev teams to ensure a streamlined user experience; crafted UI elements and iconography, maintained design system, and optimized content pipeline workflow for efficiency.
- Managed all in-product content: Illustrated original content, as well as curated licensed assets for graphics, fonts, and templates, which continue to be in the top 10 most used features. Established a licensing partnership with Fontspring to secure open end-to-end worry free font usage for PicMonkey subscribers. Directed contract designers and illustrators to create in-app content.

PREVIOUS EXPERIENCE

PCC COMMUNITY MARKETS — *a food co-op nourishing communities with local, organic food since 1953*
Senior Visual Designer (09/2012 — 02/2014)

Designed and produced the monthly PCC TASTE Magazine and Sound Consumer member newsletter in collaboration with staff writers, nutritionists, and store merchandisers. Established cohesive PCC brand guidelines for private label product packaging design, editorial and advertising design, and digital web and video production design.

PEOPLE FOR PUGET SOUND — *a non-profit organization working to restore and protect the waters and habitats of Puget Sound*
Creative Services Manager (10/2007 — 09/2011)

Led visual brand and creative direction at People For Puget Sound, supervising graphic design, marketing, promotions, and advertising. Established and managed the Creative Services Department, crafting print and electronic collateral for policies, programs, and administrative functions. Implemented organization-wide brand guidelines and directed staff-level outreach and communications.

BUNGIE / MICROSOFT GAME STUDIOS — *a game studio pioneering gaming experiences, sparking creativity and innovation since 1991*
Brand Designer (02/2007 — 10/2007)

Designed and produced the *Halo 3 / Bungie Studios Complete Product Style Guide* for creating Halo 3 licensed products, including toys and figures, comic books, clothing, and Xbox 360 accessories. Designed Halo 3 game packaging and other game related products such as audio soundtracks, print publication advertising, and promotional launch event materials.

PROFESSIONAL AFFILIATIONS & CREDENTIALS

IDEO-U Certifications: [Collaborative Leadership](#) | [Foundations in Creative Leadership](#) | [Communicating for Impact](#) | IDEO-U Alumni Coaching Staff (2021–2023) | *Play, Creativity, and Problem Solving* Workshop & Hosted Conversations, Bend Design Conference (2018–2022)

EDUCATION

Associate of Arts, Advertising and Design | Art Institute of Seattle, Seattle WA
Associate of Arts, **Drama & Theatre Production** | Skagit Valley College, Mount Vernon, WA
Bachelor of Science, Environmental Science | University of Washington, Seattle, WA