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C U R R I C U L U M V I T A E

Design education is at a turning point. The shift to UX fifteen years ago quietly cost the field two things: craft, and the ability to build. AI has made that loss impossible to ignore. What the field needs now is not simply a return to craft, but craft combined with a five-step method that grounds it: research first, synthesize on paper, let the design come from the synthesis, build to verify, ship to prove. That rare combination has guided my career for 30 years.

I did not learn design in an art school. Rather, I learned it as a journalist in the Navy, through an HTML class in college, and on the job with a trade magazine, a grassroots firm in Washington, DC, and a healthcare company. I have held onto the craft, and onto the ability to build, through every shift the field has been through since.

That work has included founding Magellan's first enterprise design discipline across 80+ digital properties, leading global initiatives at FedEx, and mentoring more than 100 designers at Thinkful. Alongside the practice, I have pursued a five-year research program that began with my MFA thesis at Miami University and turned into Mythos, a role-play video game built on therapeutic principles for children with complex trauma. I will be presenting a working prototype and test results at the Serious Play Conference 2026 at Duke University.

Regardless of the industry, that five-step method has guided every decision, every design, every solution. And with the rapid evolution of AI, the design field is at a crossroads: do we keep doing what we have been doing, or do we try something different?

T E A C H I N G P H I L O S O P H Y

I teach the way I work. Designers learn by doing: by walking in the shoes of their audience, sitting with messy research until it reveals a shape, letting the research guide what they design, building what they design, and shipping what they build. Textbooks and rules can only take them so far. More than once in my career, I have been told to just design something and make it up, and I have always said no. I teach students to say no the same way. My hope is that they leave the classroom with the confidence to hold their ground when the shortcut is offered, and the craft to know what they are holding out for.

E D U C A T I O N

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|---------|---|
| 05.2021 | Master of Fine Arts, Experience Design · Miami University, Oxford, Ohio
<i>Thesis: "How might we utilize play to help adopted children in Pennsylvania work through past traumas so that they can form healthy attachments with their adoptive families?"</i> |
| 05.2004 | Master of Science, Education (Online Teaching and Learning) · California State University, Hayward, California |
| 12.1997 | Bachelor of Science, Journalism · University of Maryland University College, College Park, Maryland |

C E R T I F I C A T I O N S

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| 09.2025 | Certified Human-Centered Strategist · IDEO |
| 08.2025 | AI Prototyping Bootcamp · DesignLab |
| 05.2022 | Certified Usability Analyst · Human Factors International |

AREAS OF EXPERTISE

Design Leadership & Mentorship · Design Strategy & Vision Setting · Human-Centered & Systems Thinking · Service Design & Transformation · Co-Design & Generative Research · User/Design Research (Qualitative and Quantitative) · Brand Strategy & Visual Identity · AI & Emerging Technologies (AR/VR/Voice/IoT) · Enterprise Design Systems & Governance · Curriculum Design & Instruction · User Interface Design & Prototyping · Web/Mobile Development (HTML/CSS/JS) · Accessibility & Inclusive Design (WCAG)

TEACHING EXPERIENCE

2025 – Present

Founder & Instructor · Inkk Academy, Rapid City, South Dakota

Two-course curriculum for working designers integrating brand strategy, visual identity, and a professional AI workflow.

- Brand Yourself: Four-session course covering brand archetype, color, typography, logo, imagery generation, and strategic positioning.
- Ship It: Four-session course plus bonus session covering Figma refinement, content architecture, accessibility, Claude Code production, domain and hosting, and both traditional and AI-driven SEO.
- Designed full curriculum including session plans, templates, critique structure, and assessment rubrics.

09.2020 – 06.2024

Teaching Assistant & Mentor · Thinkful/Chegg, Remote

Taught across full six-module UX/UI immersive curriculum; mentored 100+ emerging designers through career transition.

- Modules taught: Fundamentals of User Experience · UX Intensive · Client Project · UX Specialization · Portfolio · Capstone.
- Graded student assignments and conducted one-on-one mentor sessions, live office hours, design critiques, and written/verbal assessments against rubrics.
- Collaborated with lead instructors and careers team to develop new curriculum for the portfolio module, including learning goals, content, and assignments.
- Supported students in UX research, prototyping, visual design, accessibility, and front-end development.

2018 – 2022

Instructor & Workshop Facilitator · FedEx, Stifel Financial, Maritz Motivation

Designed and delivered internal workshops, tech talks, and breakfast-and-learn sessions for cross-functional audiences of designers, developers, product managers, and executives.

- Breakfast and Learn: UX and 1DX — FedEx Services, 11.2022
- Tech Talk: Building Responsive Applications — FedEx Ground, 04.2020
- Workshop: Incorporating Personality Profiles into Personas — FedEx Ground, 02.2020
- Workshop: Using Affinity Mapping to Diagram Systems and Processes — FedEx Ground, 01.2020
- Workshop: Using Research to Better Understand Users — FedEx Ground, 11.2019
- Workshop: Using Low-Fidelity Techniques to Map Out Design Solutions — FedEx Ground, 10.2019
- Mentor Session: Using Bootstrap to Create Responsive Applications — Stifel Financial, 04.2019
- Mentor Session: Building Accessible Websites and Applications — Stifel Financial, 03.2019
- Mentor Session: Creating a Product-Based Design System — Maritz Motivation, 06.2018
- Mentor Session: Incorporating Usability Testing into Design Projects — Maritz Motivation, 05.2018

RESEARCH

Research interests: Service design; co-design and participatory methods; systems thinking in healthcare and logistics; play and behavioral design in trauma-informed care; AI as a human-centered material; design for adoption and family formation.

Methodology: Research through design, integrating ethnographic fieldwork, co-design with domain practitioners, and iterative prototyping. Current ongoing program extends my MFA thesis on play-based design for children with complex trauma into the formal category of *relational digital infrastructure* for therapist-mediated care.

THESIS

05.2021 **Utilizing Play to Help Adopted Children Form Healthy Attachments**
*Principal Investigator, Miami University MFA Experience Design. Investigated play-based, child-centered interventions for adopted children working through pre-adoption trauma. Methods: 46 family surveys, 6 in-depth family interviews, play therapist interviews, affinity mapping, and clinical co-design. Produced **Mythos**, a therapist-mediated role-playing game prototype that translates five trauma-informed developmental principles into authentic RPG mechanics. Research program ongoing.*

CONFERENCE PRESENTATIONS & POSTERS

2026 **Research First, Game Last: The Making of Mythos** · Serious Play Conference 2026, main presentation, accepted (45 min + Q&A)
Presentation documenting a five-year research arc from ethnographic observation to playable prototype, including methodological account of the tooling gap in prototyping tools for therapeutic RPGs and its eventual resolution via AI-assisted tooling.

2026 **BrandForge** · Late Breaking Poster, HCI International 2026, accepted
Presents a rules-based framework that operationalizes thirty years of brand design practice into an archetype-driven system, giving small businesses access to professional brand strategy.

DESIGN RESEARCH

04.2025 **Creating a Next-Generation Digital Experience for Global Air Freight** · Lead Designer, FedEx Services

09.2020 **Magellan Complete Care: A Model of Care for the Seriously Mentally Ill** · Principal Investigator, Magellan Health and Miami University

05.2019 **Using Technology to Bridge the Gap Between Young Investors and Advisors** · Principal Investigator, Stifel Financial

12.2018 **Infertility and Your Mental Health** · Principal Co-Investigator, Miami University

12.2018 **Creating Early Connections Between Adoptive Parents and Their Bulgarian Children** · Principal Investigator, Miami University

USER RESEARCH

09.2023 **FedEx Claims Portal** · Lead Designer, FedEx Services

06.2020 **FedEx P&D Portal for Pickup and Delivery Issues** · Principal Researcher, FedEx Ground

05.2020 **PTKids Teletherapy** · Principal Researcher, Miami University

10.2019 **FedEx Dock Maintenance Application** · Principal Researcher, FedEx Ground

PRACTICE

2003 – Present

Creative Director & Founder · The Inkk Spot, Rapid City, South Dakota

Design consultancy specializing in experience design, product strategy, and design education. Projects span health, enterprise, consumer, small business, and entertainment.

- BrandForge: AI-powered brand and website tool applying real design frameworks to give small businesses access to brand strategy.
- Inkk Academy: Two-course curriculum teaching working designers to develop a complete brand identity and ship a live portfolio site using a professional AI workflow.
- Selected projects: Mythos (therapeutic game for children with trauma); PTKids (pediatric telemedicine); Finger Toolbox (AR occupational therapy app); Living Dead Experience (immersive experience design).

09.2021 – 12.2025

Designer Advisor · FedEx Services, Memphis, Tennessee

Led enterprise design strategy and modernization across FedEx's global digital ecosystem.

- Defined long-term design vision for billing, reporting, and claims modernization, improving efficiency and usability.
- Partnered with agency and internal teams on global air freight redesign, delivering a differentiated international shipping experience informed by multi-country research.
- Collaborated with FedEx's AI Center of Excellence to prototype and scale human-centered AI solutions across operational workflows.
- Managed agencies and consultants to ensure quality, accessibility, and alignment with enterprise standards; mentored cross-functional design teams.

07.2019 – 06.2020

Senior UI/UX Designer & Developer · FedEx Ground, Pittsburgh, Pennsylvania

Led user experience initiatives to improve operational visibility, workflow, and communication across FedEx Ground facilities.

- Designed Pickup and Delivery Visibility Platform linking operations and delivery data across 600+ facilities and 130,000 team members.
- Introduced co-design workshops and research frameworks that became standard practice across design delivery.
- Trained teams on WCAG and responsive design to advance inclusive development culture.

11.2018 – 06.2019

Senior UI/UX Developer · Stifel Financial, St. Louis, Missouri

Provided UX leadership for financial platforms, bridging design and engineering.

- Led design for responsive and native mobile investment platforms supporting financial advisors and clients.
- Championed Figma to create a design system, UI kit, and standards for accessibility and mobile/touch.

04.2018 – 10.2018

UX Architect · Maritz Motivation Solutions, Fenton, Missouri

Architected scalable UX frameworks and governance for enterprise loyalty and engagement platforms.

- Drove vision and framework for enterprise customer portal.
- Built reusable UI framework standardizing design patterns across enterprise applications.

11.2016 – 04.2018

User Experience Product Manager · Magellan Health, St. Louis, Missouri

Directed digital product strategy for behavioral health and wellness platforms.

- Defined user-centered vision and product roadmap for member and provider platforms.
- Led ethnographic studies and usability testing to uncover behavioral insights and drive redesigns.
- Delivered WCAG 2.0 AA compliance across 17 platforms within six months.

08.2012 – 11.2016

Head of Digital Product Design · Magellan Health, St. Louis, Missouri

Built and led Magellan's first enterprise design discipline, establishing the systems, governance, and culture for digital transformation across 80+ properties.

- Centralized design capabilities, transitioning the organization from production support to strategic partner.
- Created enterprise design system ensuring consistency, accessibility, and scalability.
- Introduced Lean UX sprints and MVP testing, reducing delivery time by 30%.
- Managed design vendors and consultants; trained teams in UX, visual design, and accessibility.

04.2007 – 08.2012

Lead Web Product Designer · Magellan Health, St. Louis, Missouri

08.2002 – 04.2007

Senior Web Designer · Magellan Health, St. Louis, Missouri

01.2001 – 08.2002

Senior Creative Producer · The Frick Company, St. Louis, Missouri

08.1999 – 12.2000

Media Designer · Greenhorne & O'Mara, Inc., Greenbelt, Maryland

06.1998 – 08.1999

Creative Associate · Issue Dynamics, Inc., Washington, DC

S E L E C T E D A W A R D S

2025	Rising Star Award — FedEx Claims Portal · FedEx Services
2022	Rising Star Award — FedEx Reporting · FedEx Services
2022	Bravo Zulu Award — FedEx Reporting · FedEx Services
2018	Digital Health Bronze Award — PCP Behavioral Health Toolkit · Magellan Health
2017 – 2018	MarCom Platinum Award — PCP Behavioral Health Toolkit · Magellan Health
2016 – 2018	MarCom Gold Award — Provider Focus Digital Newsletter · Magellan Health
2016	Digital Health Bronze Award — Magellan Rx Website · Magellan Health
2013 – 2016	Web Awards Health Care Standard of Excellence · Six awards for Magellan Rx, Magellan Assist Member Portal, Magellan Healthcare, Magellan Corporate, Magellan Complete Care of Florida, and ICORE Healthcare
2013	W3 Gold Award — MedPharmacyAnalyzer · Magellan Health

SERVICE & PROFESSIONAL CONTRIBUTIONS

- UX Community of Practice Lead, FedEx Services — socialized and grew the UX discipline across operating companies.
- Design mentorship across 100+ emerging designers through Thinkful/Chegg immersive UX/UI programs.
- Curriculum contributor, Thinkful portfolio module — collaborated with careers team on learning goals, content, and assignments.
- Workshop facilitator and guest speaker across FedEx, Stifel Financial, and Maritz Motivation Solutions on UX, accessibility, design systems, and responsive design.

PROFESSIONAL MEMBERSHIPS

2020 – Present	Interaction Design Association (IXDA)
2020 – Present	Association for Computing Machinery (ACM)
2019 – 2021	Miami University Honor Society
2020 – 2021	Design Research Society
2019 – 2020	Interaction Design Foundation