Ian Cooley

Product Lead & UX Strategist

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EXPERIENCE

LocalBeat, Evergreen, CO — Partner, Product Lead February 2024 – Present

Early team member at seed-stage startup developing an AI-powered event discovery platform. Lead product design, project management, and business development coordination for a 13-person team targeting 2026 beta launch.

- Lead UX design for consumer application featuring NLP-powered natural language search and multi-view event discovery (map, list, carousel)
- Coordinate cross-functional work streams spanning core infrastructure, data operations, and B2B product development
- Support business development and investor relations as the company builds toward launch
- Develop product charter frameworks, project tracking systems, and team operating rhythms to support rapid development
- Define B2B product strategy including hospitality integrations, location intelligence offerings, and data licensing opportunities

TiER1, Denver, CO — Director of Digital Strategy & Operations May 2022 – May 2024

Led digital employee experience initiatives and company-wide technology adoption for a performance improvement consultancy.

- Spearheaded company-wide generative AI adoption beginning January 2023; created training curriculum, led workshops across all skill levels, evaluated and procured AI tools, and designed AI automation workflows
- Trained 350+ employees on generative AI tools with additional one-on-one coaching
- Presented on AI strategy and implementation at company conference
- Optimized Salesforce workflows: streamlined weekly time entry, implemented skills-based staffing solution for project managers, and introduced role-based timekeeping for improved staffing analytics
- Redesigned Microsoft 365 intranet, restructured Viva Engage communities, and implemented document and brand templates for consistent asset generation
- Led evaluation, negotiation, and acquisition of productivity tools; created framework for assessing new technology against business processes and company values

TiER1, Denver, CO — User Experience Strategist July 2017 – May 2022

Consultant and strategist to Fortune 500 companies and Department of Defense delivering user-centered technology solutions.

- Designed digital tools for performance assessment, team collaboration, and knowledge management for DoD leaders
- Defined internal communication architectures for global brands, reducing administrative overhead through audience-specific content strategy
- Facilitated executive workshops and developed UX strategies for pharmaceutical company leadership

- Improved solution adoption through development of training materials including videos, articles, and job aids

Swiftpage CRM, Denver, CO — User Experience Design Lead June 2013 – March 2017

Oversaw product and web design for Act! CRM (100,000+ active users). Hired and managed internal UX design team.

- Researched, designed, and tested Act! SaaS CRM product from concept through launch
- Led workshops with executive team and department leads; managed external creative agency relationships
- Redesigned Act! international website

SMITH, Seattle, WA — User Experience Architect May 2011 – May 2013

Researched and designed digital experiences for Microsoft, Intel, Mastercard, and Hawaii State Department of Education.

EDUCATION

California College of the Arts, San Francisco, CA — MFA, Interaction Design (2011)

Whitworth University, Spokane, WA — BA, Philosophy (2006)

SKILLS

Leadership: Product Strategy, Roadmap Definition, Team Coordination, Workshop Facilitation, Stakeholder Management

Design: User Experience Design, Design Thinking, Interaction Design, Usability Testing, Information Architecture

Technology: Generative AI Implementation, System Architectures, Platform Integration, CRM Systems, Microsoft 365