

# RIAH COULTER

Graphic & UI / UX Designer

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 riahcoulter@gmail.com

 Orlando, FL

 @riahcoulter

 @graywhalegraphics

User-centered graphic designer and UI/UX specialist skilled in visual storytelling, brand identity, and research-driven design, with a proven record of researching, designing, and implementing intuitive user interfaces for multiple government and Department of Defense projects.

## WORK EXPERIENCE

### Graphic Designer, UI/UX Designer

Redshred, LLC      Aug 2024 - Present

- Applied fundamental UI/UX design principles and Human-Computer Interaction principles to establish functional interfaces for web applications and augmented reality applications
- Led a UI redesign project through detailed wireframes, user flows, and mockups to support development and usability before assisting in the actual implementation and demo of alpha release
- Assessed, reorganized and structured content to improve readability, accessibility, and logical flow
- Conducted research for industry standards to better design interfaces and experiences that align with current industry trends and expectations as well as data-driven UX best practices
- Completed multiple competitor analyses for various projects to better understand market landscape, target features, and differentiating factors
- Ideated on problems, requirements and solutions with developers, principal investigators and execution team leads in an Agile based development environment
- Conducted end user interviews, UX audits, identified pain points, provided and implemented solutions

### Graphic Designer

Holy Trinity Episcopal School      Apr 2025 - Present

- Researched, designed and provided mock-ups for school staff t-shirts
- Researched, designed and provided school-themed slide deck for professional presentations
- Researched, designed, iterated and delivered a new logo package for the new Extended Transition Program

### Computational Linguist

Redshred, LLC      Aug 2022 - Aug 2024

- Lead cross-company teams in research, development and execution of a Phase I Small Business Technology Transfer (STTR) project for Air Force Work Projects (AFWERX)
- Served as Execution Lead for a Phase 1 through Phase 2.5 Defense Advanced Research Projects Agency (DARPA) initiative and supported collaboration across specialized teams on natural language processing and vision recognition tasks. Assisted in increasing communication and encouraging in-depth brainstorming and project planning
- Researched, integrated, tested and refined open-source large language models (LLM) and state-of-the-art LLM pipelines

## EDUCATIONAL QUALIFICATIONS

### GRAPHIC DESIGN & WEB DEVELOPMENT

F.I.R.S.T. Institute • Aug 2025 • Orlando, FL  
Diploma

### HUMAN LANGUAGE TECHNOLOGY

University of Arizona • May 2022 • Tucson AZ  
Master's Degree

### LINGUISTICS AND LANGUAGES EMPHASIS

University of Arizona • May 2021 • Tucson AZ  
Bachelor's Degree

## PROFICIENCIES

- Adobe Photoshop
  - Adobe Illustrator
  - Adobe InDesign
  - Adobe After Effects
  - Figma
  - Figjam
- Javascript
  - Python
  - WordPress
  - C#
  - HTML, CSS, Tailwind
  - Vue2, Vue3