

JOHN P. COOPER

UX Strategist | UX/UI Designer | Information Architect | Healthcare UX Specialist

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PROFESSIONAL SUMMARY

Experienced UX professional with 10+ years specializing in healthcare and regulated industry digital experiences. Expert in Direct-to-Consumer (DTC) and Healthcare Professional (HCP) communications with extensive oncology experience. Proven track record in user research, information architecture, and accessibility compliance (WCAG/ADA). Skilled in aligning business objectives with user-centered design solutions. I also am an AI Consultant helping organizations make sense of the changing tech landscape.

CORE COMPETENCIES

AI Consultant • UX Strategy & Research • Information Architecture • User Experience Design Healthcare UX • Wire Framing & Prototyping • AI Prototyping • UI Design • WCAG/ADA Compliance • Agile Methodology • Digital Innovation • Stakeholder Management • Usability Testing • Design Systems • Design Thinking

TECHNICAL SKILLS

Design Tools: Figma, Adobe XD, Sketch, Photoshop, Illustrator

Development: HTML, CSS, JavaScript (familiarity with front-end technologies)

Specialties: AI Prototyping, Accessibility Design, Healthcare Compliance

PROFESSIONAL EXPERIENCE

AI Consultant

September 2023 - Present

Deep experience with AI powered tools for prototyping, product development, and content generation. Skilled in prompt engineering, platform evaluation, and integrating AI into creative and strategic workflows. Trusted advisor for teams exploring practical AI adoption.

V.P. of User Experience | Wildtype Health, NY

September 2020 - August 2024

Led UX strategy and design for HCP communications in oncology space

Synthesized client user research data to inform UX decisions for healthcare

professionals

Collaborated with medical and marketing teams ensuring scientific accuracy and business alignment

Designed information architecture, wireframes and prototypes for digital platforms

Conducted monthly Innovation Meetings introducing emerging technologies including AI tools

Ensured WCAG/ADA compliance across all digital products

Key Clients: KEYTRUDA Melanoma Team, KEYTRUDA Triple Negative Breast Cancer Team, Astellas CLDN18.2 Biomarker Awareness Team

Sr. UX Designer I Addison, NY

April 2018 - September 2020

Developed UX strategy and design solutions to enhance user engagement and usability

Created scalable design systems ensuring consistency across digital platforms

Designed information architecture and wireframes optimizing content hierarchies and developing interactive prototypes

Collaborated with stakeholders to align UX solutions with business objectives

Key Clients: Hotchkis & Wiley, McCarter & English, Axalta Racing

Sr. UX Designer I GSW, NY

April 2016 - March 2018

Led UX strategy for healthcare and pharmaceutical digital experiences

Pioneered WCAG/ADA accessibility guidelines adoption at GSW

Developed wireframes, prototypes, and interaction flows for digital platforms

Collaborated with cross-functional teams including medical, marketing, and sales

Key Clients: Portrazza, Vanclexta, Repatha, Atrovent

Sr. UX Designer I AgencyRX, NY

January 2015 - April 2016

Led UX strategy for digital healthcare initiatives ensuring regulatory compliance

Spearheaded accessibility initiative integrating WCAG/ADA guidelines into design process

Developed wireframes, prototypes, and interaction flows for digital platforms

Developed interactive content modules and decision-support tools

Created intuitive navigation structures and wireframes for healthcare platforms

Oversaw a Junior team of UX Designers

NOTABLE ACHIEVEMENTS

Successfully introduced AI prototyping and emerging technology adoption in healthcare UX

Illustration work featured in 12+ books and magazines

Graphic Design included in Smithsonian Design Museum collection (2007)