

John Cooper

AI Strategy Leader • AI Consultant • Innovation Advisor

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Strategic partner for agencies and enterprise teams looking to adopt AI the right way. 10 years in UX spearheading innovation and usability, and deep expertise in AI platforms and workflows.

Core Competencies

- AI Strategy & Roadmapping
- Platform & Model Recommendations
- Internal Team Education & Workshops
- Stakeholder Engagement & Executive Alignment
- AI Scaffolding & Workflow Structuring
- AI Tool Ecosystem Analysis
- Risk Mitigation & Hallucination Awareness
- Organizational AI Readiness Planning

AI Experience

Founder, Muracom AI

2024–Present

- Advise agencies and large organizations on AI adoption, with tailored strategies that align to real business needs
- Run educational sessions to upskill cross functional teams on responsible and effective AI usage
- Provide recommendations on platform selection, model usage, and workflow integration
- Built fully functional web apps and AI driven sites using a wide variety

of AI tools

- Currently advising multiple clients (including NDA restricted) on AI roadmap development

AI Consultant, Merck 2023–2024

- Educated internal teams on AI adoption, including risk assessment, tooling options, and team education
- Helped shape internal strategy around generative AI usage and collaboration
- Worked directly with stakeholders to clarify needs and define opportunities

AI Tools & Platforms Used

- Text & Code: ChatGPT, Claude, Gemini, Perplexity, Cursor, v0, VS, Windsurf
- Prototyping & Content: Lovable, Bolt, Opal
- AI Web Builds: Membership based sites with full backend functionality using AI-driven workflows
- Other Capabilities: Expert level prompt engineering, and tool evaluation

Previous Experience

Senior UX Strategist - Various Agencies (10+ years)

- Led UX strategy, stakeholder alignment, and prototyping for pharma, healthcare, and regulated industries
- Deep understanding of how agencies operate, timelines, politics, client pressures, and cross functional handoffs
- Built a reputation for solving ambiguous problems with scalable, user first design thinking

Professional Highlights

- Deep proficiency with cutting edge AI platforms, workflows, and tooling
- Continually tracking trends and developments in the AI landscape to offer relevant, future ready guidance
- Decade of hands on experience in digital and interactive innovation
- Specialized understanding of the agency model, including team dynamics, delivery pressures, and client expectations