

# **Jonathon Colman**

**UX Content Strategy at Facebook**

Menlo Park, CA, US

UX Content Strategy and Keynote Speaker at  
Facebook

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## **Biography**

Webby Award-winning UX content strategist and keynote speaker at Facebook. Learn more at <http://www.jonathoncolman.org/about/>

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## **Availability**

Keynote, Moderator, Host/MC, Corporate Training

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## **Industry Expertise**

Media - Online, Writing and Editing, Non-Profit/Charitable, Advertising/Marketing, Social Media, Training and Development, Internet, Design

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## **Areas of Expertise**

Content Strategy, Internet Marketing, Social Media, Content Management, Inbound Marketing, Information Architecture, User Experience, Product Design, Writing, Web Design

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## **Affiliations**

Information Architecture Institute, ASIS&T, SEOmoz, SEMpdx, The Nature Conservancy, REI, Facebook, Society for Technical Communication

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## **Sample Talks**

## **Wicked Ambiguity and User Experience**

How do you solve the world's hardest problems? And how would you respond if they're unsolvable? As user experience professionals, we're focused on people who live and work in the here and now. We dive into research, define the problem, break down silos, and focus on people's intent when as we create.

But how does our UX work change when a project lasts not for one year, or even 10 years, but for 10,000 years or more? Enter the "Wicked Problem," or situations with so much ambiguity, complexity, and interdependencies that—by definition—they can't be solved.

Using real-world examples from NASA's Voyager program, the Yucca Mountain Nuclear Waste Repository, and other long-term UX efforts, we'll talk about the challenges of creating solutions for people whom we'll never know in our lifetimes. The ways we grapple with ambiguity give us a new perspective on our work and on what it means to build experiences that last.

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## **Event Appearances**

**KEYNOTE: Wicked Ambiguity and User Experience**  
Confab Central 2015

**KEYNOTE: Wicked Ambiguity and User Experience**  
SearchFest 2015

**KEYNOTE: Wicked Ambiguity: Solving the Hardest Communication Problems**  
Society for Technical Communication - 2014 annual summit

**Sine Qua Non: Core Values and Content Strategy**  
Content Strategy Forum 2013

**Content Strategy for Marketers**  
SMX Advanced 2013

**Data Sets You Free: Analytics for Content Strategy**  
Confab 2013

**Enterprise SEO & Content Strategy: STOP THE PAIN!**  
Intelligent Content Conference 2013

**How to Build SEO into Content Strategy**  
Content Strategy Forum

**Agile Marketing: 4 Principles and 13 Hacks**  
MozCon

**SEO From a Content Strategy Perspective**  
Seattle Content Strategy Meetup

**Web Performance Optimization: The Silver Bullet of SEO**  
SMX Advanced

**Agile Marketing: From an Army of 1 to True Organic Agility**  
ad:Tech

**Building Enterprise eCommerce SEO Traffic and Sales**  
eTail

**SEO, Site Speed, and Battlestar Galactica**  
SearchFest

**Making The Case For Local Search Optimization**  
SMX Advanced: Local University

**Site Speed: The Ultimate UX Feature for SEO**  
ad:Tech

**SEO and User Experience: A Vision of Collaboration**  
Seattle Interactive Conference

**Agile SEO: Infrastructure Innovation by Iteration**  
SMX Advanced

**SEO and UX: Like Chocolate and Peanut Butter**  
Information Architecture Summit

**Total Search Marketing Optimization: Testing Paid vs. Organic Search**  
SMX Advanced

**Agile Marketing: Adapting and optimizing in today's break-neck brand world**  
Social Media Club

**The 4 Principles of Agile Marketing**  
SEOMoz Whiteboard Friday

**The Four Pillars of Search Engine Optimization (SEO)**  
Online Marketing Summit

**Building Buzz Without a Budget**  
eMetrics Marketing Optimization Summit

**Fundraising on Facebook: A Case-Study on Cause-Related Marketing**  
Bridge to Integrated Marketing & Fundraising Conference

**Social News for Social Good: Building Buzz and Breaking Records with Digg**  
Forum One Communications Seminar

**Cultivating Your Constituents Online**  
American Marketing Association Nonprofit Marketing Conference

**Using Online Social Networks to Build Buzz, Community & Support for Your Cause**  
NTEN National Technology Conference

**Cultivating Your Constituents Online**  
American Marketing Association Nonprofit Marketing Conference

**Web Marketing for Fundraisers: Get Found, Get Traffic, Get Ahead**  
United Jewish Communities Continuing Education Program

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## **Education**

**University of Washington**  
M.S. Information Management

**Rensselaer Polytechnic Institute**  
Certificate Human-Computer Interaction

**Michigan Technological University**  
B.S. Scientific and Technical Communication

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## **Accomplishments**

**Webby Award Winner**  
My leadership, strategy, and teamwork contributed to winning The Nature Conservancy two Webby Awards.

**ASIS&T New Leaders Award**  
The ASIS&T New Leaders Award is given annually to new ASIS&T members who are identified as having the potential for new leadership in the Society

**University of Washington Benjamin F. Page Fellowship Award**  
The University of Washington Benjamin F. Page Fellowship Award is given to an outstanding and high-achieving UW Information School graduate student in their second year.

**REI Anderson Award**  
The Anderson Award is a peer-nominated award given to only the top-achieving REI employees each year.

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