

Jonathon Colman

UX Content Strategy at Facebook

Menlo Park, CA, US

UX Content Strategy and Keynote Speaker at
Facebook

Description

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

Availability

Keynote, Moderator, Host/MC, Corporate Training

Industry Expertise

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

Topics

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

Affiliations

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

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 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.

Past Talks

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

Education

University of Washington
M.S. Information Management

Rensselaer Polytechnic Institute
Certificate Human-Computer Interaction

Michigan Technological University
B.S. Scientific and Technical Communication

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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