

Ketesche Coachman

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Highly motivated and versatile professional with a strong background in creative design, user research, and product development. Experienced self-employed Creative Design Consultant with expertise in product design, marketing, and branding. Proven track record in the healthcare industry as a Medical Assistant. Seeking opportunities to leverage my diverse skill set to drive innovation and deliver exceptional results.

EDUCATION & CERTIFICATIONS

BA in Interdisciplinary Studies | Univ. of Central Florida | Orlando, FL

A.S Health Science | Rasmussen College | Tampa, FL

UX/UI Design Bootcamp | Springboard

SKILLS

Clinical and Administrative Expertise | Patient Care and Education | Electronic Health Records (EHR) | Medical Terminology | User Interface (UI) | User Experience (UX) | Google Analytics | Website & Mobile Design | Conversion Rate Optimization | Agile Project Management | Social Media Management | Paid Social Media Advertising | Digital Marketing

EXPERIENCE & PROJECTS

Marketing Manager

Jacksonville Black Chamber of Commerce | Remote 01/2024

- Oversee the Chamber's whole marketing and communications strategy, including project management, advertising, social media, websites, graphic design, and marketing campaigns.
- Perform marketing research within each community to better identify target audiences and needs.
- Utilize research findings to generate leads and maintain consistent reach, awareness, and opportunities for growth.
- Leading and training teams of Marketing Intern

Creative Design Consultant

KCreative Studio | Self Employed Full time | 01/2020-present.

- Conduct in-depth market research to uncover consumer requirements, habits, and emerging trends, providing valuable insights for targeted creative design projects.
- Utilized market research findings to inform and guide the development of creative marketing campaigns, ensuring they align with current consumer demands and market dynamics.
- Leveraged consumer behavior analysis and trend research to design creative marketing materials that resonated with target audiences and drove engagement.

Product Designer

Disney Parks, Experiences & Product | Full time | Remote 03/22-09/23 |

- Played a pivotal role within the Disney Genie, Genie+, and Lighting Lane development team, leading the creation, optimization, and implementation of guest-facing product designs at Disney World and Disneyland
- Demonstrated expertise in defining and prioritizing solutions for complex challenges, effectively communicating dependencies, risks, and issues, and crafting innovative solutions to overcome complex design problems.
- Developed interactive prototypes, and wireframes across a spectrum of fidelity levels, logic flows, and visually compelling design assets, contributing to the creation of engaging and user-friendly products.
- Collaborated closely with Business Partners and Product Managers to co-create a product roadmap and successfully delivered products and features from conceptualization to launch, working across

multiple Agile Teams in a dynamic, fast-paced environment.

UX Researcher

PhSpot | Part Time | Remote 10/21- 10/21

- Conducted early-stage research, encompassing surveys, interviews, and competitive analysis, to fuel the discovery phase for a global professional development platform for public health professionals.
- Skillfully analyzed research findings to document emerging trends, unearth pain points, and pinpoint target users, resulting in the creation of compelling messaging and taglines tailored to their specific needs.

Medical Assistant

Oasis Orthopedic |TX Remote 10/2020-01/2021

Medical Assistant

WESLEY CHAPEL INTERNAL MEDICINE | FL 07/2019 – 7/2020

Medical Assistant

Orlando Orthopedic Center | FL Remote 03/18-04/19

Medical Assistant

Tampa Family Health Centers |FL Remote 3/14- 09/16

VOLUNTEERING

Member

Women's Executive Council of Orlando | Orlando, FL 10/2023

Executive Leadership Team Committee Chair, Civic & Community Engagement

Central Fl Urban League Young Professional | Orlando, FL 12/2022-12/2023