# Ted O'Loughlin

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Accomplished and deeply experienced **User Experience and Interface Designer, with 20+ years of proven success** shaping and developing front-end elements of systems for a prominent commercial airline. Equipped with a unique perspective on the evolution and change of UX/UI in the modern consumer market, with a contemporary and future-focused approach to avoiding pitfalls in supporting internal and external users. Highly adaptable and quality-driven, able to develop, change and optimize native mobile and responsive web application interfaces and act as a liaison between business units and development teams.

## *Core Skills and Competencies*

- User Experience Architect
- Information Architecture
- Design Thinking
- Responsive Design
- Timeline & Priority Management

- Verbal & Written Communication
- Global Corporate Brand Experience
- Product Vision
- Cross-Functional Collaboration
- Project Management

- User Research & Usability Testing
- Heuristic Evaluation
- Complex Problem Solving
- Design & Interface Prototyping
- Solutions Mindset

Technical Proficiencies:

Agile Development | Cross-Functional Teams | Sketch | Figma | Photoshop | Illustrator | XD | HTML/CSS | Flutter | Angular | React

## *Professional Experience*

### American Airlines – Ft. Worth, TX                                    2001 – Present

*American Airlines is the world's largest airline when measured by fleet size, revenue, scheduled passengers carried, scheduled passenger-kilometers flown, and number of destinations served.*

#### Product Manager, Global Engagement                                  Oct 2025 – Present

**Overview:** Hand selected to bring the rigors of IT to the business to assist in establishing AI integrations, [AA.com](http://AA.com) page optimizations, and enterprise brand governance. Tapped to develop a scalable intranet strategy around employee empowerment.

Areas of Proven Performance

- **AI Strategies:** Leading the business initiative to integrate CoPilot AI for 130,00 employees while also providing CoPilot agents enabling content contributors to develop marketing, sales, social and design assets quickly and on brand.

- **Brand Modernization:** Supporting a full overhaul of fare marketing pages in collaboration with external research and design partners to modernize templates optimized for SEO and geo-targeting across both traditional and AI-driven search platforms.

- **Key UX Deliverable:** Creating wireframe designs and outlining how the three primary user flows can be streamlined through integration with the Loyalty API as part of an ongoing effort to enhance the AAdvantage program Perks microsites. Currently collaborating with brand and development teams to improve usability, accessibility, and conversion performance, with the goal of increasing new member signups and simplifying contest entry for existing members.

- **Problem Solving:** Led problem-solving efforts to navigate the complexities of migrating to a new marketing and event registration platform, ensuring business continuity and data integrity throughout the transition. Collaborated across teams to identify and resolve technical and compliance challenges, particularly for off-shore IT resources using a recognition platform. Worked closely with legal, tax, and technology partners in both the U.S. and India to ensure adherence to regional regulations while maintaining a seamless user experience.

#### Principal Designer, IT Applications                                  Jun 2012 – Oct 2025

**Overview:** A sought after internal resource for modernizing legacy applications that are the backbone of the company. Able to bridge business interests and IT solutions to deliver modern products. Assumed a high-level of responsibility over the assessment, redesign and optimization of content related to a rebranding due to an impending merger. Championed the design of interface and UX for an Angular JS responsive web travel application used by over 500,000 consumers. Fulfilled a secondary mandate to build new assets for an internal portal connecting American Airlines employees to a breadth of secure information related to the merger.

Areas of Proven Performance

- **Key UX Deliverables:** Lead the modernization project of American's Attendance and Performance System (APS) for Pilots, Fight Attendants, Mechanics and Reservations agents. Drove all aspects of the Pilot Candidate Hiring application which serves as the main pipeline for pilot candidate engagement and acquisition. Transitioned to UI/UX leadership for the company's legacy travel application, with success in building a responsive application from scratch to redefine the booking experience for internal and external consumers.

- **Interface Design:** Modernized complex systems creating scalable and modular interfaces for internal and external web-based applications  and native applications. Exercised a creative vision alongside an external vendor to ensure all user-facing elements aligned with the American Airlines brand guidelines. Drove strategic and creative efforts to enable the first monumental makeover of the brand in recent history.

- **Information Security:** Adhered to a strict non-disclosure agreement prior to the announcement of the merger, exercising diligence in the build-out of assets informing employees of ongoing workplace changes. Strong PII design thinking protecting consumers, employees and corporate interests.

- **Problem Solving:** Earned a strong familiarity with the new system to address and eliminate challenges stemming from co-branding efforts and other or UX-related needs. Able to translate complex business requirements and policies into elegant and modern user interfaces that support an intuitive user experience.

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| **Senior Web Content Designer, Team Lead** | **Apr 2007 – Jun 2012** |
| **Senior Web Content Designer** | **Apr 2004 – Apr 2007** |

**Overview:** As an Assistant Creative Director for the UX Group of the airline's IT department, exercised technical and creative expertise to design and optimize the user-facing elements of the intranet connecting product and brand to internal customers. Eventually transitioned into a Team Lead position, which reflected new accountabilities including team management, mentorship, talent strategy and performance assessment.

Areas of Proven Performance

- **Strategic Decision Making:** Assessed the needs of departments and users spanning 120,000 employees with varying levels of interaction with the portal. Consulted with various stakeholders in the organization as part of user research and usability tests, to collect user insights, resolve issues, and ensure alignment with the brand.

- **Deliverables:** Created time-sensitive design-related assets including wireframes, storyboards, journey maps, prototypes, production-ready interface designs and assets, and whiteboard sketches.

- **Leadership & Management:** Earned first-ever leadership responsibility over UX designers, with responsibility over mentoring junior personnel, talent strategy, performance assessment, and overall direction behind multiple competing priorities.

- **Global Collaboration:** Partnered with international and local teams spanning Networking, Security, Legal, IT Finance and Managing Director-level stakeholders to ensure collective progress behind integration of user-centered assets into the portal.

- **Consensus Building:** Engaged stakeholders across multiple business functions to articulate the value and importance of the portal, and its potential for supporting business functions. Collectively built multi-page campaigns for various special initiatives.

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| **Contract Web Developer / Builder / Designer (via agencies RS Interest and Ameriss)** | **2001 – 2004** |

**Overview:** Joined American Airlines in a contractual capacity to develop its Plumtree-based platform for use by the entire global employee base. Designed and optimized departmental and international employee pages, which required a depth of understanding of departmental needs and requirements.

Areas of Proven Performance

- **Transformation & Conversion:** Supported the organization's user needs in the midst of emerging technologies and industry-wide turmoil, with success in guiding a technical shift to an online portal in a post-9/11 airline.

- **Technical Versatility:** Demonstrated a sharp understanding of information architecture and design in the development of a combination of off-the-shelf and custom assets.

- **Cross-Organizational Impact:** Collaborated with a task force to complete due diligence on the organization, train department heads, and provide ongoing support to as many as 15 departments with different needs in the company's portal.

Earlier Noteworthy Experience:

**Ted O'Loughlin**                                                    **214-908-0233** ♦ [tedoloughlin@gmail.com](mailto:tedoloughlin@gmail.com)

**Webmaster / Lead Designer**                                                              **2001 – 2004**
Designing Texas – Dallas, TX

**Web Developer / Designer**                                                               **2000 –2001**
Luminant Worldwide, Inc. – Dallas, TX

**Web Builder / Designer**                                                                 **1999 – 2000**
Align Solutions, Corp. – Dallas, TX

**Web Builder**                                                                            **1997 –1999**
The Synapse Group – Dallas, TX

## Additional Experience

**Launched TicketSurge, a ticketing and event company**                                    **2016 –2020**
Co-founded an online ticketing and point-of-sale system. Promoted live events with ticket sales and redemption, inventory management, marketing, and day-of event support.

– Defined product vision and MVP scope; led UX efforts for end-to-end platform
– Conducted market research and stakeholder interviews to guide product-market fit
– Coordinated design, branding, and front-end development from concept to launch
– Designed core user flows for purchasing, scanning, and transferring digital tickets
– Conducted user research and prototyped onboarding experiences in Sketch

– Created low- and high-fidelity wireframes for mobile and web
– Collaborated with developers to implement responsive designs across platforms

## Formal Education

**Bachelor of Science (B.Sc.), Major in Advertising, Minor in Marketing**
University of North Texas