

JOHN FALCONE

johngfalcone@gmail.com 
linkedin.com/in/johngfalcone 
www.falcone.design 

Professional Summary

I believe that good business is a function of good design. When designing a user experience or interface, I consider the needs of both end users and business stakeholders. With both in mind, I'm able to design products and experiences of shared value, converting user engagement into positive business outcomes. I follow an iterative user research, design, and testing process that leverages qualitative feedback and quantitative analysis.

Experience

Oracle · Product Designer, Cloud Engineering · Austin, TX · July 2019 - Present

Working at the intersection of business and technology - designing custom application prototypes that drive end user + customer engagement and optimize business processes. As part of the Tier 1 Key Accounts Cloud Engineering team, I work exclusively with Oracle's largest clients - designing and prototyping enterprise-tier applications for IT, Marketing, and Business Ops stakeholders. I assess their needs and develop user flows, produce wireframes, and deliver high-fidelity prototypes that serve as the blueprint for their next custom application.

PNC · Digital Experience Designer · Pittsburgh, PA · June - August 2018

Designed and prototyped new features for PNC Online Banking's web environment, improving user access to security features and disambiguating previously confusing user flows. Redesigned Business Banking onboarding process, reducing onboarding time from 4 weeks to a few days (83% reduction), increasing new customer retention throughout this period. Worked closely with User Experience Designers and Product Managers, learning how to effectively work within an agile design system and follow a thorough, intentional design process.

J. Walter Thompson NYC · User Experience Designer · New York City, NY · June - August 2017

Led hardware and software development of the Pillow Talk product with Ense NYC, designing and building a functioning smart device through which to demonstrate the technological capabilities of both Ense and JWT New York. For the device hardware, I blueprinted the device architecture, sourced the components, and handled the assembly, wiring, and construction. For the device software, I coded the script for the device in Python, leveraged Ense's API to enable voice-based communication, and calibrated the capacitive touch sensors on the device to enable haptic control.

Schweers Technologies · Lead Web Designer + Developer · Montclair, NJ · May 2014 - August 2016

Redesigned and rebuilt website to establish a modern web presence. I optimized site navigation and user flows, leveraged SEO capabilities, and centralized previously disparate marketing verticals. As a result, organic web traffic increased 10x month-to-month and bounce rate dropped by more than 50%. Worked with Google Analytics to gather insights on incoming traffic and identify potential sales leads.

Education

University of Michigan - Ann Arbor

School of Information - B.S. Information '19
Concentration (Major) in User Experience Design

Competency

User Experience / Product / Interface Design
Rapid Prototyping, Development, and Testing
Solution Architecture / Engineering

Design + Development Skills

Sketch · Illustrator · Photoshop · InDesign · Axure RP
InVision · Xd · Whiteboarding · Wordpress · Figma · Python
HTML · CSS · Git · Excel · Flask

Certifications

Oracle Cloud Infrastructure
Oracle Autonomous Database