



Oh hello,

I'm Janell McCanna

Sr. Product + UX Designer

I'm a lover of design and tech, with a penchant for the details. What drives me is getting down to the root of a problem in order to create beautiful and elegant solutions for any user. My background has equipped me with the knowledge to tackle a multitude of clients and projects, and I love driving design for different flavors of cross-functional teams.

EXPERIENCE

Senior Interaction Designer

Code and Theory | 6.21 — 5.22

Focused primarily on the agency's Goldman Sachs account, I was able to work with various internal and external stakeholders to create the best solutions possible, given their tech stack and internal project scope. Additionally, I managed and mentored four direct reports, plus several others within the Experience Department.

- Partnered with my Associate Director (Interaction Design) to lead a team of designers building an internal platform for Goldman Sachs' participating financial advisors, whose clients invest a minimum of \$250,000 in Separately Managed Accounts (SMAs)
- Led the effort to create Goldman Sachs' client-facing marketing site, covering their various SMA investment types Launched a "Muni ladder" tool, bringing the company up to fintech industry standards, supported by a competitor audit which identified opportunities for market differentiation
- Collaborated with a small team to create department team building activities; Created training materials for direct reports and other internal employees, cultivating skills, ownership, and confidence
- Other clients included: Rally.io, JP Morgan, Morgan Stanley

Senior Experience Designer

Publics Sapient | 9.20 — 6.21

Brought on as a freelancer, I worked primarily on one of the agency's largest clients: Verizon. Assigned to the team centered on "Accessories" and "Product Findability," I collaborated with the Experience Lead to unify all Product Listing Pages (PLPs). I also mentored UX juniors and interns, guiding them through the early stages of their careers, and setting expectations for what was to come.

- Led the internal audit of 100+ PLPs to uncover inconsistencies and disparities, creating insights for a new approach which would include best UX practices
- Ran multiple workshops with Verizon stakeholders to better understand their internal pain points, ultimately creating actionable user stories which would flow into their development team's SDLC
- Pivoted the design team to a more modular, component-based approach due to engineering limitations, which could still deliver immediate, incremental value to Verizon and its users
- Worked with internal and external visual designers to uphold Verizon design standards, and introduced new and improved elements to the Verizon Design System

CONTACT

janellmccanna@me.com
817.253.1863

EXPERTISE

Product Design

UX/UI Design

Design Strategy

Design Leadership

Design Systems

User Flows

Info Architecture

Prototyping

Accessibility

SKILLS



Figma//Sketch//Adobe Suite



InVision//Principle//Framer



Atlassian Suite//Notion//Airtable



Webflow//Squarespace//CSS//HTML



Hello again, I'm Janell McCanna

Sr. Product + UX Designer

EXPERIENCE CONTINUED

Product Design Lead

RubiconMD | 4.19 – 5.20

As the only designer at a startup, I wore many hats, but this allowed me to collaborate with all stakeholder groups, especially across the Product and Engineering teams, furthering the company mission to democratize healthcare.

- Built a scalable design system and standardized component library to increase efficiency for new feature rollouts
- Redesigned an internal tool, allowing multiple redactors to simultaneously work on physician-submitted documents which contained patient PHI, increasing turnaround time and efficiency

Product Designer

Sumday (Acquired by Vestwell) | 10.16 – 5.19

Since this financial platform concentrated on College Savings and ABLE investment plans (529, 529a), I focused on creating features and design systems that were inclusive and accessible for all users.

- Led the design of, and launched, a new investment gifting feature leveraging a new Design System which significantly increased overall contributions across all accounts
- Drove the prepaid physical card designs for multiple plans that could be distinctive to a cardholder who has visual impairments

Associate UX Designer

MRM//McCann / 10.15 – 9.16

I created an array of personas, sitemaps, user flows, wireframes, annotations, and prototypes for user testing. I worked closely with ADs and developers to make great user-centric experiences.

- Spearheaded the UX design for a major Pharma company's new product launch site; Other clients included USPS, Bayer, Cigna, Zurich, the US Army, and the NY State Lottery

Technical Trainer

cPanel | 4.12 – 2.14

I acted as SME on the cPanel suite, creating and facilitating technical training for both internal and external use.

- Provided onsite training to partners including GoDaddy, HostGator, and Softlayer/IBM to help their teams better support cPanel end-users

EDUCATION

University of North Texas

Bachelor of Arts
8.05 – 8.09

Studied advertising within the School of Journalism, with a minor in marketing

Miami Ad School (Brooklyn)

Art Direction Portfolio
7.14 – 10.15

Spent 5 quarters learning all aspects of art direction, applying these design skills to a variety of projects and campaigns

ORGANIZATIONS

ADP List
Mentor | 2022

Two Mile High Club
(Wild Donkey Organization)
Volunteer | 2022