OH HELLO,
I'm Janell McCanna
Lead Experience Designer

After starting my career in the tech industry where my logical side had an opportunity to shine, I realized that my curious nature would never be satisfied unless my right brain could join the party. Over 8+ years, I've had the pleasure to work with a variety of teams, clients, and processes to push my skills far and wide. To that end, I'm always on the lookout for a great design challenge, bringing a perfect balance of logic and beauty.

EXPERIENCE

Lead Experience Designer
Huge, Inc. | 2.23 — Present

I joined Huge to lead product and UX design across cross-collaborative teams on high-value clients, in both vision and product-launching capacities. Most recently, I've been working on large-scale projects which span multiple brands.

- Currently auditing 24 sub-brand sites for Darling Ingredients, building a roadmap for either integration into a new corporate umbrella site, or leveraging those new components for redesigned standalone experiences
- Launched the MVP experience for Driven Brands' new app, introducing a Loyalty & Rewards program, considering future scalability as all 14 brand companies are integrated in the future
- Led the user experience design on an AI-related project for our consultancy's long standing client, Google; subject to NDA

Senior Interaction Designer
7-Eleven | 12.22 — 2.23

As a short-term freelancer, I came onboard to support updates to a recently rolled out Enterprise system targeted toward back of the house operations. This work would ensure a larger launch to all stores would be successful.

- Created an employee onboarding wizard that translated a paper step-by-step guide to an interactive digital experience for cash management services
- Partnered with the Enterprise product team to synthesize and implement preliminary feedback and other post-launch tweaks

Senior Interaction Designer
Code and Theory | 6.21 — 5.22

I worked primarily on the Goldman Sachs account, collaborating with internal and external stakeholders to create ideal solutions within project parameters. Additionally, I managed and mentored others within the Experience Department.

- Partnered with my Associate Director to lead a team of designers in building an internal platform for Goldman Sachs' participating financial advisors
- 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
- Created training materials for my direct reports and other internal employees, cultivating skills, ownership, and confidence

CONTACT

janellmccanna@me.com
817.253.1863
Cripple Creek, CO

EXPERTISE

Product Design

UX/UI Design

Design Strategy

Design Leadership

Design Systems

User Flows

Info Architecture

Prototyping

Accessibility

SKILLS

Figma | Adobe Suite | Sketch

Principle | InVision | ProtoPie | Proto.io

Atlassian Suite | Notion | Airtable

Webflow | Squarespace | CSS | HTML

EXPERIENCE CONT.

Senior Experience Designer
Publics Sapient | 9.20 — 6.21

Brought on as a freelancer, I worked on Verizon's "Accessories" and "Product Findability" team. I worked with the Experience Lead to unify all Product Listing Pages (PLPs), and mentored UX juniors and interns.

- Led the internal audit of 100+ PLPs to uncover inconsistencies, creating insights for a new approach which would include best UX practices
- Ran workshops with Verizon stakeholders to understand their pain points, building actionable user stories for their development team's SDLC
- In response to engineering limitations, pivoted the design team to a more modular, component-based approach which could still deliver immediate value to Verizon and its users, while staying aligned with their Design System

Product Design Lead
RubiconMD | 4.19 — 5.20

As the only designer at a startup, I pushed service design principles while collaborating with all stakeholder groups, especially across the Product and Engineering teams, furthering the company mission to democratize healthcare.

- Built a scaleable design system and standardized component library to increase efficiency for new feature rollouts, including a new dashboard that proved critical during COVID-19
- Redesigned an internal service tool, leveraging machine learning and early LLMs, allowing multiple redactors to simultaneously work on physician-submitted documents containing PII

Product Designer
Sumday (Acquired by Vestwell) | 10.16 — 5.19

This financial platform concentrated on College Savings and ABLE investment plans, so I focused on creating features and designs which were WCAG AAA accessibility compliant and inclusive for all users.

- Led the design of a new gifting feature which leveraged a new Design System
- Drove the physical card designs that were distinctive to cardholders with visual impairments

PREVIOUSLY

Associate UX Designer MRM//McCann | 10.15 — 9.16
Technical Trainer cPanel | 4.12 — 2.14

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 — Present

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