JOHN FALCONE

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Professional Summary

I believe that thoughtful, user-centric design is the foundation of an effective end product. When designing an experience, flow, or interface, I make sure to consider the goals, needs, and motivations of my users. By obsessively prioritizing the goals of the user, I create products that offer them tangible real-world value - which in turn, creates more value for my organization and our business stakeholders. I follow an iterative research, design, and testing process that goes deeper than just components and layouts - focusing on our users and their contexts, questioning our assumptions, and identifying new ways to handle unique use cases.

Experience

Oracle · UX Designer, Global Business Units · Austin, TX · February 2021 - Present

Driving the adoption of user-centered design for our Global Business Unit (GBU) products. As a part of the GBU UX Consulting Team, I help lead the redesign of legacy software across the GBUs, with an individual focus on the Hospitality and Communications GBUs. I design from the ground up - going deeper than just components and layouts - focusing on our users, their goals, and their unique challenges. For my users, I've delivered tangible results - reducing process times by as much as 98% (from days to minutes in multiple cases), integrating AI + Machine Learning to provide time-saving insights and reduce clicks, and incorporating feedback to further improve and iterate on my designs.

Oracle · UX Designer, Cloud Engineering · Austin, TX · July 2019 - February 2021

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.

Education

University of Michigan - Ann Arbor

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

Design + Development Skills

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

Competency

User Experience / Product / Interface Design
Rapid Prototyping, Development, and Testing
Design Management / Product Management

Certifications

Oracle Cloud Infrastructure
Oracle Autonomous Database