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**PROFILE**

User experience (UX) design lead creating products that provide meaningful and relevant experiences to users. Expertise includes the entire process of acquiring and integrating the product, including aspects of branding, design, usability, and function. Innovative and imaginative thinker that is skilled in typography and layout for digital and print. Experienced in new and emerging digital technologies; using wireframe solutions to create user-friendly work flows for digital products. Strong presentation, interpersonal, and business communication skills with a great ability to communicate with clients and company representatives on all levels.

**Core expertise**

* Visual design
* User-interface design principles
* Human factors
* User-centered flow maps
* Interaction design principles
* WCAG 2.0 accessibility standards
* Prototyping/workflows
* Emerging digital trends.

**Skills**(MAC) Expertise in Adobe Creative Suite, Sketch, InVision, Figma, Axure RP, Acrobat Professional, Keynote, and Microsoft Office Suite. Knowledge of KPI Metric tools, Dreamweaver, HTML5, Flash, and other prototyping tools (Balsamiq, Axure). Knowledge of HCI, Lean Six Sigma and Agile methodologies.

**Highlights**

* Consulting team member of product/brand design for Brand Connections named by  
  Inc. Magazine as one of the nation’s ‘500 Fastest Growing Private Companies’
* 6 User Interface U.S. Design Patents (2016)
* 8 User Interface U.S. Design Patents Pending (2018)
* Emerging Leadership Program (ELP) Graduate (2016)

**EXPERIENCE**

**ASSISTANT DIRECTOR/SENIOR EXPERIENCE DESIGNER** Ernst & Young EY Tax (May 2019 – Current role)

*Participate in day-to-day user experience engagement activities with a focus on delivering high quality, interactive applications.*

* *Interpret client needs, present design concepts, and effectively communicate with project teams.*
* *Create journey maps, page flows, interactive task flows, wireframes, prototypes, and visual design mock-ups.*
* *Contribute to the success of the user experience in cross-functional teams that include other UX Designers, Developers, Product Owners, Business Analysts, Project Managers, Director of UX, and other stakeholders.*

**LEAD UX DESIGNER (Workforce Now)** ADP (April 2018 – May 2019)

*Gain insights into emerging trends and new business opportunities within $6.5 Billion application in major markets.*

* Tackle cross-product issues to drive consistency of solution
* Model and iteratively test new HCM paradigms based on trend analysis
* Partner with product teams on testing and validating HCM applicability
* Participate in user research testing, create protocols and scripts, decide on proper research methodologies
* Inspire product teams to operationalize concepts into their road maps and design cycles

**LEAD UX DESIGNER (Discovery Team)** ADP (July 2017 – April 2018)

*Gain insights into emerging trends and new business opportunities.*

* Track emerging user experience concepts and validate for application to the HCM space
* Tackle cross-product issues to drive consistency of solution
* Gather and synthesize insights from industry events, conferences, external analysis
* Model and iteratively test new HCM paradigms based on trend analysis
* Partner with product teams on testing and validating HCM applicability
* Inspire product teams to operationalize concepts into their road maps and design cycles

**SENIOR UX DESIGNER & PRODUCT LEAD** ADP (March 2016 – July 2017)

*Visual design UI/UX product lead designing visual aesthetics, interactions and patterns for ADP Health Compliance and other products including web, applications, and mobile*

* Team leader managing 2 UX designers and 1 UX researcher
* Manage UX team projects and deliverables for product owners and key stakeholders
* Design user flows, wireframes and high fidelity prototypes for ADP responsive products
* Deliver user journey maps and workflow solutions via Agile
* Apply ADP’s branding and visual design language to existing and new products
* Create data visualization dashboards for desktop applications

**UX DESIGNER II**  ADP (May 2014 – Feb 2016)

*Design visual aesthetics, interactions and patterns for user experiences for ADP products including web, applications,  
and mobile*

* Design wireframes and high fidelity prototypes for ADP desktop and mobile products
* Apply ADP’s branding and visual design language to existing and new products
* Create data visualization dashboards for desktop applications
* Ideate and innovate new patterns and interactions for users in desktop and mobile

**SENIOR VISUAL DESIGNER**  Graphics Connection Agency (May 2013 – Apr 2014)

*Design and develop print and digital designs for Pharmaceutical companies (Novo Nordisk, Supernus)­­­*

**CREATIVE DIRECTOR**  Pearson/Prentice Hall (2011 – 2012)  
*Manage design group consisting of 4 art directors.*

* Motivate and energize design group to pioneer new designs
* Plan proactively for integrating instructional design, digital ePub apps, and print
* Research and develop new digital technologies for ebooks, web, print, automation, content management, and marketing

**Consulting Experience**

**VISUAL WEB DESIGN & ART DIRECTION**  RachaelRay.com (Oct 2009 – 2014)

*Design and develop branding, print, event marketing, and web campaigns. Worked directly with Chief Digital Officer on market strategies for the website as well as social media integration.*

* Created event marketing material and identity for Rachael Ray’s SXSW Feedback for 4 years.
* Web design, banner ads, co-brand banner ads, digital e-vites, and email marketing presentation strategies
* Food photography for recipes and video filming/editing for marketing with co-brands

**PORTFOLIO**

* [www.johnchristiana.com](http://www.johnchristiana.com)
* [www.behance.net/johnchristiana](https://www.behance.net/johnchristiana)

**EDUCATION**

* University of Rhode Island, Kingston, RI Bachelor of Arts
* American Institute for Foreign Studies, Florence, Italy

**AWARDS**

**HRO Today 2015 TekTonic Award** (ADP)  
HRO Today TekTonic Awards recognizes innovative and disruptive technology

**14 User Interface (U.S.) Design patents** (ADP) *some patents pending*

**Corporate Award of Excellence**

**2007 Top Performer Award (Pearson)**