JOHN MARIANO

Human-Centered Platform Leader | UX & Product Design Strategy
AI-Driven Innovator | NN/g Certified (UX-M) | Cleared Professional

Contact

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📍 Ronkonkoma, NY

Education

M.S., Interactive Media
Quinnipiac University, CT, May 2019

B.F.A., Graphic Design
Briarcliffe College, NY, May 2004

Certifications

Nielsen Norman Group UX Certification (UX Management), Jan 2024

Lean Sigma Six Green Belt (all coursework completed), Jan 2025

Awards

Adobe Sales Achievement Award (2014, 2015)

AFS UX Leadership Award (2022, 2023)

Summary

Platform UX Executive with 20+ years leading scalable, AI-integrated systems across government, enterprise, and SaaS. NN/g-certified and Top Secret SCI-cleared, I bridge strategy, KPIs, and design systems to drive modernization across mission-critical platforms. From aligning ServiceNow ecosystems to coaching cross-functional teams, I deliver clarity from complexity–grounded in research, shaped by systems thinking, and scaled through design ops.

Selected Impact

- Unified mission workflows across 12+ siloed tools for the Department of Defense, **cutting rollout time by 3 months** and enhancing **operational clarity**.
- **Reduced delivery time 40%** by implementing **reusable design systems** used across 5+ government and enterprise platforms.
- **Saved $1M+** by uncovering flawed **roadmap assumptions** through **inclusive research** beyond power users and edge-case bias.
- Integrated **LLM-enhanced** journey mapping and **AI-assisted research** to improve stakeholder trust and align UX strategy with platforms constraints.
- Reduced Adobe onboarding from 6 months to 2 weeks by optimizing **toolkits, training,** and **process design** for **global teams.**

Experience

Platform Experience Manager   Jan 2022 - Present
Accenture Federal Services (AFS), Remote

- Modernized **federal portals** by integrating AI into **UX strategy** - advancing **digital maturity**, and reducing support load..
- Drove **compliance** with **USWDS**, **21st Century IDEA**, **508 standards**, partnered with engineers to conduct **accessibility audits**.
- Facilitated **executive workshops** and **cross functional design sessions** to map **journeys** and **align platform**s like ServiceNow to KPIs.
- Led **executive workshops** to drive **UX strategy adoption** across federal agencies.
- Standardized **design tokens** and **component libraries** across three teams and two platforms.
- Awarded AFS **UX Leadership Awards** (2022, 2023) for scaling design system adoption.

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Core Competencies

UX Strategy & Leadership:

- UX Strategy
- Platform Design
- KPI and OKR alignment
- Ecosystem Mapping
- AI-Augmented Workflows

Research and Validation:

- User Interviews
- Journey Mapping
- Heuristic Evaluation
- Usability Testing
- Accessibility Audits (WCAG/508)

Design & Prototyping:

- Wireframing
- UI Design
- Interaction Design
- Design Systems
- Token Management
- Content Strategy

Tools & Tech:

- Adobe CC
- Axure
- Miro
- Power Platform
- ServiceNow
- Model-Driven Apps
- Figma

Delivery & Ops:

- Agile
- Lean UX
- Design Ops
- Sprint Planning
- UX Coaching
- Documentation Systems

Experience continued

HCI Research and Design Manager   Mar 2019 - Jan 2022
Siemens, Remote

- Built and led a global **HCI team** to modernize **engineering platforms** for diverse technical users.
- **Increased user retention by 33%** and reduced QA churn through **integrated user feedback loops**.
- **Defined UX success metrics with** PMs to guide **roadmap decisions** and **feature prioritization.**
- Integrated **adoption** and **time-based metrics** to shape **roadmap decisions** and **sprint focus.**
- Introduced **Nielsen Norman Group methods**, **Agile workflows**, and **cross-discipline enablement** to scale **UX maturity.**
- Used **A/B testing** and **prototyping**, to **improve product market fit** and **de-risk new features.**
- Promoted (2020) for improving **cross-team collaboration** and embedding UX into Siemens' **product lifecycle.**

UX Designer / Consultant / Manager   Jul 2011 - Sep 2018
Adobe, New York

- Led UX for Adobe Summit i**nteractive sales tools increasing lead conversions by 20%.**
- Led integration of acquired platforms into Adobe Social, **reducing onboarding time from 6 months to 2 weeks**.
- Aligned **UX** with **lifecycle KPIs** and **usage data** to shape product decisions..
- Designed localized **ESPN X Games app** - **raised social engagement by 30%.**
- Scaled **Nielsen Norman Group practices** to improve **cross-functional collaboration and delivery.**
- Earned **Adobe Sales Achievement Awards** (2014, 2015) and promoted to **Team Lead** (2014) for **measurable UX impact**.

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Design Philosophy

I scale clarity across complex systems by aligning user needs with platform constraints. My approach to platform UX combines human-centered design, stakeholder alignment, and measurable outcomes that simplify decision-making across entire ecosystems.

Skills Matrix

Category	Proficiency
UX Strategy	Expert
Research & Analysis	Advanced
Design Systems	Expert
Accessibility	Advanced
AI Integration	Intermediate-Adv.

Experience continued

AI-Driven Personal Brand Development — Sep 2023 - Present
Self-Initiated Project

- Developed www.johnmarianony.com and Substack blog to showcase **strategic storytelling**, **visual systems**, and **ethical AI exploration.**
- Leveraged **prompt engineering** and **LLM tools** to prototype UX narratives, assets, and user simulations.
- Applied **AI-enhanced design** to build a consistent, s**calable personal design ecosystem**.

Freelance & Early-Career Roles — Sep 2003 – Jul 2011
UX Designer / Digital Consultant *(Various Companies)*

- Led **engagements** across branding, prepress, and for SMBs and nonprofits**.**
- Managed evolving client needs while introducing **UX practices** to **branding workflows**.
- Created **early prototypes** in Flash/ActionScript-establishing platform thinking that shaped future leadership.