


JOHN MARIANO

Platform Experience Lead | UX & Creative Strategist
AI-Driven Innovator | NN/g Certified (UX-M) | Cleared Professional

CONTACT

 516.426.7324
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 [linkedin.com/in/john-mariano](https://www.linkedin.com/in/john-mariano)
 www.johnmarianony.com
 Ronkonkoma, NY

CORE COMPETENCIES

UX Design • Interaction Design • UX Research • Prototyping • Agile & Lean UX • AI-Augmented Workflows • Content Strategy • Design Systems • Figma • Stakeholder Collaboration • Usability Testing • Journey Mapping • Power Platform • SharePoint • Adobe Experience Cloud • Model-Driven Applications • Lean Six Sigma • Illustration • Motion design

EDUCATION

M.S., Interactive Media
Quinnipiac University, CT

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

UX Management Certification –
Nielsen Norman Group

Lean Six Sigma Green Belt –
Skillsoft

SUMMARY

Design leader and UX strategist with 20+ years of experience guiding high-performing teams through complex digital initiatives. Certified in UX Management by Nielsen Norman Group and trained in Lean Six Sigma (Green Belt coursework). Advanced AI practitioner integrating tools like ChatGPT, Midjourney, WIX AI, and Grok into UX leadership and storytelling workflows. Experienced in directing government and enterprise design efforts with an emphasis on Total Experience, platform scalability, and emerging technologies. Trusted to drive stakeholder alignment, elevate design maturity, scale UX operations, and mentor cross-functional teams through coaching and enablement.

LEADERSHIP HIGHLIGHTS

- Directed UX strategy for a large-scale Total Experience platform within the Department of State. While project details are confidential, similar federal transformation efforts typically fall in the multi-million to billion-dollar range—highlighting the scope, complexity, and strategic impact of the work.
- Delivered 6 major project milestones in 6 months as Total Experience lead at AFS.
- Mentored 150+ designers, engineers, and PMs in human-centered design practices.
- Built scalable design systems and agile rituals that reduced delivery time by 30%.
- Led UX initiatives across government platforms, including compliance with NEPA, 508, and 21st Century IDEA Act.

EXPERIENCE

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

- Directed UX strategy for scalable government platform initiatives in highly regulated environments.
- Managed and mentored cross-functional teams, supporting agile transformation and human-centered delivery.
- Facilitated design system development and cross-department workflows that improved consistency and speed.
- Led workshops and executive alignment sessions, driving adoption of UX strategy across agencies.
- Led lunch-and-learn events focused on UX strategy, platform design, and human-centered practices, reaching the broader design team.
- Mentored team of six including a manager, PM, two product managers, and two front-end developers.
- Recognized for UX Leadership (2022, 2023)

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EXPERIENCE continued

Platform Experience Lead *continued* 2022 - Present
Accenture Federal Services (AFS), Remote

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HCI Research and Design Lead *(promoted during tenure)* 2019 - 2022
Siemens, Remote

- Built and led an HCI team through transformation of engineering platforms used by global audiences.
- Reduced QA churn by 25% and increased user retention by 33% via structured UX research and design programs.
- Conducted ongoing user research and sprint-based discovery to optimize feature scope by 30% per sprint.
- Introduced NN/g UX principles and Agile methodologies to engineering teams to align design and dev practices.
- Championed adoption of NN/g-aligned design principles across development cohorts.
- Led recurring lunch-and-learns to increase UX fluency across Siemens' development cohorts.
- Promoted to Assistant Manager (2020) for improving team output and facilitating the adoption of human-centered design practices across cohorts.

Senior UX Designer/Team Lead *(promoted during tenure)* 2011 - 2018
Adobe, New York

- Spearheaded the design and development of interactive sales tools showcased at Adobe Summit 2017, leading a cross-functional team to deliver engaging experiences that contributed to a 20% increase in lead conversions.
- Directed UX strategy for the integration of multiple acquired social platforms into Adobe Social, streamlining onboarding and boosting user adoption by 25%.
- Led the design and implementation of the ESPN X Games Facebook application, coordinating efforts with internal teams and ESPN to create a high-impact social experience that increased user engagement by 30%.
- Earned Adobe Sales Achievement Awards (2014, 2015) and promoted to Team Lead (2014) for excellence in customer engagement and UX delivery.

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EXPERIENCE continued

AI-Driven Personal Brand Development (Advanced Practice) 2023 - Present Self-Initiated Project

- Leveraged advanced generative AI workflows—including prompt engineering and multi-tool integration—to build and evolve a personal brand platform.
- Developed www.johnmarianony.com and Substack blog to demonstrate storytelling, design systems, and strategic thinking.
- Applied AI-enhanced processes to prototype narratives, visual systems, and platform UX content—demonstrating leadership in emerging design technologies.

Portfolio

View platform and strategy work, design leadership case studies, and thought leadership content at: www.johnmarianony.com