

JOHNCARLO PELLICCIOTTA

UX/UI DESIGN LEADER | VISUAL COMMUNICATIONS SPECIALIST

Futurist • Visionary • Story-Driven



CONTACT

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SKILLS

// LEADERSHIP

Developer, Harmony
Belief, Positivity, Relator

// PROFESSIONAL

Art Direction • Prototyping
Strategic Design • UX/UI • UX
Strategy & Design Systems
E-Commerce • UX & Digital
Marketing • Agile & Lean UX
Methodologies • Prototyping &
Wireframing • Visual Design &
Branding

// TECHNICAL

Adobe Creative Suite
HTML • CSS • JS • MS 365
Sketch • Figma • Procreate
Flipsnack • Service • Now,
Oracle • Sales Force

EDUCATION

M.A. INTERACTIVE MULTIMEDIA
DESIGN – C.W. POST LIU

B.F.A. GRAPHIC DESIGN –
BRIARCLIFFE COLLEGE

NIELSEN NORMAN GROUP
UX CERTIFICATION, 2024

HUMAN CENTER AGILE
TRAINING, 2023

AFS, REMOTE LEARNING

SUMMARY

Experienced UX/UI leader with 20+ years in visual design, user research, and digital experience strategy across e-commerce (B2B & B2C) and the defense industry. Adept at leading teams, aligning UX with business objectives, and fostering collaboration to create user-centered solutions. Strong background in enterprise applications, usability analysis, and design systems that enhance accessibility and compliance. Passionate about innovation, problem-solving, and delivering high-impact designs that drive engagement and business success.

EXPERIENCE

Design Experience Manager – TS Clearance

2021 - Present

Novetta/Accenture Federal Services (AFS), Remote)

- Developed a government design system, standardizing UI components to enhance compliance, accessibility, and cybersecurity.
- Led UX strategy, integrating research and design systems to optimize workflows and improve efficiency.
- Conducted business analysis and UX design for ServiceNow, gathering requirements and defining user stories.
- Increased production efficiency by 40% through strategic use of low- and high-fidelity mockups.
- Mentored and coached UX team members, fostering skill development and continuous improvement.
- Advocated for user-centered design by presenting research and design strategies to leadership.
- Designed and implemented usability testing protocols to validate design decisions and improve user experiences.
- Collaborated with cross-functional teams, ensuring seamless integration of UX principles in development cycles.
- Created wireframes, prototypes, and interactive mockups to communicate design solutions effectively.

Art Director

2017 - 2021

American Management Association (AMA)

- Directed visual branding, UX strategies, and marketing initiatives to drive engagement.
- Implemented Atomic Design methodology, improving efficiency and reducing project timelines.
- Managed cross-functional teams, ensuring alignment between UX, development, and marketing.

Sr. Manager of Web Design

2014- 2017

Westgate Resorts

- Led design teams in executing UX strategies, resulting in a 25% annual sales increase.
- Redesigned WestgateResorts.com using UX research to improve usability and boost bookings.

Lead Digital Designer

2010-2014

Perfumania

- By introducing and applying a new email marketing template, we achieved a 50% increase in customer sales and 25% rise in the sign-up rate.
- Crafted compelling and visually captivating designs endorsed by celebrities, resulting in over \$50,000 in generated sales.