JOHNCARLO PELLICCIOTTA
UX Design Lead | AI-Driven Design Strategist | UXC Specialist
Futurist • Story-Driven • Human-Centered
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SUMMARY

Design leader with 20 years of experience in visual design and communication, including 10 years in creative direction and team leadership, and 5 years in UX research and design. Skilled in translating complex ideas into intuitive, user-centered solutions across e-commerce, government, and enterprise platforms. Recent work includes leveraging generative AI tools for business planning, content creation, and product ideation in a growing creative e-commerce brand. Recognized for mentoring cross-functional teams and aligning design strategy with real-world impact.

SKILLS

• UX Strategy • Design Systems • Creative Direction • User Research • Wireframing & Prototyping • AI-Assisted Design • Accessibility (508/WCAG) • Branding • Illustration • E-commerce UX • **Adobe Creative Suite** • **Figma** • **Midjourney** • **ChatGPT** **HTML/CSS** • **ServiceNow** • **Oracle** • **Salesforce** • **MS 365** | **WordPress** • **Shopify** • **Mailchimp** • **Constant Contact** • AI Prompt Engineering • Agile Collaboration

EXPERIENCE

Design Experience Manager – TS Clearance
Accenture Federal Services (AFS) | 2021–2025 | Remote

- Developed a government design system to enhance accessibility, cybersecurity, and compliance.
- Led UX strategy across federal platforms, increasing efficiency through user research and iterative prototyping.
- Mentored junior designers and cross-functional teams; integrated human-centered UX into agile sprints.
- Created mockups and wireframes to guide development and drive mission-critical improvements.

Art Director
American Management Association | 2017–2021

- Directed brand and UX strategy for corporate and government-facing products.
- Introduced Atomic Design system, reducing production time and increasing consistency.
- Managed collaboration between design, dev, and marketing teams.

Sr. Manager of Web Design
Westgate Resorts | 2014–2017

- Executed UX research and strategy, leading to a 25% increase in sales.
- Redesigned core web platform to optimize booking flow and usability.

Lead Digital Designer
Perfumania | 2010–2014

- Designed digital campaigns, increasing email conversion by 50% and customer signups by 25%.
- Produced celebrity-backed visual content generating $50K+ in campaign revenue.

Founder & Creative Technologist
Line and Legend | 2024–Present | Remote

- Created a hybrid art and e-commerce brand that merges traditional fine art with AI-assisted storytelling and concept ideation.
- Leveraged AI tools like Midjourney and ChatGPT to develop product ideation, branding, and social media strategy.
- Used generative AI for market analysis, content planning, and strategic business model development for Etsy shop launch.

Freelance Designer & Consultant
Pelldesigns | 2010–Present | Remote

- Designed and developed websites for B2B clients using WordPress and Shopify.
- Created branded email campaigns using Mailchimp and Constant Contact.
- Delivered branding, logo design, and style guides for small businesses.
- Produced digital illustrations, marketing banners, and page layouts for promotional use.
- Designed Google display ads and social media assets to drive engagement.

Adjunct Professor (Design & Visual Communication)
Briarcliffe College, CW Post Long Island University, CUNY City Tech | 2009–2017

- Taught Adobe Creative Suite, UX design principles, and portfolio development.
- Mentored students entering creative fields, emphasizing storytelling, research, and presentation.

EDUCATION

M.A., Interactive Multimedia Design – C.W. Post, Long Island University, 2009
B.A., Visual Communications – Briarcliffe College, 2004

CERTIFICATIONS

Nielsen Norman Group UX Certification – Research & Design, 2024
Six Sigma Green Belt – AFS, 2023
AFS Technology Management Experience – 2023