

John P. McCartney

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Education

M.A. – Human Computer Interaction - Professional Track

May 2012

State University of New York at Oswego

B.A. – Cognitive Science, Psychology

December 2010

State University of New York at Oswego

Skill Set

Experience Design: Design-Thinking, Lean UX, Lean UX Canvas, Task Flow Analysis, Persona Development, Facilitation, Wireframes, Stakeholder Interviews, Prototype Development, Visual Design, UCD Principles, Information Architecture, Balsamiq, Invision, Sketch, Accessibility

Research & Testing: Experiment Design, Surveys, Screeners, Heuristic Evaluation, Individual Interviews, Card Sorting, Usability Testing, Cognitive Walkthroughs, UserZoom (unmoderated and moderated studies), Qualtrics

Software, Programming & Scripting: Agile, HTML(5), CSS(3), SASS, CSS Frameworks, JavaScript, Scrum, Git, Hybrid Mobile App Development, Native App Development

Key Strengths

- Able to demonstrate thought-leadership to envision and design a desired end-state in products across multiple businesses
- Leveraging Design-Thinking methodologies to properly frame problems, challenge assumptions, and prototype to test solutions
- Facilitating and obtaining data from research, then applying findings to improve the customer experience
- Enabling and scaling Experience Design and Research across an enterprise

Experience

M&T Bank – Buffalo, New York

January '20 - Present

Senior User Experience Lead - Research Manager

- Manage and mentor a talented team of UX researchers placed across multiple business lines
- Scale and enable a robust and thoughtful approach to gather customer insights and collaborate with teams across the enterprise
- Led the successful launch of the first draw, forgiveness, and second draw of the PPP program. M&T Bank was named a Greenwich CX Leader for its high level of service to customers

M&T Bank – Buffalo, New York

July '18 - January '20

User Experience Designer II

- Facilitate design workshops with business lines to properly frame and prioritize work
- Assisted in pivoting a team from a product that went from a loss to a product that has consistently generated revenue since its launch
- Led a cross-functional team to research and design a new online account opening for business
- Furthered customer segmentation efforts by leading a team of researchers in ethnographic interviews and the creation of enterprise personas

Sentient Science – Buffalo, New York

January '18 - July '18

User Experience Researcher

- Coordinate and execute user research
- Ensure awareness of and leverage successful user experience standards and industry best practices
- Help shape the strategy and define deliverables specific to our systems and products
- Empower and coach teams to adopt Lean and Agile practices

M&T Bank – Buffalo, New York

July '16 - January '18

User Experience Designer II

- Facilitate design workshops with business lines to properly frame and prioritize work
- Conduct research activities to better inform business lines
- Implement user-centered design methods and Design-Thinking throughout the product life cycle
- Lead designer on Online, iOS, and Android banking applications

- Hired as a contractor to work with M&T Bank
- Facilitate design workshops with business lines to properly frame and prioritize work
- Conduct research activities to better inform business lines
- Implement user-centered design methods and Design-Thinking throughout the product life cycle

Campus Labs – Buffalo, New York
User Experience Designer

September '13 - April '16

- Work with product owners and software developers to creatively solve problems
- Design workflow, wireframes, and interaction patterns for specific products
- Obtain and analyze data to create recommendations for product success

Campus Labs – Buffalo, New York
Marketing Coordinator

February '13 – September '13

- Develop, maintain, and troubleshoot issues with company website and email blasts
- Advise teams on UI/UX best practices for certain applications
- Successful maintenance of company video webinars and Zendesk support sites

Mainstreethost Inc. – Buffalo, New York
Web Developer

March '12 – February '13

- Develop websites within Wordpress and Joomla content management systems
- Advise clients towards best web practices for their businesses and ventures
- Excel in the number of completed tasks given as well as sales
- Awarded employee of the month for the month of August

Office of Public Affairs at SUNY Oswego – Oswego, New York
Web Specialist Intern

June '10 – Feb. '12

- Day to day management of web content and user support with Ingeniux Content Management System
- Page and data migration from old OmniUpdate CMS to newer Ingeniux CMS
- Designed, developed, launched and maintained web pages and interfaces for large educational website

LabTEVE, Universidade de Federal Paraíba – João Pessoa, PB, Brasil
Usability Consultant

June '11 – July '11

- Designed and conducted usability testing for current projects within the lab
- Analyzed and advised specific design changes to projects to enrich the user experience
- Gave presentations, lectures, consulted students and professors on HCI and UCD principles

Awards

2011 Distinguished Cognitive Science Senior
State University of New York at Oswego – Cognitive Science Department

STEM (Science Technology Engineering and Math) Grant
SUNY Oswego Global Laboratory Project and Banco Santander