

John Falcone *Product Design + Development*

EDUCATION

University of Michigan - School of Information

B.S. Information, User Experience Design
Entrepreneurship Minor · Graduating May of 2019

CONTACT

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EXPERIENCE

PNC · Digital Experience Design Intern

Summer 2018 · Pittsburgh, PA

Designed and prototyped new features for PNC Online Banking's updated web environment, improving user access to security features and account information. Designed a comprehensive strategy for Business Banking onboarding, set to improve customer engagement and satisfaction. Worked closely with Experience Designers and Product Managers, learning proven design and management practices from industry professionals.

J. Walter Thompson NYC · UX Designer (Jump/Start)

Summer 2017 · New York City, NY

Led hardware and software development of the Pillow Talk product with Ense NYC, creating an effective smart device through which to demonstrate the technological capabilities of both Ense and JWT New York. Contributed to development of user-focused activation and marketing campaigns, assessing company needs and presenting prototypes to account managers and creatives.

Schweers Technologies, Inc. · Lead Web Developer

May 2014 - August 2016 · Montclair, NJ

Designed and developed company's international website using HTML and CSS to create a modern web presence, leading to increased traffic and a central marketing platform. Helped update and manage company's online marketing strategies, resulting in increased traffic to company website locally and abroad.

OTHER PROJECTS

MPowered Entrepreneurship · Content Developer

March 2017 - Present · Ann Arbor, MI

Creates digital content and contributes to brand development of MPowered and its subsidiary organizations, assessing needs of project leaders and providing technical expertise. MPowered is Michigan's leading social entrepreneurship incubator, housing a variety of student-led startups and initiatives.

COMPETENCY

Experience Design
Product Design
Rapid Prototyping
Hardware Development

TECHNICAL SKILLS

Design
Sketch · Illustrator · Photoshop
InDesign · Axure RP · InVision
Xd · Pretty Decent Handwriting

Development
Python · HTML · Agile
Git · Excel · Wordpress
Flask · Joomla

Fabrication
Soldering · MIG and TIG
Extensive Metal + Wood
Shop Experience