



OH HELLO,

# I'm Janell McCanna

## Lead Product + UX Designer

After starting my career in tech where my logical side got to shine, I realized my curious nature would never be satisfied unless my right brain could join the party. Over 10+ years, I've worked across a wide range of teams, clients, and end-to-end processes, always anticipating my next design challenge. I'm an unapologetic nerd for process, bringing a balance of human-centered design principles, business context, and a deep belief that reliable, iterative systems are what allow great products to scale.

### EXPERIENCE

#### Senior Product Designer

Ziff Davis Shopping (RetailMeNot) | 01/2025 — 02/2026

Focused primarily on RetailMeNot, I spearheaded the creation and MVP rollout of the organization's first global Design System, navigated significant leadership changes, and kept pace with both legacy maintenance and new product development.

- Built and launched a multi-product MVP Design System (NED) with the engineering team, establishing an AI-driven Figma-to-Storybook workflow as a first-ever single source of truth; sprint velocity increased 50%+ by Q4 2025
- Rolled out an AI Deal Assistant for BlackFriday.com ahead of the 2025 holiday season, driving a 22% increase in November engagement
- Rapidly self-onboarded and assumed full ownership of the browser extension, a platform new to me, in parallel to existing workload following unexpected team changes
- Owned legacy design updates and critical new features across the mobile app; contributed to an MVP redesign in Q4 2025
- Established the team's first-ever documented ways of working: foundational artifacts spanning user flows, design ops processes, and shared cross-functional standards
- Mentored graphic designers in leveraging and contributing to NED, expanding design system ownership across the team

#### Lead Experience Designer

Huge, Inc. | 02/2023 — 04/2024

Joined Huge to lead product and UX design on cross-functional teams for high-value clients, operating across both visioning and product-launching capacities on large-scale, multi-brand projects.

- Led UX design on an AI-related visioning initiative for the agency's long-standing client, Google; subject to NDA
- Audited 24 sub-brand sites for Darling Ingredients, delivering a prioritized roadmap for either consolidation under a new corporate umbrella, or redesign as standalone experiences
- Took a B2C loyalty MVP for Driven Brands' new mobile app from 0-1 in six months; streamlined a 20+ step onboarding flow to 6 steps, with 90% enrollment completion and app users spending 28% more at car wash sites and \$7 more per ticket at oil change sites

#### Senior Interaction Designer

7-Eleven | 12/2022 — 02/2023

Brought on as a short-term freelancer to support updates to a recently shipped Enterprise back-of-house system, ensuring a smooth rollout to all stores.

- Transformed a paper-based cash management guide into an interactive digital onboarding wizard for store employees
- Partnered with the Enterprise product team to synthesize user feedback and implement targeted post-launch improvements

### CONTACT

janellmccanna@me.com  
817-253-1863  
Cripple Creek, CO  
janellmccanna.com

### EXPERTISE

Product Design

UX/UI Design

Design Strategy

Design Leadership

Design Systems

User Flows

Prototyping

Wireframing

Accessibility

### SKILLS



Figma | Adobe Suite | Sketch | Penpot



Principle | InVision | ProtoPie | Proto.io



Atlassian Suite | Notion | Airtable



Webflow | Framer | CSS | HTML



Claude Cowork | UX Pilot | Lovable



HELLO AGAIN,

# Still Janell McCanna

Lead Product + UX Designer

## EXPERIENCE CONT.

### Senior Interaction Designer

Code and Theory | 06/2021 — 05/2022

Focused primarily on the Goldman Sachs account, partnering with external stakeholders to deliver solutions within complex project parameters while managing and mentoring designers within the Experience Department.

- Co-led a team of designers in building an advisor portal for Goldman Sachs' financial partners to open and track new Separately Managed Account (SMA) investment portfolios
- Directed the launch of Goldman Sachs' marketing site covering SMA investments to generate qualified leads while communicating complicated plan information to consumers
- Shipped a customizable "Muni ladder" scenario builder informed by a competitor audit that surfaced key experience gaps
- Crafted training materials for direct reports/other employees, building skills, ownership, and confidence across the team

### Senior Experience Designer

Publicis Sapient | 09/2020 — 06/2021

Embedded with Verizon's Accessories and Product Findability eCommerce team as a freelancer, partnering with the Experience Lead to unify Product Listing Pages under a new template while mentoring junior designers.

- Audited 125 PLPs, surfacing 16 product tile variants and building the case for consolidation into a single, best-practice-driven template
- Facilitated stakeholder workshops to capture pain points and shape prioritized user stories for the dev team's SDLC
- Shifted the team toward a modular, component-based design approach, delivering immediate value within engineering constraints while advancing the Verizon Design System

### Product Design Lead

RubiconMD | 04/2019 — 05/2020

Joined as the first seasoned designer at a B2B/B2C healthcare SaaS startup, inheriting years of design and technical debt while championing human-centered principles and collaborating across the organization to advance the mission of democratizing access to specialist healthcare.

- Introduced the company's first scalable Design System, standardizing new feature rollouts and extending brand standards to marketing materials across the organization
- Delivered a new dashboard that drove a 15% increase in eConsult submissions and a 400% engagement spike during COVID-19 peak demand
- Shipped an internal redaction tool leveraging ML, NLPs, and early LLMs, enabling concurrent document review across PHI-containing physician submissions with 97% accuracy, a 19% increase in processing volume, and a 51% reduction in activation time

## PREVIOUSLY

**Product Designer** BNY Mellon's Sunday | 10/2016 — 04/2019

**Associate UX Designer** MRM//McCann | 10/2015 — 09/2016

**Technical Trainer** cPanel | 04/2012 — 02/2014

## EDUCATION

### University of North Texas

Bachelor of Arts

08/2005 — 08/2009

Studied advertising within the School of Journalism, with a minor in marketing

### Miami Ad School (Brooklyn)

Art Direction Portfolio

07/2014 — 10/2015

Spent 5 quarters learning all aspects of art direction, applying these design skills to a variety of projects and campaigns

## ORGANIZATIONS

**ADP List**

Mentor | 2022 — Present

**Two Mile High Club (Wild Donkey Preservation)**

Volunteer | 2022 — Present

**Kappa Kappa Gamma**

Member | 2006 — Present