

John McEvoy

Senior UX Leader / Principal Product Designer

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HIGHLIGHTS

- Proven leader in UX strategy, product design, and digital transformation for enterprise and customer-facing platforms.
- Expert in workflow modernization, enterprise applications, and SaaS products that improve usability, efficiency, and business outcomes.
- Designed solutions for global brands including CNN, FedEx, Coca-Cola, AOL, Bridgestone, Keurig, Turner, and Kimberly-Clark.
- Established UX practices, design systems, and scalable governance models that increased consistency and accelerated product delivery.

CORE CAPABILITIES

UX Leadership • UX Strategy • Enterprise UX • Workflow Modernization • Customer-Facing Platforms • Design Systems • AI-Assisted Research & Ideation • User-Centered Design • Service Design • Stakeholder Alignment • Agile Product Development

User Research • Usability Testing • Journey Mapping • Information Architecture • User Flows • Collaborative Workshops • Primary & Secondary Research • Design Thinking • Double Diamond Framework • Lean UX

Interactive Prototyping • Wireframing • Responsive Design • Accessibility • Component Libraries • System Optimization • Copywriting

PROFESSIONAL EXPERIENCE

Jackson & Coker Locum Tenens (Atlanta, GA)

Senior User Experience Designer, April 2021 – May 2026

- Established UX practices, workflows, component libraries, usability testing frameworks, and scalable design standards across the product organization.
- Led UX strategy and execution for customer-facing platforms, CRM systems, and applicant tracking tools across desktop and mobile experiences.
- Partnered with Product, Engineering, QA, Marketing, Recruiting, Sales, and Accounting teams to streamline workflows and improve platform usability.
- Directed the organization-wide migration from Sketch to Figma, significantly improving design collaboration, prototyping workflows, and design system scalability.
- Improved recruiting platform usability across critical workflows including dashboards, search, entity management, communication, and payment processing.

WarnerMedia / CNN (Atlanta, GA)

Senior User Experience Designer, August 2017 – November 2020

- Led UX strategy and experience design initiatives supporting CNN Broadcast Technology, Content Supply Chain, News, and Election operations.

- Designed and optimized enterprise workflows and internal platforms used in high-pressure, real-time media environments.
- Partnered with product owners, engineers, and operational stakeholders to streamline mission-critical workflows, improve usability, and identify platform modernization opportunities.
- Established scalable UI standards, design systems, and collaboration practices that improved design-to-development alignment and delivery efficiency.

VML / Studiocom (Atlanta, GA)

Experience Design Group Director, July 2008 – August 2017

- Led UX and digital experience initiatives for clients including FedEx, Bridgestone, Keurig, Xerox, Olive Garden, AMC, Duke Energy, Turner, and Major League Baseball.
- Designed customer-facing web and mobile experiences, e-commerce workflows, and interactive digital solutions across multiple industries.
- Managed and mentored Atlanta-based UX staff while helping define UX standards, capability frameworks, and best practices.
- Expanded organizational UX maturity through Lean UX methodologies, collaborative workshops, prototyping, and cross-office design collaboration.
- Facilitated collaborative design workshops to align business goals, technical constraints, and user experience strategy.

IQ Interactive (Atlanta, GA)

Senior Experience Architect, October 2007 – June 2008

- Led UX and information architecture initiatives for enterprise clients including MasterCard, Merrill Lynch, UPS, and New York Life.
- Developed personas, user journeys, usability testing plans, and interface specifications for complex digital experiences. Conducted heuristic evaluations and usability assessments to identify opportunities for interface and workflow improvements.

EarthLink (Atlanta, GA)

Senior Information Architect, December 2004 – September 2007

- Led experience design initiatives for EarthLink customer applications, installers, and security products.
- Focused on UI design, usability, prototyping, technical specifications, and front-end collaboration to improve product adoption and customer experience.

EDUCATION

Bachelor of Fine Arts, Graphic Design

Portland School of Art (Maine College of Art & Design), Portland, ME