



Jean Cannella

Art Director, Visual/UX Designer, Illustrator

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I am a senior level UX and visual designer experienced in a range of design disciplines.

I have a master's degree in human centered design and engineering and am experienced in growing international brands through the design lifecycle, from research to product release, in the healthcare, technology, entertainment, and educational gaming industries.

My design path has lead me to health care, and I want to continue to use my talents in that space to better people's lives.

Senior UX/Visual Design Manager 2016-present

GE Digital Healthcare

My role as Sr. UX/visual designer is to lead, consult, and manage multiple user experience projects, as well as work on highly complex projects that require in-depth knowledge across multiple business domains.

My responsibilities include:

- Develop a mobile-first, role, work-flow based electronic medical record (EMR) system
- Provide thought leadership and participate in discussions relative to the future direction of design and user experience for the Internet of Things
- As a thought leader at GE, I push for adoption for emerging trends, and determine viability for the business
- Collaborate with product owners, product managers, interaction designers, and developers to design the visual aspects of product user interfaces
- Lead the development of a continually evolving design system to be used across a wide range GE healthcare products
- Communicate designs via work flow diagrams, wireframes, prototypes, guidelines, specifications, presentations and discussions
- Develop and conduct quantitative and qualitative research to inform product design
- Provide mentorship and leadership amongst a diverse, multicultural design team
- Research and evaluate emerging design, technology, industry, and market trends
- Ensure design balances business goals with the various stakeholders whether clinical staff, patients, or product owners

Senior UX/Visual Designer 2014-2016

Microsoft, Visual Studio, Microsoft Developer Network, Developer Division

At Microsoft, I was part of an in-house design team that supported Visual Studio and MSDN.



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- Redesigned the dated Visual Studio, MSDN and MSDN magazine websites and developer portal into a contemporary responsive site based on atomic design principles
- Planned, prioritized, and conducted user analysis and requirements, task analysis, conceptual modeling, information architecture design, and interaction design
- Developed user research that informed product requirements specifications, user profiles, storyboards, scenarios, flowcharts, prototypes, and specifications
- Effectively communicated research findings to drive conceptual ideas, detailed design guidelines, and provide design rationale both verbally and visually
- Developed detailed user experience specifications for interactive interfaces
- Collaborated with product management, development and test teams from the design stage to implementation
- Reviewed and approved work to ensure the design was properly implemented

Art Director, Senior Visual/UX Designer 2007-2014

Senior Lead Designer 2000-2007

Walt Disney Internet Group, Disney ABC Television Group

I started at Disney as an interface designer and defined the UI and UX of the Disney owned ABC Television group. In 2007, I became art director of the group.

- Created websites and mobile designs for ABC news and Disney entertainment networks that in aggregate receive over 100 million unique views per month
- Worked as part of highly collaborative team of sales and management to create high quality products to meet the needs of the both the business, sales and consumers
- Championed within Disney a first-of-its kind mobile responsive design that resulted in increased efficiencies and revenues across ABC news sites
- Developed special projects at the request of ABC and Disney management earning the attention of Michael Eisner and Bob Iger
- Worked as part of a usability team focused on product development through the use of site metrics, heuristics, using iterative prototyping methods
- Worked with multiple project stakeholders while balancing the needs of vendors, designers, managers, and executive staff
- Managed the day-to-day aspects of design for a twelve member development team
- Created prototypes in a rapid, iterative process, produced final designs, templates for image production and product style guides



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Web Designer 1997-2000

Humongous Entertainment, Inc

Illustrator, Print Designer, Production Artist Pre-1997

A variety of design roles and experience.

Skillset

- Experienced in mobile, tablet ,and desktop, cross platform, native OS design
- Typography, branding, layout, color, composition and strong communication skills.
- Highly developed illustration, logo, and marketing design abilities
- Knowledgeable in design trends influencing the market
- Experienced in the development of enterprise design systems
- Strong communication skills, able to explain and defend design decisions.
- Iteratively produce design flows, sketches, wireframes, high fidelity comps and prototypes
- Skilled in user research methodologies: ethnography, usability, and human factors
- Experienced in working collaborative teams using agile and lean methodologies
- Strong leadership, mentorship, and collaboration skills
- Expert in Adobe Creative Cloud, Sketch, Invision, Craft, Azure, Keynote, MS Office, Word, Excel, OneNote, PowerPoint, and more

Education

MS, Human Centered Design & Engineering - University of Washington, Seattle, WA

BA, History - North Carolina State University, Raleigh, NC

Commercial Art Program - SUNY Dutchess, Poughkeepsie, NY

Design Firm Leadership & Management Program - University of Washington, Seattle, WA

Multimedia Certificate Program - University of Washington, Seattle, WA

Digital Graphics Program - University of Washington, Seattle, WA

German Certificate Program - Defense Language Institute, Monterey, CA