

JOHN ROTONDO

SENIOR PRODUCT DESIGNER

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✓ Open to On-Site and Hybrid

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✓ Open to Remote

Dynamic UX leader with over 20 years of experience in product development, specializing in user-centered design to drive impactful software solutions. Proven expertise in creating cohesive design systems and enhancing usability through systems thinking and innovative design strategies, particularly in the healthcare sector. Mentor of multiple teams each with 6-8 direct reports, fostering cross-functional collaboration, mentorship of developers and designers, and effective communication across the organisation. UX researcher and requirements gatherer responsible for shipping enterprise-scale product platforms that process nearly 85% of all U.S. EDI healthcare enrollments, while refining workflows, pipelines, and code design to ensure continuous development and value delivery for a growing customer base.

WORK EXPERIENCE

Madaket Inc. – Cambridge, MA

3/15 – present

Principal User Experience Designer

- Requirements gathering from clients and stakeholders, applying systems thinking to define workflows, and leading development and launch of 4 cohesive enterprise products with clear milestones.
- Mentoring front-end developers in Angular, CSS, and design system usage. Fostering cross-functional collaboration and guiding code design and development to maximize usability and value delivery.

GSN Games – Boston, MA

6/13 – 2/15

Software Engineering Manager

- Led web team to close more than 80 potential cross-site scripting vulnerabilities, many of which on OWASP top-ten vulnerabilities list.
- Led A/B testing and tracking of new features using CI/CD pipelines and developer tools to support continuous development and refining of product design for a growing customer base.
- Led mobile team to deliver new product from launch to \$200k monthly earnings.
- Established and managed internship program, providing mentorship and improving organizational communication while encouraging innovative thinking and preparing talent for large projects.

PROJECT HIGHLIGHT

Madaket Inc. – Sceptre Design System

<https://rotondo.me/portfolio-08-madaket-design-system.html>

Implemented a consistent enterprise design system that multiple teams could adopt and extend, streamlining developer workflows, reducing redundancy, and enabling cross-functional collaboration. Applied systems thinking and innovative design strategies to refine usability, improve product design, and accelerate CI/CD pipelines for continuous development. Supported large projects by breaking milestones into achievable goals, ensuring value delivery and enhancing the customer base experience. Provided mentorship on code design standards and developer tools, fostering communication across the organisation while solving complex problems with scalable platforms and tooling.

CORE COMPETENCIES

Design	Graphic Design, Service Design, Experience Design, User-Centered Design, Design Systems, Responsive Design, Interface Guidelines (Apple HCI, Google Material), Rapid Prototyping, Figma Design and Adobe Creative Suite
UX Research	UX Research Planning, User and Stakeholder Interviews, Survey Design, Research Analysis, User Journey Mapping, Persona Creation, User Testing, Analytics
Development	IDEs (VS Code, IntelliJ, CLion, Cursor AI, WindSurf), APIs, CLI, CI/CD pipelines, Front-end Web Development (HTML, Typescript, CSS), Angular / MVC Frameworks, ChatGPT, Figma AI features, Version Control (GitHub, BitBucket, SubVersion, Perforce)
Project Management	Strategic Thinking, Agile (Scrum, Kanban), Cross-Department Communication, Product Roadmaps, Defining Product Requirements, Workflows
Leadership	Collaboration, Team Leadership and Mentoring, Sprint Planning, Product Backlog, Hiring

EDUCATION B.A., University of MA - Lowell Music Performance & Sound Recording Technology