

John Rotondo

UX Lead, Digital Experience

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📍 88 Old Coach Road, Sudbury, Massachusetts, 01776, United States • 📍 Open to On-Site •

📍 Open to Hybrid • 📍 Open to Remote • 📍 Open to Travel •  [LinkedIn](#) •  [Portfolio](#)

SUMMARY

Seasoned UX and Product Design leader with over 20 years of experience leading end-to-end digital experience strategy and user-centered design initiatives across healthcare and technology sectors. Currently serving as Principal User Experience Designer, with proven expertise in Product Design, Interaction Design, and Design Systems development, delivering cohesive and scalable design languages adopted by multiple agile teams. Adept at translating complex business requirements into actionable user flows, prototypes, and validated user journeys that enhance task completion and usability. Mentored teams of 6–8 designers and engineers in leveraging modern design tools such as Figma and Adobe Creative Cloud, improving efficiency and design quality. Partnered cross-functionally with product management, engineering, and operations to refine user experiences and optimize platform performance for a system supporting nearly 85% of U.S. EDI healthcare enrollments.

EMPLOYMENT HISTORY

Madaket Health

Cambridge, MA, United States

Principal User Experience Designer

Mar 2015 - Present

- Principal UX Designer for a platform of products that are responsible for processing nearly 85% of all EDI enrollments for US healthcare.
- Embed within multiple Scrum teams to assist in requirements gathering from stakeholders and customers, ideation of solutions, design and definition of features, rapid prototyping of wireframes, and support and collaboration with engineering, product, operations and management teams.
- Mentored front-end developers in Angular, CSS, and design system usage within an Agile environment to enhance usability, design execution, and customer satisfaction through effective design direction and layout evaluations.
- Champion of user-centered approach throughout all business practices, adoption of accessibility screening through Silktide and Browserstack extensions.

GSN Games

Boston, MA, United States

Software Engineering Manager

Jun 2013 - Feb 2015

- Led web team in an Agile environment to close over 80 cross-site scripting vulnerabilities across web applications and platforms, improving usability, accessibility (WCAG compliance), and customer trust through complex problem solving and analytics-driven evaluations.
- A/B testing and tracking of new features.
- Led mobile team to deliver new product from launch to \$200k monthly earnings.
- Established and managed internship program using digital design tools like Adobe Creative Cloud to support user research, usability testing, and human-computer interaction training, fostering future leaders in product engineering and design principles.

EDUCATION

University of Massachusetts Lowell, Lowell, MA, United States

Bachelor of Arts in Sound Recording Technology, Music Performance

- Focus on sound recording technology with emphasis in acoustical science and musical performance.

PROJECTS

[Madaket Sceptre Design System](#), Cambridge, MA, United States

Madaket Health

- Implemented a consistent design system that multiple teams within Madaket could adopt, utilize, and extend, reducing development time, code redundancy, and increasing team synergy. Integrated strong product design principles and intuitive software design components to improve accessibility through WCAG compliance while enhancing user experience through a more consistent UI. Applied customer insights and user research to validate design decisions and align with strategic roadmap goals. Delivered measurable output improvements through design validation and reporting across e-commerce interfaces from concept to launch.

[Madaket Provider Directory](#), Cambridge, MA, United States

Madaket Health

- Applied user research principles, gathered requirements from stakeholders and customers, and conducted competitive analysis to define features and functionality for a white-labeled provider directory for Health Payment Systems.
- HPS Provider Directory is the only directory service with attestation functions allowing providers and payer representatives to attest to directory information to remain in compliance of the No Surprises Act.

SKILLS

Design: Digital Design, User-Centered Design, Design Systems, Design Patterns, Adobe Creative Cloud, Figma Software, Responsive Web Design, Rapid Prototyping, HCI Guidelines

UX Research: Usability Testing, Research Planning, UX Interviews, Survey Design, Research Analysis, Persona Creation, A/B Testing, User Journeys, Personalization, Optimizely

Development: Front-end Web Development (HTML, Typescript, CSS), Angular / MVC Frameworks, AI-assisted development with Cursor/WindSurf, Web Platforms, SDLC, CI/CD

Product Management: Agile (Scrum, Kanban), Cross-Department Communication, Sprint Planning, Product Backlog, Product Roadmaps, Business Goals, Business Objectives

Leadership: Team Leadership and Mentoring, Sprint Planning, Product Backlog, Hiring, Presentation

AI Tools: ChatGPT, Copilot, NotebookLM, Gemini, Adobe Firefly, UX Pilot (Figma Plug-in)

Soft Skills: Critical Thinking, Attention to Detail, Verbal/Written Communication, Conflict Resolution, Emotional Intelligence, Accountability, Strategic Thinking, Creativity, Team Collaboration, Mentoring

VOLUNTEERING

Scouting America

Sudbury, MA

Scoutmaster

Sep 2016 - Present

I served as Scoutmaster of Troop 63 Sudbury from 2017 through 2022. I earned my Woodbadge leadership training in 2017, and was awarded 'Scoutmaster of the Year' from Mayflower Council largely for my efforts in leading the troop through the COVID epidemic. I retired as Scoutmaster in 2022 and have served as Eagle Rank Coach since then. The troop has produced almost 40 eagle scouts since 2017.

AWARDS

Scoutmaster of the Year, Scouting America, Mayflower Council

Mar 2020