

SEAN MARCANO

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SUMMARY

Product design leader with 6+ years shipping consumer products across healthcare, fintech, fitness, and entertainment. I build and manage design teams, establish systems that actually get used, and work closely with Product and Engineering to move quickly without losing quality. Strong opinions about Figma hygiene, accessibility, and what good critique looks like in practice.

EXPERIENCE

Senior Manager, Product Design — Capital Rx Apr 2025 – Aug 2025

- Inherited a fractured team of four and focused the first month on stabilizing: restored a designer who was nearly PIP'd, identified the structural issues causing delivery delays, and set a critique cadence that gave everyone a shared quality bar.
- Led future-state journey mapping across Product, Engineering, and Clinical — turned a scattered set of competing priorities into a phased roadmap with actual sequencing logic.
- Redesigning pricing workflows for pharmacists and plan sponsors, reducing average processing time. Launched a self-service formulary configuration dashboard that cut manual data-entry errors.
- Positioned the Judi design system for longer-term use: better token structure, clearer component governance, and documentation that didn't assume tribal knowledge.
- One designer on the team earned a promotion during my tenure — a direct result of structured feedback and clear growth targets tied to the career ladder.

Manager, Product Design — Capital One Apr 2024 – Apr 2025

- Redesigning the native Solution Finder experience; click-through rate went from 35% to 75% after launch.
- Started a weekly Design Jam — initially just a place to share work in progress, it became a forum that surfaced cross-team dependencies earlier and reduced rework downstream.
- Worked closely with engineers to untangle overcomplicated interaction patterns and spec them in ways that were actually buildable.
- Received the Diamond Award for impact on customer engagement — one of the company's more selective internal recognitions.

Product Designer — TodayTix Apr 2022 – Jan 2024

- Redesigning the Ticket Protection module. The change generated \$1M in additional revenue within six months, validated through A/B testing with a large enough sample to be confident in the result.
- Shipped redesigns of My Accounts, My Orders, and the Relisting flow across iOS, Android, and web — coordinating across a shared component library and managing QA hand-off.
- Built out the Figma design system from scratch, including dark/light theme support using variables. Reduced design inconsistency across platforms and gave engineers cleaner token references.
- Defined persona journeys and experience benchmarks that fed into the product roadmap and retention strategy.

Product Designer — Openfit Feb 2021 – Mar 2022

- Built a cancel-prevention flow that reduced churn by 33% — designed, tested, and iterated in collaboration with the Growth team.
- Redesigning the core marketing site and key ecommerce flows, with measurable lifts in conversion tied to specific UX changes.
- Created the first unified cross-platform design system spanning the mobile app, the connected bike tablet, and the TV experience. Before this, each surface had been designed and maintained independently.

Co-founder & Product Designer — Moneda Jul 2021 – Apr 2025

- Co-founded and designed a P2P payments app that integrated generative AI into the bill-pay experience — an early attempt at putting AI in a real financial workflow rather than just a chatbot.
- Mentored junior designers as the team grew, building review processes and design feedback rituals that helped them operate more independently.

EARLY CAREER

Heineken USA (TAG) | Graphic Designer — Led media campaign work across the Heineken portfolio and founded Greenwrks, an internal design studio at White Plains HQ focused on branding and identity.

Benchmark Education | Production Designer — Designed and produced educational textbooks in InDesign; managed accuracy and production schedules across multiple simultaneous titles.

Quickprinter Vertriebs GmbH | Design Manager → Graphic Designer — Managed day-to-day print production operations, oversaw project delivery, and designed materials for pitches and digital media. Collaborated with WNBA athlete Shannon Bobbitt on book and marketing projects.

Forgeify, Inc. | 3D Generalist — Created 2D/3D assets for gaming, film, VR, and 3D printing projects.

EDUCATION

M.HCI, Human-Computer Interaction — Iowa State University, 2024 (Graduated with Distinction, 3.87 GPA)

BFA, Communication Design — SUNY Buffalo State, 2018 (Wolfgruber Scholarship, Design Intern of the Year)

SPEAKING

Keynote — UNIBE Tech Talk: UX Design & Engineering, Feb 2023. Topic: "Fake it Until You Make It" — rapid prototyping as a tool for accelerating product learning.

SKILLS & TOOLS

Leadership: People management, critique/rituals, roadmap alignment, stakeholder comms, documentation

Design & Systems: Design systems, tokens/variables, redlines/specs, accessibility, localization, QA hand-off, asset delivery

Research: A/B testing, usability testing, analytics integration

Tools: Figma, Framer, Webflow, HTML/CSS/JS, Python, Unity, Miro, C#, JSON