

# JOHN CONSIGLI

New York City Metropolitan Area

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Visionary leader in Human-Centered Design and UX Research, renowned for driving digital transformation, customer experience innovation, and cross-functional collaboration. Expert at building high-performing teams and delivering measurable business outcomes in healthcare, finance, and B2B environments.

## Competencies

### Design Strategy

Customer Experience

Culture and Training

Team Building

Digital Transformation

Product Development

LeanUX and Agile

### Human-centered Design

Design Thinking

Workshop Facilitation

Journey Mapping

Service Design

Ecosystem Mapping

Information Architecture

### UX Research

Usability Testing

Experience Benchmarking

Diary Studies

Heuristic Analysis

Contextual Observation

Data Analysis

## EXPERIENCE

### Novartis Pharmaceuticals Corporation

Director, UX Research | 2022–Present

- Transformed UX Research operations, increasing study volume by 116% and reducing costs by 76% through strategic platform adoption and process design.
- Led UX Research for all Marketing product verticals including the CRM ecosystem; Salesforce, Veeva, and Concur platforms, digital aids, and email.
- Benchmarked and elevated Novartis priority DSE, HCP, and DTC brand websites, driving measurable improvements in usability and engagement.
- Orchestrated and facilitated Design Sprints, mapping sessions, and other product development workshops, accelerating innovation and process efficiency across marketing product verticals.
- Recipient of UserTesting's 2024 Illumi Award for Outstanding Collaboration.
- Established first-ever customer insights benchmarks using advanced UX Research techniques and analytics.
- Led research for Cost Transparency, Universal Enrollment, and other above-brand initiatives eliminating usability friction and improving customer satisfaction.

## **Johnson & Johnson**

Product Design Lead, Digital Experience Design | 2022

- Led global cloud migration design for J&J Customer Connect, improving digital sales ratios and customer satisfaction across international markets.

## **Prudential Financial**

Vice President, Experience Design and Research | 2021

Director, Customer Experience, Digital Products | 2015–2021

- Delivered record-breaking conversions, usability, and customer satisfaction for Group Insurance and Retirement websites.
- Automated manual tasks, saving \$4M in 2021.
- Introduced Design Sprints for product innovation.
- Built and led high-performing teams, established UX research best practices, and drove operational efficiency.

## **Express Scripts**

Senior Manager, UX Strategy & Design | 2010–2015

Manager, User Experience Design | 2008–2010

Senior Designer, eCommerce Marketing | 2004–2008

- Led UX design and research teams, improved usability and engagement
- Created centralized UX design systems and accessibility guidelines

## **EDUCATION**

University of Rochester – MA, Visual and Cultural Studies

Whitney Museum Independent Study Program – Visual Artist

The Cooper Union for the Advancement of Science and Art – BFA

## **Certifications**

Rosenfeld Media: Design Operations

Rutgers Customer Experience

Forrester Customer Experience

Yale Cyber Leadership

IDEO UX Research

Edward Tufte: Analyzing & Presenting Data