



John McCall


SENIOR UX ENGINEER | VISUAL & SYSTEMS DESIGNER


Summary

Senior UX engineer, graphic designer, and digital systems builder focused on creating polished digital experiences and the systems that make them scalable.

I combine frontend engineering, visual design, creative direction, and process architecture to build workflow tools, rendering systems, and production platforms across regulated healthcare, B2B SaaS, ecommerce, and interactive web environments.

Contact

 **Location**
Downingtown, PA 19335

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 **Website**
<https://www.johnmccall.me>

 **LinkedIn**
[linkedin.com/in/john-mccall](https://www.linkedin.com/in/john-mccall)

Core Expertise

- UX Engineering & Frontend Development
- Graphic Design & Creative Direction
- Workflow Automation
- Rendering Pipelines & PDF Generation
- Accessibility & WCAG Workflows
- Design Systems & Component Libraries
- Branding & Digital Experiences
- Node.js / JavaScript Applications
- Process Architecture
- Modular UI Systems
- Enterprise Digital Production
- Adobe Creative Cloud
- JavaScript / Node.js
- Interactive Web Experiences

Featured Systems & Platforms

RENDYRD rendyrd.com

Document rendering platform for generating accessible, live-text PDFs from dynamic HTML, remote content, and application states.

[tech.notes] – Node.js, Puppeteer, JavaScript, HTML/CSS, PDF rendering, accessibility workflows

TEMPEST

Workflow automation platform for scalable template generation, asset management, and digital production pipelines supporting regulated review and corporate SDLC workflows.

[tech.notes] – JavaScript, HTML/CSS, template systems, workflow automation, production tooling

THE STACK

Manifest-driven modular application framework for interactive card-game systems with extensible UI, rules architecture, and client/server state.

[tech.notes] – JavaScript, Node.js, modular UI architecture, manifest-driven systems, state management, MTHR templating engine

THE FORGE

Figma plugin system for accessible, SEO-friendly SVG generation and reusable design-system workflows.

[tech.notes] – Figma plugin development, JavaScript, SVG, design systems, accessibility, asset automation

Professional Experience

HCC Web Specialist / Process Architect

Merck | Jan 2023 – Jan 2026

- Improve web production workflows and digital execution across regulated enterprise environments
- Build tools and process improvements that reduce manual effort and improve operational consistency
- Partner across teams to streamline scalable digital production and delivery systems
- Support accessibility-focused workflows and enterprise web standards
- Contribute frontend, UX, and creative problem-solving to improve internal systems and processes



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Professional Experience Pt.2

Art Director, Design & Process SME

Merck | Nov 2018 – Jan 2023

- Led design execution and process improvement across campaigns, digital assets, and branded experiences
- Directed creative production across large-scale digital and marketing initiatives
- Improved workflows, collaboration, and production quality across cross-functional teams
- Bridged creative, operational, and system-level business needs
- Helped shape scalable digital experiences and reusable production standards

Senior Brand Designer

AWeber | Mar 2021 – Apr 2022

- Contributed frontend implementation and visual design execution across responsive web and marketing experiences
- Supported reusable UI patterns, scalable brand systems, and digital consistency
- Collaborated across branding, UX, and development initiatives for B2B SaaS experiences

Senior Graphic Designer

eMerchandise Group | Aug 2016 – Aug 2018

- Designed campaigns, digital assets, web content, and branded marketing materials across ecommerce and promotional channels
- Supported visual identity systems and customer-facing digital experiences

Skills & Tools

Product & UX

UX/UI Design, Product Design, Prototyping, Design Systems, Accessibility, Workflow Mapping

Frontend & Systems

JavaScript, Node.js, HTML/CSS, APIs, Browser Automation, PDF Rendering, Modular UI Systems

Design & Production

Figma, Adobe Creative Cloud, Brand Systems, Digital Production, Template Systems, SVG / Asset Automation

Leadership & Process

Process Architecture, Cross-functional Collaboration, Technical Problem Solving, Project Management

