

Daniel Sanchez

Product Designer

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PROFESSIONAL EXPERIENCE

Zoetis

01/21 - 03/24

Principal Product Designer

- Initiated and created a flexible design system based on company values and brand guidelines, crucial for the design of high-visibility external and internal digital products. Guiding both internal and external vendors on brand-consistent design approaches, leading to increased efficiency in design processes, reduced development ambiguities, mitigating risk across the product development lifecycle.
- Designed a veterinary diagnostics lab management application, streamlining test order, patient, device management workflows
- Data synthesis and insight generation from user research and testing

Digitas Health

09/20 - 11/20

Senior UX Designer - Contract

- Designed mobile and desktop wireframes, prototypes, and final designs for HCP & Patient product websites.

OpenCrowd

02/18 - 03/20

Principal Product Designer

- Contributed to product strategy by ideating features and functionalities aligned with market needs and business objectives, based on collaborative stakeholder discussions.
- Designed wireframes, prototypes for spec blockchain products.

BGB Group

03/17 - 01/18

UX Designer - Contract

- Designed all interactive displays for Bistol-Myers 2017 ASCO conference.
- Created functional requirements & wireframes for interactive large screen displays of 42", 16'x9', tablet
- Designed wireframes, prototype, user, usability research final designs for VEEVA interactive sales aid
- Designed wireframes, prototype, and design for companion website for product launch

CDMi Connect

08/16 - 03/17

UX Designer

Accenture (MXM)

12/15 - 08/16

UX Designer

Standard & Poor's

06/12 - 06/15

UX Designer

QUALIFICATIONS

User research: Design thinking, Value Proposition Canvas, Business Model Canvas, qualitative and quantitative analysis, user interviews, user surveys, proto/user personas, empathy mapping, user journey, gamification (octalysis)

Design: Wireframing, Prototyping, High-Fidelity Designs/UI Specifications, iOS, Android, bespoke kiosks, diagnostic lab equipment, and large interactive displays

Tools: Figma, Sketch, Axure RP; Atomic Design; Fluent UI, Material Design, Apple HIG, ChatGPT, Google Forms, Axure RP, FigJam, HTML, CSS, WebFlow

EDUCATION

Fashion Institute of Technology - Advertising and Marketing Communications - AAS

2008

Borough of Manhattan Community College - Multimedia Art - AS

2012