

# DANIEL SANCHEZ

## SENIOR PRODUCT DESIGNER

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### PROFESSIONAL SUMMARY

Product designer with 10+ years of end-to-end UX for regulated products across healthcare, pharma, and financial data. Research-led approach across all phases, from discovery through delivery.

### WORK EXPERIENCE

#### Self-Employed 2024 – Present Product Designer

- Designed Timeline Weaver, an AI-native system for documenting and reflecting on personal life events
- Led end-to-end redesign of a client and session management app for personal trainers

#### Zoetis Inc. 2021 – 2024 Principal Product Designer

- Led research on Vetscan Hub — competitive analysis, personas, journey maps, and usability testing
- Designed the UI and design system that unified ten device workflows into one platform

#### OpenCrowd 2018 – 2020 Product Designer

Designed digital product experiences across fintech and emerging technology platforms.

#### BGB Group 2017 – 2018 UX Designer

Led UX across concurrent pharma projects: conference displays, a sales aid, and HCP/Patient websites.

- Designed all interactive booth displays using behavioral and ergonomic research
- Delivered Veeva sales aid and companion website specs enabling zero-revision offshore handoff

#### POSSIBLE 2015 – 2016 UX Designer

Designed consumer website and Petfinder Pro shelter-management app wireframes for Petfinder.com, covering search, adoption flows, pet status workflows, and organization profiles.

#### Medical Knowledge Group 2014 – 2015 Principal UX Designer

Designed Acuity, a healthcare CRM for KOL and HCP engagement, under compressed timelines.

#### S&P Global 2013 – 2014 UX Designer

UX design and interface contributions for financial data products on a financial ratings platform.

### EDUCATION

**Fashion Institute of Technology**  
Advertising & Marketing Communications

### SKILLS

Product Design, User Experience Design, User Research, Usability Testing, Design Systems, Information Architecture, Interaction Design, Figma, Axure RP, HTML, CSS