

Daniel Chinchilla, Sr Product Designer & Researcher | B2B | Psychological Storytelling

When uncertainty floods the room and everyone’s guessing, I guide Product Managers through the fog, until it becomes momentum.

Designer, Researcher, and a PM’s wingman with 8 years of experience. I lead through ambiguity, reveal the right problems, de-risk decisions with research, and design for outcomes that move the metrics that matter.

[Portfolio: secret.danielchinchillaux.com](https://secret.danielchinchillaux.com) [Linked In](#)

Languages: English (C1+), Spanish (Native), Portuguese (B1)

Tools: Figma, Axure, Dovetail, Qualtrics, Optimal Workshop, Amplitude, Sketch, Adobe XD, Figjam, Webflow.

AI: Vercel v0, Perplexity, Notebook LLM, Adobe Firefly, Storyboarder AI, Napkin AI, VS Copilot.

Skills: Design Systems, Wireframes, Prototypes, Concept Testing, Usability Testing, User Interviews, Surveys, Information Architecture, Tree Testing, Card Sorting, User Journeys, Accessibility WCAG 2.0, Behavioral Design, UX Double Diamond, Design Thinking.

Frameworks: HTML, CSS, SASS, IBM Carbon, Bootstrap, Foundation, TailWind, Material UI, Semantic UI.

Agile: Scrum, Kanban, Jira, Confluence, Trello.

Accelerated time-to-decision for complex embryology diagnosis by 41%, leading to an estimate of \$19,000 in annual productivity gains.

March 2022

Designed a patient history dashboard by surfacing critical fertility KPIs.

Sr Product Designer (Mentor) at Taller Technologies, Argentina

August 2024 — Present

- **Mentoring junior designers** on connecting **design to business goals**, stakeholder communication and self-confidence.
- **Coaching recruiters** on spotting business-driven designers demanded by high UX-maturity companies.

UX Researcher at CDK Global, Chicago, USA

January 2023 — Present

- **Leading** user research for **AI-assisted accounting workflows** aligned with **customer retention** for auto dealership management software.
- **Driving workshops with Product Managers and Designers** across the US, Brazil, and India, focusing on framing problem statements and outcome-driven design.
- **Coaching designers** on usability testing, fostering an impactful UX culture.

Senior UX Designer at TMRW Life Sciences, New York, USA

November 2021 — July 2022

- **Spearheaded product design** by exploring complex in-vitro fertility workflows, including embryo growth, clinical diagnosis and lab management.
- **Led interaction design** for an **embryo-freezing robot**, blending **physical and digital** user flows by creating logic-driven prototypes in Axure.
- Conducted conceptual **user research**, uncovering double data entry aversion, influencing the **VP to pivot product strategy**.
- **Collaborated globally** with **UK** hardware designers, **US** product managers and **South American** developers, ensuring technological and clinical alignment.
- **Optimized user interfaces** for a fertility **machine learning model** by spotting user inconsistencies in data entry and increasing data quality.

Senior UX Designer (Freelance) at Doowings, Brussels, Belgium

July 2022 — October 2022

- **Designed landing page concepts** and conducted **value proposition tests** that **uncovered credibility risks** for a network of highly-demanded IT professionals in Belgium.

Senior UI/UX Designer at Acklen Avenue Software, Nashville, USA

April 2018 — July 2021

- **Redesigned the information architecture of a gastroenterology portal** by leveraging data-driven user personas and realigning navigation with physician goals—reducing bounce rate by 32% and retaining 14,000 monthly visits.
- **Designed an accessibility-compliant healthcare pricing portal** for **IBM Health-**, coaching developers and QA on screen readers and visual impairments to deliver an accessible interface.
- **Redesigned a heavy machinery marketplace**, matching buyers' mental model by prioritizing repair costs over price.
- **Redesigned reverse logistics workflows** by identifying pain points and anticipating repetitive interactions.
- **Led design discoveries**, research reports and high-fidelity design presentations for end clients.
- **Built and managed design systems** with IBM Carbon, Material UI, Tailwind, Semantic UI, Bootstrap, and Foundation, using React Storybook and Zeplin, accelerating dev handoff.

UI/UX Designer at Acklen Avenue, Nashville, USA

January 2016 — March 2018

- **Created high-fidelity designs**, prototypes and wireframes using Figma and Sketch for mobile and web-apps in **healthcare, insurance and field maintenance**.
- **Sped up sprint delivery** by supporting developers with HTML, CSS prototypes.

- **Unblocked developers** by fixing UI bugs, fostering a collaborative dev-design relationship.

Courses

Design Research at UXER School (Spain)

October 2020 — November 2020

Dr. Nick Fine's "The Science of UX Workshop" at UX Live London 2018

October 2018

Education

Bachelor's degree: Communications & Advertising, Unitec Honduras

January 2010 — May 2013