

Details

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Daniel Chinchilla, Senior Product Designer

I'm a Strategic Designer with 8 years of experience and 3 years of full time research expertise. I partner with product teams to align customer outcomes with business goals, reduce risks and influence decisions through storytelling plot twists.

Links

[Case Studies Portfolio](#)

[Linked In](#)

Achievements

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 , potentially saving clinics 400 hours of clerical work annually.

Uncovered double data entry aversion, influencing the VP to pivot product strategy from software to hardware.

February 2022

Avoided a costly investment by identifying deal-breakers through an early-stage concept test for fertility cultivation software

Realigned information architecture with physician goals, leading to the retention of 14,000 monthly website visits.

September 2017 — April 2018

Identified content consumption behaviors among 16,000 gastroenterology members, increasing engagement by restructuring the information architecture.

Work Experience

UX Researcher at CDK Global, Illinois, USA

January 2023 — Present

- **Empower** Product Managers and Designers on **framing problem statements** and **outcome-driven design**.
- **Plan and lead user research** methodologies for car dealership workflows for users with **strong aversion to change**.

Sr Product Designer (Mentor) at Taller Technologies, Argentina

August 2024 — Present

- **Mentored junior designers** on connecting design to business goals, UX Research, problem-solving, career paths, stakeholder communication skills and self-confidence.
- **Coached recruiters** on spotting business-driven designers and researchers demanded by high UX-maturity companies.

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

August 2022 — October 2024

Uncovered credibility risks while conducting **value proposition tests** for a network of highly-demanded IT professionals in Belgium.

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

November 2021 — July 2022

- Led interaction design for **complex physical and digital workflows** with logic-driven prototypes using Axure.
- **Influenced machine learning data-mining strategy** by identifying anomalies in clinical data-entry behaviors.
- **Spearheaded product design** by exploring **complex embryology workflows** for in-vitro fertility hardware and software.
- Managed a repository of **interaction flows** for an **embryo-freezing robot**.

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

January 2016 — July 2021

- Led **UI Design**, wireframes, design systems and design QA of an accessibility compliant **healthcare pricing portal**, a **heavy machinery marketplace** and **hospital utilization management** software.
- Led client meetings for product discoveries, research reports and design presentations.
- **Sped up sprint delivery** and quality by supporting engineers with HTML, CSS prototypes for responsive websites.
- **Coached junior designers** in building confidence, stakeholder collaboration, identifying business goals, developer hand-offs and agile methodologies.

Languages

English (C1) C1

Spanish (Native) Native speaker

Portuguese (A2) A2

Skills

Outcome Driven Design

Mixed Methods User Research

Product Strategy

Ui Design

Concept Testing

Interaction Design

Storytelling

Figma

Axure

Customer Feedback

Wireframes

Information Architecture

UX Double Diamond

Design Systems

Mentoring

Accessibility WCAG 2.0

Agile / Scrum / Kanban

HTML & CSS

Cognitive Work Analysis

User Interviews

User Journeys

Usability Testing

Digital Product Design

Card Sorting & Tree Testing

Visual Design

Courses

Design Research at UXER School (Spain)

October 2020 — November 2020

Education

Bachelor's degree: Communications & Advertising, Unitec Honduras

January 2010 — May 2013