Daniel Wilcomb

Product Design Leader

I am a player-coach, equally adept at building and championing a product vision, guiding it in execution through team-building and partnership, and contributing to its delivery hands-on. The core principles of my approach are collaboration, inclusiveness, communication, and transparency. The result is an environment of infectious enthusiasm around a compelling shared vision that extends well beyond the design and even the product teams.

Domain Expertise

- Healthcare
- Biopharmaceuticals
- Financial Services
- AI and Machine Learning Solutions
- Manufacturing
- Human Capital Management (HCM)
- Retail / Personalization
- Higher Education
- SAAS software

Leadership Skills

- Strategic Planning and Program Management
- User Advocacy
- Design Thinking Methodology
- Team Composition and Mentorship
- Cross-Functional Collaboration
- Communication and Presentation
- Distributed Team Management

User Experience Skills

- User and Domain Research
- Lean and Agile Design Processes
- Atomic Design Systems
- Rapid, iterative Wireframing, Prototyping, and Usability Testing
- Responsive Web, native mobile (iOS, Android), and physical product design
- Accessibility (WCAG, ADA, 508)
- SAAS and white-labeled product design

Soft Skills

- Workshop Facilitation
- Coalition and Consensus Building
- Negotiation
- Public Speaking and Presentation
- Executive Interaction and Communication
- Strategy and Process Evangelism
- Sales & Marketing Support
- Vendor Management

Toolset

- UX Design & Prototyping (Figma, XD, Sketch, Axure, InVision)
- Design Systems (Zeroheight, Figma, Storybook)
- Product Management (Jira, Confluence, Trello, MS Project)
- Usability Testing & Analytics (UserTesting, Hubble, Loop11)
- Adobe Creative Cloud (XD, Illustrator, Photoshop, InDesign)
- Presentation Software (Keynote, PowerPoint, Prezi)
- Source Control (GitHub, BitBucket)
- Collaborative Whiteboards (FigJam, Miro)
- Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams, Sharepoint)

daniel@wilcomb.me   Linkedin | Portfolio   617-974-6960

Experience
Independent Artificial Intelligence Strategy
AI PRODUCT STRATEGIST 2024 - 2025
Bleeding-edge AI product exploration, design, and development.
Conducted intensive user research and AI-driven product design in manufacturing, finance, and product management. Client initiatives include:

- Operational assessment and process optimization at a large building materials manufacturer, leading to ShopFloor - a custom-tailored, AI-powered and accelerated workflow management system providing cross-departmental order fulfillment tracking down to individual components of each unit, as well as management analytics and AI-powered production, revenue, and cost forecasting.
- Ongoing design and development of an AI-driven product validation and product management toolset for evaluating new product concept potential as well as enhancements to existing products in the context of existing and planned functionality. (Competitive analysis, market fit, revenue potential, comparative opportunity costing, et-cetera.)

OneStream Software
UI/UX MANAGER 2021-2024
I created and led The Forge - OneStream's Design Thinking and User Experience practice - by leading comprehensive UX activities including research, product strategy, ideation, design, development, and testing. Collaborated with multidisciplinary teams across the organization and third-party solution developers to incorporate UX principles into organizational processes and culture. Educated stakeholders and teams on UX best practices, revolutionizing methodologies, and embedding UX as a core component of OneStream's corporate DNA.

- Catalyzed OneStream's mission to provide an integrated financial ecosystem for the Enterprise, delivering "Exponential Value" - consolidating financial data and planning functionality across disparate systems, allowing the business to focus on its core value proposition rather than operational minutiae.
- Built and supervised a cross-functional team comprised of designers, researchers, and front-end developers to foster collaboration and attain cohesive project delivery in close partnership with an entire spectrum from Scrum teams to executive management.
- Balanced an intricate combination of business goals, customer needs, and user understanding to create innovative, user-centered product design.
- Created and optimized flexible end-to-end UX processes that enhanced Agile and continually adapted to evolving project requirements.
- Organized company-wide Agile practices around a user-first approach from early conceptualization and roadmapping through iterative design, testing, development, release, and evolution.
- Developed and implemented a comprehensive design system to drive consistency and efficiency across all projects.

Experience (continued)

Bottomline Technologies
DIRECTOR OF PRODUCT DESIGN 2019-2021

Led the ideation of new mobile and Web products across multiple product lines, while transforming existing offerings into white-labeled solutions for Bottomline's financial customers. Championed development of a robust design system for uniformity across internally developed products as well as products acquired in strategic mergers.
- Applied state-of-the-art UX methodologies to combine machine learning solutions and steer mobile engagement strategies, propelling Bottomline to industry leadership.
- Crafted a visionary product ecosystem strategy to drive "incumbent" sales incentives for organic product upselling.
- Conceptualized the product design strategy and managed teams through research, detailed design, and implementation.

Birdzi, Inc.
USER EXPERIENCE DESIGN CHIEF 2014-2019

Led the user experience effort from concept through continuous releases with multinational teams on shopper applications (native iOS, Android, and responsive Web). Spearheaded design and development of retailer-facing analytics and catalog/offer management tools for three-tier monetization.
- Devised white-labeled shopper apps offering personalized, location-aware shopping features, offer management, and wellness-based product recommendations.
- Oversaw a comprehensive customer engagement ecosystem using machine learning for personalized shopper experiences.

Alere Accountable Care Solutions
DIRECTOR OF PRODUCT DESIGN 2013-2014

Built and guided a dynamic design team to spearhead the groundbreaking Connected Health initiative, focused on comprehensive patient care and at-home monitoring in post-surgical, chronic condition, and other high-risk populations. Operated end-to-end efforts in user research, software design and development, service design, packaging design, and physical device design. The ecosystem included tools addressing providers, patients, and payers through mobile and desktop apps, in-home diagnostic devices, professional care management, real-time communication, and AI analysis of health conditions and patient interactions.
- Catalyzed efforts that prompted a $600MM acquisition by United Health's Optum division, highlighting the strategic impact of the Connected Health initiative.
- Supervised a cross-functional effort to create mobile and responsive Web applications for physicians, care providers, and patients.

Additional Experience
• Principal User Experience Designer & Manager, Kenexa (an IBM Company)
• Senior User Experience Designer & Project Manager - Axis Technology
• User Experience Designer & Information Architect - netNumina Solutions

Education
BACHELOR OF ARTS IN ENGLISH
Concentration in Writing, Minor in Natural Sciences
Internships in Web Design & Development and Infectious Disease Research
Worcester State University, Worcester, MA