

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)
- Collaborative Whiteboards (FigJam, Miro)
- 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)
- Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams, Sharepoint)
- AI-accelerated design workflows (Replit, Claude, OpenAI, Perplexity, Loveable, etc.)

Experience

Independent AI Product Design & Strategy

PRINCIPAL DESIGNER, AI PRODUCT STRATEGIST 2024 - 2025

Bleeding-edge AI product exploration, design, and development. Conducting intensive user research and AI-driven product design in manufacturing, finance, and product management.

- 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 - resulting in an **80% reduction in status-related administrative overhead**, and **150% increase in responsiveness** to customer order inquiries.
- Ongoing design and development of Greenlight - an AI-driven product validation and product roadmap toolset for evaluating new product concepts 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 - leading comprehensive UX activities including design research, product strategy, ideation, design, development, and testing. Spearheaded the SaaS design strategy for new Web and Marketplace initiatives, directly responsible for a **30% increase in subscription revenue** and **35% increase in year-over-year total revenue**. Incorporated UX principles and design thinking into OneStream's cultural DNA, revolutionized methodologies, and **established UX as a core competitive differentiator**.

- Catalyzed OneStream's mission of delivering *Exponential Value* - providing an integrated SaaS financial ecosystem for the Enterprise - 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, fostering collaboration and attaining cohesive project delivery in close partnership with an entire spectrum of participants from Scrum teams to executive.
- 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 SaaS 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 white-labeled native mobile (Android / iOS) shopper applications offering personalized, location-aware shopping features, targeted offers, and wellness-based product recommendations. Spearheaded design and development of retailer-facing analytics and catalog/offer management tools for three-tier monetization.

- Customers realized a **25% increase in customer retention**, **60% increase in coupon-based revenue**, and **15% increase in basket sizes** in users of the mobile application.
- Oversaw a comprehensive customer engagement ecosystem using machine learning for personalized shopper experiences.
- Improved targeting and promotional ROI - boosting redemption rates and promotional effectiveness, resulting on a higher return on marketing spend and greater incremental revenue from optimized discounts.

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.
- Designed an ecosystem of software, physical devices, and services that resulted in a nearly **90% reduction** in emergency visits and hospital readmission and a commensurate **30% decrease in overall healthcare costs**.
- Supervised a cross-functional effort to create mobile and responsive Web applications for physicians, care providers, and patients

Kenexa (an IBM Company)

PRINCIPAL USER EXPERIENCE DESIGNER AND MANAGER 2009-2013

I led a team driving the creation and evolution of Smarter Workforce solutions from the earliest stages of conception and research through delivery, testing, and ongoing enhancement. I operated at the executive level setting product vision and market strategy, through product management, and to the producer level, working hands-on with design and development. The IBM Smarter Workforce platform consists of software, data, and services for strategic human capital management. With over 8,900 customers in 21 countries, the platform enabled companies like Walmart, Target, and Disney to hire, train, compensate, and evolve their entire workforce.

- Conceived and executed the vision for RapidHire, the first in a series of cross-product experiences designed for a specific user community (in this case, hourly hiring managers). The solution **increased Kenexa's addressable ATS market by 65% (\$1.4B - \$1.7B)**, and headlined the company's 2012 new product releases.
- **Reduced usability-related support requests by 40%**
- Oversaw a large UX-driven effort based on the RapidHire *Interface Inversion* strategy - creating targeted experiences for distinct user communities that elegantly incorporated functionality across separate products into a tailored and seamless workflow. The strategy was credited even in its earliest stages with a **40% lower customer churn** and an estimated **60% higher lifetime value**.

Consulting Experience

- Senior User Experience Designer & Project Manager - Axis Technology - (2004-2009)
- User Experience Designer & Information Architect - netNumina Solutions - (2000-2004)

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