

Daniel Merino Remote EST, Washington D.C
Product Design (UX) Leader
Currently: UX Director

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Product design leader, UX strategist, and thought leader with a proven track record of driving digital transformation, scalable design systems, and human-centered innovation. Over 15 years of experience in UX and product design, leading high-performing teams and crafting data-driven solutions that enhance business outcomes. Passionate about mentorship, cross-functional collaboration, and delivering world-class user experiences.

Core Competencies & Specialized Expertise

Leadership & Team Development: Building, scaling, and mentoring high-performing UX teams to drive innovation and business success.

Stakeholder Alignment & Cross-Functional Collaboration: Expert in driving consensus through compelling storytelling, engaging presentations, and enterprise UX evangelism.

SaaS & B2B UX Expertise: Extensive experience designing and optimizing UX for enterprise SaaS platforms, B2B solutions, and monetization strategies that drive business growth.

User Research & Strategic Insights: Embedding behavioral analytics and customer intelligence into UX strategy to drive data-backed product decisions, feature adoption, and business growth in B2B SaaS.

Product & UX Change Management: Expert in navigating and leading UX through organizational transformations, mergers, and acquisitions, ensuring seamless transitions and alignment across teams.

Data-Driven UX & Visualization Storytelling: Specialist in establishing unique, high-impact data visualization systems that enhance product experiences, reinforce brand identity, and drive actionable insights through compelling visual narratives.

AI-Powered UX & Generative Interfaces: Designed and launched Synapse (Synappy), the first AI chatbot at Telenuron, leveraging generative UX and conversational UI to enhance usability and data access.

Product Roadmap & Strategy: Reframing product direction with UX insights, optimizing MVPs for business growth.

Relevant Professional Experience

[TalentNeuron](#) Remote, D.C - March 2023 - Present
Director, User Experience and Design

- Spearheaded the UX design transition during TalentNeuron's separation from Gartner, establishing a fully independent UX team from the ground up.
- Sustained an industry-leading 4.5 NPS through strategic UX enhancements, reinforcing customer satisfaction and product value.
- Reduced churn by optimizing data filtering capabilities (major overhaul) for key workflows, improving retention, and ensuring a seamless user transition.
- Designed Synapse (Synappy), TalentNeuron's first AI-powered insights agent, improving data accessibility and user engagement.

- Created a new UX strategy, ensuring product continuity and rapid adaptation to a new corporate structure post-acquisition.
- Built the Signal Design System, an enterprise Design System with a world-class data visualization library, ensuring alignment with product needs and branding.
- Developed TalentNeuron's first Employee Value Proposition (EVP) and Employer Branding module, enhancing product offerings and financial success.
- Established a lean UX research framework, integrating tools like Hotjar, NPS scoring, and Dovetail, amplifying customer insights and driving data-backed product decisions.
- Led vendor procurement and management, handling RFPs, vendor selection, and ongoing collaboration to scale UX capabilities effectively.

[Gartner](#) Arlington, VA– October 2021 –March 2023 | User Experience, **Sr. Director Gartner**- Global Product Management (GPM)- New Tools

- Led a multidisciplinary UX team (3 Senior UX designers, 2 Senior UX researchers, 1 Design Ops associate), fostering collaboration and innovation
- Led UX integration into Gartner's centralized product organization, driving digital transformation across multiple business units.
- Partnered with the Product SVP to conceptualize, design, and launch a new product from the ground up.
- Designed and delivered multiple ready-for-dev concepts for new Gartner offerings, including a Third-Party Risk Management tool that helped Gartner clients mitigate compliance and security risks with vendor business partners.
- Acted as a strategic design consultant for the product roadmap, ensuring UX was aligned with business and customer needs.
- Hands-on design work: Created POCs, wireframes, prototypes, and high-fidelity UI, pushing pixels and refining user experiences for key initiatives.
- Built and scaled a high-performing UX team, hiring designers who thrive in ambiguity and driving a human-centered design process.

March 2020 –October 2021 | User Experience, **Director** - [Gartner TalentNeuron](#)

- Partnered with Product and Business Leadership to identify growth opportunities and align UX with business strategy.
- Designed an executive-ready report generator, empowering CHROs of Fortune 500 companies with fully customized real-time HR insights reports.
- Spearheaded product team's remote UX transformation, reimagining design workflows for a fully remote, global team.
- Developed a UX Strategy that balanced rapid roadmap execution with the gradual adoption of user-centered methodologies.

March 2017 –March 2020 | User Experience, **Manager** - [Gartner TalentNeuron](#)

- Led the seamless migration of core clients to a new platform with enhanced capabilities, ensuring continuity of value drivers and achieving a 92% client retention rate during a critical transition period.
- Built TalentNeuron's UX practice from scratch, defining UX standards for real-time global HR analytics.
- Introduced Design Thinking as a core organizational framework, transforming how products were conceived and designed.
- Proved the value of UX Research, securing leadership buy-in and employing the company's first dedicated UX Researchers.

- Mentored junior designers, guiding them from visual design roles to senior UX ownership of major product streams.
 - Developed a UX Strategy that balanced rapid roadmap execution with the gradual adoption of user-centered methodologies.
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Medullan Inc. Washington, DC, US

April 2015 – February 2017 Sr. UX Design **Consultant**

- Served as lead UX consultant for Medullan's most prominent client, Blue Cross Blue Shield – Federal Employee Program, a healthcare provider with over 1.5 million registered members.
 - Managed client relationships by facilitating workshops and working sessions in Medullan's D.C.-based Design Studio, ensuring alignment between business objectives and UX strategy.
 - Developed an iterative design and review process, enabling an eight-person design team and a multidisciplinary client team to collaborate efficiently.
 - Led the creation of a comprehensive design system for the client's digital experience platforms, establishing scalable UI patterns and consistency across products.
 - Advised clients on UX best practices, service design, and product strategy, ensuring user-centered approaches were embedded in digital transformation efforts.
 - Beyond client work, contributed to Medullan's brand evolution, leading photography and design efforts for the company's marketing website redesign.
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Inforeliance Corp Fairfax, VA, US

Sep 2014 – April 2015 UX/UI Design **Consultant**

- Served as a UX/UI consultant for multiple U.S. government agencies, applying human-centered design principles to improve digital services and regulatory processes.
 - Led the UX strategy and design for the National Credit Union Administration (NCUA CUSO Registration), developing a streamlined digital registration funnel to enhance accessibility and compliance.
 - Established design and front-end development standards for the NCUA CUSO registration application, successfully launched in February 2016.
 - Facilitated requirements gathering sessions with government stakeholders, translating complex regulatory needs into low-to-mid fidelity wireframes and actionable UX recommendations.
 - Conducted usability testing with government users, ensuring product and design decisions were data-driven and optimized for ease of use in compliance-driven environments.
 - Created high-fidelity interactive prototypes using HTML5, CSS3, and SASS, bridging the gap between design and front-end development.
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Millennial Media (now Verizon Media) Baltimore, MD, USA

Sep 2013 – Sep 2014 | **UX Engineer**

- Developed Agile expertise in a fast-paced tech environment, working cross-functionally with product and engineering teams.

- Partnered with product managers to define business requirements, user needs, and a lean product roadmap focused on delivering immediate value.
- Led the creation of a living style guide, establishing design system principles for streamlined collaboration between UX and engineering.
- Embedded in Agile workflows, working closely with developers to ensure seamless implementation of UX/UI designs.

Constellation Energy Baltimore, MD, USA
Jan 2012 – Sep 2013 UX/UI Design **Consultant**

- Designed and optimized customer-facing web applications, including mobile enrollment funnels and digital marketing assets, to drive business growth.
- Partnered with business leaders and developers to launch **home.constellation.com**, enhancing user experience and boosting conversion rates. Led UX strategy for digital marketing, ensuring data-driven design across web banners, emails, and social campaigns.

Social Security Administration (SSA) Baltimore, MD, USA
Jul 2010 – Jan 2012 | Web Designer, Marketing

- Served as a UX consultant and web designer for the Office of Electronic Services, enhancing internal digital experiences.
- Designed secure, 508-compliant intranet websites, ensuring accessibility and usability.
- Led UX efforts for digital marketing campaigns, promoting electronic services to 45,000+ field office employees and contributing to national workgroups to improve SSA's website functionality.

Skills

Leadership & strategy

- UX Leadership, Mentorship & Team Development
- UX Strategy & Roadmap Alignment
- Design Operations (DesignOps) & UX Governance
- Agile & Lean UX Processes
- Cross-Functional Collaboration (Product, Engineering, Data)
- UX in Mergers, Acquisitions & Organizational Change
- UX Research Integration & Data-Driven Decision Making

Enterprise UX & SaaS Expertise

- B2B SaaS UX & Enterprise Applications
- UX for Labor Market Analytics & Data-as-a-Service (DaaS)
- Complex User Workflows & Role-Based Access UX
- Dashboard & Data Visualization Storytelling
- Scalable Design Systems & UX Governance
- Accessibility & Inclusive Design (WCAG, 508 Compliance)

Emerging Tech & AI in UX

- AI & Personalization in Enterprise Software
- Generative UX & AI-Powered User Interfaces
- Conversational UI & Chatbot Experience Design

EDUCATION

Catonsville, MD, USA UMBC

BA – Visual Arts, Graphic Design