

Blanca I. Diaz

Product designer with experience solving complex problems that impact millions in health, SaaS, & finance. As a community-oriented individual, I focus on designing experiences that empower people.

Remote/SF Bay Area

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Portfolio: bdiaz.us

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DESIGN

Information
Architecture
Design System
User Flow
Wireframing
Prototyping
AI Workflow
Typography

USER

RESEARCH

Competitive
Analysis
Data Analysis
Mixed-Method
Usability Testing
A/B Testing

TOOLS

HTML/CSS/JS
Figma
Adobe CS
Framer/Webflow
Jira/Confluence
ChatGPT/Gemini

AWARDS

**Accessibility
Design Winner**
2022 & 2021
Color
Hackathon

**Product Design
Finalist**
2021 CreateSC
Hackathon

LANGUAGES

English, Spanish

WORK EXPERIENCE

Senior Product Designer, Growth & Payments - Paytient Technologies Inc. (B2B2C)

APR 2024 - PRESENT

- Launched a Medicare financial health platform from 0→1, enabling access for **25M+ eligible users & generating \$10M** in revenue by integrating inclusive UX, regulatory compliance, & AI-informed user segmentation
- Scaled UI consistency by architecting a **38-component design system** with ARIA annotations & AI-assisted documentation, reducing engineering handoff time & accelerating implementation across portals
- Improved payment **success rate to 95%** across \$83.8M in managed balances by designing 12+ complex user flows & aligning cross-functional teams around participant & advocate experiences

Product Designer - Carrot Fertility (B2B desktop & mobile web application)

APR 2023 - JAN 2024

- Delivered **14+ mobile & web features** through WCAG-compliant designs, leveraging mixed-method research & rapid prototyping to support patient journeys
- Shipped visual & hardware specs for credit card to **1M+ members**, within a 2-week sprint, partnered with Brand & Product VPs applying systems thinking

Product Designer - Color Health Inc. (B2B2C desktop & mobile web application)

SEPT 2021 - NOV 2022

- Generated **\$16M+ in revenue**, in partnership with the National Institutes of Health, by designing an E2E genomics product for 1 million patients through ethical, accessible UX practices & adapting it to CDC updates in real time
- Reduced design inconsistencies across **5 teams**, saving ~90 engineering hours, by expanding the design system with scalable UI components & accessibility guidelines.

UX Designer (interim) - Dandelion Chocolate (B2C desktop & mobile web application)

OCT 2019 - SEPT 2021

- Spearheaded a cross-functional redesign of the digital storefront, leveraging qualitative insights & A/B testing to achieve a **300% YoY** lift in conversion

RELATED EXPERIENCE

UX Organizer & Facilitator - Techqueria: Latinxs in Tech | Non-profit

AUG 2021 - PRESENT

- Foster inclusive design dialogue for **600+** UX Latine professionals, by facilitating weekly events & mentoring jr designers across the tech ecosystem

EDUCATION

Stanford University, Stanford, CA
B.A. Identity, Diversity, & Aesthetics

CERTIFICATIONS: Professional UX Design Program - Google, Designing for Accessibility