

Blanca I. Diaz

Senior Product Designer

San Francisco Bay Area, CA / Remote | (650) 815-8953 | bdiaz@alumni.stanford.edu

Portfolio: bdiaz.us | LinkedIn: [/in/blancainUX](https://in/blancainUX) | Vibe-coded (desktop): [design philosophy](#)

Product designer with a track record of owning complex consumer experiences end-to-end—at scale, with craft, and with a consistent ethical-by-design lens. I apply agentic AI workflows to accelerate and raise the quality of execution, prototype rapidly in code, and build design systems that help teams ship with confidence.

WORK EXPERIENCE

Senior Product Designer — Paytient Technologies (*B2B & B2C Healthcare Fintech*)

Apr 2024 – Present

- **Led 0→1 design** of a Medicare financial health platform, defining core product primitives (benefits model, segmentation engine, compliance surfaces) from scratch in a problem space with no established conventions scaling to 25M+ eligible users.
- **Built the team's agentic design workflow**, applied AI tools to synthesize research, plan studies, and rapidly translate wireframe sketches into production-ready explorations compressing concept-to-validation cycles and raising the quality of execution across the product team.
- Designed end-to-end payment flows across web & mobile **achieving a 95% payment success rate across \$83.8M** in managed balances, translating complex regulatory & technical constraints into trustworthy, frictionless experiences.
- **Architected a 38-component design system** with interaction patterns, ARIA annotations, & governance rules used across 4 product teams. Embedded accessibility, interaction logic, & usage guidelines so designers & engineers make correct decisions by default.
- Led in-person user research with Medicare beneficiaries & advocates; created the team's first research templates, synthesis frameworks, & competitive analysis building research infrastructure the entire product org now operates on.

Product Designer — Carrot Fertility (*B2B2C Healthcare*)

Apr 2023 – Jan 2024

- **Delivered 14+ features across mobile & web** through rapid prototyping (including HTML/CSS/JS) & WCAG-compliant design, supporting patient financial & care journeys.
- Designed both the consumer member portal & an internal payments operations tool for the claims team, simplifying complex financial workflows into reliable, error-resistant experiences.
- Led user research that uncovered 78% of denied expenses were due to missing documentation; designed preventative education flows that **reduced denials by 20% & saved the payments team ~2 hours/day in claim review time**.

Product Designer — Color Health (*B2B2C Digital Health — NIH Partnership*)

Sep 2021 – Nov 2022

- Partnered directly with NIH researchers and clinicians to design the core genomics platform architecture (data flows, permissions, CDC-driven logic), enabling real-time clinical results for **1M+ patients & generating \$16M+ in revenue**.
- Translated complex clinical data (genetic results across 59 genes) into clear, accessible consumer experiences making sensitive health information understandable, private, and trustworthy for a diverse population of 1M+ patients.
- Expanded design system with scalable UI components & accessibility guidelines, **reducing inconsistencies across 5 teams & saving ~90 engineering hours**.

UX/UI Designer — Dandelion Chocolate (*B2C E-commerce*)

Oct 2019 – Sep 2021

- Led end-to-end redesign of a global consumer e-commerce experience, driving decisions through qualitative research, A/B testing, & rapid iteration **achieving a 300% YoY conversion lift and \$1M in single-month revenue** (company record).

SKILLS & TOOLS

Design: 0→1 Product Design, AI-Augmented Design Workflows, Rapid Prototyping (Figma + Code), Information Architecture, Design Systems, Interaction Design, Visual Design, Motion, Accessibility (WCAG/A11y), Responsive Design
Research: Mixed-Method Research, Usability Testing, Competitive Analysis, Data Analysis, A/B Testing, User Interviews, Field Research
Tools: Figma, HTML/CSS/JavaScript, Claude, Lovable, Vo, Gemini, Adobe Creative Suite, Framer, Webflow, Jira/Confluence, Heap, Datadog
Languages: English, Spanish

COMMUNITY & LEADERSHIP

UX Organizer & Facilitator — Techqueria: Latinxs in Tech (*Non-profit*) Aug 2021 – Present

- Foster inclusive design dialogue for **700+ UX Latine professionals**; facilitate weekly events & mentor junior designers across the tech ecosystem.

EDUCATION & CERTIFICATIONS

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

Certifications: Professional UX Design Program (Google) | Designing for Accessibility (Deque Systems)

Awards: Accessibility Design Winner, 2022 & 2021 Color Hackathon | Product Design Finalist, 2021 CreateSC Hackathon