DANIELA PENATI

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http://www.dpenati.com

HIGHLIGHTS

- Created and launched **new mobile app** (native iOS) to facilitate communications between patients and physicians, enabling patients to access their medical record, schedule appointments, message their doctors, both online and on their phone.

- Designed **new Physicians Portal** (responsive site) capable of: authentication, device agnostics, critical communications, and resources training.

- Reshaped how healthcare and health plan services are presented to patients as healthcare reform reinvents the industry by creating **new models to integrate traditionally segmented information**.

PROFESSIONAL EXPERIENCE

UX LEAD
John Muir Health, Walnut Creek, California 2013 – present
John Muir Health is a collaborative, patient-centered health care environment.
- Owned end-to-end user experience across the entire product family.
- Promoted design thinking, and organized discovery workshops to solve information design challenges within an agile organization.
- Conceived, defined, and executed user experiences across web and mobile products for new Physician Resource Center Portal.
- Created and launched new iOS app to facilitate communications between patients and physicians.
- Partnered with stakeholders, set UX standards, and presented design for integrated web portals to chief executive officers to influence product strategy.
- Championed ongoing improvements by considering customer feedback, site metrics, and usability findings.
- Delivered an inspirational design vision for Canopy Health, aligned to overall company strategy and translating that vision into actionable investment priorities.

PRINCIPAL, UX DESIGN
Symantec Corporation, San Francisco, California 2010 – 2013
Symantec is market leader in computer security and Data Loss Prevention (DLP).
- Aligned UX across DLP platform and promoted "Community of Practice" by spearheading Principles and Best Practices of UX Design sessions.
- Prioritized UX stories in the backlog and facilitated collaboration among teams.
- Led participatory ideation design workshops with product managers, QA, developers, and researchers.
- Implemented a strategy for fixing UX 'broken windows' starting with surface improvements, going progressively deeper into structural issues and ending with a big organizational shift.
- Conducted customer research interviews and advocated the implementation of re-use strategies, leveraging previous design solutions to allocate resources more efficiently.

SPEAKER
- "Can UX be Agile?" | Cutting Edge (Culver City 2013)
- "Gamification for Enterprise" | Cutting Edge (Mountain View 2012)

UI/UX ADVOCATE
Pie Digital, San Francisco, California 2009 – 2010
Pie Digital provides innovative solutions for Home Networking.
- Worked with PMs, engineers, and stakeholders to help evolve ideas for new and existing features.
- Unified the branding across multiple channels—touchscreen home device, client-side user app, enterprise customer support app, online portal.
- Drove the participation of all parties involved to quickly get sign off.
- Created from scratch a usability room to conduct usability testing, workshops, and ideation sessions.

USER EXPERIENCE MANAGER
International Asset Systems, Oakland, California 2008 – 2009
IAS provides equipment management and tracking services for the transportation industry.
- Guided the full redesign of company comprehensive suite of intermodal web applications into a single platform, and mentored consultants.
- Worked with chief architect and product managers to create a unified, flexible framework that improved modularity of web applications and streamlined the development process.

USER EXPERIENCE MANAGER
MIRIXA Corporation, Emeryville, California 2006 – 2008
Mirixa provides a SaaS platform to simplify and standardize healthcare delivery.
- Fully redesigned a clinical web application.
- Enhanced program modularity, and added a broad range of refinements, fixes, and enhancements, resulting in doubling the number of clients (from approx. 4000 to 8000).
- Art directed the launch of the new company brand.

ART DIRECTOR promoted to CREATIVE DIRECTOR after three years
MARCOLE ENTERPRISES, Walnut Creek, California 2000 – 2006
- Won Best Kiosk Interface Design Award Runner-Up, Gift RegistryWorks: For integrating the complexity of many requirements into one single, user-friendly interface. (KIOSK Magazine annual rewards, 2000)

EDUCATION

INTERNET DESIGN & TECHNOLOGY, SFSU MSP, San Francisco, California.
GRAPHIC DESIGN, College of Castello Sforzesco, Milan, Italy.

ONGOING LEARNING
NNg | **UX Certificate**, Nielsen Norman Group, certificate.
UX Week | **Usability Testing,** Nielsen Norman Group, full day class.
UX Week | **Persuasive Web Design,** Nielsen Norman Group, full day class.
GSMI | **Evolve UX 2016**, 2-day conference.
GSMI | **Not Your Everyday Journey Mapping Workshop**, 1/2-day workshop.
GSMI | **Rethinking Service Experience Interactions for Disruption**, 1/2-day workshop. Won 1st prize
UX Week | **The Human Mind and Usability,** Nielsen Norman Group, full day class.
UXIM | **UX Immersion Mobile 2015**, 3-day conference.
Coursera | **User Experience: Research & Prototyping**, University of San Diego, 4-week.
UX Week | **Mobile User Experience,** Nielsen Norman Group, 1-day class.
UX Week | **Visual Design for Mobile and Tablet: Day 2,** Nielsen Norman Group, full day class.
GSMI | **UX Strategies Summit 2015**, 2-day conference.
GSMI | **Lean UX – Really Fast Prototyping and Testing**, full day workshop.
Coursera | **Content Strategy**, Northwestern University, 6-week.
Coursera | **Creativity, Innovation and Change**, University of Pennsylvania, 8-week.
Coursera | **Gamification**, University of Pennsylvania, 6-week.
UIE | **Designing Dashboards**: The Do_s, Don_ts, and D_ohs! | Hagan Rivers, virtual seminar.
UIE | **Build a Winning UX Strategy from the Kano Model** | Jared M. Spool, virtual seminar.
UIE | **Prototyping a Responsive Design** | Jason Cranford Teague, virtual seminar.
UIE | **GameStorming** | Dave Gray, virtual seminar.
UIE | **Mobile First** | Luke Wroblewsky, virtual seminar.
Improving the Accessibility of Government Information | Section 508 Accessibility, Stanford University.
Data and Information | Edward Tufte, San Francisco, full day seminar.

SKILL SET

Contextual interview, ethnography, diary studies, field studies, remote testing, prototyping (paper and web), usability testing, information architecture, journey mapping, card sorting, user flows, wireframing, mockups, heuristic analysis, interaction design, visual design, agile methodology, user-centered design, project management, HTML, CSS, branding, touch screen design, task model, site maps, personas, use cases, user stories, content analysis, content inventory, creative briefs, mobile user experience, service design.

CLIENTS AND COMPANIES

John Muir Health, Canopy Health, Symantec, Pie Digital, IAS, National Semiconductor, Lucent Technologies, Siemens Nixdorf, GN Resound, Portola Packaging, GMAC, Mirixa, Neiman Marcus, Sur La Table, Linens' N Things, Z-Gallery, Sears, OSH, Yardbirds, Petsmart, Scheels Sport, EniChem, Photo Trust, Blue Cross Blue Shields, MemberHealth, United American Insurance, DHL, NYK Logistics, APL, Hamburg-Sud, Hanjin, Hapag-Lloyd, Maersk, Triton Container.

LEAD UX DESIGNER
John Muir Health

Damon Damele *Senior Product Manager at John Muir Health*

Daniela is one of the most knowledgeable, creative, and customer focused UX professionals I have ever had the pleasure of working with. She is extremely well-versed in a variety of design methodologies, user testing approaches, and best practices. Her greatest strength, however, is her drive to understand and help users.

Putting the user first is the secret to Daniela's success. In her interactions with users, she has an innate ability to put them at ease. She gets them to open up and, by doing so, she is able to get to the root of the issues they are facing. Once she understands this, she is able to draw on her vast knowledge to help solve the problem.

Daniela is also a terrific teammate. She is personable and friendly, but also willing to push the team to be the best they can possibly be. She is equally at ease with developers, product owners, and QA engineers. She takes the time to understand their thought process and to "speak their language", which allows her to better advocate on behalf of the user.

I certainly would recommend Daniela without hesitation.

July 15, 2016, Damon worked directly with daniela at John Muir Health

Jim Gentz *Senior Product Manager at John Muir Health*

Daniela is one of those rare individuals with a mastery of skills and an ability to draw on them at will.

Healthcare needs strong, well balanced, skilled individuals, and with Daniela they have one of the best. She is not only a wealth of experience but has the ability to facilitate and probe, uncovering the true meaning of users. She is very comfortable in emerging segments as well, providing clarity and shape in ways that are intuitive to users.

Over the last few years I have had the pleasure to work with Daniela on several very high profile projects. She strikes the perfect balance of professionalism yet engaging, something you need to derive the best user experience. I consider her to be a mandatory contributor from journey mapping to implementation and critical component for all of our product development efforts..

July 10, 2016, Jim worked directly with Daniela at John Muir Health

PRINCIPAL, UX DESIGN
Symantec Corporation

Shobana Radhakrishnan *Vice President of Engineering at Mindflash*

I worked with Daniela while managing the Platform groups in Symantec, and she was one of the best team players I have met. Daniela is very hard-working and detail-oriented in her execution. She makes a sincere effort to connect with everyone on the team. She is also very open to input and incorporates feedback from all stakeholders when discussing her ideas with the broader team. Her flexibility and strong technical skills in UI Design make her a good addition to any team.

February 26, 2011, Shobana managed daniela indirectly at Symantec

Xinyu Zhang *UX manager, Space Platform at Juniper Networks*

Daniela is an exceptional UX designer and thought leader. She always takes holistic view when approaching a design, not only taking care of the immediate product needs, but also providing clear vision of how to scale into the future. She drives the design guideline along the way of the project while looking for innovations and new way of addressing a design issue. She knows when it is appropriate to break the rule. In addition, she always encourages team collaborations and ideastorming.

I certainly had a lot of fun when I worked with her to support the Symantec DLP product. I highly recommend Daniela.

May 17, 2012, Xinyu worked directly with daniela at Symantec

UI/UX ADVOCATE
Pie Digital

Maria Christina Hernandez *Cx Interaction Designer at Wells Fargo*

I started working with Daniela since May of 2010 and she has been an incredible mentor and designer. I have assisted Daniela with various interactive and UI design projects under tight deadlines. She has a great eye for detail and the ability to multi-task under pressure. Through my experience and observations, Daniela definitely lives up to her title as a UI Designer at Sr. Level. She has strong management skills, excellent UI design work and is quite vocal when it comes to presenting her work with the staff. Even through the most busiest days, Daniela always finds time to provide feedback for my work.

I would recommend Daniela as a great asset to any company in search of a designer with strong leadership ability. I've had the great pleasure of working with her and learning so much, in the process.

August 2, 2010, Maria Christina reported to daniela at Pie Digital

Shay Smart *Management Consultant*

Daniela is as thoughtful an Interaction Designer as you'll find. She has an incredible discipline in looking holistically at the usability experience for which she is architecting a solution. With years of real experience, Daniela is a keen observer, understands all facets of UI and UX design across multiple platforms, is an expert in usability testing methods and techniques, and she delivers the quality necessary for market adoption.

July 22, 2010, Shay managed daniela at Pie Digital

USER EXPERIENCE MANAGER
International Asset Systems

Jan Buchholz *HR Director at ABBYY USA*

Daniela is highly experienced in her field and did an outstanding job as our User Experience Manager at IAS. She was diligent, professional and worked with many employees at all levels of the organization extremely effectively. Daniela was passionate about her job and ensured her ideas were conveyed effectively, even in the most difficult situations. Employees and managers alike praised her work and attitude. She was very good at getting her viewpoints across. She is a "star" employee and any company would do well to hire her.

October 6, 2009, Jan worked with daniela at IAS - International Asset Systems

J-P Giovanni *Cross-functional leader*

Daniela brought her fresh perspective and extensive knowledge to IAS as we were looking at re-designing and upgrading our SaaS software services. Her ability in incorporating user experience aspects into web services design really impressed me from the get go and was critical in the successful re-design and re-launch of these services. Daniela is also very inquisitive in her approach, learning as much as possible from users, support staff and management; the end results of her work shows that deep understanding, even in areas that were very new to her and fairly complex.

I highly recommend her for the design or re-design of software or web services that requires the incorporation of user experience.

August 30, 2009, J-P managed daniela indirectly at IAS

Sildy Augustine *Group Product Manager at eHealthInsurance*

Daniela guided our most important platform administrative user experience effort. She walked the entire organization through the process of creating a compelling and well thought out UI, getting buy-in at each point and making it a team effort. I personally worked with her on re-doing the interaction design for my product and found her to be a very detail oriented professional which is a key characteristic for her role. She places a strong emphasis on what the user needs to accomplish at each point. Additionally, she brings a wide range of graphic design skills that were strongly leveraged in our marketing department.

July 8, 2009, Sildy worked directly with daniela at IAS

Marc Balcer *Chief Architect for Model Compilers and Executive Producer, Bay Area Quiz Kids*
I had the pleasure of first working with Daniela on an engagement in which we planned how to transition a client's web applications into a unified service-oriented architecture with a much more modern and unified user interface. When Daniela joined our team we only knew that we wanted to significantly improve our user experience and that we wanted to "do AJAX."
Daniela brought in a methodology for analysis, designed a style guide, worked with developers to realize that style guide in two different technologies (GWT and SmartClient), and then used that guide to create the detailed visual design for three applications. Throughout this process, Daniela made us think--not only about the user experience, but also about the underlying customer processes. She demonstrated that no matter how skilled we might be in the technologies of user interaction, a good user experience analysis and design are essential to the success of the products.
June 18, 2009, Marc worked directly with daniela at IAS

USER EXPERIENCE MANAGER
Mirixa

Eric Zimmerman *Chief Marketing Officer at RedBrick Health*
Daniela is a talented design leader and professional who brings both an artist's eye and a strong orientation toward user experience to her work. She played a key role during a dynamic time in which we completed both a major re-design of our web-based application and a total re-branding of the company. Her work ethic was unrivaled, and, applying her high standards and extensive skills, she produced strong results which benefited both our users and our business.
July 1, 2009, Eric managed daniela at MIRIXA

Jeremy Smith *Sr. Product Marketing Manager / Email Strategy at Yammer*
Daniela is one of the absolute best interactive and user experience designers that I have had a chance to work with. She is capable of reducing complex business logic to easy-to-use workflows, and selling the process to management. Her work shows a deep understanding of the underlying business requirements of the design problem at hand. I would definitely work with her again, given the chance.
December 19, 2009, Jeremy worked directly with daniela at MIRIXA

CREATIVE DIRECTOR
Marcole

Jane Burton *Burton Sculpture*
I had the pleasure as VP of Marketing at MarCole Interactive Systems of having Daniela as a direct report for 6+ years. Let me start by saying that she is by far the best employee I have ever had in my 30 years of management. I pulled a few excerpts from her last review:
o Daniela's work has always been of the highest quality.
o Daniela plans well; prior to starting most projects, Daniela reviews "the big picture", looking at it from different perspectives to find possible stumbling blocks even before starting the project. She is able to make sound decisions in the absence of detailed instructions, and initiates good conceptual ideas with practical applications...
o Daniela is an articulate speaker and writer.
o Daniela is dedicated; when she is at work, she focuses at the task at hand and continually strives for perfection. Daniela requires minimum supervision.
o Daniela is a self-starter, conscientious, industrious, loyal and very dependable.
    When she says a project will be done, it will be, and it will be proofed, and documented.
o Daniela's straightforward honesty and her hard-working ethic are well respected by everyone in the company. She works well with all departments, at all levels and is patient, accommodating and clear with customers. Her positive, energetic attitude makes a substantial contribution to the growth, professional image, and morale of the organization.
o Daniela's strengths lie in her tenacity to do the best job possible, her dedication to provide a clean, flawless product, her ability to focus on the details, as well as comprehend the overall picture. Daniela has the unique blend of strong analytical and creative skills.

    I'd hire her back in a heartbeat.
July 14, 2009, Jane managed daniela at Marcole

Scott Ellis *Web Architect at Forrester Research*

Daniela has a gift for creating simplicity from complex requirements. She revolutionized the layout and content of our web applications at Marcole. For a techie like me, her expertise is the perfect complement to my skill set as a server side developer, which is a roundabout way of saying that developers are typically not designers--despite what they may think. As an office mate, Daniela is professional, personable, and a pleasure to be around. In any creative endeavor, she will always be my first choice.

July 7, 2009, Scott worked with daniela at Marcole

Legend:

I reported to…

A peer

I managed…