

DANIEL PEREZ

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STRATEGY, INNOVATION & HUMAN-CENTERED DESIGN LEADER

Business Strategy • Design Thinking • Healthcare Innovation • Multidisciplinary Collaboration

Innovation and strategy leader with experience helping global organizations develop products, services, and customer experiences that connect human needs with business goals. Background spans healthcare, digital platforms, product development, customer experiences, and innovation strategy across consulting, biotech, medical devices, and consumer industries.

Known for translating complex problems into actionable opportunities through human-centered design, systems thinking, and cross-functional collaboration. Experienced in leading multidisciplinary teams and guiding initiatives that integrate innovation, business strategy, technology, and user experience in rapidly evolving environments.

Passionate about helping organizations and emerging professionals navigate the intersection of design, innovation, business transformation, and the future impact of AI on customer experiences, products, and ways of working.

AREAS OF FOCUS

- Human-Centered Innovation & Design Thinking
- Business & Experience Strategy
- Customer Experience & Service Design
- Innovation Leadership & Organizational Transformation
- Systems Thinking & Complex Problem Solving
- Product & Digital Platform Strategy
- Multidisciplinary Collaboration & Facilitation
- Healthcare & Digital Health Innovation
- AI, Emerging Technologies & Future Business Models
- International Produce Development & Commercialization

PROFESSIONAL EXPERIENCE

DESIGN EXPERIENCE LAB LLC, Thousand Oaks, CA 2024 – Present

Healthcare Consultant (Customer Experience & Digital Health Strategy)

Advise healthcare, MedTech, and advanced therapy organizations on innovation strategy, digital platforms, customer experience, and human-centered product and service development.

- Lead innovation and experience initiatives spanning clinician, patient, and operational ecosystems.
- Apply research, systems thinking, and cross-functional collaboration to identify unmet needs and strategic growth opportunities.
- Facilitate alignment between business objectives, technology capabilities, operational realities, and customer needs.
- Develop strategic narratives, future-state concepts, and experience frameworks supporting organizational transformation and commercialization readiness.
- Collaborate across Product, Engineering, Commercial, Clinical, and Leadership teams to guide scalable and human-centered solutions.

KITE PHARMA (A Gilead Company), Santa Monica, CA 2020 – 2024

Director, Global Commercial Strategy & Innovation (Aug 2022 – Feb 2024)

Redefined customer and patient value across the CAR T therapy treatment journey, addressing access friction, streamlining complex workflows, and enabling scalable commercialization.

- Present strategic recommendations to senior leadership to support prioritization, investment decisions, and phased commercialization.
- Defined future-state service strategies spanning patient, provider, and internal stakeholder journeys.
- Applied human-centered design and operational UX principles to modernize workflow integration, resulting in a 20%-23% reduction in program costs and increased throughput across partner sites.
- Partnered with Market Access, Medical, Supply Chain, and Digital teams to identify reimbursement gaps, coverage bottlenecks, and patient support needs across the therapy lifecycle.
- Developed future-state journey maps and customer segments to guide digital and service model innovations for both providers and patients.

Director, Global Customer Experience (*Aug 2020 – Jul 2022*)

Owned customer experience and product strategy for Kite Konnect™, an enterprise digital platform enabling regulated ordering, coordination, and communication across global cell therapy products.

- Led end-to-end product and experience strategy, including discovery, prioritization, UX design, content strategy, and iterative delivery.
- Partnered closely with engineering, analytics, medical, and commercial teams to deliver compliant, scalable platform enhancements.
- Leveraged Google Analytics and engagement metrics to track traffic, behavior patterns, and content performance, informing UX improvements that increased site traffic by 36% and user engagement by 23%.
- Established Voice-of-the-Customer (VoC) frameworks to identify friction points in onboarding, access, and support, shaping long-term digital investment decisions.
- Provided product and UX governance to ensure consistency, quality, and regulatory alignment across platform updates and digital touchpoints.

AMGEN, INC. (\$28B Global Biotech leader), Thousand Oaks, CA

2015 – 2018

Director, Strategic Design & Customer Experience

Led digital health, drug-delivery device strategy, and patient experience innovation across Oncology, Inflammation, and rare disease portfolios.

- Improved therapy onboarding and patient support journeys across US/EU markets by identifying adherence barriers, comprehension gaps, and training needs.
- Co-developed a value-based care partnership with UC Davis Health, resulting in published insights that informed oncology decision-support tools and patient education strategies.
- Partnered closely with Global Marketing, Digital Health, Regulatory, Legal, and external vendors to manage complex, concurrent initiatives.
- Enabled affiliates and commercial teams to adopt consistent experience standards across therapeutic areas.

RADIUS INNOVATION & DEVELOPMENT (A Jabil Company), Chicago, IL

2001 – 2015

Senior Director, Strategy & Innovation (*Chicago Office Leadership Team*)

Served on the leadership team of a global innovation and product development consultancy supporting healthcare, consumer, and technology clients across product, service, and experience innovation initiatives.

- Led multidisciplinary teams across design research, strategy, product development, engineering, and manufacturing.
- Helped organizations translate emerging customer needs and market shifts into new products and business opportunities.
- Guided innovation programs from early concept development through commercialization and manufacturing scale-up.
- Collaborated with global teams and clients across North America and Asia, supporting international product development and strategic growth initiatives.
- Mentored designers, researchers, and cross-functional teams in applying human-centered methodologies to complex business and customer challenges.
- Contributed to the firm's evolution into a globally recognized innovation consultancy with expanded capabilities in healthcare, digital experiences, and complex systems.

EDUCATION

Master of Business Administration

Gies Business School, University of Illinois, Champaign-Urbana

Bachelor Of Science - Industrial Design

Illinois Institute of Technology (IIT), Institute of Design, Chicago, IL

LICENSES & CERTIFICATIONS

Business Strategy Certification, Wharton School

Prescription Drug Regulation Certification, Harvard School of Medicine