

DANIEL PEREZ

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DIRECTOR, HUMAN FACTORS ENGINEERING & HUMAN-CENTERED DESIGN

Healthcare leader with extensive experience in combination product development, device engineering, and human-centered design. Proven track record of leading cross-functional teams in drug-delivery device development, human factors research, design transfer, and technology commercialization. Expertise in working with CMOs, regulatory teams, and engineering functions to deliver compliant, user-centered solutions that align with enterprise-wide product syndication strategies.

- **Value Health Designer** – Specializing in applying Human-Centered Design (HCD) principles to create innovative, patient-focused solutions. My expertise lies in blending empathy-driven research with strategic innovation to address complex challenges, generating impactful results in healthcare delivery.
- **Product Development** – Extensive experience designing a broad portfolio of consumer products across diverse market segments, including CPG, consumer electronics, consumer health, and MedTech. Skilled in translating user needs into innovative, market-ready solutions that drive business growth and strengthen user experience.
- **Team Leadership** – Have formed and mentored commercial teams with up to 15 direct reports. Led multiple cross-functional teams, fostering a collaborative environment to attain innovation across functional domains.

PROFESSIONAL EXPERIENCE

DESIGN EXPERIENCE LAB LLC. (*Industries served: Healthcare*)

2018 – 2020, 2024 – Present

Founding Principal / Design Consultant

Partner with commercial teams focused on supporting clients at product, market, and organizational levels, with an emphasis on human-centered design.

- Leading the expansion of a Heart Failure Remote Patient Monitoring digital platform, **scaling the clinical solution to support commercial adoption** and broader patient impact.
- Led **product roadmap strategy to enhance valuation** for a CMO enterprise acquisition, emphasizing scalable innovation and market differentiation.
- **Drove product design initiatives (physical & digital solutions)** from commercialization, overseeing product research, usability, risk management, and regulatory compliance.
- **Support combination product HFE strategy**, from requirements through usability testing and regulatory documentation.

KITE PHARMA (*\$1.5B Global biotech leader in CAR T cell therapies*), Santa Monica, CA

2020 – 2024

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

Redefined customer value at Kite by delivering data-driven solutions to streamline healthcare delivery and align with business priorities.

- Spearheaded **treatment workflow optimization**, reducing CAR-T treatment cancellations and **streamlining patient access**.
- Applied **human-centered design (HCD) and agile methodologies** to improve healthcare delivery, achieving **20–23% reduction in program costs**.
- Worked on enterprise-wide initiatives to improve **patient experience and operational efficiency**, addressing key **challenges in treatment workflow integration**.

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

Directed the implementation and oversight of UI/UX enhancements for Kite Konnect™, an enterprise-level Kite-sponsored digital resource platform to coordinate cell orders for all Kite commercial products and indications.

- Led **UI/UX enhancements** for Kite Konnect™, increasing **site traffic by 36%** and **engagement by 23%**.
- Improved **order-to-infusion turnaround times** by implementing customer-focused digital resources.
- Established frameworks for **enterprise-wide syndication of patient experience insights** to improve long-term treatment strategies.

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

2015 – 2018

Marketing Director, Strategic Design & Customer Experience (Nov 2015 – Nov 2018)

Provided strategic and tactical expertise to early design for drug-delivery devices, digital solutions, and patient support programs across multiple therapeutic areas, including Oncology, Inflammation, and rare disease.

- **Improved patient experiences in drug delivery and therapy onboarding** across the US and Europe by building capabilities and tools adopted by cross-functional teams and affiliates to develop patient-centric solutions.
- **Forged a groundbreaking value-based partnership** between Amgen and UC Davis Health, effectively navigating a complex contractual agreement to advance oncology decision-making and improve patient outcomes. The collaboration resulted in two academic publications, enabling commercial teams to enhance patient-focused educational content.
- Provided **strategic and technical leadership** in early-stage **drug-delivery device** design and validation.
- Led **drug packaging development**, including Instructions for Use (IFU) creation and usability testing to meet FDA human factors requirements.

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

2001 – 2015

Senior Director, Strategy & Innovation (2011 – 2015)

Managed front-end services as a Radius global leadership team member, driving business growth, strengthening client relationships, and maintaining the highest quality of services and deliverables.

- Led **drug-device combination product development**, collaborating with mechanical, bio, and manufacturing engineers to validate, test, and scale solutions.
- Managed **end-to-end product lifecycles**, from concept feasibility through design verification, validation, and commercial scale-up.
- **Collaborated on UREA and risk analyses** to support design history files and align with ISO 14971 and FDA HF guidance.
- Key **contributor in ISO 13485-compliant quality systems**, ensuring design transfer alignment with regulatory requirements.
- Collaborated closely with **device engineers, human factors teams, and regulatory groups** to ensure seamless design-to-manufacturing transitions for combination products.

Creative Director (2006 – 2011)

Led the design team and executed programs in alignment with business plans to meet annual revenue targets.

- Led **multi-disciplinary teams** to develop over **80+ product solutions**, including brand packaging, consumer products, **drug-delivery devices, diagnostics, and consumer health**, earning **17 patents**.
- Focused on **bridging the gap between technical design, patient usability, and commercial scalability**, driving improved product adoption.
- Ensured **design intent** remained intact during scale-up, focusing on **DFM, process validation, and risk management**.

EDUCATION

Bachelor Of Science - Industrial Design

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

Master of Business Administration (In Progress)

Gies Business School, University of Illinois, Champaign-Urbana

LICENSES & CERTIFICATIONS

Business Strategy Certification, Wharton School

Cell Biology Certification, Harvard School of Medicine

Prescription Drug Regulation Certification, Harvard School of Medicine

PATENTS/Publications

List of Patents/publications available at: <https://www.linkedin.com/in/danperezdesign/>