

Daniel Castellanos

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Product Design Leader dedicated to mentoring designers and coaching cross-functional AI adoption while actively delivering AI-native enterprise products. Navigates complex, undefined spaces by uniting executive stakeholder alignment with hands-on technical discovery and information architecture across dense data environments.

Value Highlights

- **AI Solutioning & Prototyping:** Expert at identifying high-value enterprise use cases and rapidly building, testing, and iterating on generative AI workflows, agentic tools, and prompt interactions.
- **Cross-Functional Leadership:** Proven track record leading large-scale digital initiatives, from driving enterprise OpenAI accelerator frameworks to managing global cross-functional delivery teams of PMs, engineers, and data scientists.
- **Strategic Discovery & Alignment:** Skilled at partnering with executive stakeholders, facilitating structured alignment workshops, and uncovering user insights to transform ambiguous business priorities into clearly scoped requirements.
- **Enablement & Governance:** Focused on building organizational AI fluency, authoring operational playbooks, and establishing responsible AI and accessibility frameworks to ensure safe, scalable enterprise adoption.

Professional Experience

Bausch + Lomb | Product Design Manager | Feb 2026 - Present

- Conducted immersive field research and ride-alongs at ophthalmology practices to map clinical workflows, translating user insights into actionable product requirements for enterprise healthcare products.
- Partnered directly with the Chief AI Officer to author a comprehensive nine-stage playbook, operationalizing AI-assisted workflows and modern software development lifecycles (SDLC) across enterprise teams.
- Evaluated multi-agent AI orchestration platforms and delivered strategic debriefs to executive leadership that shaped enterprise generative AI tooling and product roadmaps.
- Engineered and scaled AI-augmented workflows for engineering and design teams by integrating enterprise Claude connectors, GitHub Copilot, and Azure DevOps.
- Owned product management protocol governance and team charter standards across multiple product pods and complex, cross-vendor delivery teams within a highly regulated environment.

ADP (Global Product & Tech) | Senior UX Design Consultant | Jan 2026 - Feb 2026

- Re-engaged within ADP's Global Product & Tech (GPT) organization to lead UX architecture and prototyping for AI-driven enterprise workflows and conversational interfaces.
- Partnered with product and engineering stakeholders to define user journeys, data visualization models, and interaction patterns for dense enterprise data environments.

Datasite | Principal UX Designer | Nov 2024 - Jun 2025

- Led user research and prototyping for a new AI document comparison feature, validating a solution that users confirmed would reduce their workloads from **weeks to minutes**.
- Drove AI Guild initiatives from concept to MVP, including a streamlined LLM entity extraction model adopted by leadership, semantic file architecture ('AI Rename'), and an M&A deal analytics recap tool.
- Scaled and led a cross-functional Accessibility Community of Practice, driving engagement across Product, Engineering, QA, Design, and Legal to create and adopt new Accessibility (WCAG AA) SOPs for inclusive design.
- Led the strategic redesign of the Forecaster application to provide valuable buy-side/sell-side analytics and serve as a marketing entry point to the broader product ecosystem.

QTC/LEIDOS | Principal AI Product & UX Designer | Sep 2024 - Nov 2024

- Pioneered and established an organization-wide inclusive design framework, formalizing foundational Accessibility SOPs to align distributed product, development, and QA teams.
- Spearheaded the adoption of user-centric methodologies within the AI guild by leading Design Thinking initiatives, moderating war room workshops, and conducting foundational user research.

Neudesic, an IBM Company | East Region Product Design Lead | Jun 2021 - Apr 2024

- Directed the end-to-end product lifecycle for the AI Launchpad (Neudesic's OpenAI accelerator), serving as the Product Owner, Project Manager, and Lead UX for a cross-functional team of 20+ rotating team members.
- Hands-on designed Neudesic's first pilot integration of the AI Launchpad for a Fortune 100 food manufacturer and a critical enterprise AI Proof-of-concept (POC) for a national law firm, directly leading the discovery and delivery.
- Launched the Accessibility Accelerator, a new company-wide service offering designed to assess and modernize the accessibility standards of client products.
- Owned and led the East Region Innovation Communities, fostering a culture of creativity and driving strategic initiatives across multiple design and development teams.
- Moderated a strategic Design Thinking workshop at Microsoft's NYC Headquarters on leveraging OpenAI to identify and exceed client business goals.

Anywhere Real Estate (formerly Realogy) | Senior UX Designer | Feb 2018 - Jul 2021

- Generated a **20x revenue increase**—from \$100K to \$2M in the first month—for the ePay finance app by leading a complete UX overhaul.
- Drove a **400% increase in user adoption** for the Realsure app by overhauling user flows based on a series of analyses and tests conducted for the National Association of Realtors.
- Guided a product owner in the ground-up creation of the **Market Quest** application, defining the initial vision and workflows that established it as one of the most-used apps by real estate agents in the country.

Scaper | Founder | 2018 - Present

- **Launched an on-demand lawn care web app**, acquiring an initial user base and securing a repeat customer within the first 3 weeks to validate the core business concept.
- **Directed all product strategy**, conducted in-depth user and market research to define the MVP and establish a clear development roadmap including owning all visual design and partnering on front-end engineering.

ADP | UX Designer & Researcher | Oct 2014 - Jun 2015

- Designed core portal and workflow experiences for enterprise client and associate management systems, conducting foundational user research and usability testing across internal platforms.

Previous Professional Experiences:

- **UX Designer** | Amelia (formerly IPsoft) | R&D, Marketing, Cognitive | Aug 2015 - Sep 2017
- **Interaction Designer** | Accenture | Duck Creek | Jul 2014 - Sep 2014
- **Digital Designer** | Dun & Bradstreet | Innovation Lab | Feb 2012 - Jun 2014

Education:

Rutgers University: B.A., Dual Major in Information Technology and Visual Arts: Graphic Design | Sep 2005 – May 2009

Certifications and Professional Development:

Certifications: Azure AI 900 (Microsoft) • Generative AI Foundations (Coursera) • Design Thinking for AI Teaming (IBM) • Human Centered Design (LUMA) • Disciplined Entrepreneurship (MIT/Aulet)

Core Competencies: AI Product Strategy • Agentic & Conversational UX • Information Architecture • Enterprise Design Systems • Rapid Prototyping • Design Thinking Facilitation • User Research & Usability Testing • WCAG AA / Accessibility Governance • Agile SDLC & Cross-Functional Delivery

Tools & Tech: Figma • Claude • Copilot • ChatGPT • Azure DevOps • Jira • Miro • Dovetail • Pendo • UserTesting • React/TypeScript • HTML/SCSS • Tailwind

Portfolio Available: https://www.castiledesign.com/DCastellanos_Portfolio.pdf