

Daniela Penati

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PRINCIPAL UX LEADER & ENTERPRISE SYSTEMS DESIGNER

I design systems that transform fragmented ecosystems into coherent platforms—aligning teams, workflows, and architecture to improve delivery predictability across complex environments, increasingly augmented by AI.

Enterprise Platforms • Developer Ecosystems (DevX) • Security & AI-Enabled Systems • Healthcare Platforms

::: CORE COMPETENCIES

Platform & Systems Design:

Enterprise Platform Architecture • Complex Workflow Modeling • Multi-System Integration • Service Design • Developer Experience (DevEx)

Strategy & Organizational Impact:

UX Strategy & Vision • Design Operations • Cross-Functional Alignment • Organizational Enablement

AI-Enabled Systems & Governance:

AI-Enabled Systems • Platform Governance • Workflow Integrity • AI-Assisted Discovery & Documentation

::: PROFESSIONAL EXPERIENCE

✦ JPMORGAN CHASE

User Experience Manager (VP)

Palo Alto, CA

2022 – Present

Experience Lead across Application Management, Build & Release, and Secure Software Supply Chain (S3C), supporting developer platforms used by 40K+ engineers.

- **Scaled and led a multidisciplinary UX team from 4 to 11**, establishing operating practices, research rhythms, and collaboration models that improved execution quality and cross-functional alignment.
- Re-architected eight core Pipelines workflows within a 12-week window, sequencing discovery ahead of engineering to **align teams and restore delivery predictability**.
- Explored **AI-assisted workflows** for UX discovery and documentation governance, identifying opportunities for LLM-based agents and validating early automation within the SDLC.
- **Reframed platform design from isolated features to end-to-end workflows**, aligning teams, embedding research into prioritization, and translating backend complexity into coherent role-based experiences.
- Co-led Innovation Sprints for three years, shaping the future of the Engineering Portal; **awarded 1st Place** for platform vision and impact in 2025.

✦ JOHN MUIR HEALTH (rebadged to Optum)

Lead User Experience

Walnut Creek, CA

2013 – 2022

Led UX across digital health platforms supporting patient engagement, telehealth, and care coordination—translating complex clinical workflows into structured care systems for patients, providers, and care teams.

- Led discovery and experience architecture for the UCSF–JMH Accountable Care Network (Canopy Health), defining the digital foundation for a unified clinical and insurance portal integrating multi-EMR records with cost and claims visibility.
- Envisioned and launched a responsive, SSO-enabled physician portal centralizing calendars, secure communications, training, and account management to streamline coordination across care teams.
- Designed and launched JMH's first in-house native patient mobile app, extending Epic's EHR beyond its standard mobile offering to deliver a differentiated, integration-ready experience.
- Led UX strategy for eVisits and online scheduling, redesigning digital intake flows and care pathways to extend access beyond traditional hours and attract 100+ net-new patients per month.
- Designed telehealth and COVID digital triage journeys during the pandemic, maintaining continuity of care while reducing in-person visit dependency.
- Through JMH's Search for Success innovation program, used research and workflow modeling to build the business case for activating Epic's Ticket Scheduling capability—demonstrating operational efficiencies and earning program recognition—and developed a Membership & Loyalty strategy aligning rewards-based engagement with Population Health goals and long-term patient retention, presenting the roadmap vision to Strategy and CIO leadership.
- Recognition: Optum Superhero Award (Accessibility & Patient Advocacy)

::: EDUCATION & SPECIALIZATIONS

Oxford AI Program, Business School

Human-Computer Interaction, MIT

Internet Design & Technology, SFSU

Industrial & Behavioral Design, CCF & ISIA — Milan, Italy

::: LANGUAGES

Native Italian. Fluent English.

::: TOOLS & SYSTEMS

Figma • LUCID • Adobe CC • Sketch •
IntelliJ • GitHub • Copilot • Firebase •
HTML/CSS/JS • AI-assisted discovery

::: VOLUNTEERING

Teens in Tech — Co-led STEAM
programs for youth (ages 8–12)

Women in Design — Co-launched
JPMC's Women in Design community

HRO Ambassador — Promoted High
Reliability practices across digital
teams.

✦ SYMANTEC

Principal, User Experience

San Francisco, CA

2010 – 2013

Led strategic UX for Symantec's flagship Data Loss Prevention (DLP) platform, serving as sole designer across five engineering teams (80+ engineers) during a pivotal shift in enterprise security following high-profile data leaks (e.g., WikiLeaks). Drove system-level clarity across endpoint, network, cloud, storage, and early IoT considerations.

- o Reframed Symantec's DLP platform from a channel-based, data-centric model to an identity-centric architecture—eliminating costly re-architecture and introducing a unified Users view that correlated cross-channel incidents to a single identity.
- o Led cross-product integration of DLP and Data Insight, aligning global teams through task modeling, journey mapping, and a three-day war-room; reframed a high-stakes TAB session with 80 enterprise customers from UI critique to workflow validation.
- o Standardized workflows across DLP's four core product areas, introducing cohesive interaction patterns that reduced duplication and strengthened consistency across the enterprise security suite.
- o Conceptualized and formalized “gDLP” (Gamification for Data Loss Protection), embedding proactive risk checks and rewards-based learning into user workflows to reduce incident volume and improve signal-to-noise ratio in enterprise remediation efforts.
- o Invited speaker, Cutting Edge Conference (2012: “Gamification for Enterprise”; 2013: “Can UX Be Agile?”).

::: EARLY STARTUP & PRODUCT INNOVATION EXPERIENCE :::

Early in my career, I led foundational platform redesigns across healthcare, logistics, and connected-device ecosystems—work that shaped my systems-thinking approach to complex product architecture:

MIRIXA - Healthcare Technology | Medication Therapy Management

Led the full redesign of the Mirixa SaaS platform within a four-month delivery window, introducing UX practices into an engineering-led environment and restructuring the product into modular workflows that doubled client adoption within the first week of launch.

International Asset Systems | Global Logistics Platforms

Unified five legacy logistics applications into a modular platform architecture by translating engineering system models into a user-centered information structure and defining reusable interaction patterns that reduced development time by 50%.

PIE DIGITAL - Connected Home | Consumer Networking

Unified fragmented product concepts into a coherent multi-surface ecosystem for Pie's cloud-based home networking platform, simplifying device onboarding and network management for the touchscreen *Pie Box* router.