

# DANNY CHANG

Product Design Leader · AI Systems Strategist · Human-AI Orchestrator

AI-native design leader with 16 years of experience, now specializing in orchestrating agentic workflows across healthcare and fintech. I scale multidisciplinary teams that unite data, ML, and product craft to turn complex intelligence into clear, trustworthy systems. My work has powered platforms used by 20M+ people, evolving early MVPs into scalable systems that drive clarity, trust, and impact.

## Experience

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### Adonis

Lead Product Designer

2023 – 2025

- Defined AI strategy for the RCM platform, integrating LLMs and predictive orchestration into real-time, high-trust claim workflows.
- Designed agentic workflows and modular systems for scalable, auditable, human-in-the-loop decision support.
- Partnered with ML and GTM to deliver trusted AI, elevating design's role in roadmap planning and growth.

### Nayya

Lead Product Designer

2021 – 2023

- Built and led the design function for AI benefits guidance, scaling Choose and Use platforms through rapid growth.
- Hired and mentored a multidisciplinary team while rebuilding the design system from the ground up.
- Designed enterprise experiences for 1M+ employees via ADP and MetLife, improving literacy and user trust.

### The Farmer's Dog

Director of Product Design

2019 – 2020

- Built the design function from scratch, hiring and managing designers for the DTC subscription platform.
- Directed mobile-first personalization UX and onboarding flows driven by predictive health models and behavior.
- Introduced systems and experimentation frameworks that improved team velocity, retention, and conversion during a rebrand.

## Ellevest

Lead Product Designer  
2017 – 2019

- Managed a team of 4 designers scaling inclusive, AI-driven financial planning tools.
  - Integrated ML-driven models into onboarding flows, improving clarity and conversion.
  - Developed scalable design systems supporting dynamic content and behavior-based personalization.
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## Compass

Senior Product Designer  
2015 – 2016

- Led design for predictive search and ML-powered agent tools while mentoring designers.
  - Drove modular system improvements and design consistency.
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## Shutterstock

Senior Product Designer  
2011 – 2015

- Led design for AI-powered visual search supporting millions of global users across 150 countries.
  - Partnered with data science and revenue to optimize conversion via behavior-driven discovery.
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## Pixable

Director of UX  
2010 – 2011

- Managed a team of 5 spanning product, brand, 3D, and illustration.
  - Developed predictive UX using ML to drive engagement and acquisition-stage growth.
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## Awards

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### Hack Week - 2nd Place

Adonis, 2024

### Live the Values Award

Nayya Health, 2022

### Ellethon Hackathon Winner

Ellevest, 2019

### Hack to the Future: Consecutive Winner

Shutterstock, 2012, 2013, 2014

## Education

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### Parsons School of Design, The New School

MFA, Design & Technology

### SUNY Plattsburgh

BA, Art Studio, Graphic Design

## Expertise

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### Leadership

Design Leadership, AI Strategy, Systems Thinking, Growth & Retention, Agentic Orchestration, Strategic Partnership

### Technical

AI-Native UX, LLM Systems, Data Visualization, Grid Math, OKLCH Color, HITL Systems, Advanced Prototyping, Behavioral Discovery