

Derek Snape

Product Design Director

dereksnape@gmail.com
www.snape.net
www.linkedin.com/in/derek-snape-5405512
San Francisco, California, 94112
415 235 5605

Summary

Experienced Product Design Leader with over 12 years in design and 5 years in team management. Proven ability to manage and scale design teams across healthcare and technology industries. Possesses deep expertise in UX/UI and human-centered design principles, playing a pivotal role in zero-to-one product design and contributing to successful acquisitions. Renowned for strategic vision and aligning cross-functional teams to deliver innovative, user-focused solutions that drive business growth and enhance customer engagement.

Work Experience

Optum (Acquired Rally Health), San Francisco, CA Mar 2023 - Aug 2024
Design Director | Manager

Oversee a mobile platform designed to educate users about medications, facilitate interactions with Pharmacy Benefits Management (PBM), and streamline home delivery services.

- Focus on enhancing user trust and engagement with the application resulting in **16.6% increase in home delivery order completion** rate, a **6% decrease in Healthsafe ID logins** in favor of business objective biometric login methods.

Rally Health, San Francisco, CA Jun 2019 - Mar 2023
Director of Experience and Design

Managed and developed a team of 13 UX/UI designers, with a focus on Rally Tooling, Engage products, and Data Visualization.

- The team worked on the entire Rally experience, including both the consumer-facing interface and the administrative backend.
- Directed design strategies for Rally Engage, lead to a **23% increase in user engagement, helped revenue increase top \$900m, user growth increases to 35m.**
- Created a seamless, efficient process for our internal admins, significantly reducing configuration errors and saving time. This approach ensured that our backend operations were as streamlined as our user-facing interfaces, contributing to overall product efficiency and reliability.

Rally Health, San Francisco, CA Mar 2019 - Jun 2019
Creative Director - Enterprise Tooling + Data

Led design for enterprise tools and data visualization, aligning with business requirements and user needs.

- This initiative resulted in a **20% productivity boost** for the Customer Relations team, a **15-20% improvement in development efficiency** by minimizing content insertion support, and a **10-15% increase in design team efficiency**. Also driving a **22% increase in sales closures** by offering integrated front-end and backend tools.
- Managed and mentored a team of designers, guiding the creation of effective, requirement-driven solutions.
- Developed and implemented processes to streamline content management and workflow, improving project efficiency and consistency. Achieved a zero dev involvement for the on boarding process of clients and user groups.
- Partnered with engineering and product teams to ensure seamless design integration and execution, significantly improving processes and saving the development team valuable time during builds and implementation.

Rally Health, San Francisco, CA Jul 2016 - Mar 2019
Product Design Lead - Enterprise Tooling

Led a team of two designers to develop requirement-driven solutions and establish efficient processes for content and workflow management.

- Focused on establishing patterns and consistent workflows across the ecosystem, ensuring all tools functioned uniformly regardless of their purpose.
- Managed design processes to ensure precise, pixel-perfect outcomes.
- Design-Development Alignment: Collaborated with development teams for seamless design implementation allowing the development teams to work quicker with fewer issues on design QA.
- Team Building and Management: Led a team of designers to create requirement-driven solutions that align with business objectives and enhance user experiences.

Rally Health, San Francisco, CA Dec 2012 - Jul 2016
Senior Interaction Designer

Collaborated with product owners and a team of designers to concept, design, and develop ideas and visual assets for the company's flagship product, Rally.

- Collaborated closely with product owners to guide the design team in creating visual assets for Rally, which played a key role in defining the engagement success of our product, Zensey. This success contributed to the eventual acquisition by UnitedHealthcare.
- Led the development of visual components for Rally, including features like social networking, health advice, personal goals, and activities. Our highly adopted **incentives engine delivered over \$25m in rewards to our 35m users.**

snape.net, San Francisco, CA Jun 1999 - Dec 2012
Creative Director | Designer

Collaborated with clients and agencies in web, motion, sound, and design, delivering innovative solutions across disciplines. Skilled in building and directing teams to achieve project visions. A strategic, process-oriented thinker with diverse design capabilities and strong organizational skills.

- Expertise: Over 20 years of experience in web, motion, sound, and design, delivering innovative and cross-disciplinary solutions.
- Team Leadership: Skilled in building and leading teams, with a strong ability to articulate clear and compelling project visions.
- Strategic Thinking: Proven strategic thinker with extensive design expertise, known for being process-driven, organized, and highly motivated to achieve exceptional results.

Additional Experience

Snape Photography, Atlanta, Chicago, San Francisco
Professional Photographer

Notable Clients:

ABN Amro, ACCO, American Red Cross, Arthur Andersen, Bloomberg Publishing, Caltech, Coca-Cola, Harry & David, IDEO, MCI, Motorola, Neenah Paper, NYSE, Progressive Insurance, Time Inc., Whole Foods, WW Grainger

Core Skills

Product Design Leadership, User Experience (UX) Design, Creative Direction, User Interface (UI) Design, Team Development and Mentorship, Design System Development, Cross-Functional Collaboration, Strategic Planning, Process Optimization, Interaction Design, Problem Solving, Stakeholder Communication, Storytelling, Scaling Product Design for Acquisition, Empathy, User Research

Education

Rochester Institute of Technology
Bachelor of Fine Arts (BFA) - Photography