

Derek Snape

Director, Product Design

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Summary

Product design leader with 13+ years in health tech, including leading a team of 13 designers across the consumer app and admin backend at Rally Health and managing a team of 4 on an Optum mobile platform. Most recently founding product designer for a clinical AI platform, building its design system from scratch and designing AI agent integrations into core product workflows. Runs user discovery, sets craft standards, and manages design teams while staying hands-on on the highest-stakes surfaces, comfortable as a player-coach across mobile, web, and platform work.

Work Experience

Medzown | June 2026 - present

Founding Product Designer (Contract)

Medzown is a clinical trial matching company that pairs cancer and rare-disease patients with treatments and trials using AI-driven analytics and a team of Precision Medicine Scientists and dedicated Navigators.

- Audited Medzown's core product and built its design system.
- Led user research with the Medzown team to improve workflow efficiency.
- Integrated AI agents and automation into core product processes.

League Inc. | April 2025 - March 2026

Principal Product Designer

League builds an enterprise configuration platform for health benefits administration, serving clients including Highmark Health.

- Led UX/UI design for League's configuration platform, creating intuitive workflows and interfaces that empower administrators and internal teams.
- Served as the primary design lead for Highmark Health's user application, ensuring an engaging, accessible, and user-first experience.

Independent Design Consultant | Aug 2024 - April 2025

Founding Product Designer (Fractional)

Ran an independent consulting practice serving two concurrent healthcare clients: an early-stage AI health platform (Sunny Health AI) and a live consumer health product (Beginly Health), providing fractional design leadership and hands-on execution across a 0-to-1 AI platform and an established product experience.

- Led the end-to-end design vision for Sunny Health AI's chatbot-style conversational AI agent platform, shaping the brand, product experience, and design foundation from the ground up, including the pitch decks that secured pre-seed funding.
- As the first product designer at Beginly Health, directed a comprehensive UX overhaul, running user testing workshops that identified pain points and drove measurable improvements in engagement, profile completions, and job match acceptance rates.
- Developed design style, strategy, and design systems for both engagements, and implemented growth design strategies that attracted new clients.

Optum (Acquired Rally Health) | Mar 2023 - Aug 2024

Design Director | Manager

Managed a team of 4 designers while overseeing a mobile platform designed to educate users about medications, facilitate interactions with Pharmacy Benefits Management (PBM), and streamline home delivery services.

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

Rally Health | Jul 2016 - Mar 2023

Director of Experience and Design

- Managed and developed a team of 13 product designers (direct and leveled), with a focus on Rally Tooling, Engage products, and Data Visualization.
- Directed the entire Rally experience, including both the consumer-facing interface and the administrative backend.
- Directed design strategies for Rally Engage, leading to a 23% increase in user engagement, helping grow revenue past \$900M and user growth to 35M.
- Previously Creative Director, Enterprise Tooling + Data (Mar-Jun 2019) and Product Design Lead, Enterprise Tooling (Jul 2016-Mar 2019): drove a 20% productivity boost for the Customer Relations team, a 15-20% improvement in development efficiency, a 10-15% increase in project completion speed, and a 22% increase in sales closures through integrated front-end and backend tools, hiring 2 designers to add to the team.

Rally Health | Dec 2012 - Jul 2016

Senior Interaction Designer

Collaborated with product owners and designers to concept and develop visual assets for Rally's flagship product. Led development of a highly adopted incentives engine that delivered over \$25 million in rewards to 35 million users.

Core Skills

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

Additional Experience

snapeaudio.com | May 2026 - present

Founder & Designer

Draws on 20 years of personal music production and sound design experience in Pro Tools, applied directly to building a shipped product.

- Founded and designed an audio plugin platform end to end, owning sound design and DSP decisions, AI-assisted code implementation, and full product authoring from concept to shipped plugin, a hands-on proving ground for AI-native product execution.

snape.net | Jun 1999 - May 2021

Founder + Principal Designer

Worked across web, motion, sound, and design for clients and agencies to deliver project visions.

Education

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