

# Radley Teruel

## Senior Product Designer

### CONTACT

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### CORE SKILLS

- UX Strategy
- Enterprise and Internal Tooling
- End-to-End Product Design
- AI/ML Product Design
- Interaction Design
- Information Architecture
- Cross-Functional Leadership
- Stakeholder Alignment
- Design Systems
- Mentorship

### TOOLS

- Figma · Figma Make
- Adobe Creative Suite
- Claude · Claude Code

### EDUCATION

#### Academy of Art University

BFA, Animation · 2006

#### General Assembly

UX Design Immersive · 2019

Senior Product Designer with 5+ years at Collective Health designing enterprise scale internal platforms for medical plan management, claims operations, and AI-assisted adjudication. Track record of taking complex, ambiguous problems from discovery through delivery, including a 4-year program that became the company's system of record for medical plan creation. Experienced presenting to C-suite and director level stakeholders and translating deep domain expertise into product direction.

### EXPERIENCE

#### Collective Health

Senior Product Designer · San Francisco, CA · July 2022 – Present

Product Designer · October 2020 – June 2022

#### Plan Author Suite (PAS)

- Grew into full design ownership of the Plan Author Suite (PAS), Collective Health's system of record for medical plan creation, driving it from mid-development through launch as the primary and eventually sole designer on the project.
- Replaced a fragile manual workflow used by a 27-person ops team across spreadsheets and Terminal scripts with a purpose-built platform now used for every medical plan across 60+ client accounts.
- Drove design from early discovery through launch, running all working sessions, owning the UI, and presenting directly to the CTO and COO.
- Designed the UX for provider groups, a new plan architecture concept introduced when multi-tier plan support became a market requirement, making three interconnected internal concepts legible to non-technical ops users.

#### Claims Hub

- Reframed a scoped retro claims brief into a systemic Claims Operations Hub. Presented to director level stakeholders across product, ops, and engineering. The concept surfaced unplanned alignment across three separate operational problems and was later adopted as the path forward for a separate initiative.

#### AI Claims Copilot

- Originated the AI agent concept for COB claims adjudication and guided a contractor through the first version. When the concept was rejected and a competing prompt-based interface proposed, re-pitched the agent approach, took over as sole designer, and drove it into active development.
- Identified a critical structural flaw in an engineering prototype before any user testing, redirecting the design toward pend rule level findings with full reasoning transparency to meet auditability and compliance requirements.

#### Synapse

Product Designer · San Francisco, CA · July 2019 – July 2020

- Led end-to-end design of the General Servicing Chatbot, replacing legacy email support with automated conversational flows that increased daily ticket resolution capacity.
- Collaborated with Compliance to design the Enhanced Due Diligence Chatbot, a regulated identity verification product that improved efficiency and reduced erroneous account closures.
- Co-led Synapse's first design system, establishing reusable components and documentation that accelerated design to engineering handoff.
- Redesigning the Bank Login account aggregation flow to comply with Wells Fargo and Capital One security protocols.

#### Factory VFX

Visual Effects Supervisor · Santa Rosa, CA · 2012 – 2018

- Led cross-disciplinary teams on feature film productions including The Maze Runner (2014).
- Designed editorial workflows for multiple projects to fit studio specifications.