

DANIELLA MENESES SALDAÑA, MD

UX & Product Design for Healthcare · Human Factors · Digital Health

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PROFESSIONAL SUMMARY

Physician (MD) and Biomedical Engineering MS candidate at UW–Madison who designs and ships human-centered healthcare and product software. I research real clinical and business workflows, turn complex data into clear interfaces and dashboards, and deliver usable digital products end to end — from an explainable-AI preventive-care concept to a live SaaS platform used to run a real business. Six years of clinical practice give me first-hand insight into the clinicians and patients that software must serve. Bilingual English/Spanish.

SKILLS

UX & Product Design: User research, workflow analysis, information architecture, wireframing & interactive prototyping, usability testing, information & data visualization

Design & Build: Figma, Adobe (Photoshop, Illustrator, XD), WordPress / Webflow; healthcare software & dashboard design, web design & delivery (60+ sites)

Human Factors: Eye tracking (Tobii), cognitive load (NASA-TLX, SART), medical-device & EHR usability, patient safety, clinical workflow analysis

Healthcare & Data: Telemedicine, remote patient monitoring, FHIR/HL7 interoperability; Python, XGBoost, SHAP / Explainable AI, predictive modeling

SELECTED UX & PRODUCT WORK

SaluDigital — Preventive-care dashboard (product concept)

- Designed a role-aware dashboard turning wearable data into explainable-AI (SHAP) risk insights clinicians can trust and act on; built an interactive prototype.

MKT Actual — Sales, quoting & operations platform (shipped SaaS)

- Designed and shipped a sales dashboard, a keyboard-first custom quote builder, and a multi-view task & operations system used daily to run the agency.

EXPERIENCE

Founder & Director — Marketing Actual

2016 – Present

Remote · US & Mexico

- Founded and lead a healthcare-focused digital consultancy (team of 4, ~15 clients, 60+ websites delivered), owning design, build, and delivery of usable web and software products end to end.

General Physician — Centro Médico Santa Fe

Aug 2023 – May 2025

Monterrey, Mexico

- Delivered primary care across preventive medicine, chronic disease, and urgent care; identified EHR usability bottlenecks that informed graduate work on clinical technology and workflow design.

Research Assistant (Volunteer) — Neuroergonomics Lab

Spring 2025

University of Wisconsin–Madison · Madison, WI

- Assisted with usability evaluations of adaptive interfaces using eye tracking, NASA-TLX, and SART, and supported analysis of physiological/ergonomic data.

Research Assistant — Neurosurgery Department

2019 – 2022

Hospital Universitario UANL · Monterrey, Mexico

- Designed 3D anatomical models and information visualizations for complex surgical planning, improving intraoperative decision-making.

EDUCATION

MS, Biomedical Engineering — University of Wisconsin–Madison

Expected Dec 2026

Biomedical Innovation, Design & Entrepreneurship track · Graduate Certificate in Entrepreneurship

- Relevant coursework: Human Factors Engineering Design & Evaluation, Human Factors for Healthcare, Strategic Management of Innovation.

MS, Digital Health (E-Health) — Universidad Europea de Madrid

2024 – 2025

Thesis: AI telemedicine platform integrating wearable biosensors, FHIR/HL7 interoperability, and explainable models.

MD, Medicine, Surgery & Midwifery — Universidad Autónoma de Nuevo León

2016 – 2023

LANGUAGES

Spanish (native) · English (full professional proficiency)