

# Gabriel M. Santibañez, Ph.D.

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## OBJECTIVE

I'm an mission-driven Product Design Scientist who is passionate about product discovery and understanding human behavior. With 8+ years of management experience, I lead teams that use user-centered design to create digital tools that advance healthcare and eliminate the burdens of disease. I'm interested in fast-paced opportunities where I can collaborate with cross-functional teams to solve complex problems in health, science, and beyond.

## EXPERIENCE

### PRODUCT MANAGER, RESEARCH FELLOW-USER CENTERED DESIGN

Partners Connected Health Innovations and Harvard Medical School. Boston, MA. Aug 2015-May 2017

- led design of a T2 diabetes remote monitoring platform currently undergoing clinical evaluation with 65 patients. Includes patient app with integrated IoT prototype, wearable, and glucometer and EMR-integrated healthcare provider-facing portal
  - created, implemented, and supervised user research strategy, led 40+ interviews and focus groups to discover product requirements, championed product vision and use cases to cross-functional business, design, and engineering teams
  - delivered business and market insight reports and presentations for Fortune 500 clients
  - led design and engineering teams, created user stories, groomed backlog, established priorities, and sprints, managed QA testing
- Certifications: General Assembly - Product Management BootCamp and Scrum Inc, Certified Scrum Master

### CO-FOUNDER, USER RESEARCHER

MIT Hacking Medicine, Winning team Best Mental Health Hack, Hey Charlie. Cambridge, MA. May-Dec 2016

- led design thinking and user research for digital tool to help those struggling with opioid dependency meet social needs
- team selected for the first cohort for Boston-based digital health innovation accelerator PULSE@MassChallenge

### DOCTORAL CANDIDATE, PROJECT MANAGER

University of Michigan Medical School. Ann Arbor, MI. Jul 2010-Jul 2015.

- strategized experimental design, defined priorities, timelines, and detailed scope for cross-departmental research efforts
- research culminated in 14+ publications in academic research journals, chapters of books, and articles

### CUSTOMER ENGAGEMENT MANAGER

University of Michigan Center for Reproductive Medicine, OnTrack IVF. Ann Arbor, MI. May 2014-Jul 2015

- won "Best Clinical Solution" and "Best Caregiver-Patient Solution" at the first International Hacking Health Competition
- led ongoing interviews to discover patient needs in IVF med management, created branding materials and wireframes

## EDUCATION

### Ph.D CELLULAR AND MOLECULAR BIOLOGY

University of Michigan Medical School, Ann Arbor, MI. Research on type-2 diabetes and inflammation. Jul 2010- Jul 2015

School of Business courses: Innovating in Healthcare Comprehensive Healthcare Business Strategies

School of Public Health courses, training: Health Informatics, Understanding Healthcare Policy, Motivational Interviewing

## STRENGTHS

highly independent, fast-learner, champion of the customer needs, project management, scrum/agile, creative problem solving, building trusting partnerships, multi-tasking, research strategy, design thinking, resourcefulness, mentorship