Anardo Cuello

Sr. Product Designer

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Profile

Product Designer combining design judgment, product thinking, and strong cross-functional relationships to solve complex problems. Connects user needs, business goals, and technical possibilities to create intuitive digital products, using AI-assisted development to bring ideas to life.

Core Skills

Product Design · UX/UI Design · Product Thinking · Product Discovery · Interaction Design · Design Systems · User Research · Usability Testing · Accessibility (WCAG) · AI-Native Product Development · AI-Assisted Full-Stack Product Prototyping · Figma · Claude · Codex · MCP Integrations · HTML/CSS · Angular · Supabase

Experience

Elevate Health Technologies | Product Owner

May 2025 - Aug 2026 | Orlando, FL

- Led product discovery and UX for OnePulse Connect, a specialty pharmacy platform spanning clinical and operational workflows.
- Introduced AI-assisted working prototypes using Claude and Figma Make, helping teams validate complex experiences earlier with Engineering.
- Improved workflow quality through usability testing, identifying defects, missing states, and edge cases and partnering with Engineering through resolution.

ShotNest | AI-Native Product Builder

May 2025 - Present | Independent

- Independently design and build ShotNest, an iOS wellness injection tracking app, from product discovery through implementation and testing.
- Used community research and surveys to identify user needs and prioritize medication tracking, supply management, progress, and dose clarity.
- Designed and implemented dose-to-syringe conversion workflows, identifying a dosing accuracy issue during testing and coordinating clinical review.

Highmark Health | Senior UX Designer

Nov 2022 - Apr 2025 | Remote (Florida)

- Eliminated $10M in annual licensing costs by designing Highmark's replacement for Sharecare RealAge.
- Led My Highmark Journey UX across responsive web and native mobile, using research and journey mapping to shape wellness experiences.
- Expanded and implemented design systems for My Highmark and Adobe AEM, supporting multiple design teams and subsequent reuse.

Dray Alliance | Principal Product Designer

Nov 2021 - Nov 2022 | Remote (Florida)

- Led hands-on product design across web and mobile for an enterprise logistics platform, including a chassis workflow that helped address nationwide equipment shortages.
- Established the product design practice, introducing Figma, hiring two senior designers, and creating reusable design standards and clearer ownership across teams.

Travel + Leisure Co | User Experience Manager

Mar 2019 - Nov 2021 | Orlando, FL

- Led UX for WorldMark and Club Wyndham websites, owner experiences, and booking during an Adobe AEM transformation.
- Built a design system spanning four vacation club brands, collaborating with designers, UX writers, and Engineering to support consistent implementation.

Omicron Media | Product Innovation Designer

Nov 2017 - Mar 2019 | Winter Park, FL

- Designed and prototyped experimental video-streaming experiences for Halogen.tv, including real-time broadcaster interaction and social gifting.

Therigy | Principal User Experience Designer

Jun 2016 - Nov 2017 | Maitland, FL

- Designed specialty pharmacy clinical workflows, partnering with pharmacists to create configurable assessments supporting adherence and adverse-effect detection.
- Built production UI using HTML, CSS, and Angular, and designed a drug interaction checker contributing to 63 documented clinical interventions.

Education

International Academy of Design and Technology | Associate Degree in Visual Communications