

## Capital One 6.5 yrs

### Product Design Manager

Jul '23 - Current

- Led research and design efforts for a new anti-fraud product offering that has a 37% pitch-to-yes rate, makes ~\$37M NPV & saves our dealers ~\$1B per year
- Directly managed and mentored four designers
- Led the design and launch of another award-winning feature
- Spearheaded the team strategy; including setting up and running the Ambassador Program, crafting the Vision story, and hosting workshops
- Mapped and led a cross-LOB effort to improve proof of income customer experience
- Built a pipeline of innovative design concepts
- Planned and conducted the largest design research effort in the division's history

### TOOLS

Figma, Lucid, InVision, Sketch, Principle, After Effects, Blueprinting, Journey Maps, Vision Stories, Design Thinking, Wireframes

### AWARDS

- Circle of Excellence (x2) (highest award at Capital One)
- Mark of Distinction (x2)
- Clover Award
- Patent

### Principal Interaction Designer

Jan '21 - Jul '23 (2.5 yr)

- Supported design efforts for a consumer product with a 1M+ monthly audience
- Increased lead conversion by 20% with multi-armed bandit (sophisticated A/B test) project. 11 of 12 designs I tested converted better than the previous version.
- Created flow and designs for consumer feedback system within Leads Navigator for continuous learning
- Led brainstorming, designs, and iteration for Lite Leads experience
- Conducted four rounds of user testing and created 11 design iterations for the next high value AI solution. Done in collaboration with two other LOBs.

### Senior Interaction Designer

Jul '19 - Jan '21 (1.5 yr)

- Contributed UI to SmartQueues, which brought in \$23MM NPV & +25% Cashout
- Led a 3-day workshop that shaped the product roadmap and trained other designers to facilitate similar sessions.
- Initiated and facilitated blueprinting sessions to document current and future underwriting and funding processes.
- Onboarded and mentored new designers.
- Created a marketing campaign that resulted in >80% adoption of Rebel in 4 weeks.

### Associate Interaction Designer

Aug '18 - Jul '19 (1 yr)

- Led the design and development of a new sales AI experience, which resulted in a 95% user satisfaction rate.
- Increased the Net Promoter Score of the internal sales product from -44 to 52 in just one year.
- Successfully managed the design and delivery of 25 projects on time, with only 2 delays.
- Made significant contributions to Capital One's design system, One Design.

## Tantrum Street 0.5 yrs

### Product Design Lead

Jan '18 - Jul '18 (7 mo)

- Managed the Product Design team in a FinTech suite of products, including an Enterprise-level Payments SaaS (autoboard.io) and a consumer-facing mobile app (Portant.li). Led a team of 3 designers.