

Megan Hamilton

Product Designer
+ Strategist

About

I'm an engineer-turned-designer using my analytical and creative skills to serve others. By making sense out of chaos and complexity with human-centered design practices, I help people live better financial lives.

Experience

Design Lead | Capital One | Aug 2019 - present

- Leading the first customer experience strategy for a program historically grounded in credit policy and business analysis - how we manage credit lines (impacting millions of customers per year)
- Grounded the credit line increase program in new qualitative research, and socialized a CX vision along with a near-term testing plan

Design Strategist & Researcher | Capital One | Aug 2017 - Jul 2019

- Lead a new ecosystem-design initiative to transform how hundreds of marketers reach our customers, in service of driving unparalleled experiences and helping customers get the most from their relationship with Capital One.
- Successfully advocated for human-centered design methods and processes within a cross-functional, horizontal team, that is responsible for introducing millions of new customers every year to their new credit cards.
- Worked closely with product, business and marketing partners to develop research plans, conduct and execute research activities, and leading insight synthesis and communication to drive forward design and product decision-making.

UX Designer | Capital One | Jul 2016 - Jul 2017

- Converted foundational design strategy, dynamic product requirements and tech constraints into elegant, refined digital mockups and prototypes for two new products in the credit space.
- Proactively collaborated with product, legal, tech and brand partners to drive forward design work for an MVP release.
- Delivered quality design work within critical timelines, and helped launch a redesigned application experience equating to millions of dollars in increased value for the company.

Education

M.S. Human - Computer Interaction (HCI), Georgia Institute of Technology | May 2016
GPA 4.0

B.S. Materials Science & Engineering, University of Florida | Dec 2013
GPA 3.9 | Minor in Spanish

Portfolio

www.meganehamilton.com

Contact

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Core Skills

**Design Thinking
+ Service Design**
Stakeholder mapping
Journey mapping
Service Blueprinting
Workshop Facilitation
Synthesis
Problem Framing
Ideation

Research + Analysis
Observation
Interviewing
Survey Design
Usability Testing
Card Sorts
Focus Groups
Remote testing
Heuristic Evaluation
Affinity Mapping

Interface Design
Wireframing
Prototyping
Mockups

Tools
Sketch
Mural
Figma
Invision

Languages
Spanish (fluent)
Portuguese
(conversational)