

Megan Hamilton

Product Designer
+ Strategist

ABOUT ME

As an engineer-turned-designer, I use my analytical and creative skills to serve others. By making sense out of chaos and complexity with human-centered design practices, I help organizations make better decisions and ultimately help people live better lives.

EXPERIENCE

Design Lead | Capital One | Aug 2019 - present

- Leading the first CX strategy for a program historically grounded in credit policy and business analysis - how we grant credit line increases to credit card customers (impacting ~ 9MM 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

- Leading 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 partners and other stakeholders 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

UX Design internships at Intel (Folsom, CA) | 2014 and 2015

B.S. Materials Science + Engineering | University of Florida | Dec 2013
GPA 3.9 / 4.0 | Minor in Spanish

PORTFOLIO

www.meganehamilton.com

CONTACT

(321) 704 - 5890
megan.x.hamilton@gmail.com

CORE SKILLS

Design Thinking / Service Design
Stakeholder mapping
Journey mapping
Service Blueprinting
Workshop Facilitation
Synthesis
Problem Framing

Research + Analysis

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

Interface Design

Wireframing
Prototyping
Mockups

RELATED SKILLS

Software

Sketch
Mural
Figma
Invision

Languages

Spanish (fluent)
Portuguese
(conversational)