

# 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](http://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

### 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)