

Megan Hamilton

design strategy +
service design

ABOUT ME

As an engineer-turned-designer, I'm passionate about combining my analytical and creative skills to serve others. By making sense out of chaos and complexity, I help my team make better decisions and help our customers feel better about their money.

EXPERIENCE

Design Strategist | Capital One | Aug 2017 - present

- 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 advocating 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.
- Working closely with product partners and other stakeholders to develop research plans, conducting and executing research activities, and leading insight synthesis and communication to drive forward design and product work.

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.

UX Design Intern | Intel | Mar - Aug 2014, May - Aug 2015

- Performed heuristic analyses of 5 product life cycle (PLC)-oriented web applications, identified 100+ usability and design issues and provided recommendations to resolve each issue, in alignment with business goals and development resources.
- Created concept sketches, wireframes, mockups and prototypes for 6 core areas of a web-based tool suite.

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 / 4.0 | Minor in Spanish

PORTFOLIO

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CONTACT

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METHODS

Design Strategy / Service Design
Stakeholder mapping
Journey mapping
Service Blueprinting
Facilitation

Research + Analysis

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

Interface Design

Wireframing
Prototyping
Mockups

SKILLS

Software

Sketch
Mural
Invision
Balsamiq

Languages

Spanish (fluent)
Portuguese
(conversational)