

Megan Hamilton

Product Design Lead

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 & People Manager | Capital One | Feb 2021 - present

- Leading a portfolio of design initiatives spanning discovery and delivery work, impacting millions of customers' experience with their credit cards.
- Managing a team of two designers, ensuring the team brings the highest-leverage outcomes to life via design work, while supporting individual team members' professional development and growth.

Design Strategist | Capital One | Aug 2017 - Jan 2021

- Orchestrated a new ecosystem design initiative to transform how 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 credit cards.
- Worked closely with product, business and marketing partners to develop research plans, conduct and execute research activities, and led insight synthesis and communication to drive forward design and product decision-making.

UX Designer | Capital One | Jul 2016 - Jul 2017

- Converted foundational design strategy, evolving product requirements and tech constraints into elegant digital mockups and prototypes for two new products in the credit space.
- Proactively collaborated with product, legal, technology 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
GPA 3.9 | Minor in Spanish, Linguistics focus

Portfolio

www.meganehamilton.com

Contact

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Core Skills

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

Research + Analysis
Observation
Interviewing
Usability Testing
Affinity Mapping

Tools

Mural
Figma
Sketch
Google Suite

Languages

Spanish (fluent)