

# Vignesh Gopalan

## Product Designer

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### EXPERIENCE

#### Capital One

July 2020 - Present, Washington, D.C.

##### Senior Designer

- Lead design and research for cross-platform referrals experiences and the offers hub for credit card customers
- Designed key product enhancements allowing team to ship offers hub to 100% of users (46M), a 10x improvement
- Redesigned credit card offer details screen that led to a 15% lift in conversions and \$16M in incremental annual PV

##### Associate Designer

- Completed designs for mobile feature to link external bank accounts allowing 25k users a month to now link accounts
- Partnered with product and engineering teams to design multiple feature improvements to Eno, Capital One's virtual assistant and chatbot, from concept to development

#### IBM

June 2019 - December 2019, Raleigh, NC

##### UX Design Intern & Fall Semester Co-op Designer

- Designed and tested network data visualization feature to optimize troubleshooting for the IBM Blockchain Platform
- Redesigned new user onboarding to improve acquisitions

#### AG350

February 2019 - May 2019, Durham, NC

##### Product Designer

- Led design of web app that automated grading for computer science and engineering departments
- Collaborated directly with founder and shipped to hundreds of Duke students (around 30% of student body)

#### Viget

June 2018 - August 2018, Durham, NC

##### UX Design Intern

- Collaborated with developers and visual designer to ship crowdsourced decision-making web application

### EDUCATION

#### Duke University

2016 - 2020

B.S. Computer Science and Visual & Media Studies, Certificate in Innovation & Entrepreneurship

**Magna Cum Laude**

### TOOLS

Figma

Photoshop

Illustrator

HTML & CSS

### SKILLS

Interaction Design

Visual Design

User Research

Usability Testing

Prototyping

Product Strategy

### RECOGNITION & OTHER

#### Andreessen Horowitz

Generation Design Mentee

2019

Accepted to Cycle VI cohort and connected with a senior designer for mentorship

#### IBM

Design Thinking Facilitator

2019

Co-led an IBM design thinking workshop for Duke Master of Engineering Management students