

Christine Smet

Product Designer | New York, NY

EXPERIENCE

Principal Associate Product Designer | Capital One Aug 2024 – present

- **Scams vision** Led discovery and creation of a five-year vision for how Capital One should identify, triage, and address credit card scams, plus identified near-term solutions to explore and ship in 2025 and 2026. Presented to SVPs to drive roadmapping. Directed daily work for 2 design contractors .
- **Fraud investigation** Delivered experiments geared at incorporating new data sources and enhancing existing agent workflows in order to help customers understand if a charge on their credit card is valid, or if it is fraud, in collaboration with Product, Analysts, Engineering, and Operations. This helps reduce agent costs and prevent unnecessary disruption in customer spending. Directed daily work for 2 design contractors.
- **Pro bono** Worked with 5 designers to help GreenPath, a national non-profit helping clients manage debt, understand pain points in their clients' experience and visualize them in a journey map. Led user research by recruiting past clients, writing the test scripts, moderating interviews, and providing actionable insights to move work forward post-research.

Senior Product Designer | One Medical (now Amazon Health) Aug 2022 – Aug 2024

- **Growth & member experiences** Owned E2E design on multiple projects, working with Product, Engineering, Clinical, Legal, and Brand/Marketing partners across legacy One Medical and Amazon organizations to grow membership and improve core member experiences
- **Visit experience** Led design – including discovery, strategy, and delivery – of how patients book doctor's appointments, prepare for them, and take action after meeting with a care provider. Collaborated with Product, Clinical, and Engineering to define roadmaps and deliver native and web releases resulting in an increase in available appointments and a decrease in the time it takes for patients to receive care
- **Multi-factor authentication (MFA)** Following Amazon's acquisition of One Medical, owned design for MFA, the company's #1 product initiative in 2023, resulting in an additional layer of account protection for 100% of patients
- **IA re-design** Re-designed the One Medical mobile app's information architecture to simplify navigation and promote ease of use. Drove product requirements and defined sequencing for mobile and web development, as well as directed design work for a supporting designer
- **Teamwork** Helped with interviewing, onboarding new hires, and mentoring junior designers
- **Accessibility** Advocated for more accessible experiences by facilitating 3 workshops on what accessibility means and how to deliver accessible products to >100 engineers and designers

Senior Associate Product Designer | Capital One July 2019 – Aug 2022

- **Credit card disputes** Led E2E design for disputes, reaching ~2M customers annually, including a 5-year vision and iterative mobile and web releases. This workstream has decreased calls by 12% and increased customer win rate by 8%
- **Claims resolution** Enhanced post-fraud and post-disputes experiences through releases across customer channels, to decrease customer confusion and saw call volumes reduced by 12%. Collaborated across lines of business to develop a vision for Capital One's mobile app servicing
- **Fraud detection & intake** Re-designed experience to notify customers of suspicious charges and help them secure their account. This re-design decreased fraud cases by ~25% and increased cost savings by \$13K monthly

EDUCATION

University of Washington

Bachelor of Science in Informatics: Human-Computer Interaction

Interdisciplinary degree teaching technical skills in product design and management, data analysis, and computer science, and applying them for the good of people and society

- **PearCare (Capstone project)** Led UX research and design within a 4-person team resulting in a website that connects patients seeking mental healthcare with professionals