

Vignesh Gopalan

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EXPERIENCE

Homeward Health

October 2025 - Present, San Francisco, CA

Senior Product Designer

- Led key initiatives for Homeward's core care coordination platform serving 100,000+ patients and 5 user groups, including designing staff management workflows that drove a 10% one-month lift in encounters eligible for risk adjustment.
- Owned vision and delivery for Homeward's first SMS inbox from V1-V3, leveraging user research to prioritize improvements, align sequencing, and expand member engagement beyond phone calls.
- Managed design strategy, prompt refinement, and evals for Homeward's first AI chat experience, targeting care teams' top use cases to improve workflow efficiency.
- Strengthened platform foundations by defining Homeward's Mantine-based design system in Figma and Storybook, building n8n feedback triage workflows, and contributing updates via Cursor and Claude Code.

Mochi Health

June 2025 - October 2025, San Francisco, CA

Senior Product Designer

- Oversaw release of redesigned mobile app for a health platform serving ~140k patients seeking weight loss treatment, turning stalled work into iOS and Android releases that later reached 4.9 stars, up from 1.7.
- Shipped updates via Cursor, finalized App Store marketing assets, and drove execution across design, engineering, and product to establish QA workflows, bug triage, and the company's first Storybook implementation.

Capital One

July 2020 - June 2025, Washington, D.C.

Principal Associate Designer

- Redesigned Capital One's rewards experience in support of its \$35B Discover acquisition. Collaborated with senior product and engineering leadership to deliver cross-platform designs, establish new components, and co-develop roadmaps across multiple teams.
- Spearheaded end-to-end design and research for mobile and web customer referrals experiences. Led rapid prototyping and delivered features that increased conversions by 10-15%, generating 40k-60k incremental conversions and \$15-30M in NPV at full scale.
- Released new credit card offers hub to 46M customers across mobile and web and improved conversions by 14%, generating \$14.3M in annual PV. Redesigned the credit card offer flow, resulting in a 15% lift in conversions and generating \$16M in incremental annual PV.
- Pioneered intelligent customer support experiences leveraging Eno, Capital One's AI assistant. This led to a 50% reduction in customer support calls and a 10% increase in task completion.

EDUCATION

Duke University

2016 - 2020

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

Magna Cum Laude

LEADERSHIP & OTHER

Capital One

2025 DDP Development Advisor

Providing career guidance to an entry-level designer through their 2-year rotational program.

AIGA DC

2025 SHINE Mentor

Mentoring a junior designer over a 4-month period on portfolio and professional development.

Duke University

2023 Alumni Speaker

Invited by the Career Center and Innovation and Entrepreneurship Department as part of the "Tell Me More" series to speak with students interested in UI & UX design.

Andreessen Horowitz

2019 Generation Design Mentee

Selected for Cycle VI cohort and paired with a senior designer for mentorship.

IBM

2019 Design Thinking Facilitator

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

SKILLS & TOOLS

Interaction Design	Figma
Visual Design	Cursor
Product Strategy	Claude Code
User Research	HTML & CSS