

Vignesh Gopalan

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EXPERIENCE

Homeward Health | Value-based care startup serving 100K+ patients

October 2025 - Present, San Francisco, CA

Senior Product Designer

- Designed a staff allocation experience for virtual visits, replacing broken telehealth fallbacks from failed video connections and driving a 10% one-month lift in risk-adjustable encounters tied to new revenue capture.
- Established Mantine-based design system in Figma and Storybook, creating reusable patterns and documentation that enabled consistency across Homeward's care coordination platform used by 5 user groups.
- Built AI-assisted design-to-engineering workflows across n8n, Slack, Claude, and Cursor streamlining feedback triage, Jira handoff, and front-end implementation to reduce friction and increase release velocity.
- Designed Homeward's first AI chat experience for care teams, shipping source attribution and feedback UI for high-priority use cases to enable safe AI-to-human handoff; ran AI content evals and refined system prompts in n8n to ensure outputs were concise and actionable.
- Shipped Homeward's first SMS inbox from V1-V3, expanding member engagement beyond phone calls and increasing care team capacity to coordinate visits, close care gaps, and manage rural patient outreach.

GameDash

November 2025 - January 2026, San Francisco, CA

Lead Designer & Design Engineer

- Doubled users from ~500 to 1,000+ by designing growth-focused improvements to live score discovery, notifications, and badges for a real-time NBA sports companion Chrome extension.
- Turned retention analysis and user feedback into strategic roadmap priorities, shaping features like favorite-team flows and highlight filters.

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.

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. Increased conversions by 15%, generating 60k incremental conversions and \$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.

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