

# 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

- Drove 60% higher scheduling rates than baseline campaigns by designing workflows to identify high-risk members needing outreach.
- Doubled outbound SMS use by care teams by shipping Homeward's first SMS inbox from V1-V3, expanding engagement beyond phone calls and helping teams coordinate visits, close care gaps, and manage outreach.
- Drove a 10% one-month lift in revenue-generating encounters by replacing broken telehealth fallbacks with virtual visit staffing workflows.
- Increased trust in AI-assisted workflows and enabled safe AI-to-human handoff by designing Homeward's first AI chat experience and owning content evals, prompt refinement, and response feedback systems.
- Enabled consistency across Homeward's care coordination platform used by 5 user groups by establishing a Mantine-based design system in Figma and Storybook, creating reusable patterns and documentation.
- Accelerated design-to-engineering handoff by building AI-assisted workflows across n8n, Slack, Claude, and Cursor, streamlining feedback triage, Jira ticket creation, and front-end implementation.

### Mochi Health | Startup for weight loss treatment serving ~140k patients

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

- Supported Capital One's \$35B acquisition of Discover by designing an integrated rewards experience across mobile and web, delivering cross-platform designs, establishing new components, and co-developing roadmaps with senior product and engineering leadership.
- Increased customer referral conversions by 15%, generating 60k incremental conversions and \$30M in NPV at full scale, by spearheading end-to-end design and research for mobile and web referral experiences.
- Generated \$14.3M in PV by releasing a new credit card offers hub to 46M customers across mobile and web, improving conversions by 14%.
- Generated \$16M in incremental annual PV by redesigning the credit card offer flow, resulting in a 15% lift in conversions.
- Reduced customer support calls by 50% and increased task completion by 10% by pioneering intelligent support experiences leveraging Eno, Capital One's AI assistant.

## EDUCATION

### Duke University

2016 - 2020

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

*Magna Cum Laude*

## PROJECTS

### GameDash

#### Product Designer & Builder

Doubled users from ~500 to 1,000+ by designing and building growth-focused improvements to live score discovery, notifications, and badge states for a real-time NBA sports companion Chrome extension using Cursor & Claude Code.

## 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.

## SKILLS & TOOLS

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