

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.
- 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.
- Accelerated design-to-engineering handoff by using Cursor, Claude, and n8n to prototype and ship front-end updates, automate feedback triage, and streamline Jira ticket creation.
- Drove a 10% one-month lift in revenue-generating encounters by replacing broken telehealth fallbacks with virtual visit staffing workflows.
- 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.

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.
- Enabled 25k users per month to connect external bank accounts on mobile by designing a feature that reduced linking friction.

EDUCATION

Duke University

August 2016 - May 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