

# Thomas Tonapi

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**Senior designer with 6+ years of experience shipping complex, AI-integrated, cross-platform experiences and products across fintech and healthcare. Expert in aligning research and design with business strategy**

**Skills:** User research, Customer surveys, A/B testing, Human-centered design, Behavior design, Strategic thinking, Product strategy, Service design, UX/UI design, Wireframes, Prototyping, Journey maps, Information architecture, Ecosystem maps, Personas, Workshops, Design systems, LLMs and Agentic AI interaction design

**Software:** Figma, Miro, Lucid, Lovable, Anthropic Claude, Google Vertex, Cursor, UserTesting, Optimal Workshop, Google Analytics, Qualtrics, Tableau, Adobe Photoshop, Adobe Illustrator, Jira, Confluence, Airtable

## EXPERIENCE

**MVP Health Care, Senior Designer**

*Schenectady, NY (01/2025 - Present)*

- Spearheaded end-to-end research and product design on the payer-provider experience, interviewed 15+ providers and SME, identified key opportunities and presented insights to leadership. Owned provider website redesign, worked with developers to ship 30+ new pages, projected to reduce ~45% of provider call volume. Contributed UX strategy across website, IVR, Availability portal, vendor integrations, provider CRM and outbound provider communications, unifying the provider experience.
- With benefit inquiries driving ~10% of member call volume, led experience perspective on building an agentic AI prototype for explanation of coverage and formulary details. Researched member pain points, worked cross-functionally to establish UX x AI principles, built response evaluation guide and designed the chat formatting. Released first in-house AI tool to 1500+ employees.
- Led research for women's health and pregnancy journeys, working with clinicians to translate medical HEDIS/CAPHS priorities into experience strategy. Researched member experience, delivered service blueprints and defined doula vendor evaluation criteria with product, influencing 3-year product roadmap

**Capital One, Principal Designer**

*Mclean, VA (07/2021 - 01/2025)*

- Led the design of an AI/ML execution monitoring tool. Defined scope from business needs, led user research, set requirements and developed UX/UI wireframes. Designed future features, such as anomaly detection and auto job re-runs. Collaborated with developers to hand off designs; pilot launched to 300+ ML developers.
- Led end-to-end user journey mapping across the Enterprise data system and month-end finance cycle. Defined scope with cross-functional partners, conducted 15+ stakeholder interviews across accounting teams, and facilitated workshops with 10+ Directors across internal data platforms. Synthesized insights into visual mappings and presentations to align UX strategy with OKRs and key business opportunities.
- Insights were leveraged in four 2024 Director/VP+ annual Enterprise planning sessions, influencing initiative prioritization, cross-team alignment and long-term, finance LOB product development.
- Provided career guidance to 2 junior designers throughout their 2 year rotational program.

**SWIFT — Global Interbank Financial Network, Experience Designer**

*Remote (02/2021 - 06/2021)*

- Redesigned architecture for the developer portal experience for SWIFT's API solutions. Worked with developers to ship: new onboarding experience, site layout, API playground and business partner section.

## EDUCATION

**Master of Science - Product Service System Design, Politecnico di Milano**

*(09/2018 - 10/2020)*

**Bachelors of Arts - Graphic Design, Virginia Commonwealth University**

*(09/2014 - 12/2017)*

## LEADERSHIP & CERTIFICATIONS

- ADPList Mentor — 25+ sessions *(2025 - Present)*
- Fogg Behavior Design *(2025)*
- OOUX Fundamentals *(2024)* Product Manager & Machine Learning at Berkeley Haas *(2024)*