Linh-Hoa Nguyen

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Strategic Experience Designer specializing in building 0-to-1 features, driving cross-functional alignment, and translating complex business logic into high-impact user experiences.

Sr. Experience Designer - Capital One *Feb - May 2023 & Sep 2023 - Present*

Led design for 14 products in the B2B and B2C space. Collaborated closely with cross-functional teams to drive product strategy, design consistency, and customer-focused experiences.

- **Built a robust email campaign builder** enabling car dealers to leverage variable data and target specific audience segments, directly enhancing marketing and lead engagement.
- **Created an AI Recommended Messages tool** for car dealers that learns all lead details to propose a message via email or SMS to progress the car buyer down the funnel.
- **Launched the first design system e-learning course**, driving immediate adoption (60 out of 83 designers self-enrolled) and standardizing processes across the teams.

Sr. Project Manager - Capital One *May - Sep 2023*

Managed Research Operations across 5 lines of business in FS.xd, facilitating up to 37 research projects simultaneously (closed 27 projects in 4 months). Supported 28 individual researchers by streamlining administrative workflows and communication through Jira and Salesforce.

- **Designed and launched a new brand identity and Jira intake form** for FS.xd that was subsequently adopted enterprise-wide for Research Operations.

Experience Designer - Capital One *Jul 2021 - Feb 2023*

Designed key features for B2C and internal products, partnering with Content, Legal, Operations, Tech, and Product to deliver user-centered solutions.

- **Designed and updated the branding of a pre-qualification form** across 4 marketplaces, such as Auto Navigator, by leading cross-functional collaborations and ensuring regulatory, product, and technical alignment.
- **Established foundational research for Inside Sales secondary users**, defining JTBD, motivations, and pain points, which influenced product initiatives and personas.
- **Architected the UX and structural foundation for the FS.xd design system documentation site**, synthesizing insights from 4 research studies with 20+ cross-functional partners to define comprehensive future-state requirements.

M.S. in Instructional System Design – University of North Texas

4.0 GPA

B.A. in Arts, Technology, & Emerging Communication – UT Dallas

Minor in Marketing | Magna Cum Laude & Major Honors