

# 2025 Detailed Portfolio

Welcome to my detailed portfolio for 2025. This presentation will cover my education, career milestones, cross-industry experience, and key highlights from my work at Tekzenit, Capital One, and Ascension. I'll also share some in-depth case studies showcasing my research and design work.

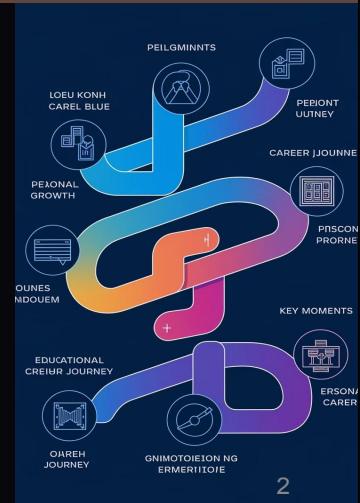
 by Tony Capodagli

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# Education & Career Milestones

- 1 Education  
Completed Bachelor's degree in Psychology  
Master's Degree Interdisciplinary
- 2 Early Career  
First professional role at Tekzenit
- 3 Mid-Career Growth  
Principle Design Researcher at Capital One
- 4 Current Role  
Sr. Experience Researcher at Ascension



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My name is Tony. I'm a researcher and learning strategist who thrives on solving complex challenges and creating thoughtful, user-centered solutions. Whether helping new mothers navigate healthcare systems or refining digital tools for designers, I bring curiosity, empathy, and collaboration to every project. I've led efforts that increased registration and task success rates, informed product decisions, and spread research know-how, accomplishments made possible by aligning diverse teams around a shared commitment to understanding user needs. By blending analytical rigor with creative exploration, I co-create solutions that inspire trust, spark delight, and deliver lasting, scalable impact. I got here today by way of hard work, ambition, and a little serendipity. After getting my MA from Texas Tech University, where I studied human factors from an experimental psychology and industrial engineering discipline. I landed my first gig at an agency out of Dallas called Tekzenit. It was here where I broke into industry and learned about how agencies go about their business. I moved on to my next role at Capital One by way of referral from a co-worker at Tekzenit. It was a large organization that allowed autonomy and space to "fail quickly". Capital One taught me how to utilize mixed methodologies to generate and validate designs in an agile environment. As the pandemic was just beginning, my wife and I moved south to be closer to her family, just as we began to grow our own. Ascension took me. Fully remote, I had to learn to apply my methodologies in an online environment with a limited set of tools. This is how I learned to tackle problems before they stopped us; like managing high value stakeholder input and another story which we'll explore a little later. Learning to say "no" became a bit easier after applying my SOW estimations learned at the agency to capacity estimations at Ascension.

# Home & Family

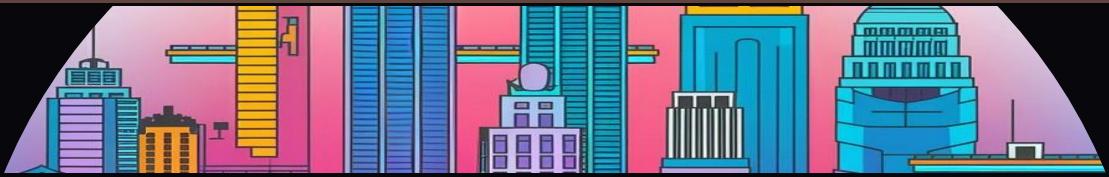
## Family Life

Balancing a rewarding career with a fulfilling family life has been a key priority. My family provides support and inspiration for my professional endeavors.

## Work-Life Integration

I strive to integrate my work and personal life in a way that allows me to excel in both areas, drawing insights from each to enrich the other.

I am a father of 3, husband to 1. I like to dabble in lot's of hobbies, like woodworking, astronomy, and finding different ways to tire out the toddlers. One day, I hope to go to space. Besides, genius is the ability to bring back childhood upon demand.



## Cross Industry Experience

### Telecom

Experience in B2B and B2C e-commerce and telecom management research

### Finance

Expertise in financial services and data analytics specified in the Auto Finance Industry

### Healthcare

Current focus on healthcare technology and patient experience using web and mobile applications to improve overall population health

Throughout my career, I have applied a strategic and empathetic approach to solving complex challenges across industries. By focusing on human-centered design and research methodologies, I have delivered impactful solutions that align user needs with organizational goals.

# High Level Highlights: Tekzenit

## 1 Customer Validation

Supported AT&T and our designers by validating designs with customers

## 3 Focus on Success

Learned how to focus on ensuring success; which is not always successful.

## 2 Usability Lab

Co-designed the usability lab

## 4 Research Value

Had my first encounter with the value research can bring to an organization and careers.

Monotype, who also returned to us a client.



At Tekzenit, I was brought on as a full-time UX researcher to support our design team of around 50. Our client was AT&T. This is where I got introduced to industry. Validating results with usertesting.com and in-person testing using Morae, I learned to value team collaboration and close partnerships. I also formed great colleagues and friendships. In fact, it was at Tekzenit that a colleague of mine and I co-designed the company's usability lab. Taking my knowledge of creating comfortable and familiar environments to help elicit feedback and mute biases, we designed a lab made to feel like a home office. From the cameras in each corner of the room to capture non-verbal behavior, to the number of chairs in the room, we designed it all. We worked closely with our IT department to procure the technology; and, we were able to send a live feed to a large conference room, which acted as our observation deck. Ensuring success, that was the name of the game. But I was not always successful in doing that. I learned the hard way to ask for clarity. A client had asked us to redesign their information architecture on a site. So I got to work. Used a crawler to pull down the current architecture, tree tested that, used a few rounds of card sorting to develop a new architecture, and wrapped it up in a bow. I was proud. But... information architecture and navigation aren't the same. What I interpreted as IA, they were asked for main navigation treatments. My new IA was too big of a change for the client, even though it performed well. I looked inexperienced. But that changed when I learned how the value of research can be recognized and requested at an organization. Monotype, a large font foundry, came to us to help improve their e-commerce sites and test a new business model. They had 4 properties they wanted tested. In short, we improved their conversion rates by testing and recommending design changes so much that they came back not 1, but 2 more times. Their product owner got promoted because of the work he did with us; and we felt valued because we had ensured success for our client.



## High Level Highlights: Capital One

### Workshop Facilitation

Facilitated multiple workshops where my trained product managers, designers, and even engineers, rapidly iterated their created paper prototypes in a co-participation-co-creation session.

### Archetype Typing Tool

Developed an archetype typing tool through qualitative and quantitative methods to better target our car-buyers' needs; in partnership with the marketing team. This got us some organizational recognition.

### Research Training

Lead and co-lead research training programs for the organization in order to increase the democratization of research.

### Product Research

Generated and validated multiple designs, prototypes, and in market products for Autonavigator.

From there, I journeyed on to Capital One. I was referred to them by a design colleague I worked with at the agency. Brought in to help with the consumer auto finance business, I began by testing multiple designs, prototypes, and competitor products with our target population. We created an appetite for research. Because of this, I got to lead and co-lead training programs meant to democratize research across disciplines. So, a product manager could learn to conduct small observational studies, using think-aloud protocols. Democratizing research meant I could give more time to developing our understanding of who our customer is. I got to develop an archetype typing tool through qualitative and quantitative methods to better target our car-buyers' needs; in partnership with the marketing team. This got us some organizational recognition. One of my favorite things to do is facilitate workshops. I was introduced to workshops because Capital One bought Adaptive Path, a predominantly service design oriented organization. AP taught me to have confidence in my facilitation, especially when things got ambiguous like many things can be in the generative research space. We developed a nice cadence of doing workshop-like customer feedback sessions. Because of the democratization work, I facilitated rooms filled with designers, product managers, engineers, even sometimes legal came, in low fidelity co-creation sessions. The energy is something during those sessions.



## High Level Highlights: Ascension

- 1 Patient-Centric Research  
Conducted extensive user research to improve patient experience across Ascension's digital platforms
- 2 Digital Transformation  
Led key initiatives in Ascension's digital transformation efforts, focusing on user-friendly interfaces for patients and healthcare providers
- 3 Data-Driven Design  
Implemented data-driven design processes to optimize healthcare delivery and patient outcomes
- 4 Cross-Functional Leadership  
Collaborated with diverse teams including clinicians, IT, and administration to drive innovation in healthcare technology

This brings us to Ascension. At Ascension, I was tasked with helping to develop a mobile app for internal employees' health insurance benefits. There were many resources available to employees, but they were in disparate, outdated places. Beginning with analyzing a CSAT survey, we found our initial opportunities. But, to dig deeper, and test our designs, we needed to get in front of our employees. To do that, I created a participant panel by partnering with our marketing team since they had the ability to reach all of our target population. This also allowed us to learn about who our users were. We developed archetypes using the panel. Employees were being advocated for in a new way; and I got quite comfortable with remote research techniques. Our concepts and ideas were being de-risked through generative research and concept validation. While supporting multiple projects with a wide range of audiences, I was able to implement the practice of collaborative-synthesis; where cross-functional teams are able to get to know the data so that the team can have a shared understanding, thus increasing efficiency to solution and progressive problem solving. Finally, I am developing a practice to test AI tools that can increase research efficiency.

Thank you