

# Tony Capodagli

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## SENIOR UX RESEARCHER / STRATEGIC RESEARCH LEAD

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Senior research and strategy leader who builds knowledge infrastructure in complex, regulated, and high-stakes environments. Grounded in 10+ years of mixed-methods UX research practice—from close human observation through system-level synthesis, across healthcare, financial services, and telecommunications. Creates durable organizational capability through decision architectures that persist beyond individual studies. Designs AI systems to handle mechanical research tasks, preserving researcher attention for interpretation, judgment, and synthesis.

## CORE CAPABILITIES

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- Systems-level UX research and mixed-methods synthesis
- Knowledge infrastructure and research operations design
- Journey modeling and service blueprinting
- Cross-functional translation across clinical, operational, and product teams
- Executive decision framing and sensemaking
- AI system design for research automation
- Organizational learning and research maturity development
- Workshop facilitation and stakeholder alignment

**Tools:** dscout, Qualtrics, SurveyMonkey, UserZoom (UserTesting), Dovetail, Optimal Workshop | Figma, Miro, Sketch | Adobe Analytics, Google Analytics, Amplitude | SPSS, R, SAS | openAI, anthropic, Power Automate, Azure OpenAI, ChromaDB | SharePoint, Epic EHR | uxr-operations-automations

## PROFESSIONAL EXPERIENCE

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**Senior UX Researcher / Strategic Research Lead** | March 2025 – December 2025

### MONTEFIORE HEALTH SYSTEM (Contract via RSC)

- Led mixed-methods UX research—stakeholder interviews, workflow observation, journey mapping, service blueprinting—to improve decision-making across clinical, operational, and digital systems.
- Built research infrastructure—journey models, synthesis frameworks, and queryable repositories—that persisted beyond individual studies and supported longitudinal organizational learning.
- Designed and deployed an AI-powered document intelligence system that automated classification, metadata extraction, and indexing of research artifacts, achieving 95%+ accuracy across 9 file types and reducing manual processing time by 5-10 minutes per document.
- Designed phase-based research frameworks for cancer screening (breast, colorectal, lung), diabetes, weight management, and access programs, enabling leadership to act on clarified tradeoffs across competing priorities.
- Built care journey models using a Four-Layer framework (Clinical Intent, Operational Workflow, Digital Reinforcement, Personal Context) that mapped roles, handoffs, and failure points across Epic Hyperspace clinical workflows and MyChart patient touchpoints.
- Synthesized outreach data, interview findings, and workflow observations into cross-program system views that surfaced access drop-offs, coordination breakdowns, and staff burden hotspots.
- Established shared frameworks—phase-based journey models, service blueprints, synthesis templates—adopted across Digital, Clinical Solutions, Operations, and Product teams.
- Integrated stakeholder-generated workflow diagrams and process maps into standardized templates that supported cross-team comparison and reuse.
- Designed ambient documentation research strategy with pre/post evaluation measures tied to clinician documentation effort, note quality in Epic, and workflow disruption.

- Evaluated AI-enabled clinical tools by mapping accountability structures, workflow integration points, and failure modes prior to deployment.
- Supported directors and executives by articulating decision posture, clarifying what was stable, what remained open, and where risk lived.

**Senior UX Researcher** | July 2020 – February 2025

**ASCENSION** (Remote)

- Led mixed-methods research across healthcare and insurance platforms—member portals, enrollment flows, care navigation tools—spanning five concurrent product teams.
- Translated qualitative and quantitative research into explicit decision questions tied to business and clinical outcomes, improving signal-to-noise in leadership reviews.
- Partnered with product managers to structure research findings around roadmap prioritization and release sequencing decisions.
- Enabled design exploration by documenting user tensions, workflow constraints, and decision tradeoffs without prescribing solutions.
- Developed reusable synthesis templates and archetypes adopted across teams, reducing redundant research effort and enabling insight to persist beyond individual studies.

**Principal Experience Design Researcher** | August 2016 – July 2020

**CAPITAL ONE**

- Established UX research as a strategic input to enterprise decision-making, embedding discovery research and decision-framing practices into product and business team workflows.
- Structured research deliverables—findings decks, tradeoff matrices, decision briefs—around explicit criteria that enabled prioritization across enterprise initiatives.
- Led mixed-methods synthesis combining Qualtrics surveys, stakeholder interviews, and behavioral data to support early-stage product learning.
- Shifted research engagement from validation to pre-development discovery and decision framing, reducing late-stage rework.
- Facilitated cross-functional workshops—assumption mapping, prioritization sessions, decision alignment—across multiple lines of business.

**UX Researcher** → **Sr UXR** | July 2014 – August 2016

**TEKZENIT, INC.**

- Conducted foundational UX research across product and e-commerce initiatives, grounding design decisions in behavioral evidence and usability findings.
- Conducted usability testing, A/B testing, heuristic evaluations, eye-tracking, and think-aloud studies to optimize digital experiences.
- Designed information architecture using card sorting and tree testing, improving navigation and task success.
- Developed journey maps and experience maps that documented user workflows, pain points, and opportunity areas for design.

## **EDUCATION**

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**Master of Arts, Psychology** (Human Factors, Industrial Engineering & Management)

Texas Tech University

**Bachelor of Arts, Psychology** (Minor: Spanish)

Texas Tech University

## **CERTIFICATIONS**

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Protecting Human Research Participants, NIH Office of Extramural Research