

Tony Capodagli

Lead UX Researcher & Strategist

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Portfolio

UX Researcher with 12+ years of mixed-methods practice across healthcare, financial services, and telecommunications. Builds knowledge infrastructure in complex, regulated, and high-stakes environments. Structures findings around explicit decision criteria, clarifying the tensions that drive product and business choices. Designs AI systems to handle mechanical research tasks, preserving researcher attention for interpretation, judgment, and synthesis.

CORE COMPETENCIES

Research methods: Mixed-methods UX research, service blueprinting, journey mapping, diary studies (dScout), usability testing (RITE), competitive benchmarking, survey design, card sorting, tree testing

Research operations: Practice build (0 to 1), automated research repositories, research democratization, research program design, tool evaluation and procurement

Translation and impact: Findings-to-roadmap traceability, Jobs-to-Be-Done distillation, workshop facilitation, decision framing for product and clinical stakeholders, product requirements from research, synthesis across programs, stakeholder alignment

Tools: dScout, Qualtrics, UserZoom (UserTesting), Dovetail, Optimal Workshop, Ethnio, SurveyMonkey | Figma, Miro, Sketch | Adobe Analytics, Google Analytics | SPSS, R, SAS | Power Automate, Azure OpenAI, ChromaDB, Qdrant, HuggingFace | SharePoint, Epic EHR | Replit, Vercel, Zapier, n8n

PROFESSIONAL EXPERIENCE

Senior UX Researcher & Strategist

March 2025 to December 2025

Montefiore Health System

- Led mixed-methods UX research across six clinical and digital programs, integrating stakeholder workshops, workflow observation, service blueprinting, and outreach analytics. Tracked findings to roadmap actions governed by time and decision milestones through quarterly planning.
- Analyzed 12,000+ outreach records across 6 sites. Identified that the majority of non-completing patients were never contacted due to data quality failures upstream of first contact. Findings produced three Q1 2026 product requirements, each traceable to a specific observed failure.
- Evaluated booking flows across peer health systems and specialties. Defined competitive parity and positioned Montefiore against the market, giving the product team an evidence-based benchmark for scheduling design decisions.
- Constructed service blueprints and process maps across six clinical programs, synthesized into an Aggregate Service Blueprint using a Four-Layer framework. Built role-based personas and distilled shared Jobs-to-Be-Done that converted into product requirements and a Q1 2026 product program.
- Built an AI-powered document intelligence system using Power Automate and Azure OpenAI GPT-4o that automated classification, metadata extraction, and indexing of research artifacts into a queryable SharePoint repository. Processed 9 file types at 95%+ accuracy.

Senior UX Researcher

July 2020 to February 2025

Ascension (Remote)

- Led mixed-methods research across healthcare and insurance platforms, including member portals, enrollment flows, and care navigation tools.
- Analyzed 419 open-ended responses from member services feedback, hand-coding 210 unique codes that consolidated into three prioritized themes informing menu structure, information architecture, and feature priorities for the mobile development team.
- Conducted a dScout diary study and delivered an engagement loop framework giving the product team a lifecycle model for identifying where and why the product was losing members.

- Developed behavioral archetypes through qualitative diary study research structured around core values, health behaviors, and product engagement patterns.
- Mentored two junior researchers across concurrent studies, shaping their methodology, reviewing outputs, and integrating findings into shared synthesis frameworks.

Principal Experience Design Researcher

August 2016 to July 2020

Capital One

- Built customer archetypes through qualitative research using projective techniques, validated at scale through survey study and factor analysis. The core archetype was adopted as a shared design reference across product teams for multiple years.
- Designed R.I.P.P.T. (Rapid Iterative Paper Prototype Testing), training non-researcher moderators to run iterative prototype sessions. Scaled research capacity across the organization including an augmented reality prototype application.
- Applied collaborative synthesis frameworks to align cross-functional teams on research objectives and decision criteria before data collection.

UX Researcher to Senior UX Researcher

July 2014 to August 2016

Tekzenit, Inc.

- Conducted iterative usability testing for Monotype's subscription flow redesign across multiple rounds and participants. SUS improved from 35 to 77 against a benchmark of 68.
- Applied usability testing, A/B testing, heuristic evaluations, eye-tracking, and think-aloud protocols across product and e-commerce initiatives.
- Developed journey maps and experience maps documenting user workflows, friction points, and opportunity areas to ground design decisions in behavioral evidence.

EDUCATION

Master of Arts, Interdisciplinary Studies (Human Factors, Industrial Engineering & Management)

Texas Tech University

Bachelor of Arts, Psychology (Minor: Spanish)

Texas Tech University

CERTIFICATIONS

Protecting Human Research Participants — NIH Office of Extramural Research