

Tony Capodagli

Lead UX Researcher & Strategist

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UX Research leader 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 design, service blueprinting, journey mapping, diary studies (dScout), usability testing (RITE), archetype development, competitive benchmarking, survey design, card sorting, tree testing

Research operations: Practice build (0 to 1), AI research infrastructure, queryable repositories, research democratization, phase-based program design, tool evaluation and procurement

Translation and impact: Findings-to-roadmap traceability, JTBD distillation, workshop facilitation, decision framing for executive audiences, product requirements from research, cross-program synthesis, 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 and 4 channels. Identified that 31% of patients were unreachable and 11.5% were ineligible before a call was ever made, reframing the problem from patient willingness to data quality upstream of first contact. Uncovered scheduler heroics compensating for system gaps. Findings produced three Q1 2026 product requirements.
- Designed and deployed 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.
- Evaluated 286 booking flows across 22 peer health systems and 13 specialties, cataloguing 924 booking questions and 1,155 form fields. Classified flows by completion tier and detected EMR platforms across the market. Defined competitive parity and positioned Montefiore against peer systems, giving the product team an evidence-based benchmark for design decisions.
- Constructed service blueprints and process maps across six clinical programs synthesized into an Aggregate Service Blueprint using a Four-Layer framework. Built 8 role-based personas scored across 7 dimensions and distilled 11 shared JTBD that converted into product requirements and a Q1 2026 product program.

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.
- Conducted message testing across member-facing communications, using A/B frameworks and qualitative validation to align with patient language and reduce enrollment abandonment.
- Analyzed 419 open-ended responses from member services feedback, distilling three primary themes that informed menu structure, information architecture, and features for the mobile development team.
- Conducted a 7-part dScout diary study and delivered an engagement framework that gave the product team a lifecycle model for prioritizing where the product was losing members.
- Developed 3 behavioral archetypes through qualitative diary study research with 12 participants, structured around core values, health behaviors, and product engagement patterns.
- Mentored two junior researchers across concurrent studies, meeting quarterly goals, 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, coordinated with existing customer intelligence from other divisions combining 12 qualitative sessions with a 1,700-respondent survey validation study.
- Structured multi-team customer days, trained partners to moderate and iterate paper prototypes in real time, and applied the method across teams including an augmented reality 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 foundational UX research across product and e-commerce initiatives, grounding design decisions in behavioral evidence and usability findings.
- Applied usability testing, A/B testing, heuristic evaluations, eye-tracking, and think-aloud protocols to optimize digital experiences.
- Developed journey maps and experience maps documenting user workflows, pain points, and opportunity areas for design.

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 from NIH Office of Extramural Research