Deni Lewis

Senior Product Designer

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Senior Product Designer shaping design systems, cross-platform UI/UX, and scalable product experiences across native and web platforms. Committed to creating clear visibility across job families around shared work and user experiences, driving cross-functional alignment to focus time on the right problems and deliver tangible business impact.

EXPERIENCE

Senior Associate UX Designer, Enterprise Account Servicing Experience (EASE) *Aug 2026 - Present*
Capital One · Richmond, VA · *Promoted from Associate Designer (Apr 2026 – Aug 2026)*

- Shipped cross-platform design system components for Capital One's enterprise servicing platform, partnering with Product and Engineering to modernize legacy UI across Web and native mobile surfaces.
- Led component library migrations for EASE (serving tens of millions of customers), aligning design and code through production-ready templates and rebuilding core servicing patterns for a 100% iOS launch of Apple Liquid Glass.
- Unblocked the launch of Dark Mode on the Capital One mobile app across iOS and Android, scaling from a 1% pilot to 100% of users, by creating a scalable transparent image export workflow for contributing partners without Figma access.

Associate UX Designer, Messaging & Marketing Technologies *Aug 2024 - Apr 2026*
Capital One · Richmond, VA

- Rebuilt Capital One's email component library in Figma with a 1:1 mapping to the company's internal code-backed email builder, incorporating Figma slots and built-in Dark Mode testing; validated through usability testing, the system surpassed 28,000 inserts within months of launch and overtook legacy libraries across 45+ projects and 114 mailings.
- Uncovered 10+ siloed campaign workflows across the business via associate interviews and journey mapping, uniting them under a shared framework and new UI to centralize outgoing messaging campaigns and reduce time to market.

Lead Visual Design Consultant *Dec 2023 - Nov 2026*
TapeManBlue (Contract) · Remote

- Differentiated Amazon and Shopify storefronts for B2C crafters and B2B bulk buyers, validating visual directions through user testing to drive a 34% increase in Amazon conversion.
- Architected a modular Figma design system, combining foundational assets, print and digital templates, and product files, to support 100% visual consistency across 45+ SKUs as the product line nearly tripled alongside 72% company growth.
- Migrated digital asset workflows from Illustrator and InDesign to Figma with supporting guidelines and documentation, eliminating manual exports and Adobe-only review barriers to cut turnaround from days to hours.

Design Development Intern, Experience Strategy & Operations *Jun 2023 - Aug 2023*
Capital One · Richmond, VA

- Evaluated Capital One's associate onboarding experience through structured interviews and synthesis, revealing early ramp-up gaps and previously unexamined contract-to-hire pain points around clarity and inclusion.
- Delivered a comprehensive guidebook with linked resources and peer buddy pairings to support a smoother, more inclusive transition through a new hire's first 90 days.

SKILLS & TOOLS

Design Systems & Craft: Component Architecture, Design Tokens, Cross-Platform UI/UX, Responsive Web & Mobile Design, Accessible & Inclusive Design, Prototyping, Design Governance, Component & API Alignment, Developer Handoff

Process & Collaboration: User Research & Usability Testing, Research Synthesis, Journey Mapping, Information Architecture, Workshop Facilitation, Cross-Functional Collaboration, Design Specs & Documentation

Tools & Automation: Figma, Claude Code + MCP workflows, Gemini, Shopify, Adobe Creative Cloud

EDUCATION

Bachelor of Graphic & Experience Design, North Carolina State University
Minors: Business Administration, Entrepreneurship
University Honors Program · GPA 4.0 · Faculty Award for Academic Excellence