

TAHRESSA CUNNINGHAM

Product Design Leader

Dallas-Fort Worth, TX
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[LinkedIn](#) · [Portfolio](#)

Product design leader with 10+ years shaping consumer products, enterprise platforms, and AI-enabled experiences. Translates complex systems into trusted, usable products by connecting user research, behavioral insight, technology, and business strategy—shaping roadmaps and driving measurable outcomes. M.S. Human-Computer Interaction, Iowa State University.

PRODUCT LEADERSHIP

Product Strategy · Systems Design · User Research · AI-Enabled Experiences · Behavioral Design · Design Leadership

PATENTS & RECOGNITION

U.S. PATENTS — PRODUCT & EXPERIENCE INNOVATION

Named inventor on 5 U.S. patent publications / grants spanning permissions, co-signers, and cross-platform financial experiences. · 2023–2025

3× MARK OF DISTINCTION — CAPITAL ONE

Car Buying Hub · 2025 / Stand-Alone Trade-In Assessment · 2022 / White-Label Car Buying Experience · 2021

PIONEER AWARD — CAPITAL ONE FINANCIAL SERVICES

CRM Vision Casting · 2024 — Recognized for defining the forward-looking vision for dealership CRM capabilities.

EXPERIENCE

Capital One

Principal Product Designer | 2022–Present
Senior Product Designer | 2020–2022

Led product design and strategy across Capital One Auto Navigator, its digital car-buying platform, shaping a connected ecosystem spanning consumer and dealer experiences, financing, CRM, communications, and AI-enabled workflows across the car-buying journey.

- Shaped product strategy through dealership research, competitive analysis, and customer insights, translating complex problems into product opportunities and roadmaps tied to measurable business outcomes.
- Led the design and launch of Capital One's first online car-buying experience, connecting previously fragmented systems and touchpoints into a cohesive end-to-end customer journey.
- Led design for Capital One's first dealership CRM, translating dealer workflows into connected campaign management, knowledge systems, communications, and AI-enabled automation.
- Redesigned financing and application workflows through customer journey simplification and targeted UX improvements, increasing financing engagement 62%, add-on adoption 126%, and completed credit applications to nearly 3× target.
- Raised design quality across teams by establishing reusable design standards, mentoring designers, and co-leading onboarding programs that strengthened design practice beyond individual products.

EXPERIENCE, CONTINUED

Hilltop Holdings - PrimeLending

Senior Designer | 2017–2020

- Led digital customer experiences across mortgage and lending products, partnering with business and technology teams to create reusable frameworks that improved experience consistency and accelerated delivery across customer acquisition journeys.

Luke's Locker Running and Fitness

Marketing Manager / Visual Designer | 2013–2017

- Led brand and digital marketing strategy across retail and e-commerce channels, developing campaigns that drove measurable customer acquisition and retention.
- Designed and produced visual systems across print, digital, and environmental touchpoints, maintaining brand cohesion across a multi-location retail environment.

Samsung - AMX

Art Director | 2006–2013

- Directed visual design and creative strategy for a global technology brand, overseeing product interfaces, marketing materials, and brand communications.
- Partnered with engineering and product teams to translate complex AV control technology into clear, usable interface design.

EDUCATION

Iowa State University

2025

M.S. Human Computer Interaction · College of Engineering

Focus areas: Human–AI Interaction · Cognitive Psychology · Human Factors · Research Methods · Digital Accessibility · Mobile UX · AR/VR · Design Ethics · Architectural Design

Texas Woman's University

2013

B.A. Graphic Design · Magna Cum Laude

SELECTED WORK

RestEasy

Sleep · Recovery · Behavioral Design

Research-informed sleep environment using responsive automation to support recovery, comfort, and safety. Grounded in HCI research into sleep physiology, environmental triggers, and user needs.

Petite Palace

Spatial Computing · AR/VR · Human Factors

Immersive concept exploring how virtual environments could expand the perceived utility and emotional experience of small residential spaces.

TECHNOLOGY & TOOLS

Figma · Claude Code · Gemini · VS Code · GitHub · Revit · Unity · Miro · Jira · AI Prototyping · MCP · Design Systems