Bill Townsley

Design | Leadership | Operations

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SUMMARY

20+ years of design leadership, fostering user-centric innovation across finance, entertainment, hospitality, and agencies. I build high-performing teams, champion design standards, and translate vision into impactful product experiences. Passionate mentor and UX educator.

EXPERIENCE

Capital One, Dallas, TX — *Director of Design Practice*

AUGUST 2022 - JANUARY 2024

Led the Design Practice Service at Capital One, defining design strategy and critical standards for the design process, UX quality, and best practices across all disciplines within Capital One's Experience Design organization.

Aligned direct reports' passions and strengths with key work areas, fostering engagement and maximizing talent development for greater business impact.

Implemented organizational structures and talent development strategies to drive team success and optimize people development.

Led human-centered assessment of 22 core Capital One experiences, driving 82% satisfaction & a 52% increase in team action on data-backed improvement recommendations.

Capital One, New York, NY — *CML Bank Experience Quality Lead*

JUNE 2021 - AUGUST 2022

Implemented Commercial Design Review, driving 100% adoption for digital products & ensuring clear documentation of customer & business value.

Led a 7-member design team, fostering a collaborative and empowered environment through intersectional leadership. This approach empowered team members and cultivated their strengths, leading to successful project outcomes.

Established a Design Critique framework, which improved collaboration and streamlined the design refinement process with stakeholders.

Implemented a 4-area service model (education, standardization, enablement, governance) within the experience quality team, fostering collaboration, empowering members, and streamlining resource access for commercial design partners.

SKILLS

Design Leadership
- Team Building
- Mentorship/ Coaching
- Hiring Practices

Design Management
- Program Management
- Workflow Optimization
- Agile Methodologies

Design Thinking & Strategy
- Strategic Design
- User-Focused Design

Design Expertise
- Product Design
- Design Operations

Communication
- Cross-functional Collaboration
- Facilitation

Software
- Figma
- Sketch
- Airtable
- JIRA
- Confluence
- Adobe Creative Suite
- Mural / Lucid

Capital One, New York, NY — *Sr. Design Manager - Credit Solutions*

JANUARY 2017 - JUNE 2021

Program design lead of Commercial Credit's largest Agile train consisting of **14** product development teams.

Implemented Dual Track Agile into product delivery workflow resulting in increased team productivity with cross functional partners, and improvement in user satisfaction.

Led prototype development of underwriting and monitoring of Commercial Bank's end-to-end loan process, ensuring design consistency through standardized frameworks.

Led a cross-functional design workshop with 8 designers, 4 product leads, and 4 engineers, establishing design patterns and crafting a seamless user experience for an internal underwriting and portfolio management platform.

ooVoo, New York, NY — *Director of Product Design*

MAY 2013 - JUNE 2016

Led a user-centric redesign that drove a 150% increase in user base growth (from 40 million to 100 million) in 3 years.

Built and led a high-performing, diverse product design team of **5** across multiple locations (New York, Israel, Canada).

Transitioned from embedded designers to a single, cohesive team for deeper user understanding and collaborative support across platforms.

Established open communication and clear expectations with product, engineering, and executive leadership.

Established clear design specifications and streamlined delivery processes, ensuring quality control and efficient development.

EDUCATION & AFFILIATIONS

Art Institute of Dallas, Dallas, TX — *Associate of Applied Science, Web Design & Multimedia*

1997 - 1999

General Assembly, Remote — *User Experience Instructor*

JUNE 2018 - PRESENT

Instructed students in UX design thinking and best practices, shaping their understanding and equipping them for success. Led hands-on visual design tool bootcamps, driving skill development and marketability.