

Donovan Capdeville

Product Designer / UX Designer

📍 Looking to relocate

Product designer focused on reducing decision friction and helping users act with confidence. Background in industrial design with strengths in product strategy, systems thinking, and user-centered problem solving. Interested in building thoughtful digital products where clarity, trust, and emerging technologies like AI reduce cognitive load and simplify complex decisions.

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Syracuse University 2025
Bachelor of Industrial Design (BID)

Major Industrial & Interaction Design
Minor IT Innovation, Design, and Startups

Experience

HealthPowr Founding Product Designer / April 2026 - Present

Leading end-to-end product design for a social impact startup connecting NYC community members to housing, healthcare, food, employment, and mental health services through verified community-based organizations.

- Established the design system — tokens, component library, interaction patterns, and typography — adopted across all product surfaces
- Designed and shipped five distinct portal experiences: organization admin, caseworker, client-facing, school coordinator, and a full admin portal, each with role-specific logic and information architecture
- Drove product direction and decision-making in cross-functional sessions with founder and engineering, identifying logic gaps and spec'ing features before development

Alkaline for Life Product Page Design Intern / June 2025 - Sep 2025

- Led end-to-end redesign of an Amazon product page (carousel + A+), transforming static marketing graphics into a structured **conversion-focused product experience**
- Improved purchase conversion **+6–9pp** and revenue **+45% YoY** by redesigning information hierarchy, surfacing ingredient transparency, and clarifying product differentiation.
- Synthesized insights from customer reviews, competitor analysis, and online communities to identify purchase friction and design **trust-building UX patterns** for a high-skepticism e-commerce category.

Syracuse University Design Research Assistant / Sep 2024 - Feb 2025

- Under the mentorship of Prof. Yves Michel, collaborated with a team to explore and develop bio-design projects, emphasizing innovation.
- Conducted exploratory design research and concept development to investigate emerging bio-design opportunities.
- Present design concepts to support project initiatives.

Sellinnate UI/UX Design Intern / Summer 2023

- Designed and launched custom e-commerce websites translating client needs from wireframes to production, using Wordpress Elementor.
- Collaborated cross-functionally to deliver responsive UI aligned with brand systems.
- Built hands-on experience in UX design, prototyping, and implementation.

Skills

Tools

Figma
Framer
Claude
GitHub
Cursor
Slack
Supabase
Vercel

UX

User Research
Usability Testing
Wireframing
Interaction Design
AI-assisted Prototyping
MVP Planning
Product Strategy

Honors

Syracuse University
IDSA Student Merit Awards
Received Honorable Mention for work presented.
March 2025

Organizations

IDSA

Industrial Designers Society of America
Member

Blackstone Launchpad

Innovation community, Syracuse University
Member

Hobbies & Interests

Experiential Travel
Points & Miles Strategy
Hiking & Camping
Freediving
Fantasy Football
Fitness