# Julieta Kantuni

## Principal UX/UI Designer

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### Summary

Principal UX/UI Designer with 8+ years of experience, designing machine learning–driven fintech products at Capital One since 2022. Leads end-to-end design for subscription management in the Capital One app, used by millions of customers, from research through launch, working with product, engineering, ML, content design and legal. Work includes ML predictions of upcoming charges, a model-based block that works **99%** of the time, and in-app cancellation where **98%** of requests succeed. Prototypes and builds with AI tools, including Claude, Figma Make, Lovable and ChatGPT.

### Skills

**AI and ML product design:** Designing for ML predictions, model failure states and error handling, human-in-the-loop feedback, trust and transparency, personalized insights, AI-powered features, AI-assisted prototyping, prompting and AI design briefs

**Product design:** End-to-end and 0-to-1 product design, interaction design, information architecture, mobile (iOS and Android), design systems, content design, data visualization, accessibility

**Research and strategy:** User research, usability and content testing, A/B testing, data-informed design, journey mapping, workshop facilitation, roadmap influence, cross-functional leadership

**Tools:** Figma, Figma Make, FigJam, Claude, Lovable, ChatGPT, Miro, Mural, UserTesting.com, Framer, Sketch, Adobe Creative Suite, HTML/CSS (basic)

### Experience

## Capital One

Jan 2022 – Present

**Principal UX/UI Designer** — Jan 2025 – Present

Senior UX/UI Designer — Jan 2022 – Dec 2024

Design lead for subscription management in the Capital One mobile app (iOS and Android) and the internal agent tool.

- **Expected Transactions (2024–2025):** Led the design to merge two lists owned by two teams, ML-predicted recurring charges and customer-scheduled transfers and payments, into one experience.
- Tested icons and copy so customers could tell predicted charges from scheduled ones. The merged list got its own tab in the app's bottom navigation, Plan & spend.
- **Upcoming Transactions and Block Charges (launched Oct 2022):** Led end-to-end design of an ML-driven forecast of upcoming bills and a one-tap control to block unwanted recurring charges, from journey mapping and research through launch.
- Blocks now work **99%** of the time, up from about 70% with card-network blocks that cost about $5 each. Coverage grew from **37 to 500+ merchants** and from 26% to 60% of recurring transactions as an in-house ML model moved blocking to the transaction level.
- Worked with engineering on how the model works, and designed for its behavior: one experience for merchant and model blocks, block expiration, a statement credit when a block misses, and block removal.
- Ran usability, content and A/B tests that set the list content, the "Bills & subscriptions" name and the copy that separates blocking from cancelling.
- Designed a customer feedback loop to improve the model's predictions, and the agent-tool flows for blocking charges when customers call in.
- **Cancel Service (launched Mar 2023):** Led end-to-end design of in-app cancellation with Minna Technologies for 20 streaming and entertainment merchants, now available to all mobile customers.
- **98%** of cancellation requests succeed. Customers completed about **5,000 cancellations** in the first rollout phase and saved about $150 a year on average.
- Designed one path per merchant: cancel when possible, with a block in the back end while it's pending; block when cancel isn't available; a cancel guide and Contact merchant when neither is. Designed every failure state and the agent-tool flows.

- Tested four entry points with customers; the winning inline message more than doubled click-through.
- **Recurring Increase (2023):** Designed a price-increase insight for the app and email, from a cross-functional design jam to comprehension testing. Live in the app and in email.
- Tested copy and icons until customers read the increase as already happened, and designed a list view with a chart toggle.
- Designed email templates to test new spend insights with customers before building them into the app.

### Contract UX Designer
Sep 2021 – Dec 2021

Time Doctor

- Designed the first-time user experience (FTUX) onboarding flow, simplifying setup and introducing key features so new users could get started and see the product's value quickly.

### Product Designer
Apr 2020 – Apr 2021

Digitain

- Redesigned sign-in and sign-up flows for the TotoSport iOS and Android apps, increasing user retention by **32%** and raising the App Store rating by **0.5 stars**.
- Designed an end-to-end B2B customer management system for internal teams, streamlining operations across departments.
- Audited and organized hundreds of digital assets into a unified style guide, contributing to the foundation of TotoGaming's design system.
- Partnered with engineers and product managers to align UX decisions with technical constraints and product goals, and influenced the product roadmap.

### Contract UI Designer
Mar 2019 – Sep 2019

Remarkable Health

- Led the design and development of Bells, a 2D animated avatar for the company's AI assistant in behavioral health, covering visual identity, rigging and animation.

### Freelance Product Designer
2018 – 2019

Self-employed

- Designed a platform that provides data insights for building climate-resilient urban infrastructure, using geospatial AI, with nature-based adaptation solutions integrated into the workflow.
- Designed a platform that helps people find affordable healthcare and see the prices of procedures.

## Projects

### Savor
2026

Personal project, designed and built with AI

- Designed and built a personal cookbook web app end to end with Figma, Lovable and ChatGPT. It's live, and I use it every day.
- Designed an AI feature that turns a recipe screenshot into a structured recipe the cook can edit.
- Wrote a design brief (design.md) to direct AI-generated UI, and kept the MVP to one loop: capture, curate, cook, remember.

## Awards

- Fast Company Innovation by Design Awards 2023, honorable mention in User Experience, for Block Charges
- Circle of Excellence, Capital One's highest internal award, for the subscription management work

## Education

Master's degree with honors, Linguistics and Cross-Cultural Communication

Peoples' Friendship University of Russia and Yerevan State University