

Paula Rigoli

UX STRATEGIST | AI STRATEGY & GOVERNANCE

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SUMMARY

Strategic AI and UX leader with experience bridging emerging technologies and business impact. Expert at translating complex architectures into VP-ready narratives for executive audiences. Proven track record leading high-stakes GenAI initiatives and 0-1 product strategies at Salesforce and Capital One. Passionate about leveraging hands-on prototyping and human-centered design to drive enterprise transformation.

RESUME HIGHLIGHTS

GenAI Design Standards & Governance (Capital One):

Built enterprise-wide AI design frameworks enabling faster delivery of compliant GenAI feature development across multiple lines of business.

Sales Cloud AI Strategy (Salesforce):

Led 0-1 product design for AI initiatives, translating technical complexity and user insights into VP-ready strategy and securing executive buy-in.

Healthcare UX Modernization (Lyra Health, athenahealth):

Founding designer at an early-stage mental healthcare startup, increased design velocity and quality with strategic investments in Lyra's first design system and rapid user research practices.

EDUCATION

MIT – Designing and Building AI Products and Services

UNC CHAPEL HILL – M.S. Human Computer Interaction

BYU – B.A. Comparative Literature

EXPERIENCE

Sr. Manager, GenAI Experiences | Capital One

May 2025 - Present

Established enterprise-wide AI design standards and governance frameworks for GenAI feature development in a highly regulated financial environment. Created cross-functional alignment across Legal, Model Risk, UX, and Content stakeholders to define Trustworthy AI experience standards.

- Built and launched AI design guidelines adopted by product and content teams, establishing a quality baseline for AI-powered experiences
- Founded an AI Design Studio to enable designers across the organization to ship quality GenAI features faster
- Secured buy-in on governance frameworks that balance regulatory compliance with design velocity across multiple lines of business

Design Director, AI & Data Experiences | Salesforce

May 2018 - January 2024

Led strategy and design for two 0-1 product offerings in the GenAI and upskilling markets. Built cross-functional partnerships across Product, Engineering, and Data Science to align on vision and execution.

- Presented product roadmaps and AI strategy to VP-level stakeholders, translating technical complexity into business impact narratives that secured continued investment
- Led design for GenAI initiatives from concept through launch, owning the end-to-end experience for emerging AI products
- Scaled design practice across teams, mentoring designers and establishing design patterns for consistent enterprise experiences

Design Manager | Lyra Health

August 2016 - May 2018

First designer in an early-stage startup, shaping the foundation of the design practice and scaling the team.

- Led design for a two-sided marketplace connecting therapists with clients seeking mental healthcare
- Directed a company-wide rebrand, establishing a modern and cohesive design language that enhanced trust and engagement
- Introduced user research practice and created a design system to elevate quality and speed of shipped product