

Dexter Ferguson

Product designer focused on helping teams understand the problem they're actually trying to solve

dexterferguson.com
linkedin.com/in/DexterF
dextercfeg@gmail.com
410.624.6890

Education

Northeastern University
BFA Graphic Design
Boston, MA | 2012

Skills

- Product strategy and discovery
- Research planning and synthesis
- Making design decisions with data
- Storytelling for executive audiences
- Cross-functional leadership
- Building and sustaining design culture

Interests

Public transportation systems and policy

Completed the Transportation 101 program covering regional transit systems, funding structures, and policy decision-making.

Capital One

Principle Product Designer, Horizontal Customer Experience (HCX)

MCLEAN, VA
APR '25 - PRESENT

- Design shared mobile banking experiences that span multiple products and lines of business, focusing on how customers experience the bank end to end rather than feature by feature.
- Identify gaps, inconsistencies, and moments of friction across journeys, helping teams align around clearer, more coherent experiences.
- Currently exploring the future of the mobile banking experience, looking at how people may interact with their finances across moments, devices, and contexts to inform both near-term work and longer-term thinking.

Product Designer, Innovation Lab

FEB '22 - APR '25

- Design banking and financial tools by starting with messy, ambiguous problems and working them into clear, usable experiences people can trust.
- Use research, synthesis, and storytelling to shape product direction early and define what we're building before deciding *how*.
- Work closely with product, engineering, data, and risk partners to navigate real constraints and make thoughtful tradeoffs in a regulated environment.

Product Designer, Credit Risk Management

MAY '20 - FEB '22

- Redesigned a critical executive reporting workflow that was hard to use and easy to misinterpret, helping leaders better understand credit program performance.
- Partnered with a service designer to run hands-on working sessions with senior leaders, using design methods to surface misalignment and clarify decisions.

Airbus

Product Designer, Airbus Aerial

ATLANTA, GA
NOV '18 - APR '20

- Designed tools that help people make decisions using complex aerial and geospatial data, often in time-sensitive or high-stakes situations.
- Worked closely with engineers, data teams, and insurers to turn satellite and drone imagery into products that were understandable and useful, not just technically impressive.

Under Armour

Sr. Graphic Designer

BALTIMORE, MD
AUG '18 - NOV '18

- Worked with art directors, writers, and production teams to bring brand stories to life across retail environments.
- Helped shape and test the creative direction for a new in-store footwear wall system, piloted regionally and later rolled out more broadly.

BTE

Design & Communications Lead

HANOVER, MD
DEC '12 - NOV '18

Started as a Graphic Designer and grew into a Design & Communications Lead, expanding from hands-on execution into stakeholder partnership, creative direction, and end-to-end delivery.