

Andrea F. Hill, MS, MBA

<http://www.afhill.com> | 819-328-2109 | andrea.hill@gmail.com

Accomplished service designer / product strategist with over 15 years of experience researching, designing and developing innovative products and services. Leverages powerful combination of technical skills, customer-focus and business acumen, with the ability to positively engage customers, internal stakeholders and partners to identify patterns and opportunities, reach consensus and deliver quality results. Demonstrated success in leading ideas (both products and programs) from concept to execution.

Professional Experience

CODE FOR CANADA, Ottawa, ON

2019 - present

UX Design Fellow

- Awarded 10-month fellowship working within the Government of Canada to help build digital capacity, on the NextGeneration Travel Directorate
- Led user experience research, journey mapping, and service blueprinting efforts
- Designed wireframes, mock-ups and interactive prototypes for concept and usability testing
- Proposed service changes based on qualitative and quantitative data

LEXISNEXIS, Ottawa, ON (Remote)

2018 - 2019

Senior UX Specialist

- Key contributor to a 30 point increase in NPS score, primarily due to usability enhancements
- Attended daily standups with the development team, often responding to product strategy questions (product managers did not attend standups)
- Engaged with customers via 1:1 interviews, an asynchronous discussion forum, and in-person workshops including customer journey mapping
- Contributed to roadmap prioritization, feature scoping, and writing user stories
- Led the data tagging and analysis efforts using Kibana, including holding weekly office hours to support and train the product managers on how to run their own queries and create reports
- Communicated requirements through user stories, wireframes and interactive prototypes
- Oversaw the application of, or variation from, global UX standards to meet the needs of the Canadian market
- Designed and ran experiments to measure user behaviour

FRAMEPLAY, Denver, CO

2017 - 2018

Founder & Innovation Consultant

- Established a consultancy to assist mid-sized organizations with customer research and product strategy
- Facilitated design sprints for several clients
- Conducted Jobs to be Done customer interviews to uncover unmet customer needs to drive product strategy for a B2B messaging platform
- Conducted stakeholder interviews and analyzed customer data for a leading satellite service provider to prioritize the roadmap for a new customer support portal.
- Performed competitive and market analysis to provide pricing and positioning recommendations for a SaaS provider

READYTALK, Denver, CO

2013 – 2017

Manager of Innovation Strategy / Product Strategist

- Planned and managed beta testing for new feature and service releases
- Monitored competitors, industry shifts and emerging markets
- Served as the co-founder for the company's first internal startup to capitalize on an opportunity identified through customer research
- Established and led the company's dedicated Innovation team (DART)
- Managed a team of business analysts/customer insights analysts (researchers) to identify new product and service offerings
- Worked with cross-functional teams to rapidly test and launch new products and concepts to market.
- Prepared the business cases for three new product offerings that were brought to the market within a 12 month timeframe

LEXISNEXIS, Boulder, CO (Remote)

2012 – 2013

Senior Idea Designer (Customer Discovery & Innovation)

- Designed and validated new product and service opportunities through iterative customer interaction for this 10,000-employee legal content solutions provider
- Owned new product and concept development, from problem discovery through UI design and validation
- Collaborated with idea owners and product planning leaders to establish prioritization in the product roadmap, and worked with cross-functional teams to ensure a smooth handoff of the solution concept once transitioned (including adherence to user interface guidelines).
- Developed deep insight into the evolving needs of the legal market through established and emerging customer discovery processes, trend research, market monitoring, and market effectiveness research.

WORLDWAYS SOCIAL MARKETING, Denver, CO (Primarily remote)

2008 – 2012

Product Director

- Consulted with clients to assess their organizational readiness to support ongoing digital activities
- Designed and developed the agency's first syndicated digital product, including roadmap and ongoing release schedule
- Prepared and presented training materials and documentation to ensure smooth transitions for clients
- Managed technical product development through internal resourcing, procurement or partnerships
- Shifted the organizational culture from one of static creative services (print materials) to embrace interactive media

Education

Master of Business Administration, Strategy & Entrepreneurship, University of Colorado

Boulder, CO, 2014

Master of Science, Computer Science, Franklin University

Columbus, OH, 2008

Bachelor of Science, Digital Communication, Franklin University

Columbus, OH, 2003

Bachelor of Arts, Combined Languages: French & Spanish, University of Alberta

Edmonton, AB, 2000