Andrea Hill

UX and Service Designer

Personal Info

Address
Ottawa Canada

E-mail
andrea.hill@gmail.com

Portfolio
afhill.com

LinkedIn
linkedin.com/in/afhill

Twitter
twitter.com/afhill

Summary

UX and Service Designer with over 15 years of experience researching, designing and developing innovative digital products. Possesses the trifecta of empathic listening, technical skills and business acumen. Applies these skills to inform product decisions, on both early-concept- and existing products and services.
Government of Canada Secret (II) clearance.
Government of Canada Second language skills: E/C/B

Experience

UX Design Fellow (UX Research and Design)

2019 - present

Code for Canada

- Awarded a 10-month fellowship to build digital capacity within the Government of Canada

Sr UX Specialist (UX Research and Design)

2018 - 2019

LexisNexis

- Oversees the integration of, or variation from, global UX standards to meet the needs of the Canadian market
- Conducts qualitative research to inform design and strategy
- Prepares wireframes and prototypes for concept testing
- Supports product and engineering teams in end-to-end UX strategy and design
- Works with the data and engineering teams to ensure features are appropriately tagged and indexed for data analysis

Innovation Consultant (UX Research and Product Strategy)

2017 - present

Frameplay

- Established a consultancy to assist mid-sized organizations with customer research and product strategy
- Analyzed quantitative and qualitative research to prioritize the roadmap for a client's customer support portal.
- Conducted customer interviews to uncover unmet customer needs to drive product strategy for a B2B customer engagement platform

Manager of Innovation Strategy (UX Research and Product Strategy)

2016 - 2017

ReadyTalk

- Prepared the business case for a dedicated Innovation team
- Developed the business case and MVP scope for "FoxDen Connect" - ReadyTalk's in-room conferencing solution
- Introduced and documented new product development processes to be adopted across the organization (design thinking, design sprints, jobs to be done)
- Managed and mentored a team of Business/Customer Insight Analysts to

Skills

Diagramming and Journey Mapping
●●●●○ Advanced

Design Thinking
●●●●● Expert

Information Architecture
●●●○○ Intermediate

Interaction Design
●●●○○ Intermediate

Jobs to be Done
●●●●● Expert

Product Strategy
●●●●● Expert

Prototyping
●●●●○ Advanced

Survey Design
●●●○○ Intermediate

Usability Testing
●●●●○ Advanced

User Interviews
●●●●● Expert

Workshop Facilitation
●●●●○ Advanced

identify new product and service offerings

2013 - 2016

Product Strategist / Intrapreneur (UX Research and Product Strategy)
ReadyTalk

As Intrapreneur:
- Launched the company's first internal startup to capitalize on an opportunity identified through customer research
- Conducted ongoing customer development to drive towards product-market fit
- Managed the product roadmap, backlog and customer support
- Directly managed the team's engineers

As Product Strategist:
- Produced MSDs (Marketing Strategy Documents), communicating product features/capabilities
- Worked with cross-functional team members (PMs, engineering, marketing) to ensure products meet user needs
- Monitored competitors, industry shifts and emerging markets
- Established the "Customer Insights Team": a panel of customers willing to be contacted for research purposes
- Planned and managed beta testing for new feature and service releases

2012 - 2013

Sr. Idea Designer (UX Research and Design)
LexisNexis (Customer Discovery and Innovation)
- Owned new product and feature concept development, from problem discovery through UI design and validation
- Translated customer data/analytics into actionable insights and feature enhancement recommendations
- Developed IA/UX artifacts including customer personas, wireframes and user stories
- Worked with product planners and tech leads to inform the roadmap

2008 - 2012

Director of Product (Product Management and Development Manager)
Worldways Social Marketing
- Consulted with clients to assess their organizational readiness to implement a digital marketing strategy
- Prepared and delivered high-quality strategic proposals to clients
- Designed and developed the agency's first syndicated digital product
- Managed technical product development through internal resourcing, procurement or partnerships

2007 - 2008

Sr. Developer / Business Analyst
Resource Interactive (acquired by IBM)
- Documented UI requirements for clients including The Limited and The Scotts Miracle-Gro Company.
- Provided web accessibility strategy and support for clients including HP, Bose, and Procter & Gamble.
- Business user and developer trained for ATG e-Commerce Suite for Personalization

Relevant Coursework

Application of Artificial Intelligence

Business Plan Preparation

Decision Modeling and Applications

Entrepreneurship

Game Design Master Class

Human Computer Interaction

IT & Business Strategy

Information Design

Jobs to be Done (ODI) Master Class

Market Intelligence

Marketing Management

Marketing Strategy

New Product Development

Psycholinguistics

Strategy

System Architecture and Engineering

Education

2014 ● **University of Colorado at Boulder: MBA (Strategy & Entrepreneurship)**

2008 ● **Franklin University: MS (Computer Science)**

2003 ● **Franklin University: BS (Digital Communications)**

2002 ● **Sessions School of Design: Certificate (Graphic Design)**

2000 ● **University of Alberta: BA (Hons) Combined Languages and Linguistics**