

# ANDREA FINEMAN

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## 2015 -today **ADAPTIVE PATH (CAPITAL ONE)** // Service designer

I work on projects that incorporate **business and design strategy, UX, and research** and that span all of Capital One's lines of business. Our work aims to improve the customer experience by addressing all stakeholders' needs. I specialize in projects that require heavy synthesis and involve new data technologies.

Some example projects:

**Design research** for improving the customer experience of declined customers with the U.K. division of Capital One—a collaborative project where we **taught our partners** how to do research on their own

*Allowed the U.K. division to reduce research spending by 11x*

**Mapping customer-facing job roles** for the Small Business group to simplify the credit card customer experience

*Three pilots ongoing in Q1 of 2018*

End-to-end **UX design, user research, and investigation into machine learning** and next-generation capabilities for call center agent software

*Reduced calls by 45 seconds each on average*

Omni-channel **customer experience strategy** for newly launched tech features

*Viral research report still getting shared around the company 12 months later*

**Co-creating a service design vision** for the Capital One internal audit division (improving the “customer” experience for groups that get audited)

*Brought cohesion to a team that dreamed big but needed the rigor of design methods to make those dreams a reality*

I've also led **workshops to teach design methods** to associates of all backgrounds and **consultative service design workshops** with internal “clients” to solve business problems.

I managed the intern program—in 2017, I had sole responsibility for **planning, hiring, and managing the two service design interns'** relationship to their mentors.

I **co-programmed and hosted** the 2017 Service Experience Conference and host a quarterly speaker series on design and social impact, among other **public speaking** responsibilities.

## 2014 **FITBIT** // Product designer (intern)

Created the **product strategy and UX design** for a new feature, working with two engineers (from R&D and from web/database engineering) to design, test, and iterate under a **Lean UX** model. *Rapid research proved the feature's value as well as its interaction patterns. It was then implemented across all products and devices.*

## 2012 -2013 **ELECTION WEBSITE USABILITY STUDY** // User researcher

Studied government websites with citizen participants, in **remote moderated usability sessions**, as part of Dana Chisnell's MacArthur Grant-funded Field Guides for Ensuring Voter Intent project.

*Second author on resulting conference paper*

## 2010 -2013 **TEMKIN GROUP** // Associate

Temkin Group is a boutique management consulting firm specializing in customer experience. My role there was to **research and analyze customer experience strategy** at large B2B and B2C companies. Areas of focus included interaction design, service design, wayfinding, branding, organizational behavior, and many more.

Wrote and edited reports using a wide variety of quantitative data from large-scale research studies of consumers and executives

Overhauled graphic and text style guide; edited all reports and marketing materials

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## **CARNEGIE MELLON UNIVERSITY**

MDes, Interaction Design, May 2015

Master's thesis: Personalization and big data in the in-person, customer-employee interaction context (winner of the Kynamatrix research award and \$1,000 prize)

## **BRANDEIS UNIVERSITY**

BA, History of Architecture, French, European Studies, May 2010; Summa cum laude, Phi Beta Kappa

Award-winning senior thesis on the written works of Le Corbusier

