

ANDREA KLEIN LACY

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SUMMARY

15+ years designing, driving, researching, testing, iterating and advocating award-winning useful, usable and desirable experiences. Drawn to good design challenges and products and services that make a difference.

KEY STRENGTHS

- Effective problem solver, both broad and deep. Strong analytical thinker.
- Experienced interaction designer and researcher, across modalities and devices.
- Able to quickly grok technical issues and system architecture. Able to both design within the current architecture and simultaneously push on constraints.
- Great enthusiasm for user-focused design, research, and cross-functional collaborative solutions.

WORK EXPERIENCE

Klein Lacy Design, LLC 2010-present

Principal

- User experience design, usability, user research, wireframes, information architecture, a:b testing
- Clients (projects):
HTC & Under Armour (connected fitness wearables), *VMware* (cross-suite design standards, internal HR systems, virtual private cloud management console - web apps), *Rypple* (Facebook for employees website), *Assurant* (private health exchange), *Schwab* (intranet), *Coulomb* (ChargePoint car charging website), *Roonga* (drives for non-profits website),

Parents Guild 2009-2013

Co-Founder

- Community website for parents to ask and answer questions
- Mission: to elevate parenting advice on the internet by being a quality top search result

Tellme, a subsidiary of Microsoft 2007 — 2009

Design Architect

- Cross-Mobile Design and Research Lead
- Launched on Sprint and Helio feature and touch phones, Blackberry to over 100,000 users; work was underway for iPhone & Windows Mobile
- Led a team of 4 designers, 1 researcher

Tellme Networks, Inc. 2003 — 2007

Sr. User Experience Designer

- Led the design for award-winning Tellme by Mobile multimodal voice search
- Led the design for automated 411 services for Verizon and AT&T Wireless; Tellme's largest revenue-generating products serving hundreds of thousands of callers each day, billions of calls a year.

TiVo, Inc. 2001 — 2003

UI Designer and Researcher

- Designed end-to-end web scheduling of TiVo recordings
- Lead researcher for TiVo.com redesign and new e-commerce site

Research Associate

- Conducted research on adoption of the internet at home, time and technology use with Drs. Robert Kraut and Sara Kiesler and a Panasonic innovation lab. Led a team of 3 Research Assistants.

EDUCATION

- **Master of Human Computer Interaction** – Carnegie Mellon School of Computer Science, GPA 4.0/4.0
- B.A. Psychology and College of Letters (Humanities) – Wesleyan University, High Honors. Attended Vassar-Wesleyan-Colgate Program in Spain.

AWARDS, PATENTS

For UA Healthbox:

- **Wareable**, CES 2016 awards, Best in Show (Fitness Tracker Category)
- Additional “top-pick” mentions at CES 2016 by **Stuff Magazine**, **Pocket-Lint**, **TechnoBuffalo**, **AndroidCentral**, **BGR**, **GearPatrol**, **Ubergizmo**.

For Tellme By Mobile:

- **I.D. Magazine**, **Best of Category Award in Interactivity** for Tellme By Mobile Beta Design
- 2007 **Wall Street Journal Innovation Award** (Runner Up) Tellme Search
- **CNET Webware 100-Mobile winner**, Fierce Mobile - Top Mobile Apps 2007

Emmy for TiVo’s Interactive Advertising Platform, Member of the TiVo Design Team that launched this concept

Patent Author on Bifocal Zoom – method for displaying a map and associated symbolic context information

Patent Co-Author on:

- **Quality Index** – algorithm for quantifying positive and negative events on a call to determine next action
- **TMI Handling** – algorithm for analyzing characteristics of an unrecognized utterance and tailoring prompting to the user based on those characteristics
- **Fake GPS** – method for suggesting business listings near locations of previously provided business listings

Wesleyan Crew, Undefeated New England Champions, 1994, 1996

Thomas J Watson Scholar, 1993-1997

National Merit Finalist, 1993

Executive Editor of award-winning literary magazine, *Erehwon*, 1993

ACTIVITIES

- Mountain View Mediation Services, **Community Mediator and City Facilitator**, 2006-2016
 - o Elected Co-Chair 2012-2013
- Carnegie Mellon School of Computer Science Alumni Advisory Board, 2002-2004