



Andrea Hill

UX Research and Product Strategy



Summary

User Experience Researcher with over 15 years of experience researching, designing and developing innovative, web-based 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.



Experience

2018 - present

Sr UX Specialist (UX Research and Design)

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

2017 - 2018-05

Innovation Consultant (UX Research and Product Strategy)

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

2016 - 2017

Manager of Innovation Strategy (UX Research and Product Strategy)

ReadyTalk

- Prepared the business case for a dedicated Innovation team
- Managed and mentored a team of Business/Customer Insight Analysts to identify new product and service offerings
- Facilitated Design Sprints with cross-functional teams to identify new products and features
- Introduced "Jobs-to-be-Done" as a framework for understanding customer needs
- Designed and managed the MVP development for "FoxDen Connect" - ReadyTalk's in-room conferencing solution

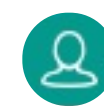
2013 - 2016

Product Strategist / Intrapreneur (UX Research and Product Strategy)

ReadyTalk

As Intrapreneur:

- Launched the company's first internal startup (UbiMeet) to capitalize on an



Personal Info

Address

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E-mail

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Portfolio

afhill.com/portfolio

LinkedIn

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Twitter

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Skills

Diagramming and Journey Mapping



Design Thinking



Information Architecture



Interaction Design



Jobs to be Done



Product Strategy



Prototyping



Survey Design



Usability Testing



User Interviews



Workshop Facilitation



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

- 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 (product owners, 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 high level UI design and concept 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 and capabilities in implementing 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

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 Hewlett Packard, Bose Corporation, The Limited and Procter & Gamble.
- Business user and developer trained for ATG e-Commerce Suite for Personalization

2003 -
2007

● **Sr. Web Developer / Accessibility Coordinator**

LexisNexis (User Experience)

- Established a library of UI Building Blocks to be leveraged across product suites to streamline development time, enhance usability and increase overall product quality
- Developed high-fidelity prototypes for usability testing. Worked with external facilitators to refine scenarios. Attended testing in Chicago (2005), New York City (2004, 2006) and Los Angeles (2004).
- Oversaw the creation of a cross-disciplinary accessibility team
- Served as the user experience representative on the Architecture Advisory Board and Web2.0 working group



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)**