

# ANDREA FINEMAN

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2020  
-today **SPLUNK** // Senior user researcher

I'm working on a highly confidential redesign of Splunk's core product.

2018  
-2020 **GETAROUND** // Senior service designer

As Getaround's first service designer, I **led service design** projects to improve the customer, employee, and business partner experience. Some example projects:

Single-handedly planned & executed a **multi-city, multi-method service design, product strategy, and user research project** around Uber drivers' use of our service

*This project produced the majority of the design insights and recommendations supporting a major business investment. My recommendations around **product strategy, customer behavior, trust & safety, real estate, and physical assets** allowed us to deprioritize an expensive feature and de-risk our pricing strategy, among other things. I also completed a high-impact project on parking instructions in just two weeks, making this project the source of truth for thousands of pieces of customer-facing UI text.*

Created a **service blueprint** to help **our garages and operations teams** onboard new owners and their vehicles faster

*This two-week-long project contributed to seven company OKRs and resulted in a durable artifact that helped some colleagues realize they were operating under incorrect assumptions, which they quickly corrected. It served as a source of truth for multiple teams for years.*

Led a five-day **GV Design Sprint** for the **internal tools** team

*Accomplished five team OKRs and produced valuable outputs that continued to be iterated on at the time that I left the company.*

I also became the **owner of quantitative insights** for the design team. My documentation made quantitative company data accessible and was sought by managers in other groups such as Operations and Marketing.

2015  
-2018 **ADAPTIVE PATH** // Service designer

Some example projects:

**Service prototyping in the retail context:** Introducing advanced investing options to retail banking clients at Capital One's cafés.

*Developed a service handoff for users looking to have a deeper relationship with money, as well as an omni-channel CX strategy incorporating several of Capital One's acquired companies' offerings as well as internal projects into a cohesive customer experience.*

**Service design strategy** around improving the customer experience of declined customers in Capital One's U.K. market. This was a collaborative project where we also **taught our partners** to do design and research on their own.

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

Additionally, I led **workshops to teach service design and design strategy methods** to associates of all backgrounds and **consultative service design and strategy workshops** with internal clients to solve business problems.

I managed the intern program, having sole responsibility for planning, hiring, and managing the service design interns' relationship to their mentors.

2014 **FITBIT** // Design intern

Following a weekly sprint model, I acted as **PM, user researcher, and product designer** for a net-new data visualization feature.

*The feature was ultimately implemented on all platforms.*

2010  
-2013 **TEMKIN GROUP** // Research associate

Temkin Group was a boutique **customer experience management consulting firm**.

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**CARNEGIE MELLON UNIVERSITY** // MDes, Interaction Design

Master's thesis: Using big data to personalize the **in-person, customer-employee service interaction** context

**BRANDEIS UNIVERSITY** // BA

Award-winning senior thesis on the sublime in the written works of architect Le Corbusier  
*Summa cum laude, Phi Beta Kappa*

2016  
-today **DOCOMOMO U.S., NORTHERN CA** // Board member & VP

Non-profit organization focused on modern architecture

