

ANDREA KLEIN LACY

320 Velarde Street | Mountain View, CA 94041 | 650 533 6660 | andrea@kleinlacy.com

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

Amazon

2016 — 2020

Principal UX Designer (Voice)

- Led the creation of the first voice and multimodal design guidelines (HIG) for Alexa which enabled the rapidly-growing organization to scale with quality and consistency across teams.
- Managed 2 employees, mentored 7. Taught Voice Design classes to 160+ designers, PMs and design managers. Hosted office hour UX design consultations for 60+ project teams. Advised and then finalized through approvals the first role leveling guidelines for voice designers across Amazon.
- Led design for The Alexa Prize (AI competition), the paradigm-setting Alexa Edge ("Offline Alexa"), Named Timers. Evangelized and drove adoption of north star conversational paradigms such as one-step corrections and ML-based inferences to avoid unnecessary dialog steps, as well as a highly adaptive and personalized UI.

Klein Lacy Design, LLC

2010 — 2016

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* (tool for feedback loops), *Assurant* (private health exchange), *Schwab* (intranet), *Coulomb* (ChargePoint car charging), *Roonga* (drives for non-profits), *CollabRx* (personalized cancer treatment), *Digital Parent*

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

2003 — 2009

Design Architect

- Cross-Mobile Design and Research Lead - led a team of 4 designers, 1 researcher
- Launched on Sprint and Helio feature and touch phones, Blackberry with over 100,000 users
- Led the design for award-winning Tellme by Mobile multimodal voice search, and 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

Carnegie Mellon, Human Computer Interaction Institute

1999 — 2001

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.

AWARDS, PATENTS

For UA Healthbox:

- **Wearable**, 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 Pending for:

- **Bifocal Zoom** – method for displaying a map and associated symbolic context information
- **Quality Index** – algorithm for quantifying positive and negative call events 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 listings near locations of previously provided business listings

Wesleyan Crew, Undefeated New England Champions, 1994, 1996

ACTIVITIES

- Covid-19 Vaccination Center Volunteer, 2021
- Co-Chair, Mountain View Mediation Services, **Community Mediator and City Facilitator**, 2006-2016
- Carnegie Mellon School of Computer Science Alumni Advisory Board, 2002-2004