

ANDREYA VEINTIMILLA

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WORK EXPERIENCE

Leapgen | Workforce Experience Design Consultant *Remote, March 2021 - Present*

- + Collaborating with change management, service delivery, and SaaS implementation professionals to integrate workforce experience considerations into the design of HR and Global Shared Services digital transformation programs for a range of corporate clients.
- + Coaching Product Managers on learning product/service innovation processes and methods.
- + Led an end-to-end Human-Centered research and design program focused on learning, growth and development experiences across the workforce for a major multinational retailer.
- + Analyzed company wide DE&I training to provide recommendations for improvement.
- + Provided experience narrative support for an HCM business case pitch to the client CEO.

Desklight | Design Research + Strategy Consultant *Chicago, IL + Remote, May 2020 - March 2021*

- + Led research and strategy for the development of an online continuing education hub.
- + Developed content and learner engagement strategies for a mobile learning application.
- + Coordinated and developed interactive content for the undocuhustle.org online learning hub.
- + Led research and strategy for the development of new service offerings to help organizations foster a culture of learning among teams.
- + Prototyped a digital mobile game to help people learn basic urban gardening skills.
- + Supported marketing efforts through thought leadership, presentations, and proposals.

Conic Group | Design Research + Service Design Consultant *Chicago, IL + Remote, October 2019 - March 2021*

- + Developed content for an online community design toolkit for Chicago Public Schools.
- + Conducted 20 in-depth interviews with lifelong learners in the US, India, and Europe.
- + Analyzed and synthesized research to produce personas and a learner journeys.
- + Facilitated a co-creation workshop with client stakeholders to develop an innovation roadmap and product/service blueprint for nine educational program concepts.

Radian Inc. + Desklight | BUILD Fellow + Design Research Consultant *Denver, CO, June 2019 - October 2019*

- + Transformed personas into an employee innovation roadmap for YMCA of the USA.
- + Led HCD research and design for student and faculty engagement in higher education.
- + Mapped the complex relationship between Radian's core programming, project outputs, partnerships, and funding sources resulting in a 400% increase in program funding.
- + Initiated stakeholder engagement with non-profits and mission-driven organizations.
- + Organized and facilitated two major community engagement events.
- + Developed a city-wide co-design campaign proposal for neighborhood communities.

DRIVE | Far Eastern Group | Design Strategist Intern *Taipei, Taiwan, May 2019 - June 2019*

- + Led 13 customer interviews and product testing sessions with a team of six other designers.
- + Presented insights and recommendations to the client for product launch in Taiwan.
- + Led three roundtable workshops with three different department store leadership teams.
- + Designed and tested a field guide prototype to help new foreign brands navigate the complex process of entering the Taiwanese retail market.
- + Proposed concepts for a Brand Lab to department store leaders.

EDUCATION

IIT Institute of Design

Master of Design, May 2020
Design Research + Innovation Strategy
(social and civic innovation focus)

University of Wisconsin Milwaukee

Master of Architecture, Sep. 2013 - May 2015
(urbanism and real estate development focus)

Miami University

B.A. Architecture, Aug. 2007 - May 2011
(urban culture and service learning focus)

PROJECTS + HONORS

Envisioning Sustainable Food Sourcing Solutions | Spring 2020

Winner of FastCo Innovation by Design Award

Mobility, Collaboration, and the Smart Campus | Spring 2019

Research and strategy for Infosys

Everywhere & Somewhere | Fall 2018

Toronto immersive urban futures exhibit

Urban Edge Thesis Exhibit | Spring 2015

Graduate Thesis on migrant urbanism

SKILLS

- + Human-Centered Design
- + Equity-Centered Design
- + Systems Thinking
- + Qualitative + Quantitative Research
- + Secondary Research / Ecosystem Analysis
- + Translating Insights into Recommendations
- + Workshop Facilitation + Co-design
- + Community / Stakeholder Engagement
- + Prototyping / Wireframing
- + Journey Mapping
- + Service Blueprinting
- + Process Mapping
- + Product / Service Roadmapping
- + 2D Diagramming + 3D Modeling
- + Experience / Usability Testing
- + Project Management
- + Agile
- + Visual Design