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ABOUT ANDREA

UX Design, Research, and Innovation Leader

16+ years of experience building customer-centered products, services, and business strategies. Proven track record leading multidisciplinary teams across research, design, and product development to deliver measurable business outcomes. Expert in design thinking, service design, and innovation strategy for large financial institutions and Fortune 500 companies.

EDUCATION

MS in Strategic Design & Management

Parsons School of Design

BFA in Visual Communication

Washington University
in St. Louis

EXPERIENCE

M&T Bank

SVP, Innovation Advisor | 06/2025 – Present

- Led executive stakeholders through an effort to reimagine our investment platform based in advisor- and client primary research. Outcomes include replacing our tech stack, testing AI solutions for servicing, redefining our sales process, and a new customer research governance process for ultra high net worth clients at M&T.
- Designed and facilitated a workshop with 15 cross-disciplinary leaders within Wilmington Trust to identify digital asset use cases in Institutional Client Services. In December of 2025 the resulting pilot, M&T's first digital assets activation, achieved an instantaneous cross-border transfer versus the existing standard of 3-5 business days.
- Co-developed a strategy to combine M&T's 7 customer-facing apps into 2, introducing a feature set that transforms our value proposition through emerging technology and new proposed services that are being tested with customers and prospects.

BCG X (Formerly BCG Digital Ventures)

Strategic Design Lead | 07/2022 – 05/2025

Senior Strategic Designer | 07/2021 - 07/2022

Strategic Designer | 10/2020 - 07/2021

- Leadership achievements include overseeing the professional development of 3 strategic designers (2 of whom were promoted within 18 months), receiving BCG's "Grow by Growing Others" Award for talent development and leadership in 2024, and guiding multi-disciplinary teams of strategists, designers, and researchers across multiple innovation initiatives.
- Directed research and design for an innovation sprint with a national building materials distributor to uncover insights across the customer journey of 75+ construction companies. The insights led to 6 opportunity spaces, culminating in 3 AI-enabled digital products projected to generate \$580M in revenue.

SKILLS

Leadership

Design Thinking Best Practices
Talent Development
Cross-Disciplinary Teaming
Project Management
Executive Facilitation
Executive Storytelling

Strategy and Research

User Research (UX)
Qualitative Research
Quantitative Research
Service Design
Customer Journey Mapping
Competitive Analysis
Trend Analysis
Ideation Workshops
Future Visioning
Innovation Strategy

Design

Branding
Design Systems
Creative Direction
Concept Ideation
Prototyping

Product

Product Discovery
Feature Development
Agile Product Development
MVP Development
AI/Emerging Tech Exploration

Software

Microsoft Suite
Figma
Adobe Suite
User Zoom/DScout
Asana/Airtable
Dovetail
Claude

- Led discovery and strategy for Service Oklahoma: a digital government services hub that increased self-service by 38%, cut costs by 30% within 1 year, and earned back-to-back NASCA Innovation in State Government awards.
- Co-led customer research, service design, and strategy in the development of Nota, an M&T digital business banking product for lawyers. Within 5 years, Nota has accumulated over \$350 million in deposit balances and is used by over 2,000 law firms.
- Facilitated a Design Thinking training for over 100 employees at a national financial institution, strengthening client relationships.

Andrea Noble Design

Principal | 08/2018 - 10/2020

- Founded a design consultancy to deliver branding, product design, retail displays, and digital campaigns for clients including Curlsmith, Fidelity, and the National Education Association.
- Case Study Editor: "Design for Social Innovation: Case Studies from Around the World," published by Routledge in 2021.

Clear Strategy @ M&C Saatchi

Senior Designer | 09/2016 - 08/2018

- Created new branding, design principles, and system guidelines for both Texas Chicken and Church's Chicken, resulting in a design system that has been rolled out globally — supporting expansion and cohesion between the two brands.
- Owned brand and retail design for clients including Heineken, Mondelez, ZonePerfect, and Pepsi. Developed ideas for innovative products, retail spaces, and category reinvention.

Blue State Digital

Senior Designer | 03/2014 - 09/2016

- Delivered UX and visual design for websites, mobile products, and digital campaigns that built strong online communities for corporate and non-profit clients including Google, Heifer International, and NBCUniversal. Established design systems and guidelines for LearnVest at Northwestern Mutual, NAACP's digital presence, and ChildMind Institute.

Geometry Global @ Ogilvy

Art Director | 07/2011 - 03/2014

- Designed digital media programs for COVERGIRL, including an NFL partnership campaign that won a Gold CLIO in 2014. Wrote content and spearheaded design for over 40 national in-store displays that earned 2 Design of the Times awards.