Andreas Steinman

Senior Lead Product Designer

AndreasSteinman27@gmail.com   www.AndreasSteinman.com   LinkedIn.com/andreas-steinman/

PROFESSIONAL SUMMARY

Senior Lead Product Designer with 10+ years in Fintech and Healthtech. Specializes in designing compliant financial systems, from card-integrated mobile apps to complex web apps—expert in partnering with C-suite executives and engineering teams to translate strict constraints into seamless user experiences.

SELECTED EXPERIENCES

Inception Health | Froedtert & MCW Hospital

Senior Lead Product Designer | December 2023 – Present

- **Team Manager:** Led a design team of 5 (Product Designers, UX Writer, UX Researcher) and implemented structured workshops that reduced rework by 90%.
- **Executive Strategy:** Partnered with the CEO and CTO in high-level leadership meetings to define product direction, regularly presenting design strategies to ensure alignment between business goals and execution.
- **Design System Leadership:** Built the Inception Health Design System (including tokenized UI kit, iconography, and usage guidelines) to ensure scalability across web and mobile products.
- **AI Integration**: Partnered with the AI Lab to design LLM interfaces included in the "After-Visit Summary Intelligence," translating complex medical data into clear user insights.
- **Mobile Product Strategy**: Led high-level product decisions and design for a mobile app serving 80,000 monthly active users (800,000 total), optimized enrollment flows and video consultations, resulting in a 15% increase in patient satisfaction.

Cie Digital Labs | Strategic Technology Consulting

Senior Product Designer | April 2022 – August 2023

- **Education Platform:** Designed a complex, all-in-one dashboard and school system application for teachers, parents, students, and administrators.
- **Strategic Planning:** Presented product strategies to the CEO to gain buy-in for 33 features, ensuring alignment between business goals and user needs.
- **Engineering Collaboration:** Collaborated with engineering and TPMs to define requirements and oversee implementation, leading to a 35% reduction in development time.

Carputty | Auto-lending Fintech

Lead Product Designer | December 2020 – April 2022

- **AI & Lending:** Designed an internal AI-powered credit risk assessment for an automotive lending platform, achieving a 1200% efficiency boost and a 30% increase in approved applications in 3 weeks.
- **Data-Driven Design:** Implemented a mobile-first analytics strategy using Google Analytics and Hotjar that increased conversions by over 40% from the loan application.
- **UX Research:** Conducted over 50 quantitative and qualitative user research experiments to inform the product roadmap.

Truist Bank | 6th Largest U.S Bank

Product Designer | July 2020 – December 2020

- **Product Design:** Designed 4 responsive web applications across consumer credit, debit, and checking products, directly supporting card usage and management flows.
- **Service Design:** Partnered with McKinsey consultants in strategic workshops for Business Checking Accounts to define secure user flows and complex data requirements.

Keyno | Payment Security Fintech

Product Designer | September 2016 – July 2020

- **Payments Design:** Crafted a mobile app experience that integrated directly with Visa payment rails, launching a product that grew to over 500,000 users.
- **Churn Reduction:** Collaborated with C-suite leadership to optimize cardholder retention, reducing churn to 0.05%.
- **Regulatory & Compliance:** Established PCI security compliance framework and data governance policies in partnership with RSA; defined security requirements that have remained the standard for 7+ years.
- **Onboarding Optimization:** Redesigned the signup process based on usability research, improving onboarding speed by 47%.

Jupiter Medical Center

Physical Therapist | September 2013 – August 2016

- Implemented a department-wide program for rehab documentation that generated 5,000 billable hours per year.
- Collaborated with IT teams on access management protocols.

EDUCATION

University of St. Augustine	**University of Florida**
Doctorate of Physical Therapy (2013)	BA in Health Sciences, Cum Laude (2010)

SKILLS & DEVELOPMENT

- **Design & Strategy:** Product Strategy, Design Systems, Rapid Prototyping, Wireframing, User Flows, Service Design, Mobile-First Design, LLM-Driven Prototyping
- **Research & Data:** Qualitative/Quantitative Research, Usability Testing, A/B Testing, Google Analytics, Dovetail, Hotjar, User Journey Mapping.
- **Technical & Compliance:** HTML/CSS, WCAG Accessibility, PCI Security Standards, HIPAA Compliance, Agile/Scrum Methodologies.
- **Tools:** Figma, Sketch, Replit, Cursor, Webflow, Jira, Axure
- **Certifications:** AI in UX/UI Design (Uxcel, 2023) , Service Design (Uxcel, 2023) , Certified ScrumMaster (CSM) , Business Strategist (Section, 2020).