

Drew DiPasquale

570-578-4448

drew.dipasquale@gmail.com

Stratham, NH

“Discovering a person’s true need and designing creative solutions through iterative processes makes me love what I do. When we can make a positive difference in someone’s life through human centered design, it’s an extraordinary feeling.”

Professional Experience

Experience Designer, Customer Advocacy Office of Liberty Mutual – Boston; 2015 – Present

Own executive sponsored projects from opportunity through market, directing cross functional teams to improve the customer experience and operational metrics. My projects have contributed to an overall Net Promoter Score lift of 11pts, Employee NPS lift of 4 pts and reduction of ~500k customer calls per year. My responsibilities include:

- Participate with Senior leaders from Marketing, Service, Claims and Product teams to understand CX opportunities facing our business within the context of strategic priorities
- Build cross functional teams of “domain experts” to holistically understand opportunities and gain buy-in
- Lead, design, plan, test and implement various and emergent discovery techniques to uncover customer insights
- Design and facilitate ideation frameworks and workshops to get teams thinking big on how we might create innovative solutions across our business
- Make concepts come to life through prototyping and low-cost tests to quickly understand customer desirability – meanwhile working with department verticals to measure feasibility and impact
- Create and package customer storylines, personas, journeys, insights and test data to create and recommend product roadmaps with all management levels and impacted teams
- Breakdown silos by illustrating how the customer’s experience intertwines with and impacts each stakeholder and business group
- Create artifacts and playbooks for teams to reference, share and learn
- Design, create and deliver digital service “tools” that improve NPS, Call Transfers and Call Deflection

Discovery Techniques

- Generative Design Research
- In-depth Interviews (1:1 and focus groups)
- Ethnography
- Survey/Chat bot/Social listening
- Analytics Tools (Heap)

Prototyping/Testing

- Sketch/InVision (digital)
- WordPress/blogs/content tests
- Landing Pages
- Usability/User Testing
- Animations/Videos

Senior Analyst, Liberty Mutual; 2013 – 2015

Owned multiple projects aimed at efficiency and making deeper customer connections.

- Created innovative video chat feature for home claims that increased customer satisfaction by 6 pts nationwide and reduced claim handling by an average of 3.5 days – now branded as Real Time Review™
- Managed real time pricing comparison and aggregation tool for damaged claim items saving customers an avg. 2 days of wait time and the claim operation \$1.2MM/yr

Front-line Claims Manager/Claims Adjuster, Liberty Mutual; 2010 – 2013

- Created feedback loops with reps to gain customer insights.
- Conducted research with customers to understand their needs and pains.
- Developed quick win strategies to improve the customer experience.
- Experienced customer needs first hand in their homes, at their most trying moments (claims)

Environmental Claims Adjuster, Travelers; 2008 –2010

- Developed an analytical and research driven approach to formulate coverage and liability decisions for multi-national corporations, pertaining to environmental lawsuits and claims

Education

Masters of Business Administration, University of New Hampshire - 2015

Entrepreneurial Studies specialization; 2nd place in “High Growth” division of the Holloway Startup competition; Awarded graduate level seed grant for Startup idea

B.A. in Environmental Sciences, University of Virginia - 2008

Chartered Property Casualty Underwriter (CPCU; insurance industry designation) - 2013

Certificate and Various Coursework, Bentley University and General Assembly – 2016-2017

Human Factors, UX Design boot-camp, Design Thinking boot-camp, Storyboarding, Product Management, Visual Design 3 day boot-camp, Google Analytics boot-camp, Programming for Non-programmers