



Jordan Kieffer

Service Design Lead

Experience

Service Design Lead, Vice President

M&T Bank, Experience Design & Engineering/ Buffalo, New York/ May 2021-Present

Lead, mentor, and at times manage a team dedicated across opportunity spaces; connect to and help evolve broader experience vision, and plan for and keep track of experience evolutions. Strategically align service and product efforts towards unified experience visions and opportunity spaces. Lead cross-functional teams in design workshops, sprints, and related planning sessions using human-centered and design thinking methodologies.

- Develop engagement model that allows for collaboration between multi-disciplinary CX teams and our business partners.
- Establish OKRs to achieve strategic alignment on the work to be done and assess CX resources efficacy within their assigned initiatives.
- Facilitate intake discussions with Product Leadership in order to articulate their needs and develop a custom approach and timeline to meet business objectives.
- Develop design artifacts that tell the customer story, surface employee friction, highlight areas of opportunity, and guide strategic discussions.

Senior Service Designer, Vice President

M&T Bank, Experience Design & Engineering/ Buffalo, New York/ May 2021-Present

Partner with stakeholders at various levels within the organization (front line staff to executive leadership) and lead them through the design process. Creatively plan, organize, and develop solutions around business resources to improve the employee and customer experience. My focus is to align our customer journey teams with the people, props, and processes the customer is interacting with during their banking relationship with us.

- Develop formal research plans to organize activities required to conduct discovery
- Facilitate research activities (workshops, interviews, surveys, etc.) to collect insights that inform the design process
- Facilitate formal presentations and working sessions that seek to gain alignment amongst key stakeholders and sponsors around a defined problem space
- Collect and analyze data to identify areas of opportunity and inform prioritization efforts (DVF)
- Develop artifacts that tell the customer story and foster empathy toward the customer experience (journey maps, storyboards, insights share outs, etc.)
- Develop artifacts that tell the employee story and illustrate the people, processes, and props that influence the customer journey (service blueprints, workflows, etc.)

Process Improvement Manager, Assistant Vice President

M&T Bank, Enterprise Transformation Office/ Buffalo, New York/ Feb 2020-May 2021

Partner with business line management teams and lead them through the DMAIC process in order to reduce process waste, improve operational efficiency, and increase productivity. Manage medium to large-scale process improvement efforts that require collaboration with technology, learning and development, change management, project management, risk and compliance, legal, and front-line and back-office SMEs.

- Facilitate cross-functional Kaizen Events and process mapping sessions to document the current state
- Partner with business line SMEs to collect and distill process pain points
- Partner with risk and compliance, and legal teams to assess current mitigation measures
- Collect and analyze data to quantify current state process performance and set targets for future state
- Make formal recommendations for optimization with a full cost benefit analysis
- Develop formal implementation plan and facilitate hand-off to Project Management

Senior Process Improvement Analyst, Banking Officer Process Improvement Analyst, Banking Officer

M&T Bank, Enterprise Transformation Office/ Buffalo, New York/ April 2017-Feb 2020

Provide support to the Process Improvement Manager while partnering with business line management teams as they lead them through the DMAIC process in order to reduce process waste, improve operational efficiency, and increase productivity. Lead medium to small-scale process improvement efforts or support medium to large-scale process improvement efforts. Foster partnerships with technology, learning and development, change management, project management, risk and compliance, legal, and front-line and back-office SMEs.

- Develop process maps and value chains to capture current state
- Collect and analyze data to identify trends and opportunities for simplification and efficiencies
- Collect and validate procedures and process flows from the business as well as other artifacts to improve our knowledge of the current state
- Schedule working sessions and coordinate cross functional Kaizen events and assist with facilitation when needed
- Coordinate with Project Managers to assist in the hand-off of solutions for implementation

Regional Manager

Solidifi Appraisal Management/ Buffalo, New York/ Sept 2016-April 2017

Responsible for the productivity and profitability of the Colorado, Florida, and Hawaii "regions". Managed 60+ appraisers to ensure timeliness and quality of appraisal reports on behalf of our Clients.

- Recruit and on-board new residential appraisers onto regional panels
- Train new appraisers on utilization of online appraisal management platform
- Assess each new appraisal request received for level of complexity as well as geographic location to make appropriate work assignments
- Conduct daily 'check-ins' with appraisers with outstanding work to ensure timely submission of reports
- Partnered with quality control team to provide feedback to appraisers and resolve errors in a timely manner
- Assess appraiser performance for promotion/demotion each quarter
- Report weekly on panel performance and profitability to senior leadership
- Partnered with and coached Jr. Regional Managers as they provide panel support

Coastal Division Speciality Lines Supervisor

GEICO Insurance Agency/ Getzville, New York/ April 2015-Sept 2016

Launched and managed the day-to-day operation of the Coastal Division within the GIA Homeowners Service Department.

- Develop customer profiles for owners of high-value, high-risk homes in coastal regions in order to inform a strategic servicing approach
- Reengineer processes and redesign agent goal packages to align to the strategic vision of the Coastal Division
- Develop training materials and facilitate training for flagship service teams
- Report on performance of entire division weekly, monthly, and quarterly to director of Homeowners Sales and Service
- Coach licensed insurance agents to meet and exceed monthly performance objectives and develop improvement plans as needed
- Provide individual career coaching for all agents which led to the successful promotion of 100% of my team to the next level pay grade and 2 team members to the Supervisor Prep Program

Contact Info

Visit my LinkedIn Profile
[HERE](#)

Education & Certifications

Designing Strategy Certification
IDEOU
May 2022

Lean Six Sigma Green Belt
M&T Bank
December 2019

Certified Lean Practitioner
M&T Bank
September 2019

B.A. Communications & Management Marketing
St. John Fisher University
December 2010

A.S. Communications & Journalism
Monroe Community College
December 2008

Strengths

- Problem Solving
- Leadership
- Facilitation
- Root Cause Analysis
- Data Analysis
- Storytelling
- Strategic Thinking
- Artifact Design
- Organization
- Relationship Building